

2010 Retail Production & Posting Schedule

CYCLE #	CYCLE DATES	SALES CONFIRMS UPC DISTRIBUTIONS WITH KEY ACCOUNT MANAGER	RETAIL FE & PDN SALES CLOSE UPC's DUE	DISPLAY REQUEST w/PRODUCT SAMPLES DUE	FINAL FLDR DESIGN APPROVAL	FRONTLOADER DIE-LINES SENT TO CLIENT	PRELIMINARY OF ALL CREATIVE DUE	ALL FINAL CREATIVE DUE	CLIENT-PRODUCED MATERIAL DUE AT NOVA
1	Jan 4 - Jan 31, 2010	Aug 10, 2009	Oct 12, 2009	Sept 8, 2009	Sept 21, 2009	Oct 7, 2009	Oct 20, 2009	Nov 3, 2009	Dec 10, 2009
2	Feb 1 - Feb 28, 2010	Aug 31, 2009	Nov 9, 2009	Oct 12, 2009	Oct 23, 2009	Nov 4, 2009	Nov 24, 2009	Dec 1, 2009	Jan 11, 2010
3	Mar 1 - Mar 28, 2010	Oct 5, 2009	Dec 4, 2009	Nov 9, 2009	Nov 20, 2009	Dec 2, 2009	Dec 22, 2009	Jan 5, 2010	Feb 8, 2010
4	Mar 29 - Apr 25, 2010	Nov 2, 2009	Jan 4, 2010	Dec 7, 2009	Dec 21, 2009	Dec 30, 2009	Jan 19, 2010	Feb 2, 2010	Mar 8, 2010
5	Apr 26 - May 23, 2010	Nov 30, 2009	Feb 1, 2010	Jan 4, 2010	Jan 18, 2010	Jan 27, 2010	Feb 16, 2010	Mar 2, 2010	Apr 5, 2010
6	May 24 - June 20, 2010	Dec 21, 2010	Mar 1, 2010	Feb 1, 2010	Feb 15, 2010	Feb 24, 2010	Mar 16, 2010	Mar 30, 2010	May 3, 2010
7	June 21 - July 18, 2010	Jan 25, 2010	Mar 29, 2010	Mar 1, 2010	Mar 15, 2010	Mar 24, 2010	Apr 13, 2010	Apr 27, 2010	May 28, 2010
8	July 19 - Aug 15, 2010	Feb 22, 2010	Apr 26, 2010	Mar 29, 2010	Apr 12, 2010	Apr 21, 2010	May 11, 2010	May 25, 2010	June 28, 2010
9	Aug 16 - Sept 12, 2010	Mar 22, 2010	May 24, 2010	Apr 26, 2010	May 10, 2010	May 19, 2010	June 8, 2010	June 22, 2010	July 26, 2010
10	Sept 13 - Oct 10, 2010	Apr 19, 2010	June 21, 2010	May 24, 2010	June 7, 2010	June 16, 2010	July 6, 2010	July 20, 2010	Aug 23, 2010
11	Oct 11 - Nov 7, 2010	May 17, 2010	July 19, 2010	June 21, 2010	July 2, 2010	July 14, 2010	Aug 3, 2010	Aug 17, 2010	Sept 20, 2010
12	Nov 8 - Dec 5, 2010	June 14, 2010	Aug 16, 2010	July 19, 2010	Aug 2, 2010	Aug 11, 2010	Aug 31, 2010	Sept 14, 2010	Oct 18, 2010
13	Dec 6 - Jan 2, 2011	July 12, 2010	Sept 13, 2010	Aug 9, 2010	Aug 23, 2010	Sept 8, 2010	Sept 21, 2010	Oct 5, 2010	Nov 11, 2010

NOTE

FrontLine Marketing requires adequate lead time to print and distribute copy. In order to meet scheduled cycle dates, advertisers need to meet the closing dates listed above. If creative is received after the above dates, the following late fees will apply:

1 - 3 working days \$50/day
 4 - 6 working days \$75/day

Any extension after that will need prior approval. Additional late charges will be determined at that time.