

2017 SmartSource Magazine Program Schedule

Issue Date	Guaranteed Contract Due	Guaranteed Artwork Due	Remnant Contract Due	Remnant Artwork Due	Themed Events
January 1, 2017	November 2, 2016	November 3, 2016	November 4, 2016	November 11, 2016	New Year, New You
January 8, 2017	November 9, 2016	November 10, 2016	November 11, 2016	November 18, 2016	New Year, New You
January 15, 2017	November 16, 2016	November 17, 2016	November 18, 2016	November 25, 2016	Super Bowl Savings
January 22, 2017	November 23, 2016	November 24, 2016	November 25, 2016	December 2, 2016	
January 29, 2017	November 30, 2016	December 1, 2016	December 2, 2016	December 9, 2016	
February 5, 2017	December 7, 2016	December 8, 2016	December 9, 2016	December 16, 2016	SmartSource HeartSmart
February 12, 2017	December 14, 2016	December 15, 2016	December 16, 2016	December 23, 2016	
February 19, 2017	NO INSERT				Presidents Day
February 26, 2017	December 28, 2016	December 29, 2016	December 30, 2016	January 6, 2017	
March 5, 2017	January 4, 2017	January 5, 2017	January 6, 2017	January 13, 2017	
March 12, 2017	January 11, 2017	January 12, 2017	January 13, 2017	January 20, 2017	
March 19, 2017	January 18, 2017	January 19, 2017	January 20, 2017	January 27, 2017	
March 26, 2017	January 25, 2017	January 26, 2017	January 27, 2017	February 3, 2017	
April 2, 2017	February 1, 2017	February 2, 2017	February 3, 2017	February 10, 2017	On The Road
April 9, 2017	February 8, 2017	February 9, 2017	February 10, 2017	February 17, 2017	SmartSource Green
April 16, 2017	NO INSERT				Easter Sunday
April 23, 2017	February 22, 2017	February 23, 2017	February 24, 2017	March 3, 2017	
April 30, 2017	March 1, 2017	March 2, 2017	March 3, 2017	March 10, 2017	
May 7, 2017	March 8, 2017	March 9, 2017	March 10, 2017	March 17, 2017	
May 14, 2017	March 15, 2017	March 16, 2017	March 17, 2017	March 24, 2017	SmartSource Summer Blastoff
May 21, 2017	March 22, 2017	March 23, 2017	March 24, 2017	March 31, 2017	
May 28, 2017	NO INSERT				Memorial Day
June 4, 2017	April 5, 2017	April 6, 2017	April 7, 2017	April 14, 2017	
June 11, 2017	April 12, 2017	April 13, 2017	April 14, 2017	April 21, 2017	
June 18, 2017	April 19, 2017	April 20, 2017	April 21, 2017	April 28, 2017	
June 25, 2017	April 26, 2017	April 27, 2017	April 28, 2017	May 5, 2017	
July 2, 2017	NO INSERT				Independence Day
July 9, 2017	May 10, 2017	May 11, 2017	May 12, 2017	May 19, 2017	
July 16, 2017	NO INSERT				
July 23, 2017	May 24, 2017	May 25, 2017	May 26, 2017	June 2, 2017	
July 30, 2017	May 31, 2017	June 1, 2017	June 2, 2017	June 9, 2017	Back to School
August 6, 2017	June 7, 2017	June 8, 2017	June 9, 2017	June 16, 2017	
August 13, 2017	June 14, 2017	June 15, 2017	June 16, 2017	June 23, 2017	Back to School
August 20, 2017	June 21, 2017	June 22, 2017	June 23, 2017	June 30, 2017	
August 27, 2017	June 28, 2017	June 29, 2017	June 30, 2017	July 7, 2017	
September 3, 2017	NO INSERT				Labor Day
September 10, 2017	July 12, 2017	July 13, 2017	July 14, 2017	July 21, 2017	Healthy Habits
September 17, 2017	July 19, 2017	July 20, 2017	July 21, 2017	July 28, 2017	Game Day MVP
September 24, 2017	July 26, 2017	July 27, 2017	July 28, 2017	August 4, 2017	
October 1, 2017	August 2, 2017	August 3, 2017	August 4, 2017	August 11, 2017	Pink
October 8, 2017	August 9, 2017	August 10, 2017	August 11, 2017	August 18, 2017	
October 15, 2017	August 16, 2017	August 17, 2017	August 18, 2017	August 25, 2017	Game Day MVP
October 22, 2017	August 23, 2017	August 24, 2017	August 25, 2017	September 1, 2017	
October 29, 2017	August 30, 2017	August 31, 2017	September 1, 2017	September 8, 2017	
November 5, 2017	September 6, 2017	September 7, 2017	September 8, 2017	September 15, 2017	
November 12, 2017	September 13, 2017	September 14, 2017	September 15, 2017	September 22, 2017	
November 19, 2017	September 20, 2017	September 21, 2017	September 22, 2017	September 29, 2017	
November 26, 2017	NO INSERT				Thanksgiving
December 3, 2017	October 4, 2017	October 5, 2017	October 6, 2017	October 13, 2017	
December 10, 2017	October 11, 2017	October 12, 2017	October 13, 2017	October 20, 2017	
December 17, 2017	October 18, 2017	October 19, 2017	October 20, 2017	October 27, 2017	
December 24, 2017	NO INSERT				Christmas
December 31, 2017	NO INSERT				New Years

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.