

2010 SmartSource Magazine® Program Schedule

Issue Date	National Reservation Expiration, Market List Due Date	Ad File Due Date	Themed Events
January 3, 2010*	September 4, 2009	November 13, 2009	New Year, New You
January 10, 2010	September 11, 2009	November 20, 2009	
January 17, 2010	September 18, 2009	November 25, 2009	Super Bowl Savings Spectacular Big Game Extravaganza
January 24, 2010	September 25, 2009	December 4, 2009	
January 31, 2010	October 2, 2009	December 11, 2009	
February 7, 2010	October 9, 2009	December 18, 2009	
February 14, 2010	NO ISSUE	NO ISSUE	President's Day Weekend
February 21, 2010	October 23, 2009	December 30, 2009	SmartSource Heart Smart
February 28, 2010	October 30, 2009	January 8, 2010	
March 7, 2010	November 6, 2009	January 15, 2010	
March 14, 2010	November 13, 2009	January 22, 2010	
March 21, 2010	November 20, 2009	January 29, 2010	Easter Seals
March 28, 2010*	November 27, 2009	February 5, 2010	SmartSource Green
April 4, 2010	NO ISSUE	NO ISSUE	Easter Sunday
April 11, 2010	December 11, 2009	February 19, 2010	
April 18, 2010	December 18, 2009	February 26, 2010	SmartSource Green
April 25, 2010	December 25, 2009	March 5, 2010	
May 2, 2010	January 1, 2010	March 12, 2010	
May 9, 2010	January 8, 2010	March 19, 2010	Summer Blastoff
May 16, 2010	January 15, 2010	March 26, 2010	
May 23, 2010	January 22, 2010	April 2, 2010	
May 30, 2010	NO ISSUE	NO ISSUE	Memorial Day
June 6, 2010	February 5, 2010	April 16, 2010	Children's Miracle Network
June 13, 2010	February 12, 2010	April 23, 2010	
June 20, 2010	February 19, 2010	April 30, 2010	Easter Seals
June 27, 2010	February 26, 2010	May 7, 2010	
July 4, 2010	NO ISSUE	NO ISSUE	Independence Day
July 11, 2010	March 12, 2010	May 21, 2010	
July 18, 2010	March 19, 2010	May 28, 2010	
July 25, 2010	March 26, 2010	June 4, 2010	
August 1, 2010	April 2, 2010	June 11, 2010	
August 8, 2010	April 9, 2010	June 18, 2010	Back to School, Back to Savings
August 15, 2010	April 16, 2010	June 25, 2010	
August 22, 2010	April 23, 2010	July 1, 2010	Back to School, Back to Savings
August 29, 2010	April 30, 2010	July 9, 2010	
September 5, 2010	NO ISSUE	NO ISSUE	Labor Day
September 12, 2010	May 14, 2010	July 23, 2010	Diabetes Smart
September 19, 2010	May 21, 2010	July 30, 2010	
September 26, 2010	May 28, 2010	August 6, 2010	
October 3, 2010	June 4, 2010	August 13, 2010	SmartSource Pink
October 10, 2010	June 11, 2010	August 20, 2010	
October 17, 2010	June 18, 2010	August 27, 2010	
October 24, 2010	June 25, 2010	September 3, 2010	
October 31, 2010	July 2, 2010	September 10, 2010	
November 7, 2010	July 9, 2010	September 17, 2010	Children's Miracle Network
November 14, 2010	July 16, 2010	September 24, 2010	
November 21, 2010	July 23, 2010	October 1, 2010	
November 28, 2010	NO ISSUE	NO ISSUE	Thanksgiving
December 5, 2010	August 6, 2010	October 15, 2010	
December 12, 2010	August 13, 2010	October 22, 2010	
December 19, 2010	NO ISSUE	NO ISSUE	
December 26, 2010	NO ISSUE	NO ISSUE	Christmas Day

*Dual Issue

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