

# INSIGNIA POPS® PROGRAM 2021 PLANNING CALENDAR



Cycle	Cycle Dates <sup>1</sup>	Due Date for Contract/UPCs/Store List*/Artwork	Due Date for Tear Pad <sup>2</sup>
1	December 27 - January 9	November 20, 2020	November 6, 2020
2	January 10 - 23	December 4, 2020	November 20, 2020
3	January 24 - February 6	December 18, 2020	December 4, 2020
4	February 7 - 20	December 30, 2020	December 18, 2020
5	February 21 - March 6	January 15, 2021	December 30, 2020
6	March 7 - 20	January 29, 2021	January 15, 2021
7	March 21 - April 3	February 12, 2021	January 29, 2021
8	April 4 - 17	February 26, 2021	February 12, 2021
9	April 18 - May 1	March 12, 2021	February 26, 2021
10	May 2 - 15	March 26, 2021	March 12, 2021
11	May 16 - May 29	April 9, 2021	March 26, 2021
12	May 30 - June 12	April 23, 2021	April 9, 2021
13	June 13 - 26	May 7, 2021	April 23, 2021
14	June 27 - July 10	May 21, 2021	May 7, 2021
15	July 11 - 24	June 4, 2021	May 21, 2021
16	July 25 - August 7	June 18, 2021	June 4, 2021
17	August 8 - 21	July 2, 2021	June 18, 2021
18	August 22 - September 4	July 16, 2021	July 2, 2021
19	September 5 - 18	July 30, 2021	July 16, 2021
20	September 19 - October 2	August 13, 2021	July 30, 2021
21	October 3 - 16	August 27, 2021	August 13, 2021
22	October 17 - 30	September 10, 2021	August 27, 2021
23	October 31 - November 13	September 24, 2021	September 10, 2021
24	November 14 - 27	October 8, 2021	September 24, 2021
25	November 28 - December 11	October 22, 2021	October 8, 2021
26	December 12 - 25	November 5, 2021	October 22, 2021

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

**\*For any program in which any required component is received after published deadline, a \$500 rush fee will be charged**

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