

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
NEW HAMPSHIRE - 3281	Job Number	641949	641950	641951	641952	641953	641954	641955	641956	641957	641958	641959	641960
	Available Quantity	270,000	270,000	270,000	270,000	270,000	270,000	270,000	270,000	270,000	270,000	270,000	270,000
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12	6/13/12	7/12/12	8/8/12	9/13/12	10/11/12	11/5/12
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Mail Date	1/11/12	2/8/12	3/7/12	4/11/12	5/9/12	6/6/12	7/11/12	8/8/12	9/5/12	10/10/12	11/7/12	12/3/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/6/12
BOSTON - 4270	Job Number	649927	649928	649929	649930	649931	649932	649933	649934	649935	649936	649937	649938
	Available Quantity	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000
	High Volume Layout	12/9/11	1/10/12	2/8/12	3/14/12	4/11/12	5/8/12	6/12/12	7/11/12	8/7/12	9/12/12	10/10/12	11/2/12
	High Volume Approval	12/16/11	1/18/12	2/15/12	3/21/12	4/18/12	5/15/12	6/19/12	7/18/12	8/14/12	9/19/12	10/17/12	11/9/12
	Non-Sig/SI Layout	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Approval	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Signature Layout	12/21/11	1/23/12	2/20/12	3/26/12	4/23/12	5/18/12	6/22/12	7/23/12	8/17/12	9/24/12	10/22/12	11/14/12
	Sig Approval/Insertion	12/28/11	1/26/12	2/23/12	3/29/12	4/26/12	5/23/12	6/27/12	7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
	Mail Date	1/11/12	2/8/12	3/7/12	4/11/12	5/9/12	6/6/12	7/11/12	8/8/12	9/5/12	10/10/12	11/7/12	12/3/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/6/12
CAPE COD & THE ISLANDS - 3603	Job Number		625278		625279		625280		625281		625282		
	Available Quantity		110,000		130,000		130,000		130,000		130,000		
	High Volume Layout		1/10/12		3/14/12		5/8/12		8/7/12		10/10/12		
	High Volume Approval		1/18/12		3/21/12		5/15/12		8/14/12		10/17/12		
	Non-Sig/SI Layout		1/19/12		3/22/12		5/16/12		8/15/12		10/18/12		
	Non-Sig/SI Approval		1/24/12		3/27/12		5/21/12		8/20/12		10/23/12		
	Signature Layout		1/23/12		3/26/12		5/18/12		8/17/12		10/22/12		
	Sig Approval/Insertion		1/26/12		3/29/12		5/23/12		8/22/12		10/25/12		
	Mail Date		2/8/12		4/11/12		6/6/12		9/5/12		11/7/12		

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
	Est. In-Home		2/13/12		4/16/12		6/11/12			9/10/12		11/13/12	
RHODE ISLAND - 3335	Job Number	647135	647136	647137	647138	647139	647140	647141	647142	647143	647144	647145	647146
	Available Quantity	170,000	170,000	170,000	170,000	170,000	170,000	170,000	170,000	170,000	170,000	170,000	170,000
	High Volume Layout	12/9/11	1/10/12	2/8/12	3/14/12	4/11/12	5/8/12	6/12/12	7/11/12	8/7/12	9/12/12	10/10/12	11/2/12
	High Volume Approval	12/16/11	1/18/12	2/15/12	3/21/12	4/18/12	5/15/12	6/19/12	7/18/12	8/14/12	9/19/12	10/17/12	11/9/12
	Non-Sig/SI Layout	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Approval	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Signature Layout	12/21/11	1/23/12	2/20/12	3/26/12	4/23/12	5/18/12	6/22/12	7/23/12	8/17/12	9/24/12	10/22/12	11/14/12
	Sig Approval/Insertion	12/28/11	1/26/12	2/23/12	3/29/12	4/26/12	5/23/12	6/27/12	7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
	Mail Date	1/11/12	2/8/12	3/7/12	4/11/12	5/9/12	6/6/12	7/11/12	8/8/12	9/5/12	10/10/12	11/7/12	12/3/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/6/12
WESTERN MASSACHUSETTS - 3537	Job Number	644249	644250	644251	644252	644253	644254	644255	644256	644257	644258	644259	644260
	Available Quantity	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000
	High Volume Layout	12/9/11	1/10/12	2/8/12	3/14/12	4/11/12	5/8/12	6/12/12	7/11/12	8/7/12	9/12/12	10/10/12	11/2/12
