

**2012 PRINT SCHEDULE - AmMax Publications Direct Mail Program
Effective JAN 2012**

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