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No matter what your marketing strategy is or whom you want to reach, The Chronicle and SFGate.com offer special sections that deliver your message in an engaging environment to your prime audience.



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JANUARY

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|--------------------------|---------------|-------------|-------|--------|-----------|
| Health & Fitness | Chron Mag | Editorial | 12/19 | 12/23 | 1/8 |
| Looking Forward | Pink | Editorial | 12/22 | 12/28 | 1/1 |
| 49ers | Stand Alone | Editorial | 1/11 | 1/12 | 1/14 |
| SFiS Homes | Specialty Pub | Editorial | 1/5 | 1/11 | 1/26 |
| Mexico | Travel | Editorial | 1/17 | 1/18 | 1/22 |
| Lunar New Year | 96 Hours | Editorial | 1/23 | 1/24 | 1/26 |
| Education Resource Guide | Business | Advertorial | 1/24 | 1/25 | 1/26 |

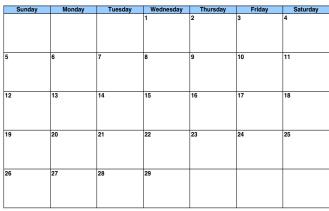
JANUARY 2012



FEBRUARY

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|---------------------------|---------------|-------------|-------|--------|-----------|
| Spring Home Design | Chron Mag | Advertorial | 1/18 | 1/24 | 2/5 |
| NFL Super Bowl Preview | Sports | Editorial | 2/2 | 2/3 | 2/4 |
| SFiS Homes | Specialty Pub | Editorial | 2/2 | 2/8 | 2/23 |
| AT&T Pebble Beach Preview | Sports | Editorial | 2/6 | 2/7 | 2/8 |
| Chronicle Wine Awards | Food & Wine | Advertorial | 2/7 | 2/9 | 2/12 |
| Symphony Centennial | Stand Alone | Advertorial | 2/8 | 2/14 | 2/26 |
| Oscar Preview | Pink | Editorial | 2/10 | 2/15 | 2/19 |
| 100 years/Symphony | Stand Alone | Advertorial | 2/13 | 2/17 | 2/26 |
| Arizona Spring Training | Travel | Editorial | 2/14 | 2/15 | 2/19 |
| Oscar Ballot | Pink | Editorial | 2/17 | 2/22 | 2/26 |
| Summer Camps | 96 Hours | Stack | 2/17 | 2/21 | 2/23 |

FEBRUARY 2012



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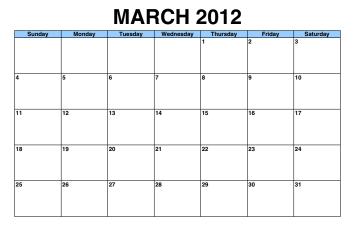
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MARCH

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|---------------------------|---------------|---------------|-------|--------|-----------|
| Spring Travel | Chron Mag | Editorial | 2/15 | 2/21 | 3/4 |
| Explore Hawaii | Travel | Editorial | 2/27 | 2/29 | 3/4 |
| Shop & Dine in the Marina | Bay Area | Editorial | 3/5 | 3/6 | 3/7 |
| Monterey | Stand Alone | Editorial | 2/28 | 3/6 | 3/11 |
| Food & Wine Rising Stars | Food & Wine | Editorial | 3/6 | 3/8 | 3/11 |
| Napa Valley Destination | Stand Alone | Editorial | 3/6 | 3/13 | 3/18 |
| NCAA March Madness | Sports | Editorial | 3/8 | 3/9 | 3/12 |
| SFiS Homes | Specialty Pub | Editorial | 3/8 | 3/14 | 3/29 |
| NCAA March Madness | Sports | Editorial | 3/15 | 3/16 | 3/17 |
| NCAA March Madness | Sports | Editorial | 3/15 | 3/16 | 3/19 |
| Summer Camps | 96 Hours | Stack | 3/19 | 3/20 | 3/22 |
| NCAA March Madness | Sports | Editorial | 3/22 | 3/23 | 3/24 |
| Livermore | Stand Alone | Editorial | 3/9 | 3/20 | 3/25 |
| NCAA March Madness | Sports | Editorial | 3/22 | 3/23 | 3/26 |
| Baseball 2012 Preview | Sports | Editorial | 3/26 | 3/27 | 3/28 |
| Gourmet Finds | Stand Alone | Adv+Editorial | TBD | TBD | 3/30 |