	High Volume Approval	12/16/11	1/18/12	2/15/12	3/21/12	4/18/12	5/15/12	6/19/12	7/18/12	8/14/12	9/19/12	10/17/12	11/9/12
	Non-Sig/SI Layout	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Approval	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Signature Layout	12/21/11	1/23/12	2/20/12	3/26/12	4/23/12	5/18/12	6/22/12	7/23/12	8/17/12	9/24/12	10/22/12	11/14/12
	Sig Approval/Insertion	12/28/11	1/26/12	2/23/12	3/29/12	4/26/12	5/23/12	6/27/12	7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
	Mail Date	1/11/12	2/8/12	3/7/12	4/11/12	5/9/12	6/6/12	7/11/12	8/8/12	9/5/12	10/10/12	11/7/12	12/3/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/6/12
GREATER HARTFORD - 3463	Job Number	643357	643358	643359	643360	643361	643362	643363	643364	643365	643366	643367	643368
	Available Quantity	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12	6/13/12	7/12/12	8/8/12	9/13/12	10/11/12	11/5/12
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12

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MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
SOUTHERN CONNECTICUT - 3101	Mail Date	1/11/12	2/8/12	3/7/12	4/11/12	5/9/12	6/6/12	7/11/12	8/8/12	9/5/12	10/10/12	11/7/12	12/3/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/6/12
	Job Number	640249	640250	640251	640252	640253	640254	640255	640256	640257	640258	640259	640260
	Available Quantity	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12	6/13/12	7/12/12	8/8/12	9/13/12	10/11/12	11/5/12
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Mail Date	1/11/12	2/8/12	3/7/12	4/11/12	5/9/12	6/6/12	7/11/12	8/8/12	9/5/12	10/10/12	11/7/12	12/3/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/6/12
CENTRAL JERSEY - 3271	Job Number	636561	636562	636563	636564	636565	636566	636567	636568	636569	636570	636571	636572
	Available Quantity	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000
	High Volume Layout	12/13/11	1/12/12	2/10/12	3/16/12	4/13/12	5/10/12	6/14/12	7/13/12	8/9/12	9/14/12	10/12/12	11/6/12
	High Volume Approval	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Layout	12/21/11	1/23/12	2/20/12	3/26/12	4/23/12	5/18/12	6/22/12	7/23/12	8/17/12	9/24/12	10/22/12	11/14/12
	Non-Sig/SI Approval	12/28/11	1/26/12	2/23/12	3/29/12	4/26/12	5/23/12	6/27/12	7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
	Signature Layout	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Sig Approval/Insertion	1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
	Mail Date	1/13/12	2/10/12	3/9/12	4/13/12	5/11/12	6/8/12	7/13/12	8/10/12	9/7/12	10/12/12	11/9/12	12/5/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/8/12
TRAL MARYLAND - 3245	Job Number	636161	636162	636163	636164	636165	636166	636167	636168	636169	636170	636171	636172
	Available Quantity	490,000	490,000	490,000	490,000	490,000	490,000	490,000	490,000	490,000	490,000	490,000	490,000
	High Volume Layout	12/15/11	1/17/12	2/14/12	3/20/12	4/17/12	5/14/12	6/18/12	7/17/12	8/13/12	9/18/12	10/16/12	11/8/12
	High Volume Approval	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Non-Sig/SI Layout	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Non-Sig/SI Approval	1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
	Signature Layout	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
CEN	Sig Approval/Insertion	1/4/12	2/1/12	2/29/12	4/4/12	5/2/12	5/30/12	7/4/12	8/1/12	8/28/12	10/3/12	10/31/12	11/26/12
	Mail Date	1/14/12	2/11/12	3/10/12	4/14/12	5/12/12	6/9/12	7/14/12	8/11/12	9/8/12	10/13/12	11/10/12	12/6/12
	Est. In-Home	1/17/12	2/14/12	3/13/12	4/17/12	5/15/12	6/12/12	7/17/12	8/14/12	9/11/12	10/16/12	11/13/12	12/10/12
CENTRAL PENNSYLVANIA - 3193	Job Number	641039		641040	641041	641042	641043		641044	641045	641046	641047	
