MATTOS NEWSPAPERS INCORPORATED

ADVERTISING AND PROMOTIONS

JANUARY

Monthly Events

Financial Wellness Month
Get Organized Month
Aquarius, The Water Carrier
01.20.10 - 02.19.10

Weekly Events

National Non-Smoking Week
01.17.10 - 01.23.10
Catholic Schools Week
01.31.10 - 02.06.10

Daily Events

New Year's Day
01.01.10
Rose Bowl
01.01.10
Three Kings Day
01.06.10
Martin Luther King, Jr. Day (observed)
01.18.10

MATTOS ADVERTISING OPPORTUNITIES

01-26 – (TR)
SUPER BOWL ADS
01-28 – (P/I)
SUPER BOWL ADS

FEBRUARY

Monthly Events

American Heart Month
National Cherry Month
National Pet Dental Health Month
Lent
02.17.10 - 03.28.10
Pisces, The Fish
02.20.10 - 03.20.10

Weekly Events

Women's Heart Week
02.01.10 - 02.07.10
National FFA Week
02.20.10 - 02.22.10

Daily Events

Women's Heart Health Day
02.01.10
Groundhog Day
02.02.10
Super Bowl XLIV
02.07.10
Boy Scouts of America Anniversary Day
02.08.10
Chinese New Year (Year of the Tiger)
02.14.10
Valentine's Day
02.14.10
Presidents' Day
02.15.10
Washington's Birthday (Observed)
02.15.10
Mardi Gras
02.16.10
Ash Wednesday
02.17.10

MATTOS ADVERTISING OPPORTUNITIES

02-02 – (TR)
VALENTINES ADS
SUPERBOWL ADS
02-04 – (P/I)
VALENTINES ADS
SUPERBOWL ADS
02-09- (T/R)
VALENTINES ADS
02-11 – (P/I)
VALENTINES ADS
02-25 – (P/I)
SALUTE TO OUR FFA STUDENTS
SPECIAL PUBLICATION

MARCH

Monthly Events

National Caffeine Awareness Month
Nat'l Learning Disabilities Awareness Month
Women's History Month
Daylight Saving Time Begins
03.14.10 - 11.07.10
Spring
03.20.10 - 06.21.10
Aries, The Ram
03.21.10 - 04.19.10

Weekly Events

National Cheerleading Week
03.01.10 - 03.08.10
National School Breakfast Week
03.08.10 - 03.12.10
National Agriculture Week
03.14.10 - 03.20.10
National Poison Prevention Week
03.14.10 - 03.20.10

Daily Events

Girl Scouts of the USA Founding Anniversary
03.12.10
Saint Patrick's Day
03.17.10
National Agriculture Day
03.20.10
Legal Assistants Day
03.26.10
Palm Sunday
03.28.10
Nat'l Mom & Pop Business Owners Day
03.29.10
Doctor's Day
03.30.10

MATTOS ADVERTISING OPPORTUNITIES

03-18 – (P/I)
SALUTE TO AGRICULTURE
SPECIAL TABLOID PUBLICATION
03-23 – (TR)
EASTER AD PROMOTION
03-25 – (P/I)
EASTER AD PROMOTION
03-30 – (TR)
EASTER AD PROMOTION

MATTOS NEWSPAPERS INCORPORATED

ADVERTISING AND PROMOTIONS

APRIL

Monthly Events

Stress Awareness Month
Taurus, The Bull
04.20.10 - 05.20.10

Weekly Events

National Library Week
04.11.10 - 04.17.10
Administrative Professionals Week
04.18.10 - 04.24.10
National Volunteer Week
04.18.10 - 04.24.10

Daily Events

April Fools Day
04.01.10
Good Friday
04.02.10
Easter Sunday
04.04.10
Income Tax Day
04.15.10
National Stress Awareness Day
04.16.10
Administrative Professionals Day
04.21.10
Earth Day
04.22.10
Take Our Daughters/Sons To Work Day
04.22.10

MATTOS ADVERTISING OPPORTUNITIES

04-01 – (P/I)
EASTER AD PROMOTION
EASTER COMMUNITY CIRCLE
04-22 – (P/I)
SALUTE TO YOUR ADMINISTRATIVE PROFESSIONALS FEATURE AND ADS
04-27 – (TR)
MOTHER'S DAY AD PROMO
04-29 – (P/I)
MOTHER'S DAY AD PROMO

MAY

Monthly Events

National Arthritis Month
National Hamburger Month
National Military Appreciation Month
National Stroke Awareness Month
Gemini,The Twin
05.21.10 - 06.20.10

Weekly Events

National Pet Week
05.02.10 - 05.08.10
Teacher Appreciation Week
05.03.10 - 05.07.10
National Nurses Week
05.06.10 - 05.12.10
National Police Week
05.09.10 - 05.15.10
Reading is Fun Week
05.09.10 - 05.15.10
National Small Business Week
05.23.10 - 05.25.10

Daily Events

National Teacher Day
05.04.10
National Day of Prayer
05.06.10
Mother's Day
05.09.10
Armed Forces Day
05.15.10
National Bike To Work Day
05.21.10
Memorial Day
05.31.10

MATTOS ADVERTISING OPPORTUNITIES

05-04 – (T/R)
MOTHER'S DAY AD PROMO
05-06 – (P/I)
MOTHER'S DAY AD PROMO
05-13 – (P/I)
SPRING MASS MAILER
05-27 – (P/I)
SALUTE TO OUR GRADUATES SPECIAL PUBLICATION WITH SPONSOR AD PROMOTION
GRADUATION COMMUNITY CIRCLE

