

## SmartSource Magazine™ 2016 Production Schedule

Issue Date	National Reservation Expiration Due Date	Final Ad File Due Date
January 9, 2016	October 9, 2015	November 18, 2015
February 6, 2016	November 6, 2015	December 16, 2015
March 19, 2016	December 18, 2015	January 27, 2016
April 16, 2016	January 15, 2016	February 24, 2016
May 7, 2016	February 5, 2016	March 16, 2016
June 11, 2016	March 11, 2016	April 20, 2016
July 23, 2016	April 22, 2016	June 1, 2016
August 20, 2016	May 20, 2016	June 29, 2016
September 24, 2016	June 24, 2016	August 3, 2016
October 15, 2016	July 15, 2016	August 24, 2016
November 5, 2016	August 5, 2016	September 14, 2016
December 3, 2016	September 2, 2016	October 12, 2016

These dates are subject to change at News Marketing Canada's discretion. News Marketing Canada reserves the right to add a second issue on a given publication date; we will give six months' notice of our intention to do so. Overtime fees apply to all paperwork and materials received after due dates. Additional late fees apply to any materials received 10 days after due dates. See the 2016 SmartSource In-Store Program Schedule for in-store dates.

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