

Southern Cross Advertising Calendar 2017

<u>ISSUE</u>	<u>Publication Date</u>		<u>Deadline (noon)</u>
FEBRUARY	January 25	Catholic Schools Week (1/29 – 2/04)	January 4
MARCH	February 22	Lent begins (3/01)	February 1
APRIL	March 29	Rite of Election (3/05) Palm Sunday (4/09) Easter (4/16)	March 8
MAY	April 26	National Day of Prayer (5/4) Mother's Day (5/14) Summer Schools & Camps	April 5
JUNE	May 24	Senior Supplement Memorial Day (5/29) Father's Day (6/18) Vacation Bible Schools	May 3
JULY	June 28	Deacon Ordination (6/02) Priest Ordination (6/09)	June 7
AUGUST	August 2	Assumption of Mary (8/15) Directory Advertisers Thank You	July 12
SEPTEMBER	August 30	Back to School Grandparents Day (9/10) Catechetical Sunday Non-discrimination stmt – Schools Department	August 9
OCTOBER	September 27	Mission Supplement (Mission Sunday is 10/22/17)	September 6
NOVEMBER	October 25	Statement of Ownership Veteran's Day (11/11)	October 4
DECEMBER	November 22	Thanksgiving Advent (12/3-24)	November 1
JANUARY	December 20	Christmas 2018 – Bringing in the new year	November 29

Directory production September – October – November

9/19/16