



# 2017 Catalog Planner

	Catalog	Orders Due	Mailing List Due	Imprint Changes Due	Postage Due	Bulk in Store WEEK BEGINS	Product in Store	E-Catalog Arrival (Approx)	In Home WEEK BEGINS Mondays	Coupon Dates (proposed)	Catalog Size (estimated)	Catalog Weight (estimate)	Cost
1st QTR	WINTER MERCH KIT	10-Sep-16				18-Oct-16							Basic \$50 Basic + \$75
	Winter Sale Catalog (January/February)	18-Nov-16	25-Nov-16	25-Nov-16	20-Dec-16	26-Dec-16	26-Dec-16	9-Jan-17	9-Jan-17	#1: 1/9 - 1/29/17 #2: 1/30 - 2/26/17	6 x 10 32 pgs	1.4 oz	9 cents
	Church Supply #1 Tri-Fold	18-Nov-16	25-Nov-16	25-Nov-16	20-Dec-16	26-Dec-16	26-Dec-16	9-Jan-17	9-Jan-17	Now till 6/30/17	6 x 10 6 pgs	.4 oz	2 cents
2nd QTR	SPRING/SUMMER MERCH KIT	6-Jan-17				13-Feb-17							Basic \$50 Basic + \$75
	Easter Sale Catalog (March/April)	6-Jan-17	13-Jan-17	13-Jan-17	7-Feb-17	13-Feb-17	13-Feb-17	27-Feb-17	27-Feb-17	#1: 2/27 - 3/26/17 #2: 3/27 - 4/16/17	6 x 10 44 pgs	1.9 oz	9 cents
	Spring Sale Catalog (April/May)	24-Feb-17	3-Mar-17	3-Mar-17	28-Mar-17	3-Apr-17	3-Apr-17	17-Apr-17	17-Apr-17	#1: 4/17 - 5/7/17 #2: 5/8 - 5/28/17	6 x 10 52 pgs	2.2 oz	9 cents
	Summer Sale Catalog (June/July)	7-Apr-17	14-Apr-17	14-Apr-17	9-May-17	15-May-17	15-May-17	29-May-17	29-May-17	#1: 5/29 - 6/25/17 #2: 6/26 - 7/30/17	6 x 10 44 pgs	1.9 oz	9 cents
3rd QTR	Back to School/ FALL MERCH KIT	9-Jun-17				17-Jul-17							Basic \$50 Basic + \$75
	End of Summer Sale (August)	9-Jun-17	16-Jun-17	16-Jun-17	11-Jul-17	17-Jul-17	17-Jul-17	31-Jul-17	31-Jul-17	#1: 7/31 - 8/20/17 #2: 8/21 - 9/10/17	6 x 10 24 pgs	1.1 oz	9 cents
	Fall Sale Catalog (September/October)	21-Jul-16	28-Jul-16	28-Jul-16	22-Aug-16	28-Aug-16	28-Aug-16	11-Sep-16	11-Sep-16	#1: 9/11 - 10/8/17 #2: 10/9 - 10/29/17	6 x 10 44 pgs	1.9 oz	9 cents
4th QTR	WINTER MERCH KIT	8-Sep-17				16-Oct-17							
	Christmas Sale Event (November)	8-Sep-17	15-Sep-17	15-Sep-17	10-Oct-17	16-Oct-17	16-Oct-17	30-Oct-17	30-Oct-17	11/26/2017 OR 12/24/2017	6 x 10 52 pgs	2.2 oz	9 cents
	2DAY FLYER	15-Sep-17	22-Sep-17	22-Sep-17	17-Oct-17	23-Oct-17	23-Oct-17	6-Nov-17	6-Nov-17	11/24/2017 and 11/25/2017	6 x 10 Trifold	.4 oz	2 cents
	Countdown to Christmas (December)	6-Oct-17	13-Oct-17	13-Oct-17	7-Nov-17	13-Nov-17	13-Nov-17	27-Nov-17	27-Nov-17	31-Dec-17	6 x 10 44 pgs	1.9 oz	9 cents

**Check out the new features for each main catalog:  
Extra marketing support with bag stuffers and eblasts!**



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Please note that this is a proposed plan and all details are subject to change.