	Available Quantity	120,000		120,000	120,000	120,000	120,000		120,000	120,000	120,000	120,000	
	High Volume Layout	12/12/11		2/9/12	3/15/12	4/12/12	5/9/12		7/12/12	8/8/12	9/13/12	10/11/12	
	High Volume Approval	12/19/11		2/16/12	3/22/12	4/19/12	5/16/12		7/19/12	8/15/12	9/20/12	10/18/12	
	Non-Sig/SI Layout	12/20/11		2/17/12	3/23/12	4/20/12	5/17/12		7/20/12	8/16/12	9/21/12	10/19/12	
	Non-Sig/SI Approval	12/27/11		2/22/12	3/28/12	4/25/12	5/22/12		7/25/12	8/21/12	9/26/12	10/24/12	
	Signature Layout	12/26/11		2/21/12	3/27/12	4/24/12	5/21/12		7/24/12	8/20/12	9/25/12	10/23/12	
	Sig Approval/Insertion	12/29/11		2/24/12	3/30/12	4/27/12	5/24/12		7/27/12	8/23/12	9/28/12	10/26/12	
	Mail Date	1/12/12		3/8/12	4/12/12	5/10/12	6/7/12		8/9/12	9/6/12	10/11/12	11/8/12	
	Est. In-Home	1/17/12		3/12/12	4/16/12	5/14/12	6/11/12		8/13/12	9/10/12	10/15/12	11/13/12	
CUMBERLAND VALLEY - 3495	Job Number	652601	652602	652603	652604	652605	652606		652607	652608	652609	652610	
	Available Quantity	10,000	10,000	10,000	10,000	10,000	10,000		10,000	10,000	10,000	10,000	
	High Volume Layout	12/15/11	1/17/12	2/14/12	3/20/12	4/17/12	5/14/12		7/17/12	8/13/12	9/18/12	10/16/12	
	High Volume Approval	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12		7/24/12	8/20/12	9/25/12	10/23/12	
	Non-Sig/SI Layout	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12		7/25/12	8/21/12	9/26/12	10/24/12	
	Non-Sig/SI Approval	1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12		7/30/12	8/24/12	10/1/12	10/29/12	
	Signature Layout	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12		7/27/12	8/23/12	9/28/12	10/26/12	
	Sig Approval/Insertion	1/4/12	2/1/12	2/29/12	4/4/12	5/2/12	5/30/12		8/1/12	8/28/12	10/3/12	10/31/12	
	Mail Date	1/14/12	2/11/12	3/10/12	4/14/12	5/12/12	6/9/12		8/11/12	9/8/12	10/13/12	11/10/12	
	Est. In-Home	1/17/12	2/14/12	3/13/12	4/17/12	5/15/12	6/12/12		8/14/12	9/11/12	10/16/12	11/13/12	
PENNSYLVANIA - 3517	Job Number	652801		652802	652803	652804	652805		652806	652807	652808	652809	
	Available Quantity	90,000		90,000	90,000	90,000	90,000		90,000	90,000	90,000	90,000	
	High Volume Layout	12/12/11		2/9/12	3/15/12	4/12/12	5/9/12		7/12/12	8/8/12	9/13/12	10/11/12	
	High Volume Approval	12/19/11		2/16/12	3/22/12	4/19/12	5/16/12		7/19/12	8/15/12	9/20/12	10/18/12	
	Non-Sig/SI Layout	12/20/11		2/17/12	3/23/12	4/20/12	5/17/12		7/20/12	8/16/12	9/21/12	10/19/12	
	Non-Sig/SI Approval	12/27/11		2/22/12	3/28/12	4/25/12	5/22/12		7/25/12	8/21/12	9/26/12	10/24/12	

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
EASTERN P	Signature Layout	12/26/11		2/21/12	3/27/12	4/24/12	5/21/12		7/24/12	8/20/12	9/25/12	10/23/12	
	Sig Approval/Insertion	12/29/11		2/24/12	3/30/12	4/27/12	5/24/12		7/27/12	8/23/12	9/28/12	10/26/12	
	Mail Date	1/12/12		3/8/12	4/12/12	5/10/12	6/7/12		8/9/12	9/6/12	10/11/12	11/8/12	
	Est. In-Home	1/17/12		3/12/12	4/16/12	5/14/12	6/11/12		8/13/12	9/10/12	10/15/12	11/13/12	
FREDERICKSBURG - 3455	Job Number		643245	643246	643247	643248	643249	643250	643251	643252	643253	643254	643255
	Available Quantity		10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
	High Volume Layout		1/17/12	2/14/12	3/20/12	4/17/12	5/14/12	6/18/12	7/17/12	8/13/12	9/18/12	10/16/12	11/8/12
	High Volume Approval		1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Non-Sig/SI Layout		1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Non-Sig/SI Approval		1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
	Signature Layout		1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Sig Approval/Insertion		2/1/12	2/29/12	4/4/12	5/2/12	5/30/12	7/4/12	8/1/12	8/28/12	10/3/12	10/31/12	11/26/12
