

CHRONICLE CALENDAR 2021 - Q1

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	THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
JAN	<i>* NFL Playoff Preview (TBD)</i>	Sporting Green	Broadsheet	1/1	12/27 • 3PM	12/28 • 3PM	
	Top 25 Restaurants Launch	Food+Wine	Broadsheet	1/17	1/8 • NOON	1/12 • 5PM	Quarterly Project, Digital Launch 1/13.
	SFIS Homes	Advertising Feature	Broadsheet	1/28	1/5 • 3PM	1/12 • 3PM	No
	SuperBowl Preview Coverage	Sporting Green	Broadsheet	1/31	1/27 • 10AM	ROP Deadlines	Yes
FEB	Top Chinese Restaurants (Lunar New Year)	Food+Wine					Monthly Online Focus
	AT&T Pebble Beach Coverage	Sporting Green	Broadsheet	2/7	2/3 • 5PM	2/4 • 5PM	Yes
	Noise Pop	Datebook	Tabloid	2/14	2/5 • NOON	2/10 • 10AM	Digital Datebook
	Outdoor Destinations	Stand-Alone	Tabloid	2/21	2/3 • NOON	2/8 • 3PM	No
	SFIS Homes	Advertising Feature	Broadsheet	2/25	2/2 • 3PM	2/9 • 3PM	No
MAR	Baseball Preview	Sporting Green					Monthly Online Focus
	Top 25 Wineries	Food+Wine	Broadsheet	3/24	3/19 • NOON	3/23 • 5PM	Quarterly Updates
	SFIS Homes	Advertising Feature	Broadsheet	3/25	2/23 • 3PM	3/2 • 3PM	No
	Senior Living	Advertising Feature	Broadsheet	3/28	3/10 • NOON	3/15 • NOON	Advertorial SFGATE
	Baseball Preview	Sporting Green	Broadsheet	3/28	3/24 • NOON	3/25 • 3PM	Yes
	Spring Arts Preview	Datebook	Tabloid	3/28	3/17 • NOON	3/24 • 10AM	Digital Datebook

JAN

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FEB

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MAR

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CHRONICLE CALENDAR 2021 - Q2

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	THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
APR	SF Chronicle Wine Competition Awards	Advertising Feature	Tabloid	4/4	3/19 • NOON	3/24 • 3PM	Advertorial Landing Page
	Puzzle Book	Stand-Alone	Tabloid	4/11	3/24 • NOON	3/29 • 3PM	No
	Cannabis LifeStyle	GreenState	Tabloid	4/18	3/31 • NOON	4/5 • 10AM	Yes
	Academy Awards	Datebook	Tabloid	4/25	4/14 • NOON	4/21 • 10AM	Digital Datebook
	Good Housekeeping's Home Spring Home	Advertising Feature	Tabloid	4/25	4/7 • NOON	4/12 • 3PM	No
	SFIS Homes	Advertising Feature	Broadsheet	4/29	3/30 • 3PM	4/6 • 3PM	No
	Summer Travel + Outdoors/Parks Guides (TBD)						Monthly Online Focus
MAY	<i>* NBA Playoff Preview (TBD)</i>	<i>Sporting Green</i>	<i>Broadsheet</i>	<i>TBD</i>	<i>TBD</i>	<i>TBD</i>	Yes
	Summer Movie Preview	Datebook	Tabloid	5/2	4/21 • NOON	4/28 • 10AM	Digital Datebook
	Visit Santa Cruz	Advertising Feature	Broadsheet	5/23	5/5 • NOON	5/10 • NOON	
	SFIS Homes	Advertising Feature	Broadsheet	5/27	4/27 • 3PM	5/4 • 3PM	No
	Women's US Open Preview	Sporting Green	Broadsheet	5/30	5/26 • NOON	5/27 • 3PM	Yes
	Pride						Monthly Online Focus
JUN	Warriors: Playoffs (TBD)			TBD			Monthly Online Focus
	Doodler Roundup	Stand-Alone	Broadsheet	6/6	5/19 • NOON	5/24 • NOON	Podcast Mini-Series
	Pride Events Theme	Datebook	Tabloid	6/6	5/26 • NOON	6/2 • 10AM	Digital Datebook
	Visit Monterey	Advertising Feature	Broadsheet	6/13	5/26 • NOON	5/31 • NOON	No
	SFIS Homes	Advertising Feature	Broadsheet	6/24	5/25 • 3PM	6/1 • 3PM	No
	Senior Living	Advertising Feature	Broadsheet	6/27	6/9 • NOON	6/14 • NOON	No

APR

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JUN

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CHRONICLE CALENDAR 2021 - Q3

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JUL

THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
<i>* Warriors: Playoffs (TBD)</i>	<i>Sporting Green</i>	<i>Broadsheet</i>	<i>TBD</i>			<i>Monthly Online Focus</i>
Olympics: Tokyo Games						Monthly Online Focus (Olympics: 23 Jul - 08 Aug)
Top 25 Restaurants Refresh	Food+Wine	Broadsheet	7/4	6/25 • NOON	6/29 • 3PM	Quarterly Updates
Top 25 Wineries Refresh	Food+Wine	Broadsheet	TBD			Quarterly Updates
Datebook Summer Fun Guide	Datebook	Tabloid	7/4	6/24 • NOON	6/30 • 10AM	Digital Datebook
<i>* 'How to Help' Volunteer Resource Guide Homelessness (TBD)</i>	<i>Stand-Alone</i>	<i>Tabloid</i>	<i>7/11</i>	<i>6/23 • NOON</i>	<i>6/28 • 3PM</i>	<i>Landing Page</i>
Tokyo Olympics Preview	Sporting Green	Broadsheet	7/18	7/14 • NOON	7/15 • 3pm	Yes
SFIS Homes	Advertising Feature	Broadsheet	7/29	6/29 • 3PM	7/6 • 3pm	No

