

Perseus Distribution Seasonal Deadlines

Season	Release (Ship) Month	On-Sale (Pub) Month	Title Information (p & e-books) "Finalized" in HELIX due	Advance Information (AI) sheets (p & e-books) in HELIX due	Jackets, Interiors and Reading Materials due on Resource Center	For ID Mass Merch. Accounts: Sales materials due	Pre Sales Conference	Catalogs Due	Sales Conference
Spring 2012	Feb-12	Mar-12	05/07/2011	20/07/2011	02/09/2011	Amerch 7/22, Clubs 9/1, Airports 11/1, Levy 8/15	August 2-3, 2011 & September 22, 2011	October 28, 2011	November 1-2, 2011
	Mar-12	Apr-12	05/07/2011	20/07/2011	02/09/2011	Amerch 7/22, Clubs 9/1, Airports 12/1, Levy 9/15			
	Apr-12	May-12	05/07/2011	20/07/2011	02/09/2011	Amerch 7/22, Clubs 9/1, Airports 1/1, Levy 10/15			
	May-12	Jun-12	05/07/2011	20/07/2011	02/09/2011	Amerch 7/22, Clubs 9/1, Airports 2/1, Levy 11/15			
	Jun-12	Jul-12	05/07/2011	20/07/2011	02/09/2011	Amerch 7/22, Clubs 9/1, Airports 3/1, Levy 12/15			
	Jul-12	Aug-12	05/07/2011	20/07/2011	02/09/2011	Amerch 7/22, Clubs 9/1, Airports 4/1, Levy 1/15			

Please have complete and accurate AIs and sales materials by the stated deadlines

Any titles dropped into the season after the deadlines have passed will require an AI immediately

Pre Sales conference will take place at the Perseus New York office located at 387 Park Ave South 12th Floor, New York, NY 10016

NOTES:

*Additional Sales Material include: jackets, interiors, blads, galleys, excerpts

**These early dates are specifically for the ID Channel

Amerch services Walmart and Sam's Club

Clubs include Costco and BJ's

Levy services Walmart, Target, Toys R Us and various grocery chains

*** Catalogs Due-The catalogs should already be at the conference site by this date and should also be enroute to the reps on the Catalog Distribution list
The Catalog Distribution List will be sent out at a later date

****Catalog Quantity/Sales material for Sales Conference: 50 copies