

Div/ Dept.	Marketing Calendar
Ad Event / Date:	Dec. 2011—Midnight Madness Jan. 2012 -Easy Spirit Feb. 2012 - White Sale
End Date:	
Issue / Update / Action	The December Marketing Calendar has been updated to reflect our Mid-night Madness promotion, Easy Spirit Stock Sale and the White sale. Available to you at \SignsContent\SIGNS MARKETING CALENDAR\ on the Click and Find or on the weblinks to the right
To be Completed by	FYI
Contact	Kimberly Highland X4100 khighland@beallsinc.com
Link/ Attachmnt:	<a href="X:BDSAdvertising/SIGNS MARKETING CALENDAR">X:BDSAdvertising/SIGNS MARKETING CALENDAR</a>

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	95	98	99	727	732	739	747

ALL STORES	EMERGING	BALANCE	HERTIAGE	SELECT STORES
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DEC							JAN						
Midnight Madness Sale 12/21-12/23							Easy Spirit Sale 1/12/12 - 1/21/12						
<a href="X:BDSAdvertising/MidnightMadnessSale11">X:BDSAdvertising/MidnightMadnessSale11</a>							<a href="X:BDSAdvertising/EasySpirits2012">X:BDSAdvertising/EasySpirits2012</a>						
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30	31				
FEB							MAR						
White Sale 2/2/12 - 2/26-12													
<a href="X:BDSAdvertising/WhiteSale12">X:BDSAdvertising/WhiteSale12</a>													
			1	2	3	4				1	2	3	
5	6	7	8	9	10	11	4	5	6	7	8	9	10
12	13	14	15	16	17	18	11	12	13	14	15	16	17
19	20	21	22	23	24	25	18	19	20	21	22	23	24
26	27	28	29				24	25	26	27	28	29	30
							31						

EVENT	FIXTURE	MERCHANDISE	PRESENTATION	SIGNAGE
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