

2010 On-Air Material Specifications and Deadlines

Flight Month	On- Air Date	Close Date	Material Due Date
January	December 28, 2009	November 11 2009	December 14, 2009
February	February 1	December 23	January 18
March	March 1	January 22	February 15
April	March 29	February 22	March 15
May	April 26	March 22	April 12
June	May 31	April 26	May 17
July	June 28	May 24	June 14
August	July 26	June 18	July 11
September	August 30	July 26	August 16
October	September 27	August 20	September 13
November	November 1	September 24	October 18
December	November 29	October 22	November 15

Material Specifications:

All commercials subject to Medical Advisory Board review. Advertising/commercials should be submitted on broadcast-quality videotape with SMPTE color bars, audio tone and identifying slate at the head.

Please submit: (1) VHS, DVD or online link on Close Date
 (1) Beta SP on Material Due Date

Please submit all Materials and direct any production-related questions to:

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