

CAMPAIGN ESSENTIAL DATES

We have created this calendar to allow you to have one point of reference throughout the year for the important due dates required for each campaign. Alpha Dog Marketing has developed a complete schedule for the elements needed for every service we provide based on the date that a mail campaign reaches the donor. Email marketing messages reach the home approximately one week later. This calendar highlights the dates that package approval, postage payments and mail files are due for each campaign. Our account services team will work with you to meet the mail date targets based on this campaign calendar.

JANUARY

Art Approval	11/5
Suppression Files	11/2
Donor File	11/5
Postage	12/28

APRIL

Art Approval	2/4
Suppression Files	1/4
Donor File	2/4
Postage	3/21

JULY

Art Approval	5/19
Donor File	5/19
Postage	6/20

OCTOBER

Art Approval	7/29
Suppression Files	7/25
Donor File	7/29
Postage	9/19

HOLIDAY SAT.

Art Approval	8/21
Postage	10/31

FEBRUARY

Art Approval	12/1
Suppression Files	11/2
Donor File	12/1
Postage	1/25

MAY

Art Approval	3/17
Donor File	3/17
Postage	4/11

AUGUST

Art Approval	6/3
Suppression Files	6/6
Donor File	6/3
Postage	7/18

THANKSGIVING SAT.

Art Approval	7/29
Postage	10/3

DECEMBER

Art Approval	10/6
Donor File	10/6
Postage	11/14

MARCH

Art Approval	1/5
Suppression Files	1/4
Donor File	1/5
Postage	2/15

JUNE

Art Approval	4/4
Donor File	4/4
Postage	5/16

SEPTEMBER

Art Approval	7/14
Donor File	7/14
Postage	8/15

NOVEMBER

Art Approval	8/21
Suppression Files	7/25
Donor File	8/21
Postage	10/17

Note: Dates are subject to change.

NEWSLETTER ESSENTIAL DATES

Your newsletter production schedule is based on your target in-home date. From there, we set a mail-out date in your plan and determine the due dates for the items we need from you to produce your newsletter:

Articles, photos, and graphics	6 weeks prior to mail date
Newsletter approval	3 weeks prior to mail date
Mail file	3 weeks prior to mail date
Pre-paid postage	1 week prior to mail date

If you are supplying camera-ready art for Alpha Dog Marketing to produce your newsletter for you, it is due 3 weeks prior to the mail date. We require camera ready art files to be packaged for upload to our vendor along with a PDF copy of the newsletter for quality control checking. If you are supplying your pre-produced newsletter for us to mail along with other components, it must be shipped to arrive at our vendor location 2 weeks prior to the mail date.

Articles should be submitted as Word documents. Photos, logos or other graphics must be submitted at a minimum of 300 dpi to ensure high quality print reproduction (tif or jpg files preferred). Articles, photos, logos, graphics and the mail file can be e-mailed to your account manager or they can be uploaded to our FTP Site at www.AlphaDogMktg.com.