

THE SHOP

Digital Production Schedule

Web Ads	
Month	Artwork Due
January	12/22/2016
February	1/25/2017
March	2/22/2017
April	3/22/2017
May	4/19/2017
June	5/22/2017
July	6/21/2017
August	7/20/2017
September	8/22/2017
October	9/20/2017
November	10/20/2017
December	11/17/2017

Newsletters	
Newsletters go out on a daily basis Monday through Friday except for:	
January 2	November 23
May 29	November 24
July 4	December 22
September 4	December 25
All ads are due at least 3 business days before the deployment date.	

Products & Promotions		
Month	Deployment Date	Artwork Due
January	1/15/2017	1/4/2017
February	2/19/2017	2/8/2017
March	3/19/2017	3/8/2017
April	4/16/2017	4/5/2017
May	5/21/2017	5/10/2017
June	6/18/2017	6/7/2018
July	7/16/2017	7/5/2017
August	8/20/2017	8/9/2017
September	9/17/2017	9/6/2017
October	10/15/2017	10/4/2017
November	11/19/2017	11/8/2017
December	12/17/2017	12/6/2017

These dates may change without notice.

Please contact your sales rep with any questions.

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