

Bookstore Manager File Codes and Schedule for 2017

2017 Catalogs	Promo Code	Catalog In Home Date	File Name	Month of Bookstore Manager Update
1st Quarter				
Winter Sale Catalog	01-17	01/09/17	M-WIN-R.TXT - for the Regular sale pricing	Jan-17
			M-WIN-C.TXT - for the Regular sale pricing	
Easter Sale Catalog	03-17	02/27/17	M-EAS-R.TXT - for the Regular sale pricing	Feb-17
			M-EAS-C.TXT - for the Conservative catalog	
2nd Quarter				
Spring Sale Catalog	05-17	04/17/17	M-SPR-R.TXT - for the Regular sale pricing	Apr-17
			M-SPR-C.TXT - for the Conservative catalog	
Summer Sale Catalog	06-17	05/29/17	M-SUM-R.TXT - for the Regular sale pricing	May-17
3rd Quarter				
End of Summer Flyer	08-17	07/31/17	M-EOS-R.TXT - for the Regular sale pricing	Jul-17
Fall Sale Catalog	09-17	09/11/17	M-FAL-R.TXT - for the Regular sale pricing	Aug-17
			M-FAL-C.TXT - for the Conservative catalog	
4th Quarter				
Christmas Sale Event Catalog	11-17	10/30/17	M-CHR-RN.TXT - for the Regular sale pricing (ends on 11/30)	Oct-17
			M-CHR-RD.TXT - for the Regular sale pricing (ends on 12/24)	
			M-CHR-CN.TXT - for the Conservative catalog (ends on 11/30)	
			M-CHR-CD.TXT - for the Conservative catalog (ends on 12/24)	
2 Day Flyer	2D-17	11/06/17	M-2DAY-R.TXT - for the 2 Day Regular pricing	
Countdown to Christmas Catalog	12-17	11/27/17	M-CTC-R.TXT - for the Regular sale pricing	Nov-17
			M-CTC-C.TXT - for the Conservative catalog	