

2010 Direct Mail Schedule and Deadlines

Last Updated March 30, 2010

	Publication Date	Classified Deadline	Display Deadline	Article Deadline	Insert Commitment*
May	April 26	April 15	April 12	April 9	April 2
June	May 26	May 14	May 11	May 7	May 3
July	June 25	June 17	June 14	June 11	June 4
August	July 26	July 15	July 12	July 9	July 2
September	August 27	August 13	August 11	August 6	August 3
October	Sept. 26	Sept. 16	Sept. 13	Sept. 9	Sept. 3
November	October 26	October 14	October 11	October 8	October 4

Thanksgiving / Christmas Kick Off Special Edition

Spec. Edition	Nov. 18	Nov. 11	Nov. 5	Nov. 2	Nov. 1
December	Dec. 10	Nov. 29	Nov. 22	Nov. 19	Nov. 17
January 2011	Dec. 23	Dec. 16	Dec. 13	Dec. 10	Dec. 3

*Insert Deadline is the date the customers need to book their insert including quantity and area of distribution. Inserts need to be to the printer anytime within one week from the commitment deadline. See separate rate card for full details on our insert program.