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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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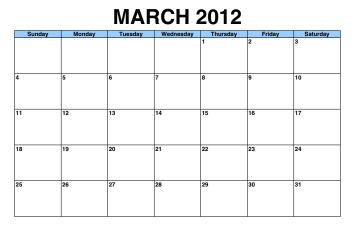
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MARCH

| 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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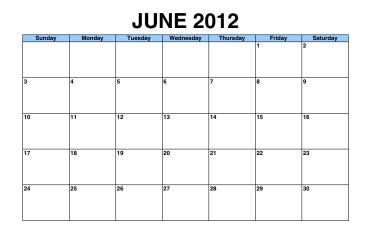
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JUNE

| 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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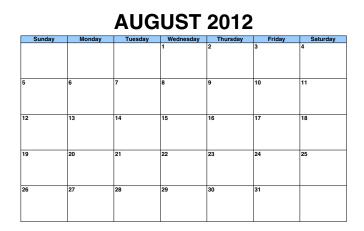
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JULY

| 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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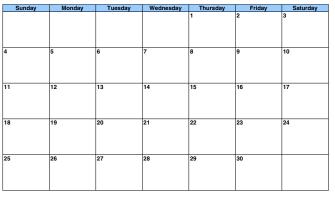
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NOVEMBER

| 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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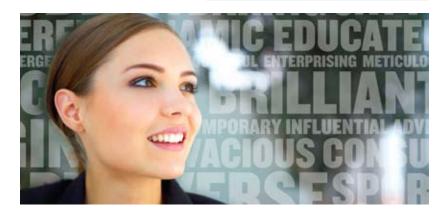
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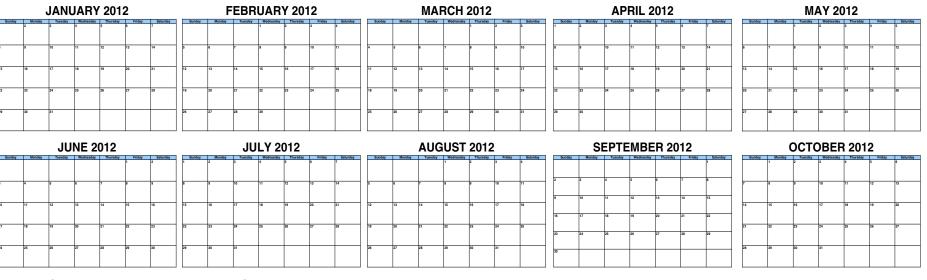


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ONGOING

| 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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