

**AD TRACK BIBLE
2005**

AD WK #	MERCHANT TEAM PROOFS AD	ALL AD ORDERS W/ WK## and FA## PO TYPE MUST BE APPROVED & 100% ALLOCATED NO LATER THAN THIS DATE-MIN 8 WEEKS BEFORE AD BREAKS.	EXECUTIVE FINAL KODAK PROOF OF AD	VENDORS MUST HAVE ALL ROUTING AND/OR SHIPPING INFO FOR AD ORDERS W/ WK## and FA## PO TYPE MUST BE KEYED INTO www.pamida.com , "Ad Track Shipping" NO LATER THAN THIS DATE	FINAL AD FILM TO PRINTER	ALL COMBO AD/REPL ORDERS W/ W+## PO TYPE MUST BE APPROVED & AD PORTION ALLOCATED NO LATER THAN THIS DATE	ALL WK#, FA## & W+## PO'S SUGGEST-ED NOT BEFORE DATE (Based on <7 day lead time)	ALL WK#, FA## & W+## PO'S CAN SHIP NO LATER THAN (not after) THIS DATE	VENDORS MUST HAVE ALL ROUTING AND/OR SHIPPING INFO FOR COMBO AD ORDERS W/ W+## PO TYPE MUST BE KEYED INTO www.pamida.com "Ad Track Shipping" NO LATER THAN THIS DATE	ALL AD GOODS MUST BE AT DC'S NO LATER THAN THIS DATE-4 WKS BEFORE AD BREAKS.	LAST DAY DC STOCK TRANSFERS CAN BE KEYED AND MAKE ALL STORES-3 WEEKS AND 2 DAYS BEFORE AD BREAKS	LAST DAY DC CAN CROSS DOCK AD MERCHAN-DISE AND MAKE ALL STORES IN TIME TO SET FOR AD-2 WEEKS BEFORE AD BREAKS	ADV034 AND 036 SUMMARIES AVAILABLE ON CRYSTAL REPORTS LISTING ALL ITEMS FOR CURRENT AD AND AD TO BREAK SAT. NOT ON HAND AT STORES	AD BREAK DATE
Merchant Team Ad Track Timeline		Based on lead time needed, if ad item will not arrive in time for ad, kill it.	LAST CHANCE TO PULL ITEM OUT OF AD!	Check Ad Tracking reports for late approvals or ship windows and that all routing info in		Check Ad Tracking reports for late approvals or ship windows			Check Ad Tracking reports to insure all routing info in	Check Ad Tracking reports to insure all ad PO's "In Gate"	Check Ad Tracking reports to insure stock transfers done from DC for shorted ad PO's.	Check Ad Tracking reports to insure all Ad PO's are received at DC's.	Compare to Ad Tracking exception report to determine accountability for missing ad goods.	
	THUR /FRI	SATURDAY	WEDNESDAY	MONDAY	THURSDAY	TUESDAY	WEDNESDAY	TUESDAY	MONDAY	SATURDAY	WEDNESDAY	SATURDAY	MONDAY	SATURDAY
1-Feb	11/25	12/4	12/15	12/20	12/23	12/21	12/22	12/28	12/27	1/1	1/5	1/15	1/24	1/29
2	12/2	12/11	12/22	12/27	12/30	12/28	12/29	1/4	1/3	1/8	1/12	1/22	1/31	2/5
3	12/9	12/18	12/29	1/3	1/6	1/4	1/5	1/11	1/10	1/15	1/19	1/29	2/7	2/12
4	12/16	12/25	1/5	1/10	1/13	1/11	1/12	1/18	1/17	1/22	1/26	2/5	2/14	2/19
5-Mar	12/23	1/1	1/12	1/17	1/20	1/18	1/19	1/25	1/24	1/29	2/2	2/12	2/21	2/26
6	12/30	1/8	1/19	1/24	1/27	1/25	1/26	2/1	1/31	2/5	2/9	2/19	2/28	3/5
7	1/6	1/15	1/26	1/31	2/3	2/1	2/2	2/8	2/7	2/12	2/16	2/26	3/7	3/12
8	1/13	1/22	2/2	2/7	2/10	2/8	2/9	2/15	2/14	2/19	2/23	3/5	3/14	3/19
9	1/20	1/29	2/9	2/14	2/17	2/15	2/16	2/22	2/21	2/26	3/2	3/12	3/21	3/26
10-Apr	1/27	2/5	2/16	2/21	2/24	2/22	2/23	3/1	2/28	3/5	3/9	3/19	3/28	4/2
11	2/3	2/12	2/23	2/28	3/3	3/1	3/2	3/8	3/7	3/12	3/16	3/26	4/4	4/9
12	2/10	2/19	3/2	3/7	3/10	3/8	3/9	3/15	3/14	3/19	3/23	4/2	4/11	4/16
13	2/17	2/26	3/9	3/14	3/17	3/15	3/16	3/22	3/21	3/26	3/30	4/9	4/18	4/23
14-May	2/24	3/5	3/16	3/21	3/24	3/22	3/23	3/29	3/28	4/2	4/6	4/16	4/25	4/30
15	3/3	3/12	3/23	3/28	3/31	3/29	3/30	4/5	4/4	4/9	4/13	4/23	5/2	5/7
16	3/10	3/19	3/30	4/4	4/7	4/5	4/6	4/12	4/11	4/16	4/20	4/30	5/9	5/14
17	3/17	3/26	4/6	4/11	4/14	4/12	4/13	4/19	4/18	4/23	4/27	5/7	5/16	5/21
18-Jun	3/24	4/2	4/13	4/18	4/21	4/19	4/20	4/26	4/25	4/30	5/4	5/14	5/23	5/28
19	3/31	4/9	4/20	4/25	4/28	4/26	4/27	5/3	5/2	5/7	5/11	5/21	5/30	6/4
20	4/7	4/16	4/27	5/2	5/5	5/3	5/4	5/10	5/9	5/14	5/18	5/28	6/6	6/11
21	4/14	4/23	5/4	5/9	5/12	5/10	5/11	5/17	5/16	5/21	5/25	6/4	6/13	6/18
22	4/21	4/30	5/11	5/16	5/19	5/17	5/18	5/24	5/23	5/28	6/1	6/11	6/20	6/25
23-Jul	4/28	5/7	5/18	5/23	5/26	5/24	5/25	5/31	5/30	6/4	6/8	6/18	6/27	7/2
24	5/5	5/14	5/25	5/30	6/2	5/31	6/1	6/7	6/6	6/11	6/15	6/25	7/4	7/9
25	5/12	5/21	6/1	6/6	6/9	6/7	6/8	6/14	6/13	6/18	6/22	7/2	7/11	7/16
26	5/19	5/28	6/8	6/13	6/16	6/14	6/15	6/21	6/20	6/25	6/29	7/9	7/18	7/23

