

THE MONTHLY

MEDIA FILE

DATES & DEADLINES

2017 AD PLANNING CALENDAR

Listed below are our publication dates and advertising deadlines through February 2018. 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. For further assistance and information, call your *Monthly* representative.

Issue	Theme	Ad Reservation & Production Deadline	Camera-Ready (Digital) Ad Deadline	Publication Delivery Date
January 2017	Faces of the East Bay	Wed., Dec. 7, 2016	Wed., Dec. 14, 2016	Wed., Dec. 28, 2016
February		Wed., Jan. 4, 2017	Wed., Jan. 11, 2017	Wed., Jan. 25, 2017
March	Camps	Wed., Feb. 1	Wed., Feb. 8	Wed., Feb. 22
April		Wed., Mar. 8	Wed., Mar. 15	Wed., Mar. 29
May	Home & Garden	Wed., Apr. 5	Wed., Apr. 12	Wed., Apr. 26
June		Wed., May 3	Wed., May 10	Wed., May 24
July	Senior Living	Wed., Jun. 7	Wed., Jun. 14	Wed., Jun. 28
August		Wed., Jul. 5	Wed., Jul. 12	Wed., Jul. 26
September	Schools	Wed., Aug. 2	Wed., Aug. 9	Wed., Aug. 23
October	Health & Wellness	Wed., Sep. 6	Wed., Sep. 13	Wed., Sep. 27
November		Wed., Oct. 4	Wed., Oct. 11	Wed., Oct. 25
December		Wed., Nov. 1	Wed., Nov. 8	Wed., Nov. 22*
January 2018	Faces of the East Bay	Wed., Dec. 6	Wed., Dec. 13	Wed., Dec. 27
February 2018		Wed., Jan. 3, 2018	Wed., Jan. 10, 2018	Wed., Jan. 24, 2018

CLASSIFIED DEADLINES: January 2017: Mon., Dec. 12, 2016 | February: Mon., Jan. 9, 2017
March: Mon., Feb. 6 | April: Mon., Mar. 13 | May: Mon., Apr. 10 | June: Mon., May 8 | July: Mon., Jun. 12
August: Mon., Jul. 10 | September: Mon., Aug. 7 | October: Mon., Sep. 11 | November: Fri., Oct. 6
December: Mon., Nov. 6 | January 2018: Mon., Dec. 11 | February 2018: Mon., Jan. 8, 2018

*The Day before Thanksgiving