

## 2011 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 3 - Jan 30, 2011	Aug 9, 2010	Oct 11, 2010	Sept 7, 2010	Sept 20, 2010	Oct 6, 2010	Oct 19, 2010	Nov 2, 2010	Dec 9, 2010
2	Jan 31 - Feb 27, 2011	Aug 30, 2010	Nov 8, 2010	Oct 11, 2010	Oct 22, 2010	Nov 3, 2010	Nov 23, 2010	Nov 30, 2010	Jan 10, 2011
3	Feb 28 - Mar 27, 2011	Oct 4, 2010	Dec 3, 2010	Nov 8, 2010	Nov 19, 2010	Dec 1, 2010	Dec 21, 2010	Jan 4, 2011	Feb 7, 2011
4	Mar 28 - Apr 24, 2011	Nov 1, 2010	Jan 3, 2011	Dec 6, 2010	Dec 20, 2010	Dec 29, 2010	Jan 18, 2011	Feb 1, 2011	Mar 7, 2011
5	Apr 25 - May 22, 2011	Nov 29, 2010	Jan 31, 2011	Jan 3, 2011	Jan 14, 2011	Jan 26, 2011	Feb 15, 2011	Mar 1, 2011	Apr 4, 2011
6	May 23 - June 19, 2011	Dec 20, 2010	Feb 28, 2011	Jan 31, 2011	Feb 14, 2011	Feb 23, 2011	Mar 15, 2011	Mar 29, 2011	May 2, 2011
7	June 20 - July 17, 2011	Jan 24, 2011	Mar 28, 2011	Feb 28, 2011	Mar 14, 2011	Mar 23, 2011	Apr 12, 2011	Apr 26, 2011	May 27, 2011
8	July 18 - Aug 14, 2011	Feb 21, 2011	Apr 25, 2011	Mar 28, 2011	Apr 11, 2011	Apr 20, 2011	May 10, 2011	May 24, 2011	June 27, 2011
9	Aug 15 - Sept 11, 2011	Mar 21, 2011	May 23, 2011	Apr 25, 2011	May 9, 2011	May 18, 2011	June 7, 2011	June 21, 2011	July 25, 2011
10	Sept 12 - Oct 9, 2011	Apr 18, 2011	June 20, 2011	May 23, 2011	June 6, 2011	June 15, 2011	July 5, 2011	July 19, 2011	Aug 22, 2011
11	Oct 10 - Nov 6, 2011	May 16, 2011	July 18, 2011	June 20, 2011	July 1, 2011	July 13, 2011	Aug 2, 2011	Aug 16, 2011	Sept 19, 2011
12	Nov 7 - Dec 4, 2011	June 13, 2011	Aug 15, 2011	July 18, 2011	Aug 1, 2011	Aug 10, 2011	Aug 30, 2011	Sept 13, 2011	Oct 17, 2011
13	Dec 5 - Jan 1, 2012	July 11, 2011	Sep 12, 2011	Aug 8, 2011	Aug 22, 2011	Sept 7, 2011	Sept 20, 2011	Oct 4, 2011	Nov 10, 2011

### 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.