	Catalog	In Home WEEK BEGINS Mondays	Coupon Dates (proposed)	Bag Stuffers will feature	Options	Notes
1st QTR	WINTER MERCH KIT					Includes: Christmas, January SALE, February LOVE THEME, plus BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Winter Sale Catalog (January/February)	9-Jan-17	#1: 1/9 - 1/29/17 #2: 1/30 - 2/26/17	Martin Luther King Day Sweethearts/Valentines Presidents' Day	<b>Also available:</b> Church Supply Tri-Fold insert 4 pg 1st Communion insert	New year, new you; finances; fitness; relationships; purity; black history
	Church Supply #1 Tri-Fold	9-Jan-17	Now till 6/30/17			VBS, pastors, church staff, teachers, small group facilitators, Lent/Easter
2nd QTR	SPRING/SUMMER MERCH KIT					Includes: MAR , APR, MAY, JUN, JUL (Summer Reading) plus BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Easter Sale Catalog (March/April)	27-Feb-17	#1: 2/27 - 3/26/17 #2: 3/27 - 4/16/17	St. Patrick's Day April Fools' Day Kids' Day	<b>Also available:</b> 4 pg 1st Communion insert <b>Option:</b> Conservative version	Easter, New Releases, Bible Sales <b>EVENT: Kids' Day - April 8th or your choice</b> <b>FREE Kids' Day Package</b>
	Spring Sale Catalog (April/May)	17-Apr-17	#1: 4/17 - 5/7/17 #2: 5/8 - 5/28/17	Graduation Mothers' Day Memorial Day	<b>Option:</b> Conservative version	<b>Required Catalog for Membership</b> <b>SPRING: Moms, Dads and Grads.</b>
	Summer Sale Catalog (June/July)	29-May-17	#1: 5/29 - 6/25/17 #2: 6/26 - 7/30/17	Summer Reading Fathers Day Independence Day	<b>FREE Summer Reading Package</b>	Summer Reading Program Included Father's Day, Flag Day
3rd QTR	Back to School/ FALL MERCH KIT					Includes: AUG, SEP, OCT plus BOOKS, BIBLES, KIDS, ENTERTAINMENT
	End of Summer Sale (August)	31-Jul-17	#1: 7/31 - 8/20/17 #2: 8/21 - 9/10/17	Friendship Day Joke Day Labor Day		Youth Emphasis, Gifts, Music, Books and Bibles
	Fall Sale Catalog (September/October)	11-Sep-17	#1: 9/11 - 10/8/17 #2: 10/9 - 10/29/17	Grandparents Day Pastor Appreciation Reformation Celebration	<b>Also available:</b> 4 pg 1st Communion insert <b>Option:</b> Conservative version	New Releases, Books, DVD's, Bibles, Music, and Big Sales Grandparent's Day
4th QTR	WINTER MERCH KIT					Includes: Christmas, January SALE, February LOVE THEME, plus BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Christmas Sale Event (November)	30-Oct-17	11/26/2017 OR 12/24/2017	TBD	<b>Also available:</b> - Conservative version - Choice of end date - Twelve Days Insert - 2 Day Sale Flyer Insert	<b>Required Catalog for membership</b> 2 Day Sale Flyer Insert Twelve Days of Christmas Insert
	2DAY FLYER	6-Nov-17	11/24/2017 and 11/25/2017		<b>Options:</b> Stand alone piece <b>OR</b> as an insert in NOV	Two day door buster sales - You pick the days!
	Countdown to Christmas (December)	27-Nov-17	31-Dec-17	TBD	<b>Also available:</b> Twelve Days Sale Insert	Last chance before Christmas!

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