

# 2007 Advertising Calendar

## February-March 2007 Interior Design

Ad Space Reservation . . . . . Tuesday, November 14  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, November 14  
 Camera Ready Ad Deadline . . . . . Friday, December 1  
 Delivery & Distribution . . . . . January 5-8

## April 2007 Entertaining

Ad Space Reservation . . . . . Tuesday, January 16  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, January 16  
 Camera Ready Ad Deadline . . . . . Friday, January 26  
 Delivery & Distribution . . . . . March 2-5

## May 2007 Travel

Ad Space Reservation . . . . . Tuesday, February 13  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, February 13  
 Camera Ready Ad Deadline . . . . . Friday, March 2  
 Delivery & Distribution . . . . . April 6-9

## June 2007 Kids

Ad Space Reservation . . . . . Tuesday, March 20  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, March 20  
 Camera Ready Ad Deadline . . . . . Friday, April 6  
 Delivery & Distribution . . . . . May 4-7

## July 2007 Magnificent Obsessions

Ad Space Reservation . . . . . Tuesday, April 24  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, April 24  
 Camera Ready Ad Deadline . . . . . Friday, May 11  
 Delivery & Distribution . . . . . June 8-11

## August 2007 Fresh Foods/Harvest

Ad Space Reservation . . . . . Tuesday, May 29  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, May 29  
 Camera Ready Ad Deadline . . . . . Friday, June 15  
 Delivery & Distribution . . . . . July 13-16

## September 2007 Travel

Ad Space Reservation . . . . . Tuesday, July 3  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, July 3  
 Camera Ready Ad Deadline . . . . . Friday, July 20  
 Delivery & Distribution . . . . . August 17-20

## October/November 2007 Dining & Drink

Ad Space Reservation . . . . . Tuesday, August 7  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, August 7  
 Camera Ready Ad Deadline . . . . . Friday, August 24  
 Delivery & Distribution . . . . . September 21-24

## December/January 2008 Holiday Activities and Events

Ad Space Reservation . . . . . Tuesday, October 2  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, October 2  
 Camera Ready Ad Deadline . . . . . Friday, October 19  
 Delivery & Distribution . . . . . November 16-19

### Special Issues

## May 2007 LAKE HOME

Ad Space Reservation . . . . . Tuesday, February 13  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, February 13  
 Camera Ready Ad Deadline . . . . . Friday, March 2  
 Delivery & Distribution . . . . . April 6-9

## August 2007 LAKE HOME

Ad Space Reservation . . . . . Tuesday, May 29  
 Ad Materials Deadline (LAKE Creates) . . . . . Tuesday, May 29  
 Camera Ready Ad Deadline . . . . . Friday, June 15  
 Delivery & Distribution . . . . . July 13 -15