JUNE

Monthly Events

June Dairy Month
Cancer, The Crab
06.21.10 - 07.22.10
Summer
06.21.10 - 09.22.10

Weekly Events

Daily Events

National Cancer Survivors Day
06.06.10
Flag Day
06.14.10
Father's Day
06.20.10
Take Your Dog To Work Day
06.25.10

MATTOS ADVERTISING OPPORTUNITIES

06-08 – (T/R)
FATHER'S DAY AD PROMO
06-10 – (P/I)
FATHER'S DAY AD PROMO
06-15 – (T/R)
FATHER'S DAY AD PROMO
06-17 – (P/I)
FATHER'S DAY AD PROMO

MATTOS NEWSPAPERS INCORPORATED

ADVERTISING AND PROMOTIONS

JULY

Monthly Events

Family Reunion Month
Leo, the Lion
07.23.10 - 08.22.10

Weekly Events

Daily Events

July 4th
07.04.10
Solar Eclipse
07.11.10
National Ice Cream Day
07.18.10
National Hug Your Kids Day
07.19.10

MATTOS ADVERTISING OPPORTUNITIES

07-01 – (P/I)
4TH OF JULY FLAG SPONSORSHIP
07-13 – (TR)
SIZZLIN SUMMER AD PROMOTION
07-15 – (P/I)
SIZZLIN SUMMER AD PROMOTION
07-20 – (TR)
SIZZLIN SUMMER AD PROMOTION
07-22 – (P/I)
SIZZLIN SUMMER AD PROMOTION

AUGUST

Monthly Events

National Immunization Awareness Month
Virgo , The Virgin
08.23.10 - 09.22.10

Weekly Events

National Aviation Week
08.15.10 - 08.21.10

Daily Events

Best Friend's Day
08.15.10

MATTOS ADVERTISING OPPORTUNITIES

08-31 – (TR)
NEWMAN FALL FESTIVAL SPECIAL PUBLICATION AD PROMO

SEPTEMBER

Monthly Events

Hispanic Heritage Month
Pediatric Cancer Awareness Month
National Hispanic Heritage Month
09.15.10 - 10.15.10
Autumn
09.22.10 - 12.21.10
Libra, The Balance
09.23.10 - 10.22.10

Weekly Events

Deaf Awareness Week
09.19.10 - 09.25.10
National Farm Safety & Health Week
09.19.10 - 09.25.10

Daily Events

Labor Day
09.06.10
National Grandparents Day
09.12.10

MATTOS ADVERTISING OPPORTUNITIES

09-02 – (P/I)
OUR LADY OF MIRACLES FESTA SPECIAL PUBLICATION AD PROMO
09-02 – (P/I)
FOOTBALL CONTEST ADS START (10 WEEK RUN)

MATTOS NEWSPAPERS INCORPORATED

ADVERTISING AND PROMOTIONS

OCTOBER

Monthly Events

Adopt-A-Shelter-Dog Month
National Breast Cancer Awareness Month
National Dental Hygiene Month
National Popcorn Poppin' Month
Women's Small Business Month
10.01.10 - 12.31.10
Scorpio, The Scorpion
10.23.10 - 11.22.10

Weekly Events

Fire Prevention Week
10.03.10 - 10.09.10
National School Bus Safety Week
10.17.10 - 10.23.10
National Business Women's Week
10.18.10 - 10.24.10

Daily Events

Columbus Day
10.11.10
Halloween
10.31.10

MATTOS ADVERTISING OPPORTUNITIES

10-07 – (P/I)
FOOTBALL CONTEST ADS CONTINUES (10 WEEK RUN)

NOVEMBER

Monthly Events

National Alzheimer's Disease Month
National Diabetes Month
Sagittarius, The Archer
11.22.09 - 12.21.09

Weekly Events

Election Day
11.03.09

Daily Events

Veterans Day
11.11.09
Great American Smokeout
11.19.09
Thanksgiving
11.26.09

MATTOS ADVERTISING OPPORTUNITIES

09-11 – (P/I)
FALL MASS-MAILER
09-17 – (TR)
THANKSGIVING DINNER PLANS AD PROMO
09-19 – (P/I)
THANKSGIVING DINNER PLANS AD PROMO
09-25 – (P/I)
THANKSGIVING COMMUNITY CIRCLE

DECEMBER

Monthly Events

Capricorn, The Goat
12.22.09 - 01.19.09

Weekly Events

Winter
12.21.09 - 03.20.09

Daily Events

National Poinsettia Day
12.12.09
Christmas Eve
12.24.09
Christmas
12.25.09
New Years Eve
12.31.09

MATTOS ADVERTISING OPPORTUNITIES

12-02 – (P/I)
KINDERGARTEN CHILDREN LETTERS TO SANTA SPONSOR AD PROMO
12-07 – (TR)
CHRISTMAS GIFT AD PROMO
12-09 – (P/I)
KINDERGARTEN CHILDREN LETTERS TO SANTA SPONSOR AD PROMO
12-09 – (P/I)
CHRISTMAS GIFT AD PROMO
12-09 – (P/I)
COMPASSIONATE FRIENDS MEMORIAL ADS
12-14 – (TR)
CHRISTMAS GIFT AD PROMO
12-16 – (P/I)
CHRISTMAS GIFT AD PROMO
12-21 – (TR)
CHRISTMAS GIFT AD PROMO
12-23 – (P/I)
CHRISTMAS GREETER ADS
CHRISTMAS COMMUNITY CIRCLE
12-30 – (P/I)
CHRISTMAS COMMUNITY CIRCLE

ADVERTISING AND PROMOTIONS