2012 <



APRIL

2012 ADVERTISING FEATURES CALENDAR

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|---------------------------|---------------|-------------------|-------|--------|-----------|
| Top 100 Restaurants | Chron Mag | Editorial | 3/14 | 3/20 | 4/1 |
| NCAA March Madness | Sports | Editorial | 3/29 | 3/30 | 4/1 |
| NCAA March Madness | Sports | Editorial | 3/29 | 3/30 | 4/2 |
| NCAA March Madness | Sports | Editorial | 4/2 | 4/2 | 4/3 |
| Shop & Dine in the Marina | Bay Area | Editorial | 4/2 | 4/3 | 4/4 |
| Santa Cruz | Stand Alone | Editorial | 4/3 | 4/10 | 4/15 |
| SFiS Homes | Specialty Pub | Editorial | 4/5 | 4/11 | 4/26 |
| SF Film Festival | Pink | Editorial | 4/6 | 4/11 | 4/15 |
| Summer Camps | 96 Hours | Stack | 4/16 | 4/17 | 4/19 |
| Mexico | Travel | Editorial | 4/17 | 4/18 | 4/22 |
| Education Resource Guide | Business | Advertorial | 4/19 | 4/24 | 4/26 |
| Summer Camps | 96 Hours | Stack | 4/23 | 4/24 | 4/26 |

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HEARST *media services* | Bay Area

MAY

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|---------------------------|---------------|---------------|-------|--------|-----------|
| Golden Gate Bridge | Stand Alone | Adv+Editorial | 5/4 | 5/15 | 5/20 |
| Summer Fun and Adventure | Chron Mag | Editorial | 4/18 | 4/24 | 5/6 |
| Summer Movies | Pink | Editorial | 4/27 | 5/2 | 5/6 |
| Shop & Dine in the Marina | Bay Area | Editorial | 4/30 | 5/1 | 5/2 |
| Alberta | Travel | Advertorial | 5/8 | 5/9 | 5/13 |
| Summer Camps | 96 Hours | Stack | 5/7 | 5/8 | 5/10 |
| SFiS Homes | Specialty Pub | Editorial | 5/10 | 5/16 | 5/31 |
| Summer Books | Books | Editorial | 5/17 | 5/18 | 5/20 |

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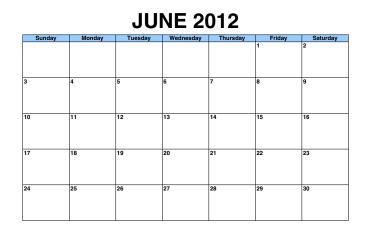
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JUNE

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|----------------------------------|---------------|---------------|-------|--------|-----------|
| Personal Finance | Chron Mag | Advertorial | 5/16 | 5/22 | 6/3 |
| Monterey | Stand Alone | Editorial | 5/29 | 6/5 | 6/10 |
| US Open | Stand Alone | Editorial | 5/30 | 6/5 | 6/10 |
| Shop & Dine in the Marina | Bay Area | Editorial | 6/4 | 6/5 | 6/6 |
| SFiS Homes | Specialty Pub | Editorial | 6/7 | 6/13 | 6/28 |
| Big Gay Issue | Pink | Editorial | 6/8 | 6/13 | 6/17 |
| Gourmet Finds - July 4th Edition | Stand Alone | Adv+Editorial | TBD | TBD | 6/29 |



