

# Advertising Deadlines

Issue	Ad Creation Payment Due	Ad Payment Due	Electronic Ad Copy Due	All Other Copy Due
Jan 2009	Nov 10	Nov 21	Nov 21	Nov 26
Feb	Dec 10	Dec 29	Dec 29	Dec 31
Mar	Jan 9	Jan 23	Jan 23	Jan 30
Apr	Feb 10	Feb 23	Feb 23	Feb 27
May	Mar 10	Mar 24	Mar 24	Mar 31
Jun	Apr 10	Apr 24	Apr 24	Apr 30
Jul	May 11	May 25	May 25	May 29
Aug	Jun 10	Jun 24	Jun 24	Jun 30
Sept	Jul 10	Jul 24	Jul 24	Jul 31
Oct	Aug 10	Aug 24	Aug 24	Aug 31
Nov	Sep 10	Sep 24	Sep 24	Sep 30
Dec	Oct 9	Oct 23	Oct 23	Oct 30

**Deadlines typically follow a simple pattern:** Around the 10th for Ad Creation Payment/Files (if you want VSN to create the ad), around the 24th for payment/ad reservation, around the 24th for any electronic ad copy including full-color ads, and the last day of the month for all other ad copy. If the deadline would otherwise fall on a weekend or non-mail delivery day, I add or subtract a day. January issue deadlines are slightly earlier so I can allow for early mail-out of the issue around the holidays and February issue deadlines are slightly later because they fall right after Christmas.

**Recent advertisers are sent two monthly reminders** of the deadlines a few weeks before the reservation deadline (one via mail and one via email.) But, the responsibility for meeting the deadlines is the advertiser's, so please be sure to mark your personal calendar accordingly!