

THE SATURDAY EVENING POST

2007 Advertising Production Schedule

2007 DATES	(If we print) Materials due for Inserts	Closing Date, Shopper & Fractionals Due	Full Pg Run Of Book Due	Furnished Inserts & Labels Due	In-Home Date	Wks On Sale
JAN/FEB 07	11/03/06	11/28/06	12/05/06	12/08/06	1/09/07	8
MARCH/APR 07	1/02/07	1/08/07	1/15/07	1/23/07	2/27/07	9
MAY/JUNE 07	3/05/07	3/12/07	3/19/07	3/27/07	5/01/07	9
JUL/AUG 07	5/07/07	5/14/07	5/18/07	5/29/07	7/03/07	8
SEP/OCT 07	7/02/07	7/09/07	7/16/07	7/24/07	8/28/07	9
NOV/DEC 07	9/04/07	9/10/07	9/17/07	9/25/07	10/30/07	9

2008 Advertising Production Schedule **

2008 DATES	(If we print) Materials due for Inserts	Closing Date, Shopper & Fractionals Due	Full Pg Run Of Book Due	Furnished Inserts & Labels Due	In-Home Date	Wks On Sale
JAN/FEB 08	10/29/07	11/02/07	11/09/07	11/19/07	1/02/08	8
MARCH/APR 08	12/28/07	1/07/08	1/14/08	1/22/08	2/26/08	9
MAY/JUNE 08	3/03/08	3/10/08	3/17/08	3/25/08	4/29/08	9
JUL/AUG 08	5/05/08	5/12/08	5/19/08	5/27/08	7/01/08	9
SEP/OCT 08	7/07/08	7/14/08	7/21/08	7/29/08	9/02/08	8
NOV/DEC 08	9/01/08	9/08/08	9/15/08	9/23/08	10/28/08	9

** Anticipated Dates for 2008