

# Advertising Deadlines

<i>Issue</i>	<i>Ad Payment Due</i>	<i>Ad Copy Due</i>
Jan 2012	Nov 22	Nov 24
Feb	Dec 29	Dec 29
Mar	Jan 23	Jan 24
Apr	Feb 22	Feb 24
May	Mar 22	Mar 23
Jun	Apr 23	Apr 24
Jul	May 22	May 24
Aug	Jun 22	Jun 25
Sept	Jul 23	Jul 24
Oct	Aug 22	Aug 24
Nov	Sep 21	Sep 24
Dec	Oct 22	Oct 24

**Deadlines typically follow a simple pattern:** Around the 22nd for payment/ad reservation and the 24th for all ad copy. If the deadline would otherwise fall on a weekend or non-mail delivery day, I add or subtract a day. January issue deadlines are slightly earlier so I can allow for early mail-out of the issue around the holidays. February issue deadlines are slightly later because they otherwise would fall right on Christmas.

**Current & recent advertisers are emailed a monthly reminder** a few weeks before the reservation deadline. But, the responsibility for meeting the deadlines is the advertiser's, so please be sure to mark your personal calendar accordingly!

# Your VSN Advertising Record

Use this chart to keep track of your ads if you like. I've added the deadlines for you. Print it out and then check off (or enter the date) when you complete each issue's chores, so you will never miss an issue. While you are at it, why not print out the coupon pages at the same time and clip them to the chart, so you won't forget to use the coupons?

<b>Issue</b>	<b>Ad Payment Made</b>	<b>Ad Copy Submitted</b>	<b>Issue Received</b>
Jan '12	<i>Nov 22</i>	<i>Nov 24</i>	
Feb '12	<i>Dec 29</i>	<i>Dec 29</i>	
Mar '12	<i>Jan 23</i>	<i>Jan 24</i>	
Apr '12	<i>Feb 22</i>	<i>Feb 24</i>	
May '12	<i>Mar 22</i>	<i>Mar 23</i>	
Jun '12	<i>Apr 23</i>	<i>Apr 24</i>	
Jul '12	<i>May 22</i>	<i>May 24</i>	
Aug '12	<i>Jun 22</i>	<i>Jun 25</i>	
Sept '12	<i>Jul 23</i>	<i>Jul 24</i>	
Oct '12	<i>Aug 22</i>	<i>Aug 24</i>	
Nov '12	<i>Sept 21</i>	<i>Sept 24</i>	
Dec '12	<i>Oct 22</i>	<i>Oct 24</i>	