

Capital Press Ag Media Special Section and Editorial Planning Calendar: March 2017 – February 2018*

	Special Section / Focus Page	Editorial & Advertising Topics and Events	Every Week
March '17	 <p>Seed & Row Crop Run date: March 10 Space reservation: Feb. 10 Material deadline: Feb. 23</p>	<ul style="list-style-type: none"> - Wheat, Hay, Forage and Grass Seed Planting - Tulip Festivals - Strawberry Harvest in California - Ag Professional & Ag Insurance Focus Pages 	<ul style="list-style-type: none"> • Top regional, national and international ag stories of the week. • Centerpiece: An in-depth look at a subject crucial to agriculture. • Western Innovator: Leaders in Western agricultural research. • Calendar: Upcoming events. • Opinion: Editorials, op-ed pieces and letters to the editor. • State Report: Oregon, Washington, Idaho, California and more. • Farm Market Report: Key crop and livestock prices and trends. • Nuts: Hazelnuts, Almonds, Walnuts and Pistachios. • Livestock: Latest news in animal agriculture. • Dairy: Full coverage of the industry. • Tree Fruit: Apples, pears and cherries
April '17	 <p>Orchards, Nuts & Vines Run date: April 14 Space reservation: Mar. 17 Material deadline: Mar. 30</p>	<ul style="list-style-type: none"> - Oregon Ag Fest - Strawberry Harvest in California - Ag Professional & Ag Insurance Focus Pages 	
May '17	 <p>Ag Education Run date: May 12 Space reservation: April 14 Material deadline: April 27</p>	<ul style="list-style-type: none"> - NW Cherry Harvest - Strawberry Harvest in Oregon - Ag Professional & Ag Insurance Focus Pages 	
June '17	 <p>Dairy Run date: June 2 Space reservation: May 5 Material deadline: May 18</p>	<ul style="list-style-type: none"> - Field Days and Tours Begin - Strawberry Harvest in California and Oregon - California State Fair - July - Ag Professional & Ag Insurance Focus Pages 	
July '17	 <p>OR & WA Innovators Run date: July 28 Space reservation: June 30 Material deadline: July 13</p>	<ul style="list-style-type: none"> - Field Days and Tours Continue - California State Fair - Berry Harvesting Continues - Oregon Grass Seed Harvest Starts - Ag Professional & Ag Insurance Focus Pages 	
August '17	 <p>Nursery Run date: Aug. 18 Space reservation: July 21 Material deadline: Aug. 3</p>	<ul style="list-style-type: none"> - Farwest Nursery Show - Bushbeans, Sweet Corn Harvest - Wheat Harvest in Washington, Oregon & Idaho - State Fairs - Oregon and Idaho - Berry Harvests Continue - Ag Professional & Ag Insurance Focus Pages 	
September '17	<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; margin-right: 5px;">FARM & RANCH SAFETY</div>  </div> <p>Farm/Ranch Safety Run date: Sept. 1 Space reservation: Aug. 4 Material deadline: Aug. 17</p> <hr style="border-top: 1px dashed black;"/> <div style="display: flex; align-items: center;">  </div> <p>Viticulture Run date: Sept. 8 Space reservation: Aug. 11 Material deadline: Aug. 24</p>	<ul style="list-style-type: none"> - Washington State Fair - Apple Harvest Begins - Grape Harvest Begins - Farm Safety - State Fairs - Ag Professional & Ag Insurance Focus Pages 	









More Coverage

Latest developments in plant and animal agriculture

- Blueberries
- Court Cases
- Cranberries
- Endangered Species Act
- Energy
- Farm Labor Issues
- Hay/Alfalfa
- Hops
- Nursery
- Organic Farming
- Politics and Regulatory Developments
- Potatoes
- Timber
- Trade
- Viticulture
- Wheat
- Research

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October '17	 <p>Winter Services and Supplies Run date: Oct. 6 Space reservation: Sept. 8 Material deadline: Sept. 21</p>	<ul style="list-style-type: none"> - Idaho Dairymen Conference - Washington Dairy Federation Conference - Ag Women (Focus Page) - Ag Professional & Ag Insurance Focus Pages 	<ul style="list-style-type: none"> • Top regional, national and international ag stories of the week. • Centerpiece: An in-depth look at a subject crucial to agriculture. • Western Innovator: Leaders in Western agricultural research. • Calendar: Upcoming events. • Opinion: Editorials, op-ed pieces and letters to the editor. • State Report: Oregon, Washington, Idaho, California and more. • Farm Market Report: Key crop and livestock prices and trends. • Nuts: Hazelnuts, Almonds, Walnuts and Pistachios. • Livestock: Latest news in animal agriculture. • Dairy: Full coverage of the industry. • Tree Fruit: Apples, pears and cherries
November '17	 <p>Willamette Valley Ag Expo Run date: Nov. 10 Space reservation: Oct. 13 Material deadline: Oct. 26</p>	<ul style="list-style-type: none"> - Oregon Cattleman Conference - Idaho Cattleman Conference - Pacific Northwest Vegetable Association Conference - Idaho Grain Producers Conference - Northwest Hort Expo (Exhibitor Focus Page) - Ag Professional & Ag Insurance Focus Pages 	
December '17	 <p>Livestock & Horse Run date: Dec. 1 Space reservation: Nov. 3 Material deadline: Nov. 16</p> <hr style="border-top: 1px dashed black;"/>  <p>Financial Services Run date: Dec. 8 Space reservation: Nov. 10 Material deadline: Nov. 22</p>	<ul style="list-style-type: none"> - Tri-State Wheat Conference - Washington Cattlemen's Association - Cattle Producers of Washington Conference - Eastern Washington Ag Expo (Pasco, WA) Exhibitor Focus Page - Ag Professional & Ag Insurance Focus Pages 	
January '18	 <p>NW Ag Show Run date: Jan. TBD Space reservation: TBD Material deadline: TBD</p> <hr style="border-top: 1px dashed black;"/>  <p>Spokane Ag Expo Run date: Jan. 26 Space reservation: Dec. 28 Material deadline: Jan. 11</p> <hr style="border-top: 1px dashed black;"/>  <p>Idaho Ag Innovators Run date: Jan. 26 Space reservation: Dec. 28 Material deadline: Jan. 11</p>	<ul style="list-style-type: none"> - Idaho, Oregon, Washington Potato Conferences - Equipment Purchasing Planning, - Idaho Irrigation Equipment Show Focus Page - Eastern Idaho Ag Expo (Pocatello) Exhibitor Focus Page - Western Idaho Ag Expo (Caldwell) Exhibitor Focus Page - AgriAction (Twin Falls, ID) Exhibitor Focus Page - World Ag Expo (Tulare, CA) Exhibitor Focus Page - Colusa Farm Show (CA) Exhibitor Focus Page - Ag Professional & Ag Insurance Focus Pages 	
February '18	 <p>World Ag Expo Run date: Feb. 2 Space reservation: Jan. 19 Material deadline: Jan. 29</p> <hr style="border-top: 1px dashed black;"/>  <p>Water Run date: Feb. 2 Space reservation: Jan. 5 Material deadline: Jan. 18</p>	<ul style="list-style-type: none"> - Oregon Dairy Farmers Conference - National Cattleman's Beef Association Conference - Northwest Flower and Garden Show - Seed Purchases and Fertilizer Applications - Ag Professional & Ag Insurance Focus Pages 	

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