

THE MONTHLY

MEDIA FILE

DATES & DEADLINES

2008 AD PLANNING CALENDAR

Listed below are our publication dates and advertising deadlines through February 2009. Camera-ready (digital) art or copy must conform to *The Monthly's* specifications. For a complete outline of these specifications, ask for our *Mechanical Requirements & Dimensions* sheet and our *Digital Requirements* sheet. For further assistance and information, call your *Monthly* representative.

Issue	Display Space Reservation & Production Ad Deadline	Camera-Ready (On Disk) Ad Deadline	Publication Delivery Date
JANUARY 2008	Wed., November 28, 2007	Wed., December 5, 2007	Wed., December 26, 2007
FEBRUARY	Wed., January 9, 2008	Wed., January 16, 2008	Wed., January 30, 2008
MARCH	Wed., February 6	Wed., February 13	Wed., February 27
APRIL	Wed., March 5	Wed., March 12	Wed., March 26
MAY	Wed., April 9	Wed., April 16	Wed., April 30
JUNE	Wed., May 7	Wed., May 14	Wed., May 28
JULY	Wed., June 4	Wed., June 11	Wed., June 25
AUGUST	Wed., July 9	Wed., July 16	Wed., July 30
SEPTEMBER	Wed., August 6	Wed., August 13	Wed., August 27
OCTOBER	Wed., September 10	Wed., September 17	Wed., October 1
NOVEMBER	Wed., October 8	Wed., October 15	Wed., October 29
DECEMBER	Wed., November 5	Wed., November 12	Wed., November 26*
JANUARY 2009	Wed., December 3	Wed., December 10	Mon., December 29
FEBRUARY 2009	Wed., January 7, 2009	Wed., January 14, 2009	Wed., January 28, 2009

CLASSIFIED DEADLINES: **January 2008:** Mon., December 3, 2007 **February:** Fri., January 14, 2008
March: Mon., February 11 **April:** Mon., March 10 **May:** Mon., April 13 **June:** Mon., May 12 **July:** Mon., June 9
August: Mon., July 14 **September:** Mon., August 11 **October:** Mon., September 15 **November:** Fri., October 10
December: Mon., November 10 **January 2009:** Mon., December 8. **February 2009:** Mon., January 11, 2009.

*The Day before Thanksgiving