

# THE MONTHLY

MEDIA FILE

## DATES & DEADLINES

## 2012 AD PLANNING CALENDAR

Listed below are our publication dates and advertising deadlines through February 2013. Camera-ready (digital) art or copy must conform to *The Monthly's* specifications. For a complete outline of these specifications, ask for our *Advertising Specs* sheet and our *Digital Requirements* sheet. For further assistance and information, call your *Monthly* representative.

<b>Issue</b>	<b>Display Space Reservation &amp; Production Ad Deadline</b>	<b>Camera-Ready (Digital) Ad Deadline</b>	<b>Publication Delivery Date</b>
<b>JANUARY 2012</b>	Wed., November 30, 2011	Wed., December 7, 2011	Mon., December 26, 2011**
<b>FEBRUARY</b>	Wed., January 11, 2012	Wed., January 18, 2012	Wed., February 1, 2012
<b>MARCH</b>	Wed., February 8	Wed., February 15	Wed., February 29
<b>APRIL</b>	Wed., March 7	Wed., March 14	Wed., March 28
<b>MAY</b>	Wed., April 4	Wed., April 11	Wed., April 25
<b>JUNE</b>	Wed., May 9	Wed., May 16	Wed., May 30
<b>JULY</b>	Wed., June 6	Wed., June 13	Wed., June 27
<b>AUGUST</b>	Wed., July 11	Wed., July 18	Wed., August 1
<b>SEPTEMBER</b>	Wed., August 8	Wed., August 15	Wed., August 29
<b>OCTOBER</b>	Wed., September 5	Wed., September 12	Wed., September 26
<b>NOVEMBER</b>	Wed., October 3	Wed., October 10	Wed., October 24
<b>DECEMBER</b>	Wed., October 31	Wed., November 7	Wed., November 21*
<b>JANUARY 2013</b>	Wed., December 5	Wed., December 12	Wed., December 26**
<b>FEBRUARY 2013</b>	Wed., January 9, 2013	Wed., January 16, 2013	Wed., January 30, 2013

**CLASSIFIED DEADLINES:** **January 2012:** Mon., December 5, 2011 **February:** Fri., January 13, 2012  
**March:** Mon., February 13 **April:** Mon., March 12 **May:** Mon., April 9 **June:** Mon., May 14 **July:** Mon., June 11  
**August:** Mon., July 16 **September:** Mon., August 13 **October:** Mon., September 10 **November:** Fri., October 5  
**December:** Mon., November 5 **January 2013:** Mon., December 10 **February 2013:** Mon., January 14, 2013

\*The Day before Thanksgiving \*\*The Day after Christmas