	Mail Date		2/11/12	3/10/12	4/14/12	5/12/12	6/9/12	7/14/12	8/11/12	9/8/12	10/13/12	11/10/12	12/6/12
	Est. In-Home		2/14/12	3/13/12	4/17/12	5/15/12	6/12/12	7/17/12	8/14/12	9/11/12	10/16/12	11/13/12	12/10/12
	GARDEN STATE EAST - 4071	Job Number	645056	645057	645058	645059	645060	645061	645062	645063	645064	645065	645066
Available Quantity		240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000
High Volume Layout		12/13/11	1/12/12	2/10/12	3/16/12	4/13/12	5/10/12	6/14/12	7/13/12	8/9/12	9/14/12	10/12/12	11/6/12
High Volume Approval		12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
Non-Sig/SI Layout		12/21/11	1/23/12	2/20/12	3/26/12	4/23/12	5/18/12	6/22/12	7/23/12	8/17/12	9/24/12	10/22/12	11/14/12
Non-Sig/SI Approval		12/28/11	1/26/12	2/23/12	3/29/12	4/26/12	5/23/12	6/27/12	7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
Signature Layout		12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
Sig Approval/Insertion		1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
Mail Date		1/13/12	2/10/12	3/9/12	4/13/12	5/11/12	6/8/12	7/13/12	8/10/12	9/7/12	10/12/12	11/9/12	12/5/12
Est. In-Home		1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/8/12
TEWEST - 3117	Job Number	640349	640350	640351	640352	640353	640354	640355	640356	640357	640358	640359	640360
	Available Quantity	220,000	220,000	220,000	220,000	220,000	220,000	220,000	220,000	220,000	220,000	220,000	220,000
	High Volume Layout	12/13/11	1/12/12	2/10/12	3/16/12	4/13/12	5/10/12	6/14/12	7/13/12	8/9/12	9/14/12	10/12/12	11/6/12
	High Volume Approval	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Layout	12/21/11	1/23/12	2/20/12	3/26/12	4/23/12	5/18/12	6/22/12	7/23/12	8/17/12	9/24/12	10/22/12	11/14/12

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
GARDEN STA	Non-Sig/SI Approval	12/28/11	1/26/12	2/23/12	3/29/12	4/26/12	5/23/12	6/27/12	7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
	Signature Layout	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Sig Approval/Insertion	1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
	Mail Date	1/13/12	2/10/12	3/9/12	4/13/12	5/11/12	6/8/12	7/13/12	8/10/12	9/7/12	10/12/12	11/9/12	12/5/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/8/12
JERSEY COAST - 3137	Job Number	634360	634361	634362	634363	634364	634365	634366	634367	634368	634369	634370	634371
	Available Quantity	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
	High Volume Layout	12/13/11	1/12/12	2/10/12	3/16/12	4/13/12	5/10/12	6/14/12	7/13/12	8/9/12	9/14/12	10/12/12	11/6/12
	High Volume Approval	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Layout	12/21/11	1/23/12	2/20/12	3/26/12	4/23/12	5/18/12	6/22/12	7/23/12	8/17/12	9/24/12	10/22/12	11/14/12
	Non-Sig/SI Approval	12/28/11	1/26/12	2/23/12	3/29/12	4/26/12	5/23/12	6/27/12	7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
	Signature Layout	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Sig Approval/Insertion	1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
	Mail Date	1/13/12	2/10/12	3/9/12	4/13/12	5/11/12	6/8/12	7/13/12	8/10/12	9/7/12	10/12/12	11/9/12	12/5/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/8/12
LANCASTER - 4248	Job Number	648824		648825	648826	648827	648828		648829	648830	648831	648832	
	Available Quantity	100,000		100,000	100,000	100,000	100,000		100,000	100,000	100,000	100,000	
	High Volume Layout	12/12/11		2/9/12	3/15/12	4/12/12	5/9/12		7/12/12	8/8/12	9/13/12	10/11/12	
	High Volume Approval	12/19/11		2/16/12	3/22/12	4/19/12	5/16/12		7/19/12	8/15/12	9/20/12	10/18/12	
	Non-Sig/SI Layout	12/20/11		2/17/12	3/23/12	4/20/12	5/17/12		7/20/12	8/16/12	9/21/12	10/19/12	
