

# THE MONTHLY

MEDIA FILE

## DATES & DEADLINES

## 2017 AD PLANNING CALENDAR

Listed below are our publication dates and advertising deadlines through February 2018. Camera-ready (digital) art or copy must conform to *The Monthly's* specifications. For a complete outline of these specifications, ask for our Advertising Specs sheet. For further assistance and information, call your *Monthly* representative.

| Issue         | Theme                 | Ad Reservation & Production Deadline | Camera-Ready (Digital) Ad Deadline | Publication Delivery Date |
|---------------|-----------------------|--------------------------------------|------------------------------------|---------------------------|
| January 2017  | Faces of the East Bay | Wed., Dec. 7, 2016                   | Wed., Dec. 14, 2016                | Wed., Dec. 28, 2016       |
| February      |                       | Wed., Jan. 4, 2017                   | Wed., Jan. 11, 2017                | Wed., Jan. 25, 2017       |
| March         | Camps                 | Wed., Feb. 1                         | Wed., Feb. 8                       | Wed., Feb. 22             |
| April         |                       | Wed., Mar. 8                         | Wed., Mar. 15                      | Wed., Mar. 29             |
| May           | Home & Garden         | Wed., Apr. 5                         | Wed., Apr. 12                      | Wed., Apr. 26             |
| June          |                       | Wed., May 3                          | Wed., May 10                       | Wed., May 24              |
| July          | Senior Living         | Wed., Jun. 7                         | Wed., Jun. 14                      | Wed., Jun. 28             |
| August        |                       | Wed., Jul. 5                         | Wed., Jul. 12                      | Wed., Jul. 26             |
| September     | Schools               | Wed., Aug. 2                         | Wed., Aug. 9                       | Wed., Aug. 23             |
| October       | Health & Wellness     | Wed., Sep. 6                         | Wed., Sep. 13                      | Wed., Sep. 27             |
| November      |                       | Wed., Oct. 4                         | Wed., Oct. 11                      | Wed., Oct. 25             |
| December      |                       | Wed., Nov. 1                         | Wed., Nov. 8                       | Wed., Nov. 22*            |
| January 2018  | Faces of the East Bay | Wed., Dec. 6                         | Wed., Dec. 13                      | Wed., Dec. 27             |
| February 2018 |                       | Wed., Jan. 3, 2018                   | Wed., Jan. 10, 2018                | Wed., Jan. 24, 2018       |

**CLASSIFIED DEADLINES:** January 2017: Mon., Dec. 12, 2016 | February: Mon., Jan. 9, 2017  
March: Mon., Feb. 6 | April: Mon., Mar. 13 | May: Mon., Apr. 10 | June: Mon., May 8 | July: Mon., Jun. 12  
August: Mon., Jul. 10 | September: Mon., Aug. 7 | October: Mon., Sep. 11 | November: Fri., Oct. 6  
December: Mon., Nov. 6 | January 2018: Mon., Dec. 11 | February 2018: Mon., Jan. 8, 2018

\*The Day before Thanksgiving