JUL

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AUG

Olympics: Tokyo Games						Monthly Online Focus (Olympics: 23 Jul - 08 Aug)
School Reopenings						Monthly Online Focus
Seasonal Trackers: Fire Map, Air Quality, and Shutoffs Tracker + Live Updates						Monthly Online Focus
Fall Arts Preview	Datebook	Tabloid	8/22	8/11 • NOON	8/18 • 10AM	Digital Datebook
SFIS Homes	Advertising Feature	Broadsheet	8/26	7/27 • 3PM	8/3 • 3PM	No
Fall Movie Preview	Datebook	Tabloid	8/29	8/18 • NOON	8/25 • 10AM	Digital Datebook
<i>* College Football Preview (TBD)</i>	<i>Sporting Green</i>	<i>Broadsheet</i>	<i>8/29</i>	<i>8/25 • NOON</i>	<i>8/26 • 3PM</i>	<i>Yes</i>
<i>* Weddings (TBD)</i>	<i>Advertising Feature</i>	<i>Broadsheet</i>				<i>Advertorial SFGATE</i>

AUG

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SEP

Top Outdoor Restaurants						Monthly Online Focus
Seasonal Trackers: Fire Map, Air Quality, and Shutoffs Tracker + Live Updates						Monthly Online Focus
Visit Lodi	Advertising Feature	Broadsheet	9/5	8/18 • NOON	8/23 • NOON	Advertorial SFGATE
Visit Monterey	Advertising Feature	Broadsheet	9/5	8/18 • NOON	8/23 • NOON	No
<i>* NFL Season Preview (TBD)</i>	<i>Sporting Green</i>	<i>Broadsheet</i>	<i>9/12</i>	<i>9/8 • NOON</i>	<i>9/9 • 3 PM</i>	<i>Yes</i>
SFIS Homes	Advertising Feature	Broadsheet	9/30	8/31 • NOON	9/7 • NOON	No
Hardly Strictly Bluegrass Preview	Datebook	Tabloid	9/26	9/16 • NOON	9/22 • 10AM	Digital Datebook
Cannabis Lifestyle	GreenState	Tabloid	9/26	9/8 • NOON	9/13 • 3PM	Yes

SEP

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CHRONICLE CALENDAR 2021 - Q4

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OCT

THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
Seasonal Trackers: Fire Map, Air Quality, and Shutoffs Tracker + Live Updates						Monthly Online Focus
Top 25 Restaurants Refresh	Food+Wine	Broadsheet	10/10	10/1 • NOON	10/5 • 3PM	Quarterly Project Updates
Top 25 Wineries Refresh	Food+Wine	Broadsheet	TBD			Quarterly Project Updates
<i>* Disaster Preparedness Guide (TBD)</i>	Stand-Alone	Tabloid	10/10	9/22 • NOON	9/27 • 3PM	Yes
<i>* Litquake (TBD)</i>	Datebook	Tabloid	10/10	9/30 • NOON	10/6 • 10AM	Digital Datebook
Outside Lands	Datebook	Tabloid	10/24	10/14 • NOON	10/20 • 10AM	Digital Datebook
Senior Living	Advertising Feature	Broadsheet	10/24	10/6 • NOON	10/11 • NOON	Advertorial SFGATE
SFIS Homes	Advertising Feature	Broadsheet	10/28	9/28 • 3PM	10/5 • 3PM	No
Visit Vallejo	Advertising Feature	Broadsheet	10/31	10/13 • NOON	10/18 • NOON	Advertorial SFGATE
<i>* Sports (TBD)</i>	Stand-Alone	Tabloid	TBD			Yes

NOV

Seasonal Trackers: Fire Map, Air Quality, and Shutoffs Tracker + Live Updates						Monthly Online Focus
Holiday Arts Preview	Datebook	Tabloid	11/7	10/27 • NOON	11/3 • 10AM	Digital Datebook
Salesforce Dreamforce Convention Coverage	Business	Broadsheet	11/7	11/3 • NOON	11/4 • 3PM	Yes
SFC International Auto Show	Advertising Feature	Tabloid	11/21	9/2 • 3PM	11/8 • 3PM	No
SFIS Homes	Advertising Feature	Broadsheet	11/24	10/26 • 3PM	11/2 • 3PM	No
Holiday Gift Guide Part 1	Advertising Feature	Broadsheet	11/28	11/10 • NOON	11/15 • NOON	Advertorial SFGATE
<i>* NBA 2020-2021 Season Preview (TBD)</i>	<i>Sporting Green - Expanded</i>	<i>Broadsheet</i>	<i>TBD</i>	<i>ROP Deadlines</i>		Yes

DEC

End of Year Enterprise (Topic TBD)						Monthly Online Focus
12 Great Wines of the Year	Food+Wine	Broadsheet	TBD	Sunday ROP/Food Deadlines		Yes
Holiday Gift Guide Part 2	Advertising Feature	Broadsheet	12/12	11/24 • NOON	11/29 • 3PM	Advertorial SFGATE
Year in Pictures	Stand-Alone	Tabloid	12/12	11/6 • 3PM	11/17 • 5PM	Yes
SFIS Homes	Advertising Feature	Broadsheet	12/30	11/30 • NOON	12/7 • NOON	No

OCT

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NOV

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DEC

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