




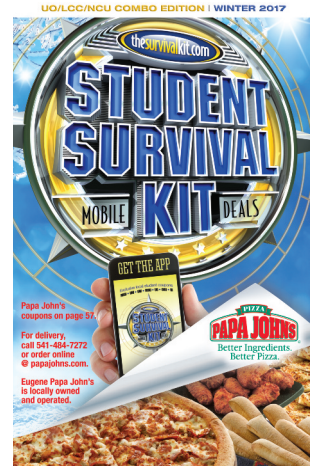
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2017-18 Survival Kit Coupon Book · Ad Closing & Distribution Calendar:

| UNIVERSITY | EDITION | CIRC. | AD CLOSING | DISTRIBUTION DATES/DELIVERY METHOD |
|---|---------------------|--------|------------|---|
| NEW! Montana State University | Fall semester '17 | 16,000 | 6/15/17 | 8/28/17 - Direct mail in apts/homes (USPS) & MSU Bookstore |
| NEW! Montana State University | Spring semester '18 | 16,000 | 11/23/17 | 1/10/18 - Direct mail in apts/homes (USPS) & MSU Bookstore |
| University of Montana | Fall semester '17 | 16,000 | 7/20/17 | 8/31/17 - Direct mail (residence halls) & The Bookstore at UM |
| University of Montana | Spring semester '18 | 16,000 | 12/12/17 | 1/22/18 - Direct mail (residence halls) & The Bookstore at UM |
| Oregon State University | Fall quarter '17 | 20,000 | 8/15/17 | 9/20/17 - Direct mail - In home/dorm/fraternity/sorority |
| Oregon State University | Winter quarter '18 | 20,000 | 11/21/17 | 1/8/18 - Direct mail - In home/dorm/fraternity/sorority |
| Oregon State University | Spring quarter '18 | 20,000 | 2/25/18 | 4/2/18 - Direct mail - In home/dorm/fraternity/sorority |
| UO/LCC/NCU Combo Edition | Fall quarter '17 | 20,000 | 8/15/17 | 9/25/17 - Mail to UO, NCU; Titan Store for LCC students & staff |
| UO/LCC/NCU Combo Edition | Winter quarter '18 | 20,000 | 11/28/17 | 1/08/18 - Mail to UO, NCU; Titan Store for LCC students & staff |
| UO/LCC/NCU Combo Edition | Spring quarter '18 | 20,000 | 2/22/18 | 4/2/18 - Mail to UO, NCU; Titan Store for LCC students & staff |
| University of Washington | Summer quarter '17 | 10,750 | 5/17/17 | 6/19/17 - UW Housing, The Hub & University Bookstore |
| University of Washington | Fall quarter '17 | 20,000 | 7/28/17 | 9/27/17 - UW Housing, The Hub & University Bookstore |
| University of Washington | Winter quarter '18 | 20,000 | 11/13/17 | 1/03/18 - UW Housing, The Hub & University Bookstore |
| University of Washington | Spring quarter '18 | 20,000 | 2/24/18 | 3/26/18 - UW Housing, The Hub & University Bookstore |
| Palouse Region Survival Kit (local residents) | Winter '17 | 20,000 | 9/15/17 | 10/18/17 - Direct mail, in-homes to 99163 and 83843 |
| Palouse Region Survival Kit (local residents) | Summer '18 | 20,000 | 4/5/18 | 5/16/18 - Direct mail, in-homes to 99163 and 83843 |
| Washington State University/University of Idaho | Fall semester '17 | 28,000 | 7/13/17 | 8/21/17 - WSU/UI Housing & WSU/UI Bookstores |
| Washington State University/University of Idaho | Spring semester '18 | 28,000 | 12/2/17 | 1/8/18 - WSU/UI Housing & WSU/UI Bookstores |