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27-Aug	5/26	6/4	6/15	6/20	6/23	6/21	6/22	6/28	6/27	7/2	7/6	7/16	7/25	7/30
28	6/2	6/11	6/22	6/27	6/30	6/28	6/29	7/5	7/4	7/9	7/13	7/23	8/1	8/6
29	6/9	6/18	6/29	7/4	7/7	7/5	7/6	7/12	7/11	7/16	7/20	7/30	8/8	8/13
30	6/16	6/25	7/6	7/11	7/14	7/12	7/13	7/19	7/18	7/23	7/27	8/6	8/15	8/20
31-Sept	6/23	7/2	7/13	7/18	7/21	7/19	7/20	7/26	7/25	7/30	8/3	8/13	8/22	8/27
32	6/30	7/9	7/20	7/25	7/28	7/26	7/27	8/2	8/1	8/6	8/10	8/20	8/29	9/3
33	7/7	7/16	7/27	8/1	8/4	8/2	8/3	8/9	8/8	8/13	8/17	8/27	9/5	9/10
34	7/14	7/23	8/3	8/8	8/11	8/9	8/10	8/16	8/15	8/20	8/24	9/3	9/12	9/17
35	7/21	7/30	8/10	8/15	8/18	8/16	8/17	8/23	8/22	8/27	8/31	9/10	9/19	9/24
36-Oct	7/28	8/6	8/17	8/22	8/25	8/23	8/24	8/30	8/29	9/3	9/7	9/17	9/26	10/1
37	8/4	8/13	8/24	8/29	9/1	8/30	8/31	9/6	9/5	9/10	9/14	9/24	10/3	10/8
38	8/11	8/20	8/31	9/5	9/8	9/6	9/7	9/13	9/12	9/17	9/21	10/1	10/10	10/15
39	8/18	8/27	9/7	9/12	9/15	9/13	9/14	9/20	9/19	9/24	9/28	10/8	10/17	10/22
40-Nov	8/25	9/3	9/14	9/19	9/22	9/20	9/21	9/27	9/26	10/1	10/5	10/15	10/24	10/29
41	9/1	9/10	9/21	9/26	9/29	9/27	9/28	10/4	10/3	10/8	10/12	10/22	10/31	11/5
42	9/8	9/17	9/28	10/3	10/6	10/4	10/5	10/11	10/10	10/15	10/19	10/29	11/7	11/12
43	9/15	9/24	10/5	10/10	10/13	10/11	10/12	10/18	10/17	10/22	10/26	11/5	11/14	11/19
44-Dec	9/22	10/1	10/12	10/17	10/20	10/18	10/19	10/25	10/24	10/29	11/2	11/12	11/21	11/26
45	9/29	10/8	10/19	10/24	10/27	10/25	10/26	11/1	10/31	11/5	11/9	11/19	11/28	12/3
46	10/6	10/15	10/26	10/31	11/3	11/1	11/2	11/8	11/7	11/12	11/16	11/26	12/5	12/10
47	10/13	10/22	11/2	11/7	11/10	11/8	11/9	11/15	11/14	11/19	11/23	12/3	12/12	12/17
48	10/20	10/29	11/9	11/14	11/17	11/15	11/16	11/22	11/21	11/26	11/30	12/10	12/19	12/24
49-Jan	10/27	11/5	11/16	11/21	11/24	11/22	11/23	11/29	11/28	12/3	12/7	12/17	12/26	12/31
50	11/3	11/12	11/23	11/28	12/1	11/29	11/30	12/6	12/5	12/10	12/14	12/24	1/2	1/7
51	11/10	11/19	11/30	12/5	12/8	12/6	12/7	12/13	12/12	12/17	12/21	12/31	1/9	1/14
52	11/17	11/26	12/7	12/12	12/15	12/13	12/14	12/20	12/19	12/24	12/28	1/7	1/16	1/21