

# 2011-13 Published Closing Dates

## **CAMPAIGN SCHEDULE**

Campaign	Sales Closing	1st Mailing MID-MONTH	Exp. Date	2nd Mailing MID-MONTH	Exp. Date
Spr / Sum 2011	04/01/11*	May	07/30/11	July	09/30/11
Fall / Holiday 2011	08/01/11*	Sept.	11/30/11	Nov.	01/30/12
Win / E. Spr 2012	12/01/11*	Jan.	03/30/12	Mar.	05/30/12
Spr / Sum 2012	04/01/12*	May	07/30/12	July	09/30/12
Fall / Holiday 2012	08/01/12*	Sept.	11/30/12	Nov.	01/30/13
Win / E. Spr 2013	12/01/12*	Jan.	03/30/13	Mar.	05/30/13

### **\*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

windy  
city  
marketing  
inc.

motiv8  
las vegas

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