

2010 PROPOSED PRINT SCHEDULE - AmMax Publications Direct Mail Program
Effective JAN 2010

1. Label order complete and deposit due one week prior to Art Due Date.
2. Art Due Date is day files uploaded to printer, proofs are due to printer, and checks for printing and postage are due.
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)
29-Dec	5-Jan	15-Jan	18-Jan	
5-Jan	12-Jan	22-Jan	25-Jan	
12-Jan	19-Jan	29-Jan	1-Feb	
19-Jan	26-Jan	5-Feb	8-Feb	Valentine's Day - Feb 14/ Mardi Gras - Feb 16
26-Jan	2-Feb	12-Feb	15-Feb	
2-Feb	9-Feb	19-Feb	22-Feb	
9-Feb	16-Feb	26-Feb	1-Mar	
16-Feb	23-Feb	5-Mar	8-Mar	St Patrick's Day - Mar 17
23-Feb	2-Mar	12-Mar	15-Mar	
2-Mar	9-Mar	19-Mar	22-Mar	
9-Mar	16-Mar	26-Mar	29-Mar	Easter-April 4
16-Mar	23-Mar	2-Apr	5-Apr	
23-Mar	30-Mar	9-Apr	12-Apr	
30-Mar	6-Apr	16-Apr	19-Apr	
6-Apr	13-Apr	23-Apr	26-Apr	Cinco de Mayo - May 5
13-Apr	20-Apr	30-Apr	3-May	Mother's Day - May 9
20-Apr	27-Apr	7-May	10-May	
27-Apr	4-May	14-May	17-May	
4-May	11-May	21-May	24-May	Memorial Day - May 31
11-May	18-May	28-May	31-May	
18-May	25-May	4-Jun	7-Jun	
25-May	1-Jun	11-Jun	14-Jun	Father's Day - Jun 20
1-Jun	8-Jun	18-Jun	21-Jun	
8-Jun	15-Jun	25-Jun	28-Jun	Independence Day - Jul 4
15-Jun	22-Jun	2-Jul	5-Jul	
22-Jun	29-Jun	9-Jul	12-Jul	
29-Jun	6-Jul	16-Jul	19-Jul	
6-Jul	13-Jul	23-Jul	26-Jul	
13-Jul	20-Jul	30-Jul	2-Aug	
20-Jul	27-Jul	6-Aug	9-Aug	
27-Jul	3-Aug	13-Aug	16-Aug	
3-Aug	10-Aug	20-Aug	23-Aug	Labor Day - Sep 1
10-Aug	17-Aug	27-Aug	30-Aug	
17-Aug	24-Aug	3-Sep	6-Sep	
24-Aug	31-Aug	10-Sep	13-Sep	Yom Kippur - Sep 18
31-Aug	7-Sep	17-Sep	20-Sep	
7-Sep	14-Sep	24-Sep	27-Sep	
14-Sep	21-Sep	1-Oct	4-Oct	Columbus Day - Oct 11
21-Sep	28-Sep	8-Oct	11-Oct	
28-Sep	5-Oct	15-Oct	18-Oct	
5-Oct	12-Oct	22-Oct	25-Oct	Halloween - Oct 31
12-Oct	19-Oct	29-Oct	1-Nov	Veteran's Day - Nov 11
19-Oct	26-Oct	5-Nov	8-Nov	
26-Oct	2-Nov	12-Nov	15-Nov	Thanksgiving - Nov 25 (Best)
2-Nov	9-Nov	19-Nov	22-Nov	Thanksgiving - Nov 25 (Latest)
9-Nov	16-Nov	26-Nov	29-Nov	First Day of Chanukah - Dec 2
16-Nov	23-Nov	3-Dec	6-Dec	
23-Nov	30-Nov	10-Dec	13-Dec	
30-Nov	7-Dec	17-Dec	20-Dec	Christmas Day - Dec 25 (Latest)
7-Dec	14-Dec	24-Dec	27-Dec	New Year's - Jan 1 (Latest)
14-Dec	21-Dec	31-Dec	3-Jan	
21-Dec	28-Dec	7-Jan	10-Jan	
28-Dec	4-Jan	14-Jan	17-Jan	