



# Insignia POPS® & freshADS™ Planning Calendar

# 2018

Cycle	Cycle Dates <sup>1</sup>	Due Date for Contract/UPCs/Store List*/Artwork	Due Date for Tear Pad <sup>2</sup>
1	December 31 - January 13	November 24, 2017	November 17, 2017
2	January 14 - 27	December 8, 2017	December 1, 2017
3	January 28 - February 10	December 22, 2017	December 15, 2017
4	February 11 - 24	January 5, 2018	December 29, 2017
5	February 25 - March 10	January 19, 2018	January 12, 2018
6	March 11 - 24	February 2, 2018	January 26, 2018
7	March 25 - April 7	February 16, 2018	February 9, 2018
8	April 8 - 21	March 2, 2018	February 23, 2018
9	April 22 - May 5	March 16, 2018	March 9, 2018
10	May 6 - 19	March 30, 2018	March 23, 2018
11	May 20 - June 2	April 13, 2018	April 6, 2018
12	June 3 - June 16	April 27, 2018	April 20, 2018
13	June 17 - 30	May 11, 2018	May 4, 2018
14	July 1 - July 14	May 25, 2018	May 18, 2018
15	July 15 - 28	June 8, 2018	June 1, 2018
16	July 29 - August 11	June 22, 2018	June 15, 2018
17	August 12 - 25	July 6, 2018	June 29, 2018
18	August 26 - September 8	July 20, 2018	July 13, 2018
19	September 9 - 22	August 3, 2018	July 27, 2018
20	September 23 - October 6	August 17, 2018	August 10, 2018
21	October 7 - 20	August 31, 2018	August 24, 2018
22	October 21 - November 3	September 14, 2018	September 7, 2018
23	November 4 - 17	September 28, 2018	September 21, 2018
24	November 18 - December 1	October 12, 2018	October 5, 2018
25	December 2 - 15	October 26, 2018	October 19, 2018
26	December 16 - 29	November 9, 2018	November 2, 2018

JANUARY							FEBRUARY							MARCH						
S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S
	1	2	3	4	5	6					1	2	3					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28				25	26	27	28	29	30	31

APRIL							MAY							JUNE						
S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S
1	2	3	4	5	6	7			1	2	3	4	5					1	2	
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
29	30						27	28	29	30	31			24	25	26	27	28	29	30

JULY							AUGUST							SEPTEMBER						
S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S
1	2	3	4	5	6	7				1	2	3	4							1
8	9	10	11	12	13	14	5	6	7	8	9	10	11	2	3	4	5	6	7	8
15	16	17	18	19	20	21	12	13	14	15	16	17	18	9	10	11	12	13	14	15
22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22
29	30	31					26	27	28	29	30	31		23	24	25	27	27	28	29
														30						

OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S
	1	2	3	4	5	6					1	2	3							1
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29
														30	31					

\*There will be a late charge of \$725 per day for artwork and final store lists arriving after posted deadlines.

<sup>1</sup>Cycle start dates coincide with each retailer's "best food day" ad break date. <sup>2</sup>Available in select retailers