



2017 SPACE & MATERIAL DEADLINES

Issue	Best Space	Last Chance Space	Art Due	Issue Focus	Special Inserts
January	11/07/16	11/30/16	12/05/16		
February	12/12/16	12/30/16	1/08/17		<i>Summer Swim Camps</i>
March	1/9/17	1/27/17	2/06/17		<i>Summer Swim Camps</i>
April	2/13/17	2/27/17	3/07/17	<i>World Masters Swimmer of the Year</i>	
May	3/13/17	3/31/17	4/07/17		
June	4/07/17	4/28/17	5/05/17		<i>Aquatic Directory</i>
July	5/15/16	5/26/17	6/06/17		
August	6/12/17	6/26/17	7/07/17	<i>HS Swimmer's of the Year</i>	
September	7/10/17	8/01/17	8/08/17	<i>HS Team Titles</i>	<i>NISCA Insert</i>
October	8/14/17	8/29/17	9/08/17		<i>Prep School Guide Holiday Gift Guide</i>
November	9/11/17	9/29/17	10/06/17	<i>Open Water Issue</i>	<i>Holiday Gift Guide</i>
December	10/16/17	10/27/17	11/06/17	<i>Annual Awards</i>	<i>Holiday Gift Guide</i>

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