

2010 MUSIC PLAYER NETWORK MEDIA SCHEDULE

	GUITAR PLAYER	GP2	BASS PLAYER	KEYBOARD	EQ
<b>JANUARY</b>					
Ad Close	7-Oct-09	30-Dec-09	28-Oct-09	28-Oct-09	28-Oct-09
Materials Due	13-Oct-09	4-Jan-10	3-Nov-09	6-Nov-09	3-Nov-09
On Sale Date	1-Dec-09	25-Jan-10	22-Dec-09	29-Dec-09	22-Dec-09
<b>FEBRUARY</b>					
Ad Close	4-Nov-09	3-Feb-10	25-Nov-09	25-Nov-09	25-Nov-09
Materials Due	5-Nov-09	8-Feb-10	1-Dec-09	4-Dec-09	1-Dec-09
On Sale Date	29-Dec-09	1-Mar-10	19-Jan-10	26-Jan-10	19-Jan-10
<b>MARCH</b>					
Ad Close	2-Dec-09	3-Mar-10	16-Dec-09	30-Dec-09	16-Dec-09
Materials Due	4-Dec-09	8-Mar-10	22-Dec-09	4-Jan-10	21-Dec-09
On Sale Date	26-Jan-10	29-Mar-10	16-Feb-10	23-Feb-10	16-Feb-10
<b>APRIL</b>					
Ad Close	30-Dec-09	31-Mar-10	20-Jan-10	3-Feb-10	27-Jan-10
Materials Due	4-Jan-10	5-Apr-10	26-Jan-10	9-Feb-10	1-Feb-10
On Sale Date	23-Feb-10	26-Apr-10	16-Mar-10	30-Mar-10	23-Mar-10
<b>MAY</b>					
Ad Close	27-Jan-10	5-May-10	17-Feb-10	3-Mar-10	24-Feb-10
Materials Due	2-Feb-10	10-May-10	23-Feb-10	9-Mar-10	2-Mar-10
On Sale Date	23-Mar-10	31-May-10	13-Apr-10	27-Apr-10	20-Apr-10
<b>JUNE</b>					
Ad Close	24-Feb-10	2-Jun-10	17-Mar-10	31-Mar-10	24-Mar-10
Materials Due	2-Mar-10	7-Jun-10	23-Mar-10	6-Apr-10	30-Mar-10
On Sale Date	20-Apr-10	28-Jun-10	11-May-10	25-May-10	18-May-10
<b>JULY</b>					
Ad Close	24-Mar-10	30-Jun-10	14-Apr-10	5-May-10	28-Apr-10
Materials Due	30-Mar-10	5-Jul-10	20-Apr-10	11-May-10	4-May-10
On Sale Date	18-May-10	26-Jul-10	8-Jun-10	29-Jun-10	22-Jun-10
<b>AUGUST</b>					
Ad Close	21-Apr-10	4-Aug-10	12-May-10	2-Jun-10	26-May-10
Materials Due	27-Apr-10	9-Aug-10	17-May-10	8-Jun-10	1-Jun-10
On Sale Date	15-Jun-10	30-Aug-10	6-Jul-10	27-Jul-10	20-Jul-10
<b>SEPTEMBER</b>					
Ad Close	19-May-10	1-Sep-10	9-Jun-10	30-Jun-10	23-Jun-10
Materials Due	25-May-10	6-Sep-10	15-Jun-10	6-Jul-10	28-Jun-10
On Sale Date	13-Jul-10	27-Sep-10	3-Aug-10	24-Aug-10	17-Aug-10
<b>SPECIAL ISSUES</b>					
	<i>GUITAR PLAYER SPECIAL ISSUES</i>		<i>BASS PLAYER SPECIAL ISSUES</i>		
Ad Close	3/10	7/28	4/28	9/08	
Materials Due	3/16	8/03	5/04	9/14	
On Sale Date	5/4	9/21	6/22	11/03	
<b>OCTOBER</b>					
Ad Close	16-Jun-10	29-Sep-10	30-Jun-10	4-Aug-10	28-Jul-10
Materials Due	21-Jun-10	4-Oct-10	7-Jul-10	10-Aug-10	3-Aug-10
On Sale Date	10-Aug-10	25-Oct-10	27-Aug-10	28-Sep-10	21-Sep-10
<b>NOVEMBER</b>					
Ad Close	14-Jul-10	3-Nov-10	28-Jul-10	1-Sep-10	25-Aug-10
Materials Due	20-Jul-10	8-Nov-10	3-Aug-10	7-Sep-10	31-Aug-10
On Sale Date	7-Sep-10	29-Nov-10	23-Sep-10	26-Oct-10	19-Oct-10
<b>HOLIDAY ISSUES</b>					
	<i>GP HOLIDAY ISSUE</i>		<i>BP HOLIDAY ISSUE</i>		
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		
<b>DECEMBER</b>					
Ad Close	11-Aug-10	1-Dec-10	22-Sep-10	29-Sep-10	22-Sep-10
Materials Due	17-Aug-10	6-Dec-10	28-Sep-10	5-Oct-10	28-Sep-10
On Sale Date	5-Oct-10	27-Dec-10	16-Nov-10	23-Nov-10	16-Nov-10
<b>JANUARY 2011</b>					
Ad Close	6-Oct-10		20-Oct-10	3-Nov-10	27-Oct-10
Materials Due	12-Oct-10		26-Oct-10	4-Nov-10	2-Nov-10
On Sale Date	30-Nov-10		15-Dec-10	28-Dec-10	21-Dec-10
<b>FEBRUARY 2011</b>					
Ad Close	3-Nov-10		10-Nov-10	1-Dec-10	24-Nov-10
Materials Due	5-Nov-10		17-Nov-10	6-Dec-10	30-Nov-10
On Sale Date	28-Dec-10		13-Jan-11	24-Jan-11	18-Jan-11
<b>MPN Gear Guides</b>					
	<i>Guitar &amp; Bass Gear Guide</i>		<i>2009 Holiday Ultimate Gear Guide - GP, BP, KB, EQ</i>		
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		
<b>Email Newsletter</b>					
	<i>FRETWIRE</i>		<i>DIRECT IN</i>		<i>KEY NEWS</i>
Ad Close	The preceding Friday		The preceding Monday		The preceding Tuesday
Deployment Date	Weekly on Tuesday		Weekly on Wednesday		Weekly on Thursday
	<i>GRIND</i>		<i>FRETS</i>		<i>RECORD READY</i>
Ad Close	The preceding Monday		The preceding Tuesday		
Deployment Date	Weekly on Wednesday		Weekly on Thursday		Weekly on Tuesday
<b>Events</b>					
	<b>Guitar Player LIVE!</b>		<b>Bass Player LIVE!</b>		
Sponsorship Close	14-Jul-10		25-Aug-10		
Event Date	September 2010		October 2010		

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