

## January

### **New Car & Truck Expo**

**Sunday, January 13 / ☞**

Get out of the cold and into the warm seat of a 2002 car or truck at the New Car & Truck Expo. Whether it's a luxury car, SUV, pickup or sports car you're looking for, the Expo, held at the Salt Palace Convention Center, will prepare you for what's hot in 2002.

### **Careers — Outlook 2002**

**Sunday, January 27**

It's time to take charge of your career. Find out what 2002 holds for employment opportunities with Careers Outlook 2002. This special section provides in-depth stories from how to write a winning resume to how to present yourself during a job interview. This section is sure to help job-seekers get a head start on their career search.

### **Bridal Guide**

**Sunday, January 27**

Planning a wedding can create undue stress. The 2002 Bridal Guide will help ease your worries by keeping you up-to-date on the latest bridal trends from dresses to cakes and honeymoons. This special section provides information that will help you stay organized so you can make your wedding an exciting and memorable occasion.

## February

### **St. George Parade of Homes**

**Saturday, February 9 / ☞**

Experience the homes set against the breathtaking red-rock landscape. The St. George Parade of Homes section features a variety of gorgeous southwestern desert homes, along with information about the homes' builders, interior decorators and landscapers. Call your sales representative today to find out how you can be a part of this exciting event.

## March

### **Tribune Home & Garden**

**Thursday, March 7**

It's spring and that means it's time to do a little spring cleaning — in and outside of the home. The *Tribune Home and Garden* section will provide helpful hints on how to plant cucumbers and when to plant those pansies. This section is what you need to help brighten up your home after a long, cold winter.

### **Salt Lake Stingers**

**Sunday, March 31**

Utah baseball fans are ready for some action and who better to entertain them than the Salt Lake Stingers. This section offers informative articles on the players, the league and what to expect during the upcoming season. Call today to reserve your space.

## April

### **Jazz Playoffs**

**Sunday, April 14**

Excitement is in the air for the Utah Jazz. This popular section will feature highlights from the season and help create enthusiasm as the Jazz make a run for the playoffs. Get "Jazzed" by reserving space in this popular section.

### **Seniors I**

**Sunday, April 28**

Make the most of those empty-nest years with the spring Seniors section. Now that you're ready to retire and the kids are all grown, it's time to have some fun. This first of two Seniors sections provides helpful tips on managing finances, health and staying active.

### **Building Your Community**

**Sunday, April 28**

The Building Your Community section is your resource for information on the latest building trends in Utah. The Home Builder's Association of Greater Salt Lake provides insightful articles on various topics, including The Parade of Homes and Habitat for Humanity.

## May

### **Careers — Health Care**

**Sunday, May 5**

If health care is your field, then you won't want to miss this second of three Careers sections. This section will not only provide informative articles on the health-care field, but will also highlight other 'hot' fields, such as education and information technology. This section will surely help guide job-seekers down their career path. Reserve your spot today.

### **Tribute to Small Business**

**Sunday, May 12**

The Tribute to Small Business section honors new and existing small businesses for their drive and dedication to success. With this section, these businesses surely won't go

unnoticed as they show off their accomplishments. Call your ad rep today and take part in this unique and exciting section.

## June

### **Summer Fun**

**Sunday, June 2**

Summer is all about having fun, so why not stay informed on the various summer activities happening along the Wasatch Front. The Summer Fun section will help you stay up-to-date on all the comings and goings. Call today to reserve your space.

### **No. Wasatch Parade of Homes**

**Friday, June 7 / ☞**

Utah's home building industry continues to thrive. You'll experience some of the finest homes in the state at the Northern Wasatch Parade of Homes, which features unique floor plans and exquisite tastes. This second in a series of five sections allows advertisers the opportunity to save when reserving space in more than one section. Contact your sales representative for more details.

### **Father's Day**

**Sunday, June 9**

Dad's special day is just around the corner, so why not help to make it memorable. This section will touch the heart of every father with its children's essays and provides helpful information on great gift ideas. Reserve your space today for this popular section.

## July

**Days of '47**

**Sunday, July 7**

The Days of '47 section helps Utahns celebrate a rich pioneer heritage. Featuring articles on the Days of '47 Rodeo, Parade and royalty, as well as stories about modern-day pioneers, this section is sure to draw interest from all over the state. Don't miss this opportunity to feature your business in one of the summer's most popular sections.

### **Utah Valley Parade of Homes**

**Saturday, July 13 / ☞**

The Utah Valley Parade of Homes section showcases some of Utah's finest homes. This section gives an up-close and personal view of what's hot in home-building trends and interior design. Reserve your spot now for the best rates in this Parade section.

