

## WCAR 2011 HOMES MAGAZINE DELIVERY AND BID SCHEDULE

Issue	Bids on covers due by	ALL ads must be to Publisher by:	Magazines Delivered	Bids to Date FRONT	Bids to Date BACK	2010 Bids FRONT	2010 Bids BACK
	<b>THURSDAY 4 p.m.</b>		<i>Date</i>	<i>\$\$ out/\$\$ in</i>	<i>\$\$ out/\$\$ in</i>	<i>\$\$ out/\$\$ in</i>	<i>\$\$ out/\$\$ in</i>
<b>FEB</b>	13-Jan	20-Jan	28-Jan	116/101	91/71	109/95	102/72
<b>MAR</b>	10-Feb	17-Feb	25-Feb	201/133	151/65	112/98	100/68
<b>APRIL</b>	10-Mar	17-Mar	25-Mar	209/96	96/69	113/97.50	97/66
<b>MAY</b>	7-Apr	14-Apr	22-Apr	200/96	97/69	117/98	99/67.50
<b>JUNE</b>	5-May	12-May	20-May	139/98	98/73	123/97.50	101/68.50
<b>JULY</b>	2-Jun	9-Jun	17-Jun	143/101	101/73	200/99.50	105/71
<b>AUG</b>	14-Jul	21-Jul	29-Jul	200/98	105/76	137/100.50	105/72.50
<b>SEPT</b>	11-Aug	18-Aug	26-Aug	129/99	99/70	141/101.50	101/66
<b>OCT</b>	8-Sep	15-Sep	23-Sep	155/102	100/70	142.50/102.50	102.50/68.50
<b>NOV</b>	6-Oct	13-Oct	21-Oct	216/108	93/68	127/95	99/80
<b>DEC</b>	3-Nov	10-Nov	18-Nov	99/96	94/60	123/95	92.50/66.50
<b>JAN</b>	1-Dec	8-Dec	16-Dec			112/66	105/66
<b>AVERAGE BIDS FOR 2010</b>						129/96	100/69