

MUSIC PLAYER NETWORK

2009 MUSIC PLAYER NETWORK MEDIA SCHEDULE

	GUITAR PLAYER	BASS PLAYER	KEYBOARD	EQ
JANUARY				
Ad Close	10/15	10/22	10/31	10/29
Materials Due	10/21	10/28	11/7	11/4
On Sale Date	12/9	12/16	12/30	12/23
FEBRUARY				
Ad Close	11/5	11/26	12/3	11/25
Materials Due	11/7	12/2	12/9	12/2
On Sale Date	12/30	1/20	1/27	1/20
MARCH				
Ad Close	12/3	12/17	12/31	12/22
Materials Due	12/4	12/24	1/6	12/30
On Sale Date	1/27	2/17	2/24	2/17
APRIL				
Ad Close	12/30	1/21	2/4	1/28
Materials Due	1/5	1/27	2/10	2/3
On Sale Date	2/24	3/17	3/31	3/24
MAY				
Ad Close	1/28	2/18	3/4	2/25
Materials Due	2/2	2/24	3/10	3/3
On Sale Date	3/24	4/14	4/29	4/21
JUNE				
Ad Close	2/25	3/18	4/1	3/25
Materials Due	3/2	3/24	4/7	3/31
On Sale Date	4/21	5/12	5/26	5/19
JULY				
Ad Close	3/25	4/15	5/6	4/29
Materials Due	3/31	4/21	5/12	5/5
On Sale Date	5/19	6/9	6/30	6/23
AUGUST				
Ad Close	4/22	5/13	6/3	5/27
Materials Due	4/28	5/18	6/9	6/2
On Sale Date	6/16	7/7	7/28	7/21
SEPTEMBER				
Ad Close	5/20	6/10	7/1	6/24
Materials Due	5/26	6/16	7/7	6/30
On Sale Date	7/14	8/4	8/25	8/18
GP Classic Lessons Series <i>GUITAR PLAYER SPECIAL ISSUES</i>				
Ad Close	6/3	7/29		
Materials Due	6/8	8/4		
On Sale Date	7/28	9/22		
OCTOBER				
Ad Close	6/17	7/8	8/5	7/29
Materials Due	6/22	7/14	8/11	8/4
On Sale Date	8/11	9/1	9/29	9/22
NOVEMBER				
Ad Close	7/15	8/5	9/2	8/26
Materials Due	7/21	8/11	9/8	9/1
On Sale Date	9/8	9/29	10/27	10/20
NOVEMBER/DECEMBER <i>GP DECEMBER #2</i> <i>BP NOVEMBER #2</i>				
Ad Close	9/9	9/2		
Materials Due	9/15	9/8		
On Sale Date	11/3	10/27		
DECEMBER				
Ad Close	8/12	9/30	9/30	9/23
Materials Due	8/17	10/6	10/6	9/29
On Sale Date	10/6	11/24	11/24	11/17
JANUARY 2010				
Ad Close	10/7	10/28	11/4	10/28
Materials Due	10/13	11/3	11/10	11/3
On Sale Date	12/1	12/22	12/29	12/22
FEBRUARY 2010				
Ad Close	10/29	11/25	tba	tba
Materials Due	11/4	12/11		
On Sale Date	12/29	1/19		
MPN Gear Guides <i>Guitar & Bass Gear Guide</i> <i>2009 Holiday Ultimate Gear Guide - GP, BP, KB, EQ</i>				
Ad Close	4/8		8/27	
Materials Due	4/14		9/2	
On Sale Date	6/2		10/20	
Email Newsletter <i>FRETWIRE</i> <i>DIRECT IN</i> <i>KEY NEWS</i> <i>RECORD READY</i>				
Ad Close	2nd & 4th Wed of Month	1st & 3rd Wed of Month	1st & 3rd Thu of Month	2nd & 4th Thu of Month
Deployment Date	1st and 3rd Wed	2nd & 4th Wed of Month	2nd & 4th Thu of Month	1st & 3rd Thu of Month
Events <i>GP Guitar Superstar</i> <i>BP Bass Player LIVE!</i>				
Sponsorship Close	tba	6/2		
Event Date	tba	October 2009		

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