



# Insignia POPS® & freshADS™ Planning Calendar

# 2019

Cycle	Cycle Dates <sup>1</sup>	Due Date for Contract/UPCs/Store List*/Artwork	Due Date for Tear Pad <sup>2</sup>
1	December 30 - January 12	November 23, 2018	November 9, 2018
2	January 13 - 26	December 7, 2018	November 23, 2018
3	January 27 - February 9	December 21, 2018	December 7, 2018
4	February 10 - 23	January 4, 2019	December 21, 2018
5	February 24 - March 9	January 18, 2019	January 4, 2019
6	March 10 - 23	February 1, 2019	January 18, 2019
7	March 24 - April 6	February 15, 2019	February 1, 2019
8	April 7 - 20	March 1, 2019	February 15, 2019
9	April 21 - May 4	March 15, 2019	March 1, 2019
10	May 5 - 18	March 29, 2019	March 15, 2019
11	May 19 - June 1	April 12, 2019	March 29, 2019
12	June 2 - 15	April 26, 2019	April 12, 2019
13	June 16 - 29	May 10, 2019	April 26, 2019
14	June 30 - July 13	May 24, 2019	May 10, 2019
15	July 14 - 27	June 7, 2019	May 24, 2019
16	July 28 - August 10	June 21, 2019	June 7, 2019
17	August 11 - 24	July 5, 2019	June 21, 2019
18	August 25 - September 7	July 19, 2019	July 5, 2019
19	September 8 - 21	August 2, 2019	July 19, 2019
20	September 22 - October 5	August 16, 2019	August 2, 2019
21	October 6 - 19	August 30, 2019	August 16, 2019
22	October 20 - November 2	September 13, 2019	August 30, 2019
23	November 3 - 16	September 27, 2019	September 13, 2019
24	November 17 - 30	October 11, 2019	September 27, 2019
25	December 1 - 14	October 25, 2019	October 11, 2019
26	December 15 - 28	November 8, 2019	October 25, 2019

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						1	2						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28			24	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				1	2	3	4							1
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
28	29	30					26	27	28	29	30	31		23	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				1	2	3		1	2	3	4	5	6	7
7	8	9	10	11	12	13	4	5	6	7	8	9	10	8	9	10	11	12	13	14
14	15	16	17	18	19	20	11	12	13	14	15	16	17	15	16	17	18	19	20	21
21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28
28	29	30	31				25	26	27	28	29	30	31	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						1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
27	28	29	30	31			24	25	26	27	28	29	30	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