

Madison Life Stage Direct Mail Program 2006 Planning Calendar

	<i>Family Advantage Expectant Parent</i>	<i>Family Advantage New Parent</i>	<i>Family Advantage Español</i>	<i>Family Advantage Young Family</i>	<i>Madison Teen</i>	<i>New Mover</i>
January	165m	300m	500m	7.5mm		1.5mm
February	165m	300m				1.5mm
March	165m	300m				1.5mm
April	165m	300m	500m	7.5mm		1.5mm
May	165m	300m				1.5mm
June	165m	300m	500m	7.5mm		1.5mm
July	165m	300m				1.5mm
August	165m	300m				1.5mm
September	165m	300m	500m	7.5mm	3.5mm	1.5mm
October	165m	300m				1.5mm
November	165m	300m	500m	7.5mm		1.5mm
December	165m	300m				1.5mm
TOTAL	1.98mm	3.6mm	2.5mm	37.5mm	3.5mm	18mm

Important Dates for Advertisers

Program	Final Film Due	Printed Inserts Due	In Home Date
Family Advantage Expectant Parent	Two months prior to mail date	First of the month prior to mail date	Mails 4th week of each month In-home 1st week of next
Family Advantage New Parent	Two months prior to mail date	First of the month prior to mail date	Mails 4th week of each month In-home 1st week of next
Family Advantage Young Family and Español	October 25, 2005 January 3, 2006 March 8, 2006 June 13, 2006 August 8, 2006	November 8, 2005 January 26, 2006 March 31, 2006 July 6, 2006 September 1, 2006	Week of January 8-15, 2006 Week of April 3 -April 10, 2006 Week of June 5 - June 12, 2006 Week of September 10-17, 2006 Week of November 6-13, 2006
Madison Teen	May 12, 2006	June 13, 2006	Week of September 11-18, 2006
New Mover	Two and a half months prior to mail month	Month and a half prior to mail month	Throughout the month

Call your Madison representative for information about these and other Madison programs and services

Madison Direct Marketing

Delivering Your Business Objectives through Proven Multibrand Direct Mail Advertising Programs



Family Advantage
Expectant Parent
Direct Mail Advertising Program



Family Advantage
New Parent
Direct Mail Advertising Program



Family Advantage
Young Family 0-2
Direct Mail Advertising Program



Family Advantage
Young Family 2+
Direct Mail Advertising Program



Madison
Teen
Direct Mail Advertising Program



Family Advantage
Hispanic
Direct Mail Advertising Program



America's New Mover
Telephone Directory
Ride Along Advertising Program

Contact Madison for information about any program on this direct mail calendar.

Madison Direct Marketing.....	(203) 653-3200	www.madisondm.com
Chris Hulse, <i>President</i>	(203) 653-3221	chulse@madisondm.com
Bruce Gold, <i>Executive Vice President</i>	(203) 653-3211	bgold@madisondm.com
Rich Mercado, <i>Senior Account Manager</i>	(203) 653-3230	rmercado@madisondm.com
Barry Levitt, <i>Account Executive</i>	(203) 653-3214	blevitt@madisondm.com