## August

### **Salt Lake City Parade of Homes**

**Friday, August 9 / ☞**

The Salt Lake City Parade of Homes features some of the valley's most impressive homes. You'll be amazed at what this Parade has to offer — from the starter to the more upscale home. This section is always very popular, so reserve your space today.

### **Park City Parade of Homes**

**Saturday, Aug. 24 / ☞**

The Park City Parade of Homes has a lot to offer — one-of-a-kind homes that feature unique floor plans and breathtaking views. Check out this section in order to make the most of your Parade tour.

### **Novell Utah Showdown**

**August (date to be announced)**

This section is sure to please all golf enthusiasts, particularly those following the Senior PGA tour. The tourney, which takes place up at Park City's renowned Park Meadows Golf Course, is a must-see of Utah summer events. The section includes bio information on players as well as tournament highlights. Call today and reserve your space.

### **Football Preview**

**August (date to be announced)**

Football season is almost here, so now's the time to reach those football enthusiasts. Whether you're into high-school, college or pro football, this section is sure to draw interest.

## September

### **SUV**

**Tuesday, September 24 / ☞**

SUVs are definitely hot in today's market. This section will reach 71 percent of adults planning to pay \$20,000 or more for their next vehicle. The SUV section is the perfect tool to target a specific niche of automobile buyers. Contact your sales representative for more details.

### **Seniors II**

**Sunday, September 29**

It's time to take advantage of the final Seniors section of the year. Making the most of your golden years means knowing how to exercise and eat right, as well as how to

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protect your estate. Seniors II provides all of this information and more. Call your sales representative today.

## October

**Deseret News Home Show\***  
Thursday, October 10,  
**Deseret News**  
Friday, October 11,  
**The Salt Lake Tribune**

Thinking about remodeling the guest bathroom or adding hardwood flooring to your kitchen? The *Deseret News Home Show* provides helpful insights into home improvement and decorating ideas.

## Jazz Season Preview

Sunday, October 27

Another great season is in store for the Jazz. This special section will help fans get excited and be a part of the upcoming season. Readers can check out the stats on their favorite players and see who's new to the Jazz lineup. Support your home team by advertising in this popular section.

## Careers — College Choices

October (date to be announced)

Need some help in deciding on a career or where to attend college?

The Careers and College Choices section is the answer to many students' questions and the help they need to get a start on their career or education opportunities. This final in a series of three sections is a powerful recruiting tool for many employers and schools.

## November

### Warren Miller/Utah Snow Sports

### November (date to be announced) / ☞

With winter just around the corner, it's time to start thinking about snow. Whether a snowboarder, skier or snowmobiler, there's sure to be something of interest in this section for everyone. The section also features a story on Warren Miller's annual snow sports film, which features entertaining footage of expert skiers, taking on some of the most challenging trails around the world. Find out from the experts where to find the fresh powder this winter.

### Holiday Gift Guide I

### Sunday, November 17 / ☞

Want to get a head start on your holiday shopping? Now's the time to get ready — with the first of two Holiday Gift guides? Those who plan ahead and shop early will avoid fighting the

crowded malls. The Prelude to the Holiday Gift Guide provides great gift ideas to help get you into the holiday spirit as you shop for that special person on your list.

## December

### Holiday Gift Guide II

### Wednesday, December 4 / ☞

It's time to get ready for the holidays. The Holiday Gift Guide is your shopping road map to buying the perfect gift for your loved ones. This section provides helpful information on holiday cooking and decorating. Hurry and reserve your space today.

\*Special sections will be published on the same day in both *The Salt Lake Tribune* and *Deseret News* unless noted.

☞ Internet opportunities available.

# Special Section Category List

## Automotive

New Car & Truck Expo: January  
SUV: September

## Career Focus

Careers — Outlook 2002: January  
Careers — Health Care: May  
Careers — College Choices: October

## Family

Bridal Guide: January  
Seniors I: April  
Summer Fun: June  
Father's Day: June  
Seniors II: September

## Home

St. George Parade of Homes: February  
Tribune Home & Garden: March  
Building Your Community: April  
No. Wasatch Parade of Homes: June  
Utah Valley Parade of Homes: July  
Salt Lake City Parade of Homes: August  
Park City Parade of Homes: August  
*Deseret News Home Show*: October

## Miscellaneous

Tribute to Small Business: May  
Days of '47: July  
Holiday Gift Guide I: November  
Holiday Gift Guide II: December

## Sports

Salt Lake Stingers: March  
Jazz Playoffs: April  
Novell Utah Showdown: August  
Football Preview: August  
Jazz Season Preview: October  
Warren Miller/Utah Snow Sports: November