

2010 MUSIC PLAYER NETWORK MEDIA SCHEDULE

	GUITAR PLAYER	GP2	BASS PLAYER	KEYBOARD	EQ
JANUARY				WNAAM	
Ad Close	7-Oct-09	30-Dec-09	28-Oct-09	14-Oct-09	7-Oct-09
Materials Due	13-Oct-09	4-Jan-10	3-Nov-09	4-Nov-09	28-Oct-09
On Sale Date	1-Dec-09	25-Jan-10	22-Dec-09	30-Nov-09	20-Nov-09
FEBRUARY	WNAAM		WNAAM		WNAAM
Ad Close	4-Nov-09	3-Feb-10	25-Nov-09	11-Nov-09	4-Nov-09
Materials Due	5-Nov-09	8-Feb-10	1-Dec-09	2-Dec-09	25-Nov-09
On Sale Date	29-Dec-09	1-Mar-10	19-Jan-10	30-Dec-09	18-Dec-09
MARCH				MESSE	MESSE
Ad Close	2-Dec-09	3-Mar-10	23-Dec-09	9-Dec-09	25-Nov-09
Materials Due	4-Dec-09	8-Mar-10	29-Dec-09	30-Dec-09	16-Dec-09
On Sale Date	26-Jan-10	29-Mar-10	16-Feb-10	22-Jan-10	15-Jan-10
APRIL	MESSE		MESSE		
Ad Close	30-Dec-09	31-Mar-10	20-Jan-10	13-Jan-10	6-Jan-10
Materials Due	4-Jan-10	5-Apr-10	26-Jan-10	3-Feb-10	27-Jan-10
On Sale Date	23-Feb-10	26-Apr-10	0-Jan-00	26-Feb-10	19-Feb-10
MAY					
Ad Close	27-Jan-10	5-May-10	17-Feb-10	10-Feb-10	3-Feb-10
Materials Due	1-Feb-10	10-May-10	23-Feb-10	3-Mar-10	24-Feb-10
On Sale Date	23-Mar-10	31-May-10	13-Apr-10	26-Mar-10	19-Mar-10
JUNE					
Ad Close	26-Feb-10	2-Jun-10	17-Mar-10	10-Mar-10	3-Mar-10
Materials Due	2-Mar-10	7-Jun-10	23-Mar-10	31-Mar-10	24-Mar-10
On Sale Date	20-Apr-10	28-Jun-10	11-May-10	23-Apr-10	16-Apr-10
JULY			SNAMM	SNAMM	SNAMM
Ad Close	24-Mar-10	30-Jun-10	14-Apr-10	14-Apr-10	7-Apr-10
Materials Due	30-Mar-10	5-Jul-10	20-Apr-10	5-May-10	28-Apr-10
On Sale Date	18-May-10	26-Jul-10	8-Jun-10	28-May-10	21-May-10
AUGUST	SNAMM				
Ad Close	21-Apr-10	4-Aug-10	12-May-10	12-May-10	5-May-10
Materials Due	27-Apr-10	9-Aug-10	18-May-10	2-Jun-10	26-May-10
On Sale Date	15-Jun-10	30-Aug-10	6-Jul-10	25-Jun-10	18-Jun-10
SEPTEMBER					
Ad Close	19-May-10	1-Sep-10	9-Jun-10	9-Jun-10	2-Jun-10
Materials Due	25-May-10	6-Sep-10	15-Jun-10	30-Jun-10	23-Jun-10
On Sale Date	13-Jul-10	27-Sep-10	3-Aug-10	23-Jul-10	16-Jul-10
SPECIAL ISSUES	GUITAR PLAYER SPECIAL ISSUES		BASS PLAYER SPECIAL ISSUES		
Ad Close	3/10	7/28	10/20	7/15	9/08
Materials Due	3/16	8/03	10/26	7/22	9/14
On Sale Date	5/4	9/21	12/14	9/10	11/03
OCTOBER					
Ad Close	16-Jun-10	29-Sep-10	30-Jun-10	14-Jul-10	7-Jul-10
Materials Due	21-Jun-10	4-Oct-10	8-Jul-10	4-Aug-10	28-Jul-10
On Sale Date	10-Aug-10	25-Oct-10	27-Aug-10	27-Aug-10	20-Aug-10
NOVEMBER	SNAMM			AES	
Ad Close	14-Jul-10	3-Nov-10	28-Jul-10	11-Aug-10	4-Aug-10
Materials Due	20-Jul-10	8-Nov-10	5-Aug-10	1-Sep-10	25-Aug-10
On Sale Date	7-Sep-10	29-Nov-10	23-Sep-10	24-Sep-10	17-Sep-10
HOLIDAY ISSUES	AES		BPLI		
Ad Close	8-Sep-10		25-Aug-10		
Materials Due	14-Sep-10		31-Aug-10		
On Sale Date	2-Nov-10		19-Oct-10		
DECEMBER			AES		AES
Ad Close	11-Aug-10	1-Dec-10	22-Sep-10	8-Sep-10	1-Sep-10
Materials Due	17-Aug-10	6-Dec-10	28-Sep-10	29-Sep-10	22-Sep-10
On Sale Date	5-Oct-10	27-Dec-10	16-Nov-10	22-Oct-10	15-Oct-10
JANUARY 2011					
Ad Close	6-Oct-10		20-Oct-10	13-Oct-10	6-Oct-10
Materials Due	12-Oct-10		27-Oct-10	3-Nov-10	27-Oct-10
On Sale Date	30-Nov-10		15-Dec-10	23-Nov-10	19-Nov-10
FEBRUARY 2011					
Ad Close	3-Nov-10		17-Nov-10	10-Nov-10	3-Nov-10
Materials Due	5-Nov-10		25-Nov-10	1-Dec-10	24-Nov-10
On Sale Date	28-Dec-10		13-Jan-11	23-Dec-10	17-Dec-10
MPN Gear Guides	Guitar & Bass Gear Guide		2009 Holiday Ultimate Gear Guide - GP, BP, KB, EQ		
Ad Close	7-Apr-10		25-Aug-10		
Materials Due	13-Apr-10		31-Aug-10		
On Sale Date	1-Jun-10		19-Oct-10		
Email Newsletter	FRETWIRE		DIRECT IN	KEY NEWS	RECORD READY
Ad Close	The preceding Friday		The preceding Monday	The preceding Tuesday	The preceding Friday
Deployment Date	Weekly on Tuesday		Weekly on Wednesday	Weekly on Thursday	Weekly on Tuesday
	GRIND	FRETS			
Ad Close	The preceding Monday	The preceding Tuesday			
Deployment Date	Weekly on Wednesday	Weekly on Thursday			
Events	Guitar Player LIVE!		Bass Player LIVE!		
Sponsorship Close	14-Jul-10		25-Aug-10		
Event Date	September 2010		October 2010		

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