

2016 SmartSource Magazine Program Schedule

Issue Date	Guaranteed Contract Due	Guaranteed Artwork Due	Remnant Contract Due	Remnant Artwork Due	Themed Events
January 3, 2016	November 4, 2015	November 5, 2015	November 6, 2015	November 13, 2015	New Year, New You!
January 10, 2016	November 11, 2015	November 12, 2015	November 13, 2015	November 20, 2015	New Year, New You!
January 17, 2016	November 25, 2015	November 26, 2015	November 27, 2015	December 4, 2015	Super Bowl Savings Spectacular, Big Game Extravaganza
January 24, 2016	December 2, 2015	December 3, 2015	December 4, 2015	December 11, 2015	
January 31, 2016	December 9, 2015	December 10, 2015	December 11, 2015	December 18, 2015	
February 7, 2016	December 16, 2015	December 17, 2015	December 18, 2015	December 25, 2015	Heart Smart
February 14, 2016	NO INSERT				President's Day
February 21, 2016	December 30, 2015	December 31, 2015	January 1, 2016	January 8, 2016	
February 28, 2016	January 6, 2016	January 7, 2016	January 8, 2016	January 15, 2016	
March 6, 2016	January 13, 2016	January 14, 2016	January 15, 2016	January 22, 2016	
March 13, 2016	January 20, 2016	January 21, 2016	January 22, 2016	January 29, 2016	Easter Seals
March 20, 2016	January 27, 2016	January 28, 2016	January 29, 2016	February 5, 2016	
March 27, 2016	NO INSERT				
April 3, 2016	February 10, 2016	February 11, 2016	February 12, 2016	February 19, 2016	Easter Sunday
April 10, 2016	February 17, 2016	February 18, 2016	February 19, 2016	February 26, 2016	SmartSource Green
April 17, 2016	February 24, 2016	February 25, 2016	February 26, 2016	March 4, 2016	On The Road
April 24, 2016	March 2, 2016	March 3, 2016	March 4, 2016	March 11, 2016	
May 1, 2016	March 9, 2016	March 10, 2016	March 11, 2016	March 18, 2016	
May 8, 2016	March 16, 2016	March 17, 2016	March 18, 2016	March 25, 2016	
May 15, 2016	March 23, 2016	March 24, 2016	March 25, 2016	April 1, 2016	Summer Blastoff
May 22, 2016	March 30, 2016	March 31, 2016	April 1, 2016	April 8, 2016	
May 29, 2016	NO INSERT				Memorial Day
June 5, 2016	April 13, 2016	April 14, 2016	April 15, 2016	April 22, 2016	Children's Miracle Network
June 12, 2016	April 20, 2016	April 21, 2016	April 22, 2016	April 29, 2016	
June 19, 2016	April 27, 2016	April 28, 2016	April 29, 2016	May 6, 2016	
June 26, 2016	May 4, 2016	May 5, 2016	May 6, 2016	May 13, 2016	Easter Seals
July 3, 2016	NO INSERT				Independence Day
July 10, 2016	May 18, 2016	May 19, 2016	May 20, 2016	May 27, 2016	
July 17, 2016	NO INSERT				
July 24, 2016	June 1, 2016	June 2, 2016	June 3, 2016	June 10, 2016	
July 31, 2016	June 8, 2016	June 9, 2016	June 10, 2016	June 17, 2016	Back to School, Back to Savings
August 7, 2016	June 15, 2016	June 16, 2016	June 17, 2016	June 24, 2016	
August 14, 2016	June 22, 2016	June 23, 2016	June 24, 2016	July 1, 2016	Back to School, Back to Savings
August 21, 2016	June 29, 2016	June 30, 2016	July 1, 2016	July 8, 2016	
August 28, 2016	July 6, 2016	July 7, 2016	July 8, 2016	July 15, 2016	
September 4, 2016	NO INSERT				Labor Day
September 11, 2016	July 20, 2016	July 21, 2016	July 22, 2016	July 29, 2016	Healthy Habits
September 18, 2016	July 27, 2016	July 28, 2016	July 29, 2016	August 5, 2016	Game Day MVP
September 25, 2016	August 3, 2016	August 4, 2016	August 5, 2016	August 12, 2016	
October 2, 2016	August 10, 2016	August 11, 2016	August 12, 2016	August 19, 2016	SmartSource Pink
October 9, 2016	August 17, 2016	August 18, 2016	August 19, 2016	August 26, 2016	
October 16, 2016	August 24, 2016	August 25, 2016	August 26, 2016	September 2, 2016	Game Day MVP
October 23, 2016	August 31, 2016	September 1, 2016	September 2, 2016	September 9, 2016	
October 30, 2016	September 7, 2016	September 8, 2016	September 9, 2016	September 16, 2016	
November 6, 2016	September 14, 2016	September 15, 2016	September 16, 2016	September 23, 2016	
November 13, 2016	September 21, 2016	September 22, 2016	September 23, 2016	September 30, 2016	
November 20, 2016	September 28, 2016	September 29, 2016	September 30, 2016	October 7, 2016	
November 27, 2016	NO INSERT				Thanksgiving
December 4, 2016	October 12, 2016	October 13, 2016	October 14, 2016	October 21, 2016	Children's Miracle Network
December 11, 2016	October 19, 2016	October 20, 2016	October 21, 2016	October 28, 2016	
December 18, 2016	NO INSERT				
December 25, 2016	NO INSERT				Christmas

These dates are subject to change at News America Marketing's discretion. News America Marketing reserves the right to add multiple issues on a given publication date; 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 Smart Source In-Store Program Schedule for In-Store Dates.