

### WEB ADS

| Month     | Artwork Due |
|-----------|-------------|
| January   | 12/15/20    |
| February  | 1/18/21     |
| March     | 2/15/21     |
| April     | 3/18/21     |
| May       | 4/19/21     |
| June      | 5/17/21     |
| July      | 6/17/21     |
| August    | 7/19/21     |
| September | 8/18/21     |
| October   | 9/17/21     |
| November  | 10/18/21    |
| December  | 11/15/21    |

### PRODUCTS & DEALS

| Month          | Deployment Date | Due Date |
|----------------|-----------------|----------|
| January        | 1/17/21         | 1/6/21   |
| February       | 2/21/21         | 2/10/21  |
| March          | 3/21/21         | 3/10/21  |
| April          | 4/18/21         | 4/7/21   |
| May            | 5/16/21         | 5/5/21   |
| June           | 6/20/21         | 6/9/21   |
| July           | 7/18/21         | 7/7/21   |
| August         | 8/15/21         | 8/4/21   |
| September      | 9/19/21         | 9/8/21   |
| October        | 10/17/21        | 10/6/21  |
| October (SEMA) | 10/24/21        | 10/13/21 |
| November       | 11/21/21        | 11/10/21 |
| December (PRI) | 12/5/21         | 11/24/21 |
| December       | 12/19/21        | 12/8/21  |

### eNEWSLETTERS

Materials due on the Wednesday of the week before deployment. eNewsletters go out on a daily basis every Monday through Friday except for: Jan 1, May 31, Sept 6, Nov 25, Nov 26, Dec 24, and Dec 31.

These dates may change without notice. Please contact production coordinator Erin Gaddie with any questions.