	Non-Sig/SI Approval	12/27/11		2/22/12	3/28/12	4/25/12	5/22/12		7/25/12	8/21/12	9/26/12	10/24/12	
	Signature Layout	12/26/11		2/21/12	3/27/12	4/24/12	5/21/12		7/24/12	8/20/12	9/25/12	10/23/12	
	Sig Approval/Insertion	12/29/11		2/24/12	3/30/12	4/27/12	5/24/12		7/27/12	8/23/12	9/28/12	10/26/12	
	Mail Date	1/12/12		3/8/12	4/12/12	5/10/12	6/7/12		8/9/12	9/6/12	10/11/12	11/8/12	
	Est. In-Home	1/17/12		3/12/12	4/16/12	5/14/12	6/11/12		8/13/12	9/10/12	10/15/12	11/13/12	
Y - 3257	Job Number	641548	641549	641550	641551	641552	641553	641554	641555	641556	641557	641558	641559
	Available Quantity	150,000	150,000	180,000	180,000	180,000	180,000	150,000	180,000	180,000	180,000	180,000	160,000
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12	6/13/12	7/12/12	8/8/12	9/13/12	10/11/12	11/5/12
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
LEHIGH VALLEY	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Mail Date	1/12/12	2/9/12	3/8/12	4/12/12	5/10/12	6/7/12	7/12/12	8/9/12	9/6/12	10/11/12	11/8/12	12/4/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/7/12
LION COUNTRY - 3415	Job Number	652006		652007			652008			652009		652010	
	Available Quantity	40,000		40,000			40,000			40,000		40,000	
	High Volume Layout	12/12/11		2/9/12			5/9/12			8/8/12		10/11/12	
	High Volume Approval	12/19/11		2/16/12			5/16/12			8/15/12		10/18/12	
	Non-Sig/SI Layout	12/20/11		2/17/12			5/17/12			8/16/12		10/19/12	
	Non-Sig/SI Approval	12/27/11		2/22/12			5/22/12			8/21/12		10/24/12	
	Signature Layout	12/26/11		2/21/12			5/21/12			8/20/12		10/23/12	
	Sig Approval/Insertion	12/29/11		2/24/12			5/24/12			8/23/12		10/26/12	
	Mail Date	1/12/12		3/8/12			6/7/12			9/6/12		11/8/12	
	Est. In-Home	1/17/12		3/12/12			6/11/12			9/10/12		11/13/12	
LONG ISLAND - 3191	Job Number	646637	646638	646639	646640	646641	646642	646643	646644	646645	646646	646647	646648
	Available Quantity	820,000	820,000	820,000	820,000	820,000	820,000	820,000	820,000	820,000	820,000	820,000	820,000
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12	6/13/12	7/12/12	8/8/12	9/13/12	10/11/12	11/5/12
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Mail Date	1/12/12	2/9/12	3/8/12	4/12/12	5/10/12	6/7/12	7/12/12	8/9/12	9/6/12	10/11/12	11/8/12	12/4/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/7/12
	Job Number	633861	633862	633863	633864	633865	633866	633867	633868	633869	633870	633871	633872
	Available Quantity	340,000	340,000	340,000	340,000	340,000	340,000	340,000	340,000	340,000	340,000	340,000	340,000
	High Volume Layout	12/15/11	1/17/12	2/14/12	3/20/12	4/17/12	5/14/12	6/18/12	7/17/12	8/13/12	9/18/12	10/16/12	11/8/12

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
NEW YORK - 3533	High Volume Layout	12/13/11	1/12/12	2/10/12	3/16/12	4/13/12	5/10/12	6/14/12	7/13/12	8/9/12	9/14/12	10/12/12	11/6/12
	High Volume Approval	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Layout	12/21/11	1/23/12	2/20/12	3/26/12	4/23/12	5/18/12	6/22/12	7/23/12	8/17/12	9/24/12	10/22/12	11/14/12
	Non-Sig/SI Approval	12/28/11	1/26/12	2/23/12	3/29/12	4/26/12	5/23/12	6/27/12	7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
	Signature Layout	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Sig Approval/Insertion	1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
	Mail Date	1/13/12	2/10/12	3/9/12	4/13/12	5/11/12	6/8/12	7/13/12	8/10/12	9/7/12	10/12/12	11/9/12	12/5/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/8/12
NJ GOLD COAST - 3859	Job Number		646142	646143	646144	646145	646146	646147	646148	646149	646150	646151	646152
	Available Quantity		80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000