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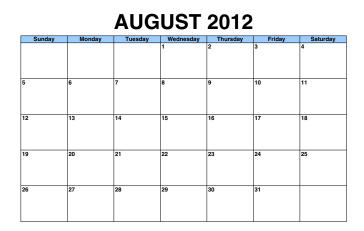
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JULY

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|---------------------------|---------------|-------------|-------|--------|-----------|
| Top 100 Bars | Chron Mag | Advertorial | 6/13 | 6/19 | 7/1 |
| Shop & Dine in the Marina | Bay Area | Editorial | 7/2 | 7/3 | 7/4 |
| SFiS Homes | Specialty Pub | Editorial | 7/5 | 7/11 | 7/26 |
| Education Resource Guide | Business | Advertorial | 7/19 | 7/24 | 7/26 |

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AUGUST

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|---------------------------------|---------------|---------------|-------|--------|-----------|
| Top Doctor's - Health Focus | Chron Mag | Editorial | 7/18 | 7/24 | 8/5 |
| Shop & Dine in the Marina | Bay Area | Editorial | 7/30 | 7/31 | 8/1 |
| Cruises | Travel | Editorial | 7/31 | 8/1 | 8/5 |
| Livermore | Stand Alone | Editorial | TBD | TBD | 8/19 |
| Gourmet Finds | Stand Alone | Adv+Editorial | TBD | TBD | 8/24 |
| SFiS Homes | Specialty Pub | Editorial | 8/9 | 8/15 | 8/30 |
| Santa Cruz | Stand Alone | Editorial | 8/13 | 8/21 | 8/26 |
| Mexico | Travel | Editorial | 8/14 | 8/15 | 8/19 |
| Fall Arts & Entertainment Guide | Pink | Editorial | 8/17 | 8/22 | 8/26 |
| College Football | Sports | Editorial | 8/21 | 8/22 | 8/23 |
| Fall Books | Books | Editorial | 8/23 | 8/24 | 8/26 |

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SEPTEMBER

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|---------------------------|---------------|-------------|-------|--------|-----------|
| Fall Home & Design | ChronMag | Advertorial | 8/15 | 8/21 | 9/2 |
| Monterey | Stand Alone | Editorial | 8/24 | 8/29 | 9/2 |
| NFL Preview | Sports | Editorial | 8/30 | 8/31 | 9/2 |
| Fall TV | Pink | Editorial | 8/31 | 9/5 | 9/9 |
| Shop & Dine in the Marina | Bay Area | Editorial | 9/3 | 9/4 | 9/6 |
| SFiS Homes | Specialty Pub | Editorial | 9/6 | 9/12 | 9/27 |
| Explore Hawaii | Travel | Editorial | 9/11 | 9/12 | 9/16 |

SEPTEMBER 2012



OCTOBER

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|---------------------------|---------------|-------------|-------|--------|-----------|
| Fall Travel | ChronMag | Editorial | 9/19 | 9/25 | 10/7 |
| SF Jazz Festival | Pink | Editorial | 9/28 | 10/3 | 10/7 |
| Shop & Dine in the Marina | Bay Area | Editorial | 10/1 | 10/2 | 10/3 |
| SFiS Homes | Specialty Pub | Editorial | 10/4 | 10/10 | 10/25 |
| Bargain Bites | 96Hours | Editorial | 10/8 | 10/9 | 10/11 |
| Halloween | Pink | Editorial | 10/12 | 10/16 | 10/28 |
| Education Resource Guide | Business | Advertorial | 10/18 | 10/23 | 10/25 |
| NBA Preview | Sports | Editorial | 10/18 | 10/19 | 10/21 |



