

# 2009-10 Published Closing Dates

## CAMPAIGN SCHEDULE

Campaign	Sales Closing	1st Mailing WEEK OF	Exp. Date	2nd Mailing WEEK OF	Exp. Date
Spr / Sum 2009	02/27/09*	Apr. 20	06/30/09	July 1	08/31/09
Fall / Holiday 2009	07/03/09*	Sept. 1	10/31/09	Nov. 1	12/30/09
Win / Spr 2010	10/30/09*	Jan. 1	02/28/10	Mar. 1	04/30/10
Spr / Sum 2010	03/05/10*	May 1	06/30/10	July 1	08/31/10
Fall / Holiday 2010	07/02/10*	Sept. 1	10/31/10	Nov. 1	12/30/10
Win / Spr 2011	10/29/10*	Jan. 1	02/28/11	Mar. 1	04/30/11

### \*EACH CAMPAIGN CONSISTS OF TWO CONSECUTIVE MAILINGS

Please note that all in-home dates are approximate.

## CAMPAIGN INCLUDES

One Custom 2-Sided Ad Design per Campaign, Layout, Typesetting,  
4 Color Printed Proof/Tear Sheet, Addressing, Postage & Handling

**PLEASE NOTE: Campaigns run as two consecutive mailings without additional ad approvals, changes or proofs with exception to expiration date change.**

## PREMIUM POSITIONS (limited availability & additional cost)

Back Cover | Inside Front & Back Covers | First Page

## ADDITIONAL SERVICES

Logo Design | Digital Photography



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