

# 2010 ISMAAds Program Schedule

| Month    | Week # | Week of | Due Date | Program Close | Month     | Week # | Week of | Due Date | Program Close |
|----------|--------|---------|----------|---------------|-----------|--------|---------|----------|---------------|
| January  | 1      | 4-Jan   | 4-Dec    | 18-Dec        | July      | 27     | 5-Jul   | 4-Jun    | 18-Jun        |
|          | 2      | 11-Jan  | 11-Dec   | 23-Dec        |           | 28     | 12-Jul  | 11-Jun   | 25-Jun        |
|          | 3      | 18-Jan  | 18-Dec   | 30-Dec        |           | 29     | 19-Jul  | 18-Jun   | 2-Jul         |
|          | 4      | 25-Jan  | 25-Dec   | 8-Jan         |           | 30     | 26-Jul  | 25-Jun   | 9-Jul         |
| February | 5      | 1-Feb   | 1-Jan    | 15-Jan        | August    | 31     | 2-Aug   | 2-Jul    | 16-Jul        |
|          | 6      | 8-Feb   | 8-Jan    | 22-Jan        |           | 32     | 9-Aug   | 9-Jul    | 23-Jul        |
|          | 7      | 15-Feb  | 15-Jan   | 29-Jan        |           | 33     | 16-Aug  | 16-Jul   | 30-Jul        |
|          | 8      | 22-Feb  | 22-Jan   | 5-Feb         |           | 34     | 23-Aug  | 23-Jul   | 6-Aug         |
| March    | 9      | 1-Mar   | 5-Feb    | 19-Feb        | 35        | 30-Aug | 30-Jul  | 13-Aug   |               |
|          | 10     | 8-Mar   | 12-Feb   | 26-Feb        | September | 36     | 6-Sep   | 6-Aug    | 20-Aug        |
|          | 11     | 15-Mar  | 19-Feb   | 5-Mar         |           | 37     | 13-Sep  | 13-Aug   | 27-Aug        |
|          | 12     | 22-Mar  | 26-Feb   | 12-Mar        |           | 38     | 20-Sep  | 20-Aug   | 3-Sep         |
| 13       | 29-Mar | 5-Mar   | 19-Mar   | 39            |           | 27-Sep | 27-Aug  | Set 10   |               |
| Q1       |        |         |          |               | Q3        |        |         |          |               |
| April    | 14     | 5-Apr   | 5-Mar    | 19-Mar        | October   | 40     | 4-Oct   | 3-Sep    | 17-Sep        |
|          | 15     | 12-Apr  | 12-Mar   | 26-Mar        |           | 41     | 11-Oct  | 10-Sep   | 24-Sep        |
|          | 16     | 19-Apr  | 19-Mar   | 2-Apr         |           | 42     | 18-Oct  | 17-Sep   | 1-Oct         |
|          | 17     | 26-Apr  | 26-Mar   | 9-Apr         |           | 43     | 25-Oct  | 24-Sep   | 8-Oct         |
| May      | 18     | 3-May   | 2-Apr    | 16-Apr        | November  | 44     | 1-Nov   | 1-Oct    | 15-Oct        |
|          | 19     | 10-May  | 9-Apr    | 23-Apr        |           | 45     | 8-Nov   | 8-Oct    | 22-Oct        |
|          | 20     | 17-May  | 16-Apr   | 30-Apr        |           | 46     | 15-Nov  | 15-Oct   | 29-Oct        |
|          | 21     | 24-May  | 23-Apr   | 7-May         |           | 47     | 22-Nov  | 22-Oct   | 5-Nov         |
| June     | 22     | 31-May  | 30-Apr   | 14-May        | 48        | 29-Nov | 29-Oct  | 12-Nov   |               |
|          | 23     | 7-Jun   | 7-May    | 21-May        | December  | 49     | 6-Dec   | 5-Nov    | 19-Nov        |
|          | 24     | 14-Jun  | 14-May   | 28-May        |           | 50     | 13-Dec  | 12-Nov   | 26-Nov        |
|          | 25     | 21-Jun  | 21-May   | 4-Jun         |           | 51     | 20-Dec  | 19-Nov   | 3-Dec         |
| 26       | 28-Jun | 28-May  | 11-Jun   | 52            |           | 27-Dec | 26-Nov  | 10-Dec   |               |
| Q2       |        |         |          |               | Q4        |        |         |          |               |

*Due Date: All product UPC codes, final artwork, and signed program estimates are due 4 weeks prior to in-store date.*

*Program Close: Any materials not submitted by this date will result in the program being cancelled or the having start date moved out a week.*

*Cancellation Fee within 10 days of in-store date – 25% of Event Estimate, \$500 minimum.*

*Note: Actual program start dates will vary by retailer depending on weekly circular breaks.*