



Insignia POPS® & freshADS™ Planning Calendar

2020

Cycle	Cycle Dates ¹	Due Date for Contract/UPCs/Store List*/Artwork	Due Date for Tear Pad ²
1	December 29 - January 11	November 22, 2019	November 8, 2019
2	January 12 - 25	December 6, 2019	November 22, 2019
3	January 26 - February 8	December 20, 2019	December 6, 2019
4	February 9 - 22	January 3, 2020	December 20, 2019
5	February 23 - March 7	January 17, 2020	January 3, 2020
6	March 8 - 21	January 31, 2020	January 17, 2020
7	March 22 - April 4	February 14, 2020	January 31, 2020
8	April 5 - 18	February 28, 2020	February 14, 2020
9	April 19 - May 2	March 13, 2020	February 28, 2020
10	May 3 - 16	March 27, 2020	March 13, 2020
11	May 17 - May 30	April 10, 2020	March 27, 2020
12	May 31 - June 13	April 24, 2020	April 10, 2020
13	June 14 - 27	May 8, 2020	April 24, 2020
14	June 28 - July 11	May 22, 2020	May 18, 2020
15	July 12 - 25	June 5, 2020	May 22, 2020
16	July 26 - August 8	June 19, 2020	June 5, 2020
17	August 9 - 22	July 3, 2020	June 19, 2020
18	August 23 - September 5	July 17, 2020	July 3, 2020
19	September 6 - 19	July 31, 2020	July 17, 2020
20	September 20 - October 3	August 14, 2020	July 31, 2020
21	October 4 - 17	August 28, 2020	August 14, 2020
22	October 18 - 31	September 11, 2020	August 28, 2020
23	November 1 - 14	September 25, 2020	September 11, 2020
24	November 15 - 28	October 9, 2020	September 25, 2020
25	November 29 - December 12	October 23, 2020	October 9, 2020
26	December 13 - 26	November 6, 2020	October 23, 2020

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

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

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

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