

Munce Catalog Information (Schedule and File Names) for 2019

2019 Catalogs/Flyers	Promo Code	Catalog In Home Date	File Name	Month of Bookstore Manager Update	Brooke Sends to Bookstore Manager
1st Quarter					
New Year New You Catalog (JAN/FEB)	01-19	12/31/18	M-JAN-R4.TXT - for the Regular catalog running 4 weeks	Dec-18	12/3/2018
			M-JAN-R6.TXT - for the Regular catalog running 6 weeks		
			M-JAN-RF.TXT - for the Regular catalog Flexible dates		
Winter Flyer (FEB)	02-19	01/28/19	M-FEB-R.TXT - for the Regular flyer	Jan-19	1/7/2019
			M-FEB-RF.TXT - for the Regular flyer Flexible dates		
Winter Sale Catalog (FEB/MAR)	03-19	02/18/19	M-MAR-R4.TXT - for the Regular catalog running 4 weeks	Jan-19	1/7/2019
			M-MAR-R6.TXT - for the Regular catalog running 6 weeks		
			M-MAR-RF.TXT - for the Regular catalog Flexible dates		
2nd Quarter					
Spring Sale Catalog (APR/MAY)	04-19	04/01/19	M-APR-R4.TXT - for the Regular catalog running 4 weeks	Mar-19	3/4/2019
			M-APR-R6.TXT - for the Regular catalog running 6 weeks		
			M-APR-RF.TXT - for the Regular catalog Flexible dates		
			M-APR-C4.TXT - for the Conservative catalog running 4 weeks		
			M-APR-C6.TXT - for the Conservative catalog running 6 weeks		
Spring Sale Flyer (MAY)	05-19	04/29/19	M-MAY-R.TXT - for the Regular flyer	Apr-19	4/1/2019
			M-MAY-RF.TXT - for the Regular flyer Flexible dates		
Summer Sale Catalog (MAY/JUN)	06-19	05/20/19	M-JUN-R4.TXT - for the Regular catalog running 4 weeks	May-19	5/6/2019
			M-JUN-R6.TXT - for the Regular catalog running 6 weeks		
			M-JUN-RF.TXT - for the Regular catalog Flexible dates		
3rd Quarter					
Shop Independent/Local Postcard (JUL)	07-19	07/01/19	M-JUL-R.TXT - for the Regular postcard	Jun-19	6/3/2019
			M-JUL-RF.TXT - for the Regular postcard Flexible dates		
Back to Basics Catalog (AUG/SEP)	08-19	07/29/19	M-AUG-R4.TXT - for the Regular catalog running 4 weeks	Jul-19	7/1/2019
			M-AUG-R6.TXT - for the Regular catalog running 6 weeks		
			M-AUG-RF.TXT - for the Regular catalog Flexible dates		
Fall Flyer (SEP)	09-19	09/02/19	M-SEP-R.TXT - for the Regular flyer	Aug-19	8/5/2019
			M-SEP-RF.TXT - for the Regular flyer Flexible dates		
Fall Sale Catalog (SEP/OCT)	10-19	09/16/19	M-OCT-R4.TXT - for the Regular catalog running 4 weeks	Sep-19	9/3/2019
			M-OCT-R6.TXT - for the Regular catalog running 6 weeks		
			M-OCT-RF.TXT - for the Regular catalog Flexible dates		
			M-OCT-C4.TXT - for the Conservative catalog running 4 weeks		
			M-OCT-C6.TXT - for the Conservative catalog running 6 weeks		
4th Quarter					
Christmas Sale Event Catalog (NOV)	11-19	11/04/19	M-NOV-RN.TXT - for the Regular catalog (ends on 11/30)	Oct-19	10/1/2019
			M-NOV-RD.TXT - for the Regular catalog (ends on 12/24)		
			M-NOV-RF.TXT - for the Regular catalog Flexible dates		
			M-NOV-CN.TXT - for the Conservative catalog (ends on 11/30)		
			M-NOV-CD.TXT - for the Conservative catalog (ends on 12/24)		
2 Day Flyer	2D-19	11/11/19	M-2DAY-R.TXT - for the 2 Day Regular flyer	Oct-19	10/1/2019
			M-2DAY-RF.TXT - for the 2 Day Regular flyer Flexible dates		
Christmas Flyer (NOV/DEC)	CF-19	11/11/19	M-CMAS-R.TXT - for the Regular flyer	Oct-19	10/1/2019
			M-CMAS-RF.TXT - for the Regular flyer Flexible dates		
Countdown to Christmas Catalog (DEC)	12-19	12/02/19	M-DEC-R4.TXT - for the Regular catalog running 4 weeks	Nov-19	11/4/2019
			M-DEC-R6.TXT - for the Regular catalog running 6 weeks		
			M-DEC-RF.TXT - for the Regular catalog Flexible dates		