	High Volume Layout		1/12/12	2/10/12	3/16/12	4/13/12	5/10/12	6/14/12	7/13/12	8/9/12	9/14/12	10/12/12	11/6/12
	High Volume Approval		1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Layout		1/23/12	2/20/12	3/26/12	4/23/12	5/18/12	6/22/12	7/23/12	8/17/12	9/24/12	10/22/12	11/14/12
	Non-Sig/SI Approval		1/26/12	2/23/12	3/29/12	4/26/12	5/23/12	6/27/12	7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
	Signature Layout		1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Sig Approval/Insertion		1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
	Mail Date		2/10/12	3/9/12	4/13/12	5/11/12	6/8/12	7/13/12	8/10/12	9/7/12	10/12/12	11/9/12	12/5/12
	Est. In-Home		2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/8/12
NORTHEAST NEW YORK - 3231	Job Number	635961	635962	635963	635964	635965	635966	635967	635968	635969	635970	635971	635972
	Available Quantity	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
	High Volume Layout	12/14/11	1/16/12	2/13/12	3/19/12	4/16/12	5/11/12	6/15/12	7/16/12	8/10/12	9/17/12	10/15/12	11/7/12
	High Volume Approval	12/21/11	1/23/12	2/20/12	3/26/12	4/23/12	5/18/12	6/22/12	7/23/12	8/17/12	9/24/12	10/22/12	11/14/12
	Non-Sig/SI Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Non-Sig/SI Approval	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Signature Layout	12/28/11	1/26/12	2/23/12	3/29/12	4/26/12	5/23/12	6/27/12	7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
	Sig Approval/Insertion	1/3/12	1/31/12	2/28/12	4/3/12	5/1/12	5/29/12	7/2/12	7/31/12	8/27/12	10/2/12	10/30/12	11/23/12
	Mail Date	1/14/12	2/11/12	3/10/12	4/14/12	5/12/12	6/9/12	7/14/12	8/11/12	9/8/12	10/13/12	11/10/12	12/6/12
	Est. In-Home	1/17/12	2/14/12	3/13/12	4/17/12	5/15/12	6/12/12	7/17/12	8/14/12	9/11/12	10/16/12	11/13/12	12/10/12
	Job Number	637261	637262	637263	637264	637265	637266	637267	637268	637269	637270	637271	637272

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
PHILADELPHIA - 3361	Available Quantity	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12	6/13/12	7/12/12	8/8/12	9/13/12	10/11/12	11/5/12
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Mail Date	1/12/12	2/9/12	3/8/12	4/12/12	5/10/12	6/7/12	7/12/12	8/9/12	9/6/12	10/11/12	11/8/12	12/4/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/7/12
ROCHESTER - 3443	Job Number		639544	639545	639546	639547	639548		639549	639550	639551	639552	639553
	Available Quantity		130,000	130,000	130,000	130,000	130,000		130,000	130,000	130,000	130,000	130,000
	High Volume Layout		1/16/12	2/13/12	3/19/12	4/16/12	5/11/12		7/16/12	8/10/12	9/17/12	10/15/12	11/7/12
	High Volume Approval		1/23/12	2/20/12	3/26/12	4/23/12	5/18/12		7/23/12	8/17/12	9/24/12	10/22/12	11/14/12
	Non-Sig/SI Layout		1/24/12	2/21/12	3/27/12	4/24/12	5/21/12		7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Non-Sig/SI Approval		1/27/12	2/24/12	3/30/12	4/27/12	5/24/12		7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Signature Layout		1/26/12	2/23/12	3/29/12	4/26/12	5/23/12		7/26/12	8/22/12	9/27/12	10/25/12	11/19/12
	Sig Approval/Insertion		1/31/12	2/28/12	4/3/12	5/1/12	5/29/12		7/31/12	8/27/12	10/2/12	10/30/12	11/23/12
	Mail Date		2/11/12	3/10/12	4/14/12	5/12/12	6/9/12		8/11/12	9/8/12	10/13/12	11/10/12	12/6/12
	Est. In-Home		2/14/12	3/13/12	4/17/12	5/15/12	6/12/12		8/14/12	9/11/12	10/16/12	11/13/12	12/10/12
SOUTH CENTRAL PA - 4250	Job Number	648926	648927	648928	648929	648930	648931		648932	648933	648934	648935	
	Available Quantity	120,000	120,000	120,000	120,000	120,000	120,000		120,000	120,000	120,000	120,000	
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12		7/12/12	8/8/12	9/13/12	10/11/12	
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12		7/19/12	8/15/12	9/20/12	10/18/12	
