

2009 PROPOSED PRINT SCHEDULE - AmMax Publications Direct Mail Program  
Effective JAN 09

1. Label order complete and deposit due one week prior to Art Due Date.
2. Art Due Date is day all files (disk or FTP) plus proofs are due to printer, plus checks for printing and postage.
3. SCF Date is target delivery date to your local USPS SCF (Sectional Carrier Facility).
4. In Home Date (Week of...) .

LABEL DEPOSIT TUESDAY	ART DUE DATE TUESDAY	SCF DATE FRIDAY	*IN-HOME DATE WEEK OF (MONDAY)	HOLIDAY/EVENT (Last Print Date Before)
30-Dec	6-Jan	16-Jan	19-Jan	
6-Jan	13-Jan	23-Jan	26-Jan	Super Bowl Sunday - Feb 1
13-Jan	20-Jan	30-Jan	2-Feb	
20-Jan	27-Jan	6-Feb	9-Feb	Valentine's Day - Feb 14
27-Jan	3-Feb	13-Feb	16-Feb	Mardi Gras - Feb 24
3-Feb	10-Feb	20-Feb	23-Feb	
10-Feb	17-Feb	27-Feb	2-Mar	
17-Feb	24-Feb	6-Mar	9-Mar	St Patrick's Day - Mar 17
24-Feb	3-Mar	13-Mar	16-Mar	
3-Mar	10-Mar	20-Mar	23-Mar	
10-Mar	17-Mar	27-Mar	30-Mar	Passover-Apr 9
17-Mar	24-Mar	3-Apr	6-Apr	Easter-Apr 12
24-Mar	31-Mar	10-Apr	13-Apr	
31-Mar	7-Apr	17-Apr	20-Apr	
7-Apr	14-Apr	24-Apr	27-Apr	Cinco de Mayo - May 5
14-Apr	21-Apr	1-May	4-May	Mother's Day - May 10
21-Apr	28-Apr	8-May	11-May	
28-Apr	5-May	15-May	18-May	Memorial Day - May 25
5-May	12-May	22-May	25-May	
12-May	19-May	May 29	1-Jun	
19-May	26-May	5-Jun	8-Jun	
26-May	2-Jun	12-Jun	15-Jun	Father's Day - Jun 21
2-Jun	9-Jun	19-Jun	22-Jun	
9-Jun	16-Jun	26-Jun	29-Jun	Independence Day - Jul 4
16-Jun	23-Jun	3-Jul	6-Jul	
23-Jun	30-Jun	10-Jul	13-Jul	
30-Jun	7-Jul	17-Jul	20-Jul	
7-Jul	14-Jul	24-Jul	27-Jul	
14-Jul	21-Jul	31-Jul	3-Aug	
21-Jul	28-Jul	7-Aug	10-Aug	
28-Jul	4-Aug	14-Aug	17-Aug	
4-Aug	11-Aug	21-Aug	24-Aug	
11-Aug	18-Aug	28-Aug	31-Aug	Labor Day - Sep 7
18-Aug	25-Aug	4-Sep	7-Sep	
25-Aug	1-Sep	11-Sep	14-Sep	Rosh Hashanah - Sep 19
1-Sep	8-Sep	18-Sep	21-Sep	Yom Kippur - Sep 28
8-Sep	15-Sep	25-Sep	28-Sep	
15-Sep	22-Sep	2-Oct	5-Oct	Columbus Day - Oct 12
22-Sep	29-Sep	9-Oct	12-Oct	
29-Sep	6-Oct	16-Oct	19-Oct	
6-Oct	13-Oct	23-Oct	26-Oct	Halloween - Oct 31
13-Oct	20-Oct	30-Oct	2-Nov	Veteran's Day - Nov 11
20-Oct	27-Oct	6-Nov	9-Nov	
27-Oct	3-Nov	13-Nov	16-Nov	Thanksgiving - Nov 26
3-Nov	10-Nov	20-Nov	23-Nov	
10-Nov	17-Nov	27-Nov	30-Nov	
17-Nov	24-Nov	4-Dec	7-Dec	1st Day of Hanukkah - Dec 12
24-Nov	1-Dec	11-Dec	14-Dec	
1-Dec	8-Dec	18-Dec	21-Dec	Christmas Day - Dec 25 (Latest)
8-Dec	15-Dec	25-Dec	28-Dec	New Year's - Jan 1 (Latest)
15-Dec	22-Dec	1-Jan	4-Jan	
22-Dec	29-Dec	8-Jan	11-Jan	
29-Dec	5-Jan	15-Jan	18-Jan	