

Weeklies & Fortune: Ad Close Schedule

2016 Issues	Initial Layout, IO & List	Final Material Close
January	10/26/2015	11/2/2015
February	11/24/2015	12/1/2015
March	12/28/2015	1/4/2016
April	2/1/2016	2/8/2016
May	2/23/2016	3/1/2016
June	3/28/2016	4/4/2016
July	4/25/2016	5/2/2016
August	5/30/2016	6/6/2016
September	6/28/2016	7/5/2016
October	7/25/2016	8/1/2016
November	8/30/2016	9/6/2016
December	9/26/2016	10/3/2016

Initial Layout Deadline:

- IO/Contract
- Low resolution PDF file for production & copy clearance
- Client Supplied List or List Order
- AAM Pre-Approval Form

Final Deadline:

- Final artwork file
- Announcement copy, if applicable
- Final Formatted List
- AAM Sponsor/ Validation Form
- Bulk Orders, if applicable

Mid-Month start for new programs available for weeklies only. Due dates for all items except materials are the same as a regular start; contact ad services for material due dates. All mid-month start programs must run the same creative on the first two issues and throughout the following month.

Updated 1.5.16

Monthlies: Ad Close Schedule

2016 Issues	Initial Layout, IO & List	Final Material Close
January	9/29/2015	10/6/2015
February	10/27/2015	11/3/2015
March	11/24/2015	12/1/2015
April	12/28/2015	1/4/2016
May	1/25/2016	2/1/2016
June	2/23/2016	3/1/2016
July	3/28/2016	4/4/2016
August	4/25/2016	5/2/2016
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