

2010 In-Store Program Schedule

	Cycle 1	Cycle 2	Cycle 3	Cycle 4	Cycle 5	Cycle 6	Cycle 7	Cycle 8	Cycle 9	Cycle 10	Cycle 11	Cycle 12	Cycle 13
Grocery and Mass Merch Cycle Dates*	Jan 4 - Jan 31	Feb 1 - Feb 28	Mar 1 - Mar 28	Mar 29 - Apr 25	Apr 26 - May 23	May 24 - Jun 20	Jun 21 - Jul 18	Jul 19 - Aug 15	Aug 16 - Sep 12	Sep 13 - Oct 10	Oct 11 - Nov 7	Nov 8 - Dec 5	Dec 6 - Jan 2
Drug and Carts Cycle Dates	Jan 11 - Feb 7	Feb 8 - Mar 7	Mar 8 - Apr 4	Apr 5 - May 2	May 3 - May 30	May 31 - Jun 27	Jun 28 - Jul 25	Jul 26 - Aug 22	Aug 23 - Sep 19	Sep 20 - Oct 17	Oct 18 - Nov 14	Nov 15 - Dec 12	Dec 13 - Jan 9
Dollar and Office Cycle Dates	Jan 18 - Feb 14	Feb 15 - Mar 14	Mar 15 - Apr 11	Apr 12 - May 9	May 10 - Jun 6	Jun 7 - Jul 4	Jul 5 - Aug 1	Aug 2 - Aug 29	Aug 30 - Sep 26	Sep 27 - Oct 24	Oct 25 - Nov 21	Nov 22 - Dec 19	Dec 20 - Jan 16
Store List Freeze Dates (All Programs)	10/30/2009	11/25/2009	12/24/2009	1/22/2010	2/19/2010	3/19/2010	4/16/2010	5/14/2010	6/11/2010	7/9/2010	8/6/2010	9/3/2010	10/1/2010
SmartSource Carts, Coupon Machine, Entrance Ads, Floortalk, Shelftake One, Shelftalk, Shelftalk Banner, Shelftalk Freezer Decal, Shelfvision Video, Snapshot, Tear Pad (Dollar)													
Insertion Order/ Artwork Due	10/30/2009	11/25/2009	12/24/2009	1/22/2010	2/19/2010	3/19/2010	4/16/2010	5/14/2010	6/11/2010	7/9/2010	8/6/2010	9/3/2010	10/1/2010
SmartSource Shelftalk with Tear Pad, Shelftalk Banner with Tear Pad, Multi-View Shelftalk, Multi-View Shelftalk Banner													
Insertion Order/ Artwork Due	9/25/2009	10/30/2009	11/25/2009	12/24/2009	1/22/2010	2/19/2010	3/19/2010	4/16/2010	5/14/2010	6/11/2010	7/9/2010	8/6/2010	9/3/2010
SmartSource Custom Carts, Custom Coupon Machine SmartWrap, Custom Floortalk, Custom Price Pop Add-ons, Custom Shelftake One, Custom Shelftalk, Custom Shelftalk Banner, Custom Shelftalk Freezer Decal, Showcase** Sampling Programs: Shelftake One Sampling, Shelftake One Sampling Box, Shelftalk Sampling, Showcase Sampling, SmartSampling													
Insertion Order/ Artwork Due	8/28/2009	9/25/2009	10/30/2009	11/25/2009	12/24/2009	1/22/2010	2/19/2010	3/19/2010	4/16/2010	5/14/2010	6/11/2010	7/9/2010	8/6/2010
SmartSource SmartAudit													
Insertion Order/Survey Design Due	11/25/2009	12/23/2009	1/22/2010	2/19/2010	3/19/2010	4/16/2010	5/14/2010	6/11/2010	7/9/2010	8/6/2010	9/3/2010	10/1/2010	10/29/2010
SmartSource Price Pop Guaranteed													
Cycle	1A	1B	2A	2B	3A	3B	4A	4B	5A	5B	6A	6B	7A
	Jan 4 - Jan 17	Jan 18 - Jan 31	Feb 1 - Feb 14	Feb 15 - Feb 28	Mar 1 - Mar 14	Mar 15 - Mar 28	Mar 29 - Apr 11	Apr 12 - Apr 25	Apr 26 - May 9	May 10 - May 23	May 24 - Jun 6	Jun 7 - Jun 20	Jun 21 - Jul 4
Insertion Order/ Artwork Due	11/13/2009	11/25/2009	12/11/2009	12/23/2009	1/8/2010	1/22/2010	2/5/2010	2/19/2010	3/5/2010	3/19/2010	4/1/2010	4/16/2010	4/30/2010
Cycle	7B	8A	8B	9A	9B	10A	10B	11A	11B	12A	12B	13A	13B
	Jul 5 - Jul 18	Jul 19 - Aug 1	Aug 2 - Aug 15	Aug 16 - Aug 29	Aug 30 - Sep 12	Sep 13 - Sep 26	Sep 27 - Oct 10	Oct 11 - Oct 24	Oct 25 - Nov 7	Nov 8 - Nov 21	Nov 22 - Dec 5	Dec 6 - Dec 19	Dec 20 - Jan 2
Insertion Order/ Artwork Due	5/14/2010	5/28/2010	6/11/2010	6/25/2010	7/9/2010	7/23/2010	8/6/2010	8/20/2010	9/3/2010	9/17/2010	10/1/2010	10/15/2010	10/29/2010
SmartSource Price Pop Guaranteed in Dollar Stores													
	Cycle 1	Cycle 2	Cycle 3	Cycle 4	Cycle 5	Cycle 6	Cycle 7	Cycle 8	Cycle 9	Cycle 10	Cycle 11	Cycle 12	Cycle 13
	Jan 18 - Feb 14	Feb 15 - Mar 14	Mar 15 - Apr 11	Apr 12 - May 9	May 10 - Jun 6	Jun 7 - Jul 4	Jul 5 - Aug 1	Aug 2 - Aug 29	Aug 30 - Sep 26	Sep 27 - Oct 24	Oct 25 - Nov 21	Nov 22 - Dec 19	Dec 20 - Jan 16
Insertion Order/ Artwork Due	11/25/2009	12/23/2009	1/22/2010	2/19/2010	3/19/2010	4/16/2010	5/14/2010	6/11/2010	7/9/2010	8/6/2010	9/3/2010	10/1/2010	10/29/2010

*Excluding Carts

**Custom Options for SmartSource Carts, Floortalk, Shelftake One, Shelftalk, Shelftalk Banner, Shelftalk Freezer Decal and Showcase programs refer to but are not limited to the following: Lenticular, 3-D Raised, Chrome, Custom Color, Die-Cut, Glitter, Game-Piece Activation, Hologram, In-Motion, Lighted, Multi-Piece, Neon, Product Attachment and Scented options.

