

# THE BOTTOMLINE ADVERTISING DEADLINES

	DEADLINE	STREET DATE	SPECIAL ISSUES
Volume 29 Issue 1	08/28/09	09/11/09	Cinema Diverse
Volume 29 Issue 2	09/11/09	09/25/09	
Volume 29 Issue 3	09/25/09	10/09/09	EQCA
Volume 29 Issue 4	10/09/09	10/23/09	AIDS Walk
Volume 29 Issue 5	10/23/09	11/06/09	Palm Springs Pride
Volume 29 Issue 6	11/06/09	11/20/09	Holiday
Volume 29 Issue 7	11/20/09	12/04/09	
Volume 29 Issue 8	12/04/09	12/18/09	
Volume 29 Issue 9	12/18/09	01/01/10	PS International Film Festival
Volume 29 Issue 10	01/01/10	01/15/10	
Volume 29 Issue 11	01/15/10	01/29/10	Home Design & Architecture
Volume 29 Issue 12	01/29/10	02/12/10	Steve Chase
Volume 29 Issue 13	02/12/10	02/26/10	Fashion
Volume 29 Issue 14	02/26/10	03/12/10	Opera Arts
Volume 29 Issue 15	03/12/10	03/26/10	Dinah Shore
Volume 29 Issue 16	03/26/10	04/09/10	White Party
Volume 29 Issue 17	04/09/10	04/23/10	Evening Under the Stars
Volume 29 Issue 18	04/23/10	05/07/10	
Volume 29 Issue 19	05/07/10	05/21/10	Travel
Volume 29 Issue 20	05/21/10	06/04/10	Pet Issue
Volume 29 Issue 21	06/04/10	06/18/10	Short Film Festival
Volume 29 Issue 22	06/18/10	07/02/10	Fourth of July
Volume 29 Issue 23	07/02/10	07/16/10	San Diego Pride
Volume 29 Issue 24	07/16/10	07/30/10	
Volume 29 Issue 25	07/30/10	08/13/10	
Volume 29 Issue 26	08/13/10	08/27/10	Health & Fitness

Magazine features may change at the editor's discretion.

## TESTIMONIALS FROM OUR ADVERTISERS

*"As a real estate agent in the Coachella Valley, The BottomLine has been a part of my business plan for over 15 years. I count on The BottomLine to reach a wide range of potential clients representing all economic levels, as well as geographic locations. They have contributed consistently and positively to my own success."*

— Greg Gray Pacific Union

*"The best ad quality ever created for our dealership. Sales are way up thanks to The BottomLine magazine."*

— Jim Harmon  
General Manager, Mercedes Benz, Infiniti & BMW of Palm Springs

*"The BottomLine has been the place to turn to starting up my practice here in the desert. For marketability and the number of households my ad reaches, you can't beat it. It has been instrumental in helping my practice grow."*

— J Scott Shepherd DMD Palm Springs Dental Practice

*"I have found that advertising in The BottomLine is one of the most effective choices when it comes to targeting our core customer."*

— Alford Harrison JGH Restaurant Enterprises Inc.

*"We consistently get great results from the ads we run in The BottomLine for our diverse group of clients."*

— Tim Rockwood  
Vice President, PMA Advertising & Public Relations INC

*We used to think we didn't need to advertise until we saw the response we got with just a small ad in The BottomLine magazine. Well, needless to say, we're thinking about upgrading. For reaching the gay and lesbian market—or anyone in the desert area for that matter—no one does it better and with more class than The BottomLine.*

— Charles Pearson & Thomas Sharkey owners of Hedge

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