

HOPKINTON INDEPENDENT

*The Big Picture In A Small Town***Space Reservation****& Ad Copy Deadline*** (Mon)**Publication Date** (Wed)**Advertising Theme**

January 4	January 13, 2021	Martin Luther King Jr. Day / February Vacation Activities	
January 18	January 27	Superbowl LV / Valentine's Day	
February 1	February 10	Valentine's Day / President's Day	
February 15	February 24	April Vacation Activities	
March 1	March 10	St. Patrick's Day	
March 15	March 24	Summer Fun / Easter / Spring Spruce Up	
March 29	April 7	Summer Fun / Spring Spruce Up	
April 12	April 21	Town Election / Town Meeting / Summer Fun / Spring Spruce Up	
April 26	May 5	Town Election / Mother's Day/ Summer Fun / Spring Spruce Up	
May 10	May 19	Memorial Day / HS Graduation / Dance Recitals	
May 24	June 2	Father's Day / Dance Recitals	
June 7	June 16	Father's Day / Independence Day	
June 21	June 30	3 Week Break	Independence Day / Horribles Parade
July 12	July 21		Summer
July 26	August 4	Back-to-School / Tax Free Holiday	
August 9	August 18	Back-to-School / Tax Free Holiday	
August 23	September 1	Back-to-School	
September 6	September 15	Fall Activities	
September 20	September 29	Fall Activities / Fall Clean Up	
October 4	October 13	Halloween / Fall Clean Up	
October 18	October 27	Halloween / Fall Clean Up / Veteran's Day	
November 1	November 10	Veteran's Day / Thanksgiving / Fall Clean Up / Hanukkah	
November 15	November 24	Thanksgiving / HS Football Game / Hanukkah / Christmas	
November 29	December 8	Back to Back Issues	Christmas / Hanukkah / Snowplowing
December 6	December 15		Christmas / New Years / Snowplowing
~Winter Break~			
January 3	January 12, 2022	Martin Luther King Jr. Day / February Vacation Activities	
January 17	January 26	Superbowl LVI / Valentine's Day	
January 31	February 9	Valentine's Day / President's Day	
February 14	February 23	April Vacation Activities	
February 28	March 9	St. Patrick's Day	
March 14	March 23	Summer Fun / Spring Spruce Up	
March 28	April 6	Summer Fun / Easter / Spring Spruce Up	
April 4	April 13	Boston Marathon Special Issue (Full Color Edition)	
April 11	April 20	Town Election / Town Meeting / Summer Fun / Spring Spruce Up	
April 25	May 4	Town Election / Mother's Day / Summer Fun / Spring Spruce Up	
May 9	May 18	Memorial Day / HS Graduation / Dance Recitals	
May 23	June 1	Father's Day / Dance Recitals	
June 6	June 15	Father's Day / Independence Day	

*Deadline for camera-ready ads is Wednesday, two days after the ad copy deadline.

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