

# Healthy Perspectives

DIGEST

## 2021 Custom Content Submission Schedule

PLEASE NOTE: Our editorial staff will reach out to you prior to the dates below with friendly reminders.

### PRINT:

**JANUARY 2021:** Content due by November 20, 2020  
**FEBRUARY 2021:** Content due by December 11, 2020  
**MARCH 2021:** Content due by January 29  
**APRIL 2021:** Content due by February 26  
**MAY 2021:** Content due by March 26  
**JUNE 2021:** Content due by April 23  
**JULY 2021:** Content due by May 28  
**AUGUST 2021:** Content due by June 25  
**SEPTEMBER 2021:** Content due by July 23  
**OCTOBER 2021:** Content due by August 27  
**NOVEMBER 2021:** Content due by September 24  
**DECEMBER 2021:** Content due by October 22

### ELECTRONIC:

**JANUARY 2021:** Content due by December 17, 2020  
**FEBRUARY 2021:** Content due by January 21  
**MARCH 2021:** Content due by February 18  
**APRIL 2021:** Content due by March 18  
**MAY 2021:** Content due by April 22  
**JUNE 2021:** Content due by May 20  
**JULY 2021:** Content due by June 24  
**AUGUST 2021:** Content due by July 22  
**SEPTEMBER 2021:** Content due by August 26  
**OCTOBER 2021:** Content due by September 23  
**NOVEMBER 2021:** Content due by October 21  
**DECEMBER 2021:** Content due by November 18

Please submit updated logos, custom articles or content for newsletters to:  
[info@inspiringperspectives.com](mailto:info@inspiringperspectives.com)

### RULES OF THUMB FOR SENDING CUSTOM CONTENT:

- **Custom Cover** - stick to approximately 350 words or less.
- **Page Four Content** - stick to approximately 150 words or less.
- **Send text** in either the body of the message on an email or a word doc. format.
- **Logo Submission:** png, jpeg, eps or tiff - 300 dpi required.
- **Send any images** you want included as separate jpeg files (not embedded).
- **Employee Mailing List:** Please email updated mail list monthly for your print shipment.
- **If you do not have any content to send for a particular month,** not to worry, we will utilize the standard content and "quiz section" as a default for page four.

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## 2021 Newsletter Planning Template

QUARTER	MONTH	OBSERVATION	NEWSLETTER PROMOTION	CHALLENGE
Q1 TOPIC	JAN	Cervical, Glaucoma, Blood Donor		
	FEB	Heart Health, Cancer Prevention <i>2/4 World Cancer Day</i> <i>2/5 Wear Red Day</i> <i>2/17 Random Acts of Kindness Day</i>		
	MARCH	Nutrition, Vision, Colon, Sleep <i>3/23 Diabetes Alert Day</i>		
Q2 TOPIC	APRIL	Alcohol, Stress, Distracted Driving <i>4/5 National Walking Day</i>		
	MAY	Arthritis, Employee Health & Fitness, HBP, Osteoporosis, Mental Health <i>5/31 World No Tobacco Day</i>		
	JUNE	Men's Health/Safety <i>6/14 National Blood Donor Day</i>		
Q3 TOPIC	JULY	UV Safety, Fireworks		
	AUG	Children's Eye, Immunizations		
	SEPT	Health Aging, Fruit & Veggies, Cholesterol <i>9/10 Suicide Prevention Day</i>		
Q4 TOPIC	OCT	Breast Cancer, Eye Injury Prevention <i>10/15 Global Handwashing Day</i> <i>10/29 World Stroke Day</i>		
	NOV	Diabetes, Lung Cancer, Care Givers <i>11/19 Great American Smokeout</i>		
	DEC	Safe Toys and Gifts		