

AMERICA'S LARGEST CATHOLIC NEWSPAPER

# CATHOLIC NEW YORK

1011 FIRST AVENUE, 1721 NEW YORK, NY 10022 (212) 688-2399 fax (212) 688-2642 WWW.CNY.ORG

**Matthew Schiller, Advertising Manager, 212-688-2399 ext. 3125, [mschiller@cny.org](mailto:mschiller@cny.org)**

## 2016 Advertising Calendar

Month	Issue	Deadline	Focus & Themes	eff 10/31/2015
<b>January</b>	7	12/29	High School Registration Reminders • Hospice and Palliative Care	
	21	1/12	Catholic Schools Week • Mid-Winter Education - Colleges	
<b>February</b>	4	1/26	Religious Jubilarians • Lent & Ash Wednesday • Consider Catholic Colleges	
	18	2/9	Summer Camps • Spring College Open House Announcements	
<b>March</b>	3	2/23	St. Patrick's Day • Lent & Holy Week Services • Adoption & Foster Care	
	17	3/8	Easter Greetings • Spring Education • Summer Camps • Mid-Spring College Open Houses	
	31	3/22	College Summer Programs • Post-Graduate Religious Education Programs Pilgrimages-Shrines-Catholic Culture-Retreats	
<b>April</b>	14	4/5	New York City College Fair at The Javits Center • Spring Health Care	
	28	4/19	Spring Senior Living • Assisted Living & Elder Care World Day of Prayer for Vocations • Planned Giving, Financial Services & Annuities	
<b>May</b>	12	5/3	Ordination Issue • Pilgrimages-Shrines-Catholic Culture-Retreats	
	26	5/17	High School Graduation Class Recognition • Higher Ed for Veterans • Parish Festivals	
<b>June</b>	9	5/31	Adoption and Foster Care • Catholic Bereavement & Estate Planning • Parish Festivals	
	23	6/14	Catholic Summer Reading • Pilgrimages-Shrines-Catholic Culture-Retreats	
<b>July</b>	7	6/28	Mid-Summer Education • Parish Feasts and Festivals	
	21	7/12	Summer Senior Living • Assisted Living and Elder Care • Summer Health Care Graduate and Continuing Education Programs	
<b>August</b>	4	7/26	Higher Ed for Veterans • Adoption & Foster Care	
	18	8/9	Back-to-School: Elementary, High Schools, Colleges • Addiction Recovery	
<b>September</b>	1	8/23	Pilgrimages-Shrines-Catholic Culture-Retreats • Hispanic Heritage Month	
	15	9/6	High School Open Houses • Fall College Open Houses	
	29	9/20	Fall Health Care • Assisted Living & Elder Care • Fall Senior Living	
<b>October</b>	13	10/4	Jubilarian Celebrations • Respect Life Month Mid-Fall College Open Houses & Information Sessions	
	27	10/18	National Vocation Awareness Week • Graduate and Professional Schools Catholic Bereavement & Estate Planning • Planned Giving, Financial Services & Annuities	
<b>November</b>	10	10/31	Christmas Gift Guide • Addiction Recovery • Adoption & Foster Care	
	24	11/15	Christmas Gift Guide • Advent Programs • Mid-Year College Transfers	
<b>December</b>	8	11/29	Christmas Mass Schedules • Christmas Gift Guide Advent Programs • Mid-Year College Transfers	
	22	12/13	Christmas Greetings • Annual Vocation Guide Winter Senior Living, Assisted Living & Elder Care • Winter Health Care	