

## 2011 Advertising Deadlines

■ Ads Due ■ Proofs Approval

Jan	Feb	Mar	Apr
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
May	Jun	Jul	Aug
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
Sep	Oct	Nov	Dec
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

### January Issue

Ads Due: **December 1, 2010**  
Proof Approval: **December 15, 2010**  
On Display: **First week of January**

### February Issue

Ads Due: **January 3, 2011**  
Proof Approval: **January 17, 2011**  
On Display: **First week of February**

### March Issue

Ads Due: **February 1, 2011**  
Proof Approval: **February 15, 2011**  
On Display: **First week of March**

### April Issue

Ads Due: **March 1, 2011**  
Proof Approval: **March 15, 2011**  
On Display: **First week of April**

### May Issue

Ads Due: **April 1, 2011**  
Proof Approval: **April 15, 2011**  
On Display: **First week of May**

### June Issue

Ads Due: **May 2, 2011**  
Proof Approval: **May 16, 2011**  
On Display: **First week of June**

### July Issue

Ads Due: **June 1, 2011**  
Proof Approval: **June 15, 2011**  
On Display: **First week of July**

### August Issue

Ads Due: **July 1, 2011**  
Proof Approval: **July 15, 2011**  
On Display: **First week of August**

### September Issue

Ads Due: **August 1, 2011**  
Proof Approval: **August 15, 2011**  
On Display: **First week of September**

### October Issue

Ads Due: **September 1, 2011**  
Proof Approval: **September 15, 2011**  
On Display: **First week of October**

### November Issue

Ads Due: **October 3, 2011**  
Proof Approval: **October 17, 2011**  
On Display: **First week of November**

### December Issue

Ads Due: **November 1, 2011**  
Proof Approval: **November 15, 2011**  
On Display: **First week of December**

## Advertising Sizes

Full Page 6.0" x 9.0" | Half Page: 6.0" x 4.0" | Quarter Page: 3.0" x 4.0" | Business Card: 2.5" x 1.75"