

Perseus Distribution Seasonal Deadlines

Season	Release (ship) Month	On-Sale (pub) Month	Title Information in HELIX due	Advance Information (AI) sheets due	Jackets, Interiors, blads, other materials due	For ID Mass Merch. Accounts: Sales materials due	Presales Conference	Catalogs Due	Sales Conference
Spring 2010	Feb-10	Mar-10	7/29/2009	8/26/2009	10/9/2009	9/4/2009	9/17- 9/18/09	*10/28/09	11/3-11/6/09
	Mar-10	Apr-10	7/29/2009	8/26/2009	10/9/2009	10/30/2009			
	Apr-10	May-10	7/29/2009	8/26/2009	10/9/2009	11/30/2009			
	May-10	Jun-10	7/29/2009	8/26/2009	10/9/2009	12/23/2009			
	Jun-10	Jul-10	7/29/2009	8/26/2009	10/9/2009	1/29/2010			
	Jul-10	Aug-10	7/29/2009	8/26/2009	10/9/2009	2/26/2010			

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

***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
Catalog Quantity for Sales Conference: 50-70**

Presales conference will take place at the Perseus New York office located at 387 Park Ave South 12th Floor

Sales conference will take place in the New York area