



# 2017 Money Mailer Creative Deadlines

Below are the 2017 deadlines for display N2 (7.75" X 5") product. Adhering to these dates will make the ordering process smoother and ensure we meet all requested mail dates.

Any dates that fall on a weekend will be due the next business day.

We have a (4 weeks) 28 day lead time for display N2 creative files. Any extension will require advanced notice and planning and will be limited two 1 or 2 days. Below are the due dates **based on "mail dates"** that begin on the first of the month. Use the table below as a guideline. For specific request, please let us know your requirements. For any other products outside our N2 please email me or call me for deadline specifications.

Any date that falls on the weekend or holiday is due the next business day.

Month	First Mail Date	First "In Home Date"	Last "In Home Date"	N2 (7.75'X 5) Order/Creative Due
January	1/3/2017	1/5/2017	1/12/2017	12/6/2016
February	2/1/2017	2/3/2017	2/10/2017	1/4/2017
March	3/1/2017	3/3/2017	3/10/2017	2/1/2017
April	4/3/2017	4/5/2017	4/12/2017	3/6/2017
May	5/3/2017	5/5/2017	5/12/2017	4/5/2017
June	6/1/2017	6/3/2017	6/10/2017	5/4/2017
July	7/3/2017	7/5/2017	7/12/2017	6/5/2017
August	8/1/2017	8/3/2017	8/10/2017	7/4/2017
September	9/1/2017	9/3/2017	9/10/2017	8/4/2017
October	10/2/2017	10/4/2017	10/11/2017	9/4/2017
November	11/1/2017	11/3/2017	11/10/2017	10/4/2017
December	12/1/2017	12/3/2017	12/10/2017	11/3/2017

If you have any questions, please let me know.

Sincerely,

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