



2012 National Advertising Deadlines

JANUARY				FEBRUARY				MARCH					APRIL				MAY				JUNE								
FLIGHT 1				FLIGHT 2				FLIGHT 3					FLIGHT 4				FLIGHT 5				FLIGHT 6								
12/30/11-1/26/12				1/27/12-2/23/12				2/24/12-3/29/12					3/30/12-4/26/12				4/27/12-5/24/12				5/25/12-6/28/12								
*Creative Due: 12/7/11				Creative Due: 1/6/12				Creative Due: 2/3/12					Creative Due: 3/9/12				Creative Due: 4/6/12				Creative Due: 5/4/12								
1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	5

JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER									
FLIGHT 7				FLIGHT 8					FLIGHT 9				FLIGHT 10				FLIGHT 11					FLIGHT 12									
6/29/12-7/26/12				7/27/12-8/30/12					8/31/12-9/27/12				9/28/12-10/25/12				10/26/12-11/29/12					11/30/12-12/27/12									
Creative Due: 6/8/12				Creative Due: 7/6/12					Creative Due: 8/10/12				Creative Due: 9/7/12				Creative Due: 10/5/12					*Creative Due: 11/7/12									
1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

* Indicates Holiday Deadline

DIGITAL MEDIA MATERIALS	National CineMedia Attn: Brad Charlton Phone: 303-792-8725 Fax: 303-792-8606 9110 E. Nichols Ave. #200 Centennial, CO 80112-3405
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FILM MATERIALS	Cinema Concepts Attn: Teresa Dickey 2030 Powers Ferry Road Atlanta, Georgia 30339 770-956-7460
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