

2010 PUBLISHING SCHEDULE

| Month/Theme | Display Deadline | News & Cal. Deadline | Classified Deadline | Print | 3rd Class Mailing | Bulk Mailing |
|--|------------------|----------------------|---------------------|----------|-------------------|--------------|
| January/Stallion '10 | 12/8/09 | 12/11/09 | 12/14/09 | 12/17/09 | 12/18/09 | 12/18/09 |
| February/Camps, Colleges, Travel | 1/12/10 | 1/15/10 | 1/18/10 | 1/21/10 | 1/22/10 | 1/22/10 |
| March/Equipment | 2/9/10 | 2/12/10 | 2/15/10 | 2/18/10 | 2/19/10 | 2/19/10 |
| April/Previews | 3/9/10 | 3/12/10 | 3/15/10 | 3/18/10 | 3/19/10 | 3/19/10 |
| May/Spring Clean-up | 4/6/10 | 4/9/10 | 4/12/10 | 4/15/10 | 4/16/10 | 4/16/10 |
| June/Devon | 5/4/10 | 5/7/10 | 5/10/10 | 5/13/10 | 5/14/10 | 5/14/10 |
| July/Nutrition | 6/1/10 | 6/4/10 | 6/7/10 | 6/10/10 | 6/11/10 | 6/11/10 |
| August/Real Estate | 7/6/10 | 7/9/10 | 7/12/10 | 7/15/10 | 7/16/10 | 7/16/10 |
| September/Previews | 8/3/10 | 8/6/10 | 8/9/10 | 8/12/10 | 8/13/10 | 8/13/10 |
| October/Training | 9/7/10 | 9/10/10 | 9/13/10 | 9/16/10 | 9/17/10 | 9/17/10 |
| November/Prep for Winter, Gift Guide 1 | 10/5/10 | 10/8/10 | 10/11/10 | 10/14/10 | 10/15/10 | 10/15/10 |
| December/Gift Guide 2 | 11/2/10 | 11/5/10 | 11/8/10 | 11/11/10 | 11/12/10 | 11/12/10 |
| January/Stallion '11 | 12/7/10 | 12/10/10 | 12/13/10 | 12/16/10 | 12/17/10 | 12/17/10 |

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