

# Tourist News

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## 2012 Issue dates and Calendar/Publicity Deadlines

### ISSUE DATE

### CALENDAR DEADLINE

April 5 – Spring Issue Events from April 4 to May 3. Wed., March 21  
*Featuring: Patriot's Day - Monday, April 16 (Ogunquit Celebration, April 13-15)  
Easter is April 8.*

May 3 – Gardening Issue Events from May 2 to May 17. Wed., April 25  
*Featuring: May Day (The Kennebunk Celebration is Saturday, May 5)  
Mother's Day is May 13*

May 17 – Memorial Day issue Events from May 16 to May 31. Wed., May 9

May 31 – Summer Calendar Issue Weekly Calendar: events from June 1 to June 14.  
Summer Calendar: events through Dec., 2012. Wed., May 16

*Note: We do not publish the week of June 3-9. There is no June 7 issue.*

June 14 – Father's Day is June 17 Events from June 13 to June 21. Wed., June 6

June 21 Events from June 20 to June 28. Wed., June 13

June 28 – 4th of July Issue Events from June 27 to July 5. Wed., June 20

July 5 – 4th of July Issue Events from July 4 to July 12. Wed., June 27

July 12 Events from July 11 to July 19. Wed., July 4

July 19 – Open Farm Day Issue Events from July 18 to July 26. Wed., July 11

July 26 Events from July 25 to Aug. 2. Wed., July 18

August 2 Events from Aug. 1 to Aug. 9. Wed., July 25

August 9 Events from Aug. 8 to Aug. 16. Wed., August 1

August 16 – Lobster Issue Events from Aug. 15 to Aug. 23. Wed., August 8

August 23 Events from Aug. 22 to Aug. 30. Wed., August 15

August 30 – Labor Day is Sept. 3 Events from Aug. 29 to Sept. 13. Wed., August 22

*Note: We do not publish Labor Day week. There is no September 6 issue.*

Sept. 13 – Lighthouse Issue Events from Sept. 12 to Sept. 20. Wed., Sept. 5

Sept. 20 Events from Sept. 19 to Sept. 27. Wed., Sept. 12

Sept. 27 Events from Sept. 26 to Oct. 4. Wed., Sept. 19

Oct. 4 – Columbus Day is Oct. 8 Events from Oct. 3 to Oct. 11. Wed., Sept. 26

Oct. 11 Events from Oct. 10 to Oct. 31. Wed., Oct. 3

November 15 – Holiday Issue Events from Nov. 14 to Jan. 1. Thurs., Nov. 1

### Calendar listings are FREE in Tourist News in print and on [www.touristnewsonline.com](http://www.touristnewsonline.com)

The earlier we have your information, the better publicity we can give you! We sometimes include a listing in two or more issues if we receive it in time. Press releases are sometimes used as stories elsewhere in the paper, especially if you provide a good quality photo.

Calendar items and/or press releases are sometimes developed into feature stories written by one of our freelance writers. The writers need at least three weeks of "lead time" to complete their assignment in time for publication in any given issue. If you want your event to be considered for a feature story, send info EARLY and include a contact name and phone number/e-mail address.

We appreciate receiving a schedule of all, or at least, your major events, for the entire year (or as far ahead as you have them planned). It helps with editorial planning and ensures that your event has maximum exposure. Tourist News goes to press Monday afternoon. Delivery begins Monday night and is completed by Wednesday. Issue dates are always Thursday.