

2011 Cut-Off Dates

IRVINE

<u>Publication Dates - 2011</u>	<u>Ad Building/Changes Deadline - 2011</u>
Spring Clean - February 4	Spring Clean - January 14
Spring - April 1	Spring - March 11
Pre-Summer - May 27	Pre-Summer - May 6
Labor Day - July 22	Labor Day - July 1
Fall - September 16	Fall - August 26
Christmas - November 18	Christmas - October 28

ORANGE / TUSTIN

<u>Publication Dates - 2011</u>	<u>Ad Building/Changes Deadline - 2011</u>
Spring Clean - February 4	Spring Clean - January 14
Spring - April 1	Spring - March 11
Pre-Summer - May 27	Pre-Summer - May 6
Labor Day - July 22	Labor Day - July 1
Fall - September 16	Fall - August 26
Christmas - November 18	Christmas - October 28

BREA / PLACENTIA / E. FULLERTON / LA HABRA HEIGHTS

<u>Publication Dates - 2011</u>	<u>Ad Building/Changes Deadline - 2011</u>
Spring Clean - February 18	Spring Clean - January 28
Spring - April 15	Spring - March 25
Pre-Summer - June 10	Pre-Summer - May 20
Labor Day - August 5	Labor Day - July 15
Fall - September 30	Fall - September 9
Christmas - December 2	Christmas - November 11

YORBA LINDA / ANAHEIM HILLS

<u>Publication Dates - 2011</u>	<u>Ad Building/Changes Deadline - 2011</u>
Spring Clean - February 18	Spring Clean - January 28
Spring - April 15	Spring - March 25
Pre-Summer - June 10	Pre-Summer - May 20
Labor Day - August 5	Labor Day - July 15
Fall - September 30	Fall - September 9
Christmas - December 2	Christmas - November 11

Each magazine is mailed every other month, giving you 2.5 months worth of ads. Starting with the Irvine Issue and ending with the Yorba Linda Issue. Bulk rate mail has a 10 day U.S.P.S delivery window. In-home dates are requested but not guaranteed.