	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12		7/20/12	8/16/12	9/21/12	10/19/12	
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12		7/25/12	8/21/12	9/26/12	10/24/12	
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12		7/24/12	8/20/12	9/25/12	10/23/12	
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12		7/27/12	8/23/12	9/28/12	10/26/12	
	Mail Date	1/12/12	2/9/12	3/8/12	4/12/12	5/10/12	6/7/12		8/9/12	9/6/12	10/11/12	11/8/12	
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12		8/13/12	9/10/12	10/15/12	11/13/12	

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
SOUTH JERSEY - 3179	Job Number	640945	640946	640947	640948	640949	640950	640951	640952	640953	640954	640955	
	Available Quantity	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000	
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12	6/13/12	7/12/12	8/8/12	9/13/12	10/11/12	
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	
	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	
	Mail Date	1/12/12	2/9/12	3/8/12	4/12/12	5/10/12	6/7/12	7/12/12	8/9/12	9/6/12	10/11/12	11/8/12	
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	
SOUTHERN NEW YORK - 3529	Job Number	644059	644060	644061	644062	644063	644064	644065	644066	644067	644068	644069	644070
	Available Quantity	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12	6/13/12	7/12/12	8/8/12	9/13/12	10/11/12	11/5/12
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Mail Date	1/11/12	2/8/12	3/7/12	4/11/12	5/9/12	6/6/12	7/11/12	8/8/12	9/5/12	10/10/12	11/7/12	12/3/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/6/12
STATEN ISL./GR. BROOKLYN - 3477	Job Number	643449	643450	643451	643452	643453	643454	643455	643456	643457	643458	643459	643460
	Available Quantity	170,000	220,000	240,000	240,000	240,000	240,000	170,000	220,000	240,000	240,000	240,000	240,000
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12	6/13/12	7/12/12	8/8/12	9/13/12	10/11/12	11/5/12
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Mail Date	1/12/12	2/9/12	3/8/12	4/12/12	5/10/12	6/7/12	7/12/12	8/9/12	9/6/12	10/11/12	11/8/12	12/4/12

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/7/12
THE CHESAPEAKE - 3105	Job Number	633961	633962	633963	633964	633965	633966	633967	633968	633969	633970	633971	633972
	Available Quantity	170,000	170,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	170,000	170,000
	High Volume Layout	12/15/11	1/17/12	2/14/12	3/20/12	4/17/12	5/14/12	6/18/12	7/17/12	8/13/12	9/18/12	10/16/12	11/8/12
	High Volume Approval	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Non-Sig/SI Layout	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Non-Sig/SI Approval	1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
	Signature Layout	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Sig Approval/Insertion	1/4/12	2/1/12	2/29/12	4/4/12	5/2/12	5/30/12	7/4/12	8/1/12	8/28/12	10/3/12	10/31/12	11/26/12
	Mail Date	1/14/12	2/11/12	3/10/12	4/14/12	5/12/12	6/9/12	7/14/12	8/11/12	9/8/12	10/13/12	11/10/12	12/6/12
	Est. In-Home	1/17/12	2/14/12	3/13/12	4/17/12	5/15/12	6/12/12	7/17/12	8/14/12	9/11/12	10/16/12	11/13/12	12/10/12
THE CHESAPEAKE - 3105	Job Number	633961	633962	633963	633964	633965	633966	633967	633968	633969	633970	633971	633972
	Available Quantity	380,000	380,000	380,000	380,000	380,000	380,000	380,000	380,000	380,000	380,000	380,000	380,000
	High Volume Layout	12/15/11	1/17/12	2/14/12	3/20/12	4/17/12	5/14/12	6/18/12	7/17/12	8/13/12	9/18/12	10/16/12	11/8/12
	High Volume Approval	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Non-Sig/SI Layout	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Non-Sig/SI Approval	1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
