





# TELEVISION BUREAU OF ADVERTISING

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## 2007

## 2008

## 2009

	M	T	W	T	F	S	S		M	T	W	T	F	S	S		M	T	W	T	F	S	S
<b>JAN</b>	1	2	3	4	5	6	7	<b>JAN</b>	31	1	2	3	4	5	6	<b>JAN</b>	29	30	31	1	2	3	4
	8	9	10	11	12	13	14		7	8	9	10	11	12	13		5	6	7	8	9	10	11
	15	16	17	18	19	20	21	<b>FEB</b>	14	15	16	17	18	19	20	<b>FEB</b>	12	13	14	15	16	17	18
	22	23	24	25	26	27	28		21	22	23	24	25	26	27		19	20	21	22	23	24	25
<b>FEB</b>	29	30	31	1	2	3	4	<b>MAR</b>	28	29	30	31	1	2	3	<b>MAR</b>	26	27	28	29	30	31	1
	5	6	7	8	9	10	11		4	5	6	7	8	9	10		2	3	4	5	6	7	8
	12	13	14	15	16	17	18	<b>APR</b>	11	12	13	14	15	16	17	<b>APR</b>	9	10	11	12	13	14	15
	19	20	21	22	23	24	25		18	19	20	21	22	23	24		16	17	18	19	20	21	22
<b>MAR</b>	26	27	28	1	2	3	4	<b>MAY</b>	25	26	27	28	29	1	2	<b>MAY</b>	23	24	25	26	27	28	1
	5	6	7	8	9	10	11		3	4	5	6	7	8	9		2	3	4	5	6	7	8
	12	13	14	15	16	17	18	<b>JUN</b>	10	11	12	13	14	15	16	<b>JUN</b>	9	10	11	12	13	14	15
	19	20	21	22	23	24	25		17	18	19	20	21	22	23		16	17	18	19	20	21	22
<b>APR</b>	26	27	28	29	30	31	1	<b>JUL</b>	24	25	26	27	28	29	30	<b>JUL</b>	23	24	25	26	27	28	29
	2	3	4	5	6	7	8		31	1	2	3	4	5	6		20	21	22	23	24	25	26
	9	10	11	12	13	14	15	<b>AUG</b>	7	8	9	10	11	12	13	<b>AUG</b>	6	7	8	9	10	11	12
	16	17	18	19	20	21	22		14	15	16	17	18	19	20		13	14	15	16	17	18	19
	23	24	25	26	27	28	29	<b>SEP</b>	21	22	23	24	25	26	27	<b>SEP</b>	20	21	22	23	24	25	26
<b>MAY</b>	30	1	2	3	4	5	6	<b>OCT</b>	28	29	30	31	1	2	3	<b>OCT</b>	27	28	29	30	31	1	2
	7	8	9	10	11	12	13		4	5	6	7	8	9	10		3	4	5	6	7	8	9
	14	15	16	17	18	19	20	<b>NOV</b>	11	12	13	14	15	16	17	<b>NOV</b>	10	11	12	13	14	15	16
	21	22	23	24	25	26	27		18	19	20	21	22	23	24		17	18	19	20	21	22	23
<b>JUN</b>	28	29	30	31	1	2	3	<b>DEC</b>	25	26	27	28	29	30	31	<b>DEC</b>	24	25	26	27	28	29	30
	4	5	6	7	8	9	10		3	4	5	6	7	8	9		2	3	4	5	6	7	8
	11	12	13	14	15	16	17	<b>JAN</b>	10	11	12	13	14	15	16	<b>JAN</b>	9	10	11	12	13	14	15
	18	19	20	21	22	23	24		17	18	19	20	21	22	23		16	17	18	19	20	21	22
<b>JUL</b>	25	26	27	28	29	30	1	<b>FEB</b>	24	25	26	27	28	29	30	<b>FEB</b>	23	24	25	26	27	28	29
	2	3	4	5	6	7	8		31	1	2	3	4	5	6		20	21	22	23	24	25	26
	9	10	11	12	13	14	15	<b>MAR</b>	7	8	9	10	11	12	13	<b>MAR</b>	6	7	8	9	10	11	12
	16	17	18	19	20	21	22		14	15	16	17	18	19	20		13	14	15	16	17	18	19
<b>AUG</b>	23	24	25	26	27	28	29	<b>APR</b>	21	22	23	24	25	26	27	<b>APR</b>	20	21	22	23	24	25	26
	30	31	1	2	3	4	5		28	29	30	31	1	2	3		19	20	21	22	23	24	
<b>SEP</b>	4	5	6	7	8	9	10	<b>MAY</b>	5	6	7	8	9	10	11	<b>MAY</b>	4	5	6	7	8	9	10
	11	12	13	14	15	16	17		12	13	14	15	16	17	18		3	4	5	6	7	8	9
	18	19	20	21	22	23	24	<b>JUN</b>	19	20	21	22	23	24	25	<b>JUN</b>	18	19	20	21	22	23	24
<b>OCT</b>	25	26	27	28	29	30	1	<b>JUL</b>	26	27	28	29	30	31	1	<b>JUL</b>	25	26	27	28	29	30	31
	2	3	4	5	6	7	8		2	3	4	5	6	7	8		1	2	3	4	5	6	7
	9	10	11	12	13	14	15	<b>AUG</b>	9	10	11	12	13	14	15	<b>AUG</b>	8	9	10	11	12	13	14
	16	17	18	19	20	21	22		16	17	18	19	20	21	22		15	16	17	18	19	20	21
<b>NOV</b>	23	24	25	26	27	28	29	<b>SEP</b>	23	24	25	26	27	28	29	<b>SEP</b>	22	23	24	25	26	27	28
	30	31	1	2	3	4	5		30	1	2	3	4	5	6		21	22	23	24	25	26	27
<b>DEC</b>	6	7	8	9	10	11	12	<b>OCT</b>	7	8	9	10	11	12	13	<b>OCT</b>	6	7	8	9	10	11	12
	13	14	15	16	17	18	19		14	15	16	17	18	19	20		5	6	7	8	9	10	11
	20	21	22	23	24	25	26	<b>NOV</b>	21	22	23	24	25	26	27	<b>NOV</b>	20	21	22	23	24	25	26
	27	28	29	30	31	1	2		28	29	30	31	1	2	3		19	20	21	22	23	24	25
<b>JAN</b>	3	4	5	6	7	8	9	<b>DEC</b>	5	6	7	8	9	10	11	<b>DEC</b>	4	5	6	7	8	9	10
	10	11	12	13	14	15	16		12	13	14	15	16	17	18		3	4	5	6	7	8	9
	17	18	19	20	21	22	23	<b>JAN</b>	19	20	21	22	23	24	25	<b>JAN</b>	18	19	20	21	22	23	24
	24	25	26	27	28	29	30		26	27	28	29	30	31	1		17	18	19	20	21	22	23

This standard Broadcast calendar, created in the 1960s, is designed to conform to the uniform billing period adopted by Broadcasters, Agencies and Advertisers for billing and planning functions. Under this system, the standard week starts on Monday and ends on Sunday. The standard Broadcast billing month always ends on the last Sunday of the calendar month.