

SmartSource

Price Feature Plus

Price Feature Plus 2010 Program Schedule

Issue Date	Order Forms Due/Client Supplied Artwork Due	Ads to Program Managers for Approval	In-Store Cycle	Last Day to Pull Ads	Prepress and Retailer Approvals Due	Special Events
January 3, 2010	11/04/09	11/10/09	1	11/05/09	11/24/09	New Year, New You
January 10, 2010	11/11/09	11/18/09		11/10/09	12/02/09	
January 17, 2010	11/25/09	12/02/09		11/24/09	12/16/09	
January 24, 2010	12/02/09	12/09/09	2	12/01/09	12/22/09	Super Bowl/Big Game Extravaganza
January 31, 2010	12/09/09	12/16/09		12/09/09	12/29/09	
February 7, 2010	12/16/09	12/23/09		12/15/09	01/06/10	
February 14, 2010	***	***	3	***	***	NO ISSUE/President's Weekend SmartSource Heart Smart
February 21, 2010	12/30/09	01/06/10		12/30/09	01/20/10	
February 28, 2010	01/06/10	01/13/10		01/06/10	01/27/10	
March 7, 2010	01/13/10	01/20/10	4	01/13/10	02/03/10	Easter Seals SmartSource Green NO ISSUE/Easter Sunday
March 14, 2010	01/20/10	01/27/10		01/20/10	02/10/10	
March 21, 2010	01/27/10	02/03/10		01/27/10	02/17/10	
March 28, 2010	02/03/10	02/10/10	5	02/03/10	02/24/10	SmartSource Green
April 4, 2010	***	***		***	***	
April 11, 2010	02/17/10	02/24/10		02/17/10	03/10/10	
April 18, 2010	02/24/10	03/03/10	6	02/24/10	03/17/10	SmartSource Green
April 25, 2010	03/03/10	03/10/10		03/03/10	03/24/10	
May 2, 2010	03/10/10	03/17/10		03/10/10	03/31/10	
May 9, 2010	03/17/10	03/24/10	7	03/17/10	04/07/10	Summer Blastoff
May 16, 2010	03/24/10	03/31/10		03/24/10	04/14/10	
May 23, 2010	03/31/10	04/07/10		03/31/10	04/21/10	
May 30, 2010	***	***	8	***	***	NO ISSUE/Memorial Day Children's Miracle Network
June 6, 2010	04/14/10	04/21/10		04/14/10	05/05/10	
June 13, 2010	04/21/10	04/28/10		04/21/10	05/12/10	
June 20, 2010	04/28/10	05/05/10	9	04/28/10	05/19/10	Easter Seals
June 27, 2010	05/05/10	05/12/10		05/05/10	05/26/10	
July 4, 2010	***	***		***	***	
July 11, 2010	05/19/10	05/26/10	10	05/19/10	06/09/10	NO ISSUE/Independence Day
July 18, 2010	05/26/10	06/02/10		05/26/10	06/16/10	
July 25, 2010	06/02/10	06/09/10		06/02/10	06/23/10	
August 1, 2010	06/09/10	06/16/10	11	06/09/10	06/30/10	Back to School, Back to Savings
August 8, 2010	06/16/10	06/23/10		06/16/10	07/07/10	
August 15, 2010	06/23/10	06/30/10		06/23/10	07/14/10	
August 22, 2010	06/30/10	07/07/10	12	06/30/10	07/21/10	Back to School, Back to Savings
August 29, 2010	07/07/10	07/14/10		07/07/10	07/28/10	
September 5, 2010	***	***		***	***	
September 12, 2010	07/21/10	07/28/10	13	07/21/10	08/11/10	NO ISSUE/Labor Day Diabetes Smart
September 19, 2010	07/28/10	08/04/10		07/28/10	08/18/10	
September 26, 2010	08/04/10	08/11/10		08/04/10	08/25/10	
October 3, 2010	08/11/10	08/18/10	14	08/11/10	09/01/10	SmartSource Pink
October 10, 2010	08/18/10	08/25/10		08/18/10	09/08/10	
October 17, 2010	08/25/10	09/01/10		08/25/10	09/15/10	
October 24, 2010	09/01/10	09/08/10	15	09/01/10	09/22/10	Children's Miracle Network
October 31, 2010	09/08/10	09/15/10		09/08/10	09/29/10	
November 7, 2010	09/15/10	09/22/10		09/15/10	10/06/10	
November 14, 2010	09/22/10	09/29/10	16	09/22/10	10/13/10	NO ISSUE/Thanksgiving
November 21, 2010	09/29/10	10/06/10		09/29/10	10/20/10	
November 28, 2010	***	***		***	***	
December 5, 2010	10/13/10	10/20/10	17	10/13/10	11/03/10	NO ISSUE
December 12, 2010	10/20/10	10/27/10		10/20/10	11/10/10	
December 19, 2010	***	***		***	***	
December 26, 2010	***	***	***	***	***	NO ISSUE

*** No Issue