

as of oct 24 bmc	Schedule	Day	notes
Project meeting - conference call (SF internal with editor and writer)	24-Oct	Friday	
Recipe guidelines to restaurants (am) - Kevin Westley	24-Oct	Friday	
Edit line up rough/rough map GGRA to consider via email/call	29-Oct	Wednesday	
Design comps due (pm) for consider via email - any change requests	29-Oct	Wednesday	
PROJECT MEETING - in person at SF magazine ofcs (if necessary)			
Design comp final sign off	31-Oct	Friday	
Recipe line up due from GGRA (restaurant names approaching to participate)	31-Oct	Friday	
Edit line up finalized / Assign Editorial stories pm (4 weeks to write)	31-Oct	Friday	
Schedule photoshoot chefs as recipes submitted	31-Oct	Friday	
Start recipe text from GGRA to sf mag	31-Oct	Friday	
Recipe text due from chefs/GGRA to sf mag (pm) - latest	10-Nov	Monday	
End Recipe text to editor - end of day	10-Nov	Monday	
Photoshoot - day 1	11-Nov	Tuesday	
Photoshoot - day 2	12-Nov	Wednesday	
Project Meeting (internal; status of edit supplied art)	14-Nov	Friday	
Incremental photo shoots (two week window - November 14 through December 1	14-Nov	Friday	
Lockdown Map - eod	14-Nov	Friday	
Start Final recipe text from editor to design	17-Nov	Monday	
Editorial stories in from writer to editor (5 days to edit) - latest	21-Nov	Friday	
End Final recipe text from editor to design	24-Nov	Monday	
All final editorial to design (am)	1-Dec	Monday	
All images to design (am)	1-Dec	Monday	
Map, final	1-Dec	Monday	
Ad pages due from VISA, GGRA (ad assets to design if not provided camera ready)	1-Dec	Monday	
Design Proof 1 (Recipe section + Cover) out to sf mag/editor, GGRA/VISA (pm)	1-Dec	Monday	
Design Proof 1 (Recipe section + Cover) back in to design (am-in person w/editor to go over cx)	4-Dec	Thursday	
Design Proof 1a (Editorial, trailing recipes) out to sf mag/editor (pm)	5-Dec	Friday	
Design Proof 1/1a to proofreader (pm)	5-Dec	Friday	
Design Proof 1/1a proofreader back in to sf mag (am)	9-Dec	Tuesday	
Design Proof 1a (Editorial, trailing recipes) back in to design (am)	9-Dec	Tuesday	
Design Proof 2 (Recipe and editorial) out to sf mag/editor, GGRA/VISA (if request) (pm)	11-Dec	Thursday	
Design Proof 2 (Recipe and editorial) back in to design (am)	15-Dec	Monday	
Final proof out to sf mag/editor (internal) (pm)	17-Dec	Wednesday	
Final proofs back to design (for final cx, internal sign off, final pg prep) (am)	18-Dec	Thursday	
End internal final approval ship pages to Chicago (pm)	19-Dec	Friday	
Bluelines review start	22-Dec	Monday	
Final files to Printer (pm)	23-Dec	Tuesday	
Back from Printer (week of; 2 weeks to print plus holidays)	5-Jan	Monday	
Deliver books to restaurants start (with counter cards) 18 days prior to event start	2-Feb	Monday	
End deliver books to restaurants	4-Feb	Wednesday	

restaurant week start	19-Feb	Thursday	
restaurant week end	1-Mar	Sunday	