



DEADLINES 2008 • TAMPA

SALES • PRODUCTION • PRINT • MAILING



End of Sales (1st payment & Layout)	Deadline for Show Proof Approval	Printer Receives Files	Mailer Receives Inserts	In-Home Dates Delivered at Homes	Month Theme/Promo
Dec. 24th	Dec. 27th	Dec. 31st	Jan. 7th	Jan. 17th - 19th	New Year - Three King's Day
Jan. 21st	Jan 24th	Jan. 28th	Feb. 4th	Feb. 14th - 16th	Valentines
Feb. 25th	Feb. 28th	March 3rd	March 10th	March 20th - 22nd	St. Patrick's
March 24th	March 27th	March 31st	April 7th	April 17th - 19th	Easter - Cinco de Mayo
April 21st	April 24th	April 28th	May 5th	May 15th - 17th	Memorial - Mother's Day
May 26th	May 29th	June 2nd	June 9th	June 19th - 21st	Father's Day
June 23rd	June 26th	June 30th	July 7th	July 17th - 19th	Independence Day
July 21st	July 24th	July 28th	Aug. 4th	Aug. 14th - 16th	Back to School
Aug. 25th	Aug. 28th	Sept. 1st	Sept. 8th	Sept. 18th - 20th	Hispanic Heritage Month begins - México Independence Day - Labor Day
Sept. 22nd	Sept. 25th	Sept. 29th	Oct. 6th	Oct. 16th - 18th	Hispanic Heritage Month ends - Columbus - Halloween
Oct. 20th	Oct. 23rd	Oct. 27th	Nov. 3rd	Nov. 13th - 15th	Día de los Muertos - Veterans - Thanksgiving
Nov. 17th	Nov. 20th	Nov. 24th	Dec. 1st	Dec. 11th - 13th	Christmas - Hanukkah

Deadlines are Not Flexible. They are designed for the Success of each client's mailing.