

	Insert Dates		Reservation Expiration		Market List	Artwork Due Dates***
	National Co-op FSI	Specialty Inserts	Covers/Fixed Page Positions	Category Expiration/ Cover & Fixed Page Position Market List Due	Final Mkt. List Due/Regional Business Open	Co-op FSI/ Extended Reach/ Hispanic/Retail Connection*
<b>Jan</b>	01/06/08**	<i>Hispanic</i>	07/30/07	09/07/07	10/08/07	11/02/07
	01/13/08	Extended Reach	08/06/07	09/14/07	10/15/07	11/09/07
	01/20/08		08/13/07	09/21/07	10/22/07	11/16/07
	01/27/08		08/20/07	09/28/07	10/29/07	11/23/07
<b>Feb</b>	02/03/08	<i>Hispanic</i>	08/27/07	10/05/07	11/05/07	12/14/07
	02/10/08	Extended Reach	09/03/07	10/12/07	11/12/07	12/20/07
	02/17/08		<i>No Issue</i>			
<b>March</b>	02/24/08	<i>Hispanic</i>	09/17/07	10/26/07	11/26/07	01/04/08
	03/02/08		09/24/07	11/02/07	12/03/07	01/11/08
	03/09/08	Extended Reach	10/01/07	11/09/07	12/10/07	01/18/08
	03/16/08		10/08/07	11/16/07	12/17/07	01/25/08
	03/23/08		<i>No Issue</i>			
<b>April</b>	03/30/08		10/22/07	11/30/07	12/31/07	02/08/08
	04/06/08	RMHC Themed Event	10/29/07	12/07/07	01/07/08	02/15/08
	04/13/08	Extended Reach	11/05/07	12/14/07	01/14/08	02/22/08
	04/20/08		11/12/07	12/21/07	01/21/08	02/29/08
<b>May</b>	04/27/08	<i>Hispanic</i>	11/19/07	12/28/07	01/28/08	03/07/08
	05/04/08		11/26/07	01/04/08	02/04/08	03/14/08
	05/11/08	Extended Reach	12/03/07	01/11/08	02/11/08	03/21/08
	05/18/08		12/10/07	01/18/08	02/18/08	03/28/08
<b>June</b>	05/25/08		<i>No Issue</i>			
	06/01/08		12/24/07	02/01/08	03/03/08	04/11/08
	06/08/08		12/31/07	02/08/08	03/10/08	04/18/08
	06/15/08		<i>No Issue</i>			
	06/22/08		01/14/08	02/22/08	03/24/08	05/02/08
<b>July</b>	06/29/08		01/21/08	02/29/08	03/31/08	05/09/08
	07/06/08		<i>No Issue</i>			
	07/13/08		02/04/08	03/14/08	04/14/08	05/23/08
	07/20/08		<i>No Issue</i>			
<b>Aug</b>	07/27/08	<i>Hispanic</i>	02/18/08	03/28/08	04/28/08	06/06/08
	08/03/08		02/25/08	04/04/08	05/05/08	06/13/08
	08/10/08	Extended Reach	03/03/08	04/11/08	05/12/08	06/20/08
	08/17/08		03/10/08	04/18/08	05/19/08	06/27/08
	08/24/08		03/17/08	04/25/08	05/26/08	07/03/08
<b>Sept</b>	08/31/08		<i>No Issue</i>			
	09/07/08	RMHC Themed Event & <i>Hispanic</i>	03/31/08	05/09/08	06/09/08	07/11/08
	09/14/08	Extended Reach	04/07/08	05/16/08	06/16/08	07/18/08
	09/21/08		04/14/08	05/23/08	06/23/08	07/25/08
<b>Oct</b>	09/28/08	<i>Hispanic</i>	04/21/08	05/30/08	06/30/08	08/01/08
	10/05/08		04/28/08	06/06/08	07/07/08	08/15/08
	10/12/08	Extended Reach	05/05/08	06/13/08	07/14/08	08/22/08
	10/19/08		05/12/08	06/20/08	07/21/08	08/29/08
<b>Nov</b>	10/26/08		05/19/08	06/27/08	07/28/08	09/05/08
	11/02/08		05/26/08	07/04/08	08/04/08	09/12/08
	11/09/08	Extended Reach	06/02/08	07/11/08	08/11/08	09/19/08
	11/16/08		06/09/08	07/18/08	08/18/08	09/26/08
	11/23/08		<i>No Issue</i>			
<b>Dec</b>	11/30/08		<i>No Issue</i>			
	12/07/08		06/30/08	08/08/08	09/08/08	10/17/08
	12/14/08		07/07/08	08/15/08	09/15/08	10/24/08
	12/21/08		<i>No Issue</i>			
			12/28/08		<i>No Issue</i>	

\*Retail Connection: This Due Date applies to client supplied final materials. Allow additional 2 weeks for ads requiring Valassis Creative Design.

\*\*Dual Issue

\*\*\*Artwork Due Date consists of final committed order, creative files, proofs, version and code information.

\*\*\*\*The existence or nonexistence of an FSI Program with Valassis must be confirmed by contacting Valassis directly and the omission of a program date on this schedule shall not necessarily mean that Valassis is NOT publishing a program on a particular date.

*Hispanic dates tentative/Confirm space reservation date with your Valassis Hispanic FSI representative.*

Insert date represents issue delivery week.