



# 2020 Deadlines

## Southwest Journal

Issue Date	Reservation Deadline	Materials Deadline
01/09/20	12/27/19	01/02/20
01/23/20	01/09/20	01/15/20
02/06/20	01/23/20	01/29/20
02/20/20	02/06/20	02/12/20
03/05/20	02/20/20	02/26/20
03/19/20	03/05/20	03/11/20
04/02/20	03/19/20	03/25/20
04/16/20	04/02/20	04/08/20
04/30/20	04/16/20	04/22/20
05/14/20	04/30/20	05/06/20
05/28/20	05/14/20	05/20/20
06/11/20	05/28/20	06/03/20
06/25/20	06/11/20	06/17/20
07/09/20	06/25/20	07/01/20
07/23/20	07/09/20	07/15/20
08/06/20	07/23/20	07/29/20
08/20/20	08/06/20	08/12/20
09/03/20	08/20/20	08/26/20
09/17/20	09/03/20	09/09/20
10/01/20	09/17/20	09/23/20
10/15/20	10/01/20	10/07/20
10/29/20	10/15/20	10/21/20
11/12/20	10/29/20	11/04/20
11/26/20	11/12/20	11/16/20
12/10/20	11/26/20	12/02/20
12/24/20	12/10/20	12/16/20

## Inserts

Issue Date	Reservation Deadline	Materials Deadline
Southwest Journal	16 days before issue date	14 days before issue date
MN Parent & Good Age	7 weeks before issue date	5 weeks before issue date

## Minnesota Parent

Issue Date	Reservation Deadline	Materials Deadline
January	11/25/19	12/11/19
February	12/30/19	01/15/20
March	01/27/20	02/12/20
April	02/24/20	03/11/20
May	03/30/20	04/15/20
June	04/27/20	05/13/20
July	05/25/20	06/10/20
August	06/29/20	07/15/20
September	07/27/20	08/05/20
October	08/24/20	09/09/20
November	09/28/20	10/14/20
December	10/26/20	11/11/20

## Family Directory 2020-21

Issue Date	Reservation Deadline	Materials Deadline
June	04/13/20	05/04/20

## Events

Event	Event Date	Reservation Deadline
Camp Fair	03/07/20	02/14/20
Home Fair	03/21/20	02/28/20
Kid Fest	TBD	TBD

## Digital Ads

Ad Type	Reservation Deadline	Materials Deadline
Web Tile or Banner	7 business days before run	3 business days before start
E-Newsletter	7 business days before run	5 business days before run

## Minnesota Good Age

Issue Date	Reservation Deadline	Materials Deadline
January	11/25/19	12/11/19
February	12/30/19	01/15/20
March	01/27/20	02/12/20
April	02/24/20	03/11/20
May	03/30/20	04/15/20
June	04/27/20	05/13/20
July	05/25/20	06/10/20
August	06/29/20	07/15/20
September	07/27/20	08/05/20
October	08/24/20	09/09/20
November	09/28/20	10/14/20
December	10/26/20	11/11/20

## Resources

Ad submission questions:

**Amy Rash, Ad Materials Coordinator**  
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Ad purchasing questions:

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Editorial content and submissions:

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