

2011-2013 24-Month Program Marketing CountDown (CD) Calendar*

**“Clever...quick...a
great aid for getting
projects done on time.”**

Determine your mail dates, blast dates and “need by” dates with ease.
It answers this question fast: “How many weeks until...?”
Find the **CD** in the column beside today’s date. Find the **CD** in the column
beside the date in question. Take the difference. That is your answer.

2011	S	M	T	W	T	F	S	CD	2011-12	S	M	T	W	T	F	S	CD	2012	S	M	T	W	T	F	S	CD
JAN 2011	26	27	28	29	30	31	1	104	SEP	28	29	30	31	1	2	3	69	MAY	29	30	1	2	3	4	5	34
	2	3	4	5	6	7	8	103		4	5	6	7	8	9	10	68		6	7	8	9	10	11	12	33
	9	10	11	12	13	14	15	102		11	12	13	14	15	16	17	67		13	14	15	16	17	18	19	32
	16	17	18	19	20	21	22	101		18	19	20	21	22	23	24	66		20	21	22	23	24	25	26	31
FEB	23	24	25	26	27	28	29	100	OCT	25	26	27	28	29	30	1	65	JUN	27	28	29	30	31	1	2	30
	30	31	1	2	3	4	5	99		2	3	4	5	6	7	8	64		3	4	5	6	7	8	9	29
	6	7	8	9	10	11	12	98		9	10	11	12	13	14	15	63		10	11	12	13	14	15	16	28
	13	14	15	16	17	18	19	97		16	17	18	19	20	21	22	62		17	18	19	20	21	22	23	27
	20	21	22	23	24	25	26	96		23	24	25	26	27	28	29	61		24	25	26	27	28	29	30	26
MAR	27	28	1	2	3	4	5	95	NOV	30	31	1	2	3	4	5	60	JUL	1	2	3	4	5	6	7	25
	6	7	8	9	10	11	12	94		6	7	8	9	10	11	12	59		8	9	10	11	12	13	14	24
	13	14	15	16	17	18	19	93		13	14	15	16	17	18	19	58		15	16	17	18	19	20	21	23
	20	21	22	23	24	25	26	92		20	21	22	23	24	25	26	57		22	23	24	25	26	27	28	22
APR	27	28	29	30	31	1	2	91	DEC	27	28	29	30	1	2	3	56	AUG	29	30	31	1	2	3	4	21
	3	4	5	6	7	8	9	90		4	5	6	7	8	9	10	55		5	6	7	8	9	10	11	20
	10	11	12	13	14	15	16	89		11	12	13	14	15	16	17	54		12	13	14	15	16	17	18	19
	17	18	19	20	21	22	23	88		18	19	20	21	22	23	24	53		19	20	21	22	23	24	25	18
	24	25	26	27	28	29	30	87		25	26	27	28	29	30	31	52	SEP	26	27	28	29	30	31	1	17
MAY	1	2	3	4	5	6	7	86	JAN	1	2	3	4	5	6	7	51		2	3	4	5	6	7	8	16
	8	9	10	11	12	13	14	85	2012	8	9	10	11	12	13	14	50		9	10	11	12	13	14	15	15
	15	16	17	18	19	20	21	84		15	16	17	18	19	20	21	49		16	17	18	19	20	21	22	14
	22	23	24	25	26	27	28	83		22	23	24	25	26	27	28	48		23	24	25	26	27	28	29	13
JUN	29	30	31	1	2	3	4	82	FEB	29	30	31	1	2	3	4	47	OCT	30	1	2	3	4	5	6	12
	5	6	7	8	9	10	11	81		5	6	7	8	9	10	11	46		7	8	9	10	11	12	13	11
	12	13	14	15	16	17	18	80		12	13	14	15	16	17	18	45		14	15	16	17	18	19	20	10
	19	20	21	22	23	24	25	79		19	20	21	22	23	24	25	44		21	22	23	24	25	26	27	9
JUL	26	27	28	29	30	1	2	78	MAR	26	27	28	29	1	2	3	43	NOV	28	29	30	31	1	2	3	8
	3	4	5	6	7	8	9	77		4	5	6	7	8	9	10	42		4	5	6	7	8	9	10	7
	10	11	12	13	14	15	16	76		11	12	13	14	15	16	17	41		11	12	13	14	15	16	17	6
	17	18	19	20	21	22	23	75		18	19	20	21	22	23	24	40		18	19	20	21	22	23	24	5
	24	25	26	27	28	29	30	74		25	26	27	28	29	30	31	39	DEC	25	26	27	28	29	30	1	4
AUG	31	1	2	3	4	5	6	73	APR	1	2	3	4	5	6	7	38		2	3	4	5	6	7	8	3
	7	8	9	10	11	12	13	72		8	9	10	11	12	13	14	37		9	10	11	12	13	14	15	2
	14	15	16	17	18	19	20	71		15	16	17	18	19	20	21	36		16	17	18	19	20	21	22	1
	21	22	23	24	25	26	27	70		22	23	24	25	26	27	28	35		23	24	25	26	27	28	29	0

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