



2011 Insert Schedule

There are 4 typical Coupon Inserts that come in your newspaper at different times during the year

1. SmartSource (SS)
2. Red Plum (RP): also known as Valassis
3. Procter & Gamble (P&G): usually comes out the first weekend of every month
4. General Mills (GM): sporadic insert put out usually the first weekend of the month (just not every month)

All information here is subject to change. Please visit "TrueCouponing.com >Coupons>Coupon Inserts" for the most up-to-date info

~ January ~

- 2 - (2) SmartSource (2) RedPlum and General Mills
- 9 - (2) SmartSource and RedPlum
- 16 - SmartSource and Procter & Gamble
- 23 - SmartSource and RedPlum
- 30 - SmartSource and (2) RedPlum

~ February ~

- 6 - SmartSource and RedPlum
- 13 - SmartSource and RedPlum
- 20 - RedPlum and Procter & Gamble
- 27 - SmartSource

~ March ~

- 6 - SmartSource, RedPlum and Procter & Gamble
- 13 - SmartSource and RedPlum
- 20 - SmartSource and RedPlum
- 27 - SmartSource, RedPlum and Procter & Gamble

~ April ~

- 3 - SmartSource
- 10 - SmartSource and RedPlum
- 17 - SmartSource and (2) RedPlum
- 24 - No Inserts Scheduled (Easter)

~ May ~

- 1 - SmartSource, RedPlum and Procter & Gamble
- 8 - SmartSource
- 15 - SmartSource and RedPlum
- 22 - SmartSource and RedPlum
- 29 - No Inserts Scheduled (Memorial Day)

~ June ~

- 5 - SmartSource, RedPlum and Procter & Gamble
- 12 - SmartSource and RedPlum
- 19 - SmartSource and RedPlum
- 26 - SmartSource and RedPlum

~ July ~

- 3 - No Inserts Scheduled (Independence Day)
- 10 - SmartSource and RedPlum
- 17 - SmartSource
- 24 - SmartSource and RedPlum
- 31 - SmartSource, (2) RedPlum and Procter & Gamble

~ August ~

- 7 - SmartSource and RedPlum
- 14 - SmartSource and RedPlum
- 21 - SmartSource
- 28 - SmartSource, RedPlum and Procter & Gamble

~ September ~

- 4 - No Inserts Scheduled (Labor Day)
- 11 - SmartSource and RedPlum
- 18 - SmartSource and RedPlum
- 25 - SmartSource and RedPlum

~ October ~

- 2 - SmartSource, RedPlum and Procter & Gamble
- 9 - SmartSource and RedPlum
- 16 - SmartSource and RedPlum
- 23 - SmartSource and RedPlum
- 30 - SmartSource and RedPlum

~ November ~

- 6 - SmartSource, RedPlum and Procter & Gamble
- 13 - SmartSource and RedPlum
- 20 - SmartSource
- 27 - No Inserts Scheduled (Thanksgiving)

~ December ~

- 4 - SmartSource, RedPlum and Procter & Gamble
- 11 - SmartSource and RedPlum
- 18 - No Inserts Scheduled (Christmas Holiday)
- 25 - Procter & Gamble