	Signature Layout	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Sig Approval/Insertion	1/4/12	2/1/12	2/29/12	4/4/12	5/2/12	5/30/12	7/4/12	8/1/12	8/28/12	10/3/12	10/31/12	11/26/12
	Mail Date	1/14/12	2/11/12	3/10/12	4/14/12	5/12/12	6/9/12	7/14/12	8/11/12	9/8/12	10/13/12	11/10/12	12/6/12
	Est. In-Home	1/17/12	2/14/12	3/13/12	4/17/12	5/15/12	6/12/12	7/17/12	8/14/12	9/11/12	10/16/12	11/13/12	12/10/12
VIRGINIA	Job Number	634161	634162	634163	634164	634165	634166	634167	634168	634169	634170	634171	634172
	Available Quantity	690,000	690,000	690,000	690,000	690,000	690,000	690,000	690,000	690,000	690,000	690,000	690,000
	High Volume Layout	12/15/11	1/17/12	2/14/12	3/20/12	4/17/12	5/14/12	6/18/12	7/17/12	8/13/12	9/18/12	10/16/12	11/8/12
	High Volume Approval	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Non-Sig/SI Layout	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Non-Sig/SI Approval	1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
	Signature Layout	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Sig Approval/Insertion	1/4/12	2/1/12	2/29/12	4/4/12	5/2/12	5/30/12	7/4/12	8/1/12	8/28/12	10/3/12	10/31/12	11/26/12

VALPAK'S 2012 NORTHEAST DEADLINES

MKT	DEADLINE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
	Mail Date	1/14/12	2/11/12	3/10/12	4/14/12	5/12/12	6/9/12	7/14/12	8/11/12	9/8/12	10/13/12	11/10/12	12/6/12
	Est. In-Home	1/17/12	2/14/12	3/13/12	4/17/12	5/15/12	6/12/12	7/17/12	8/14/12	9/11/12	10/16/12	11/13/12	12/10/12
WESTERN NEW YORK - 3403	Job Number	642649	642650	642651	642652	642653	642654	642655	642656	642657	642658	642659	642660
	Available Quantity	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
	High Volume Layout	12/12/11	1/11/12	2/9/12	3/15/12	4/12/12	5/9/12	6/13/12	7/12/12	8/8/12	9/13/12	10/11/12	11/5/12
	High Volume Approval	12/19/11	1/19/12	2/16/12	3/22/12	4/19/12	5/16/12	6/20/12	7/19/12	8/15/12	9/20/12	10/18/12	11/12/12
	Non-Sig/SI Layout	12/20/11	1/20/12	2/17/12	3/23/12	4/20/12	5/17/12	6/21/12	7/20/12	8/16/12	9/21/12	10/19/12	11/13/12
	Non-Sig/SI Approval	12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
	Signature Layout	12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
	Sig Approval/Insertion	12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
	Mail Date	1/11/12	2/8/12	3/7/12	4/11/12	5/9/12	6/6/12	7/11/12	8/8/12	9/5/12	10/10/12	11/7/12	12/3/12
	Est. In-Home	1/17/12	2/13/12	3/12/12	4/16/12	5/14/12	6/11/12	7/16/12	8/13/12	9/10/12	10/15/12	11/13/12	12/6/12
	WINCHESTER - 3513	Job Number	638461	638462	638463	638464	638465	638466	638467	638468	638469	638470	638471
Available Quantity		60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000
High Volume Layout		12/15/11	1/17/12	2/14/12	3/20/12	4/17/12	5/14/12	6/18/12	7/17/12	8/13/12	9/18/12	10/16/12	11/8/12
High Volume Approval		12/26/11	1/24/12	2/21/12	3/27/12	4/24/12	5/21/12	6/25/12	7/24/12	8/20/12	9/25/12	10/23/12	11/15/12
Non-Sig/SI Layout		12/27/11	1/25/12	2/22/12	3/28/12	4/25/12	5/22/12	6/26/12	7/25/12	8/21/12	9/26/12	10/24/12	11/16/12
Non-Sig/SI Approval		1/2/12	1/30/12	2/27/12	4/2/12	4/30/12	5/28/12	6/29/12	7/30/12	8/24/12	10/1/12	10/29/12	11/22/12
Signature Layout		12/29/11	1/27/12	2/24/12	3/30/12	4/27/12	5/24/12	6/28/12	7/27/12	8/23/12	9/28/12	10/26/12	11/20/12
Sig Approval/Insertion		1/4/12	2/1/12	2/29/12	4/4/12	5/2/12	5/30/12	7/4/12	8/1/12	8/28/12	10/3/12	10/31/12	11/26/12
Mail Date		1/14/12	2/11/12	3/10/12	4/14/12	5/12/12	6/9/12	7/14/12	8/11/12	9/8/12	10/13/12	11/10/12	12/6/12
Est. In-Home		1/17/12	2/14/12	3/13/12	4/17/12	5/15/12	6/12/12	7/17/12	8/14/12	9/11/12	10/16/12	11/13/12	12/10/12