

June

FOCUS:
Koa Spotlight

HIGHLIGHTED PRODUCTS:
GS Mini-e Koa, 222ce-K DLX, 224ce-K DLX,
K26ce, T5z Custom Koa

WEEK 1
6/2 – 6/8

FOCUS:
**New Release Spotlight:
50th Anniversary 614ce LTD**

HIGHLIGHTED PRODUCTS:
50th Anniversary 614ce LTD

WEEK 2
6/9 – 6/15

FOCUS:
**New Release Spotlight:
50th Anniversary 858e LTD**

HIGHLIGHTED PRODUCTS:
50th Anniversary 858e LTD

WEEK 3
6/16 – 6/22

FOCUS:
**New Release Spotlight:
50th GS Mini-e RW SB LTD Natural Top**

HIGHLIGHTED PRODUCTS:
50th GS Mini-e RW SB LTD Natural Top

WEEK 4
6/23 – 6/29

July

FOCUS:
**Summer Guitar Care and
GS Mini Travel Guitars**

HIGHLIGHTED PRODUCTS:
TaylorWare Care Accessories, Beacon 5-Way
Tuner, GS Mini Models

WEEK 1
7/1 – 7/6

FOCUS:
T5z Series Spotlight

HIGHLIGHTED PRODUCTS:
T5z Pro, T5z Custom Koa

WEEK 2
7/7 – 7/13

FOCUS:
Spotlight: 200 Series Plus Models

HIGHLIGHTED PRODUCTS:
50th Anniversary 217e-SB Plus LTD,
210ce Plus, 214ce Plus, 214ce-K SB Plus

WEEK 3
7/14 – 7/20

FOCUS:
Top Sellers for Summer

HIGHLIGHTED PRODUCTS:
214ce-BLK Plus, 417e, 512ce 12-Fret,
GS Mini-e Mahogany

WEEK 4
7/21 – 7/27

August

FOCUS:
Academy Series Spotlight

HIGHLIGHTED PRODUCTS:
Academy 10e, Academy 12 Nylon

WEEK 1
8/1 – 8/3

FOCUS:
GS Mini Series Spotlight

HIGHLIGHTED PRODUCTS:
GS Mini Models

WEEK 2
8/4 – 8/10

FOCUS:
8/14 Day Spotlight: 814 Models

HIGHLIGHTED PRODUCTS:
50th Anniversary BE 814ce LTD, BE 814ce
Blacktop, 814ce

WEEK 3
8/11 – 8/17

FOCUS:
**New Release Spotlight:
50th Anniversary Grand Concert
Models**

HIGHLIGHTED PRODUCTS:
50th Anniversary 312ce LTD,
50th Anniversary BE 812ce LTD

WEEK 4
8/18 – 8/24

FOCUS:
**New Release Spotlight:
50th Anniversary 316ce Baritone-6 LTD**

HIGHLIGHTED PRODUCTS:
50th Anniversary 316ce Baritone-6 LTD

WEEK 5
8/25 – 8/31