

## DEADLINES 2009/2010

\*Please note at all Ad Bookings and Artwork deadlines are at 12:00 noon on **Fridays**.

\*\*Please note that all Artwork deadlines are also at 12:00 noon.

| ISSUE                 | PRINT ADS |         |                      |             | WEB ADS  |          |         |
|-----------------------|-----------|---------|----------------------|-------------|----------|----------|---------|
|                       | Bookings  | Artwork | Subscriptions Posted | Street Date | Bookings | Artwork  | Posted  |
| <b>2009</b>           |           |         |                      |             |          |          |         |
| Sept.                 | Jul. 24   | Jul. 31 | Aug. 21              | Sept. 2     | Aug. 21  | Aug. 28  | Sept. 4 |
| Oct.                  | Aug. 21   | Aug. 28 | Sept. 18             | Sept. 30    | Sept. 18 | Sept. 25 | Oct. 2  |
| Nov.                  | Sept. 25  | Oct. 2  | Oct. 23              | Nov. 4      | Oct. 23  | Oct. 30  | Nov. 6  |
| <b>Holiday Issue:</b> |           |         |                      |             |          |          |         |
| Dec/Jan.              | Oct. 23   | Oct. 30 | Nov. 20              | Dec. 2      | Nov. 20  | Nov. 27  | Dec. 4  |
| Jan.                  |           |         |                      |             | Dec. 11  | Dec. 18  | Jan. 8  |
| <b>2010</b>           |           |         |                      |             |          |          |         |
| Feb.                  | Nov. 20   | Nov. 27 | Jan. 22              | Feb. 3      | Jan. 22  | Jan. 29  | Feb. 5  |
| Mar.                  | Jan. 22   | Jan. 29 | Feb. 19              | Mar. 3      | Feb. 19  | Feb. 26  | Mar. 5  |
| Apr.                  | Feb. 19   | Feb. 26 | Mar. 19              | Mar. 31     | Mar. 19  | Mar. 26  | Apr. 2  |
| May                   | Mar. 26   | Apr. 2  | Apr. 23              | May 5       | Apr. 23  | Apr. 30  | May 7   |
| <b>Summer Annual:</b> |           |         |                      |             |          |          |         |
| Jun/Jul/Aug.          | Apr. 16   | Apr. 23 | May 21               | Jun. 2      | May 21   | May 28   | Jun. 4  |
| Jul.                  |           |         |                      |             | Jun. 4   | Jun. 11  | Jul. 2  |
| Aug.                  |           |         |                      |             | Jul. 23  | Jul. 30  | Aug. 6  |

*Rates and dates subject to change.  
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