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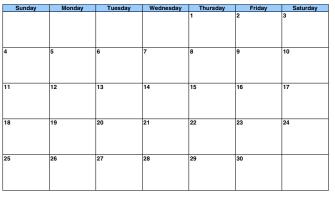
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NOVEMBER

| Themed Content | Appears in | Content is | Space | Camera | 2012 Date |
|---------------------------|---------------|---------------|-------|--------|-----------|
| International Auto Show | Specialty Pub | Advertorial | TBD | TBD | TBD |
| Home for the Holidays | Chron Mag | Advertorial | 10/17 | 10/23 | 11/4 |
| Skiing | Travel | Editorial | 11/6 | 11/7 | 11/11 |
| Shop & Dine in the Marina | Bay Area | Editorial | 11/5 | 11/6 | 11/7 |
| Thanksgiving Food | Food & Wine | Editorial | 11/6 | 11/8 | 11/11 |
| Gourmet Finds | Stand Alone | Adv+Editorial | TBD | TBD | 11/16 |
| SFiS Homes | Specialty Pub | Editorial | 11/8 | 11/14 | 11/29 |
| Holiday Films | Pink | Editorial | 11/9 | 11/14 | 11/18 |
| Thanksgiving Desserts | Food & Wine | Editorial | 11/13 | 11/15 | 11/18 |
| Holiday Gift Guide I | SFiS Style | Editorial | 11/14 | 11/19 | 11/28 |
| Holiday Books | Books | Editorial | 11/15 | 11/16 | 11/18 |

NOVEMBER 2012



DECEMBER

| Themed Content | Appears in | Content is | Space | Camera | 2011 Date |
|---------------------------|---------------|------------|-------|--------|-----------|
| Top 100 Wines | ChronMag | Editorial | 11/12 | 11/16 | 12/2 |
| Monterey-Holiday Edition | Stand Alone | Editorial | 11/16 | 11/27 | 12/2 |
| Santa Cruz | Stand Alone | Editorial | 11/16 | 11/27 | 12/2 |
| Holiday Home | Home & Garden | Editorial | 11/27 | 11/28 | 12/2 |
| Shop & Dine in the Marina | Bay Area | Editorial | 12/3 | 12/4 | 12/5 |
| Holiday Gift Guide II | SFiS Style | Editorial | 12/5 | 12/10 | 12/16 |
| SFiS Homes | Specialty Pub | Editorial | 12/6 | 12/12 | 12/27 |
| Year in Review | Pink | Editorial | 12/21 | 12/26 | 12/30 |

DECEMBER 2012



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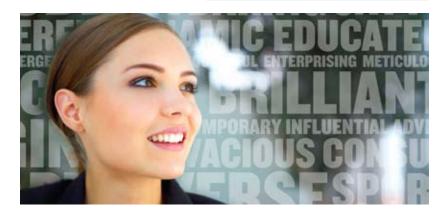
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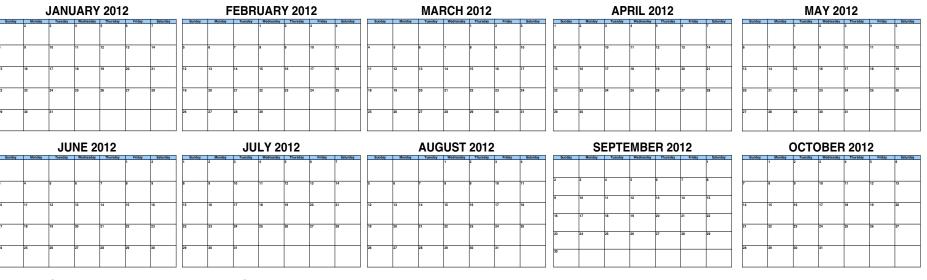


2012 <

ONGOING

| Themed Content | Appears in | Content is | Appears on |
|------------------|------------|-------------|----------------------------|
| Football Fridays | Sports | Editorial | SeptDec. |
| Golf | Sports | Editorial | MarOct., Thursday |
| New Homes | New Homes | Advertorial | Every Saturday |
| NFL Mondays | Sports | Editorial | SeptDec. |
| Prime Life | Bay Area | Advertorial | First Monday of each month |
| Winter Sports | Sports | Editorial | NovFeb., Thursday |





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 DECEMBER 2012

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