

INSIGNIA POPS® PROGRAM 2022 PLANNING CALENDAR



Cycle	Cycle Dates'	Due Date for Contract/UPCs/Store List*/Artwork	Due Date for Tear Pad ²
1	December 26 - January 8	November 19, 2021	November 5, 2021
2	January 9 - 22	December 3, 2021	November 19, 2021
3	January 23 - February 5	December 17, 2021	December 3, 2021
4	February 6 - 19	December 31, 2021	December 17, 2021
5	February 20 - March 5	January 14, 2022	December 31, 2021
6	March 6 - 19	January 28, 2022	January 14, 2022
7	March 20 - April 2	February 11, 2022	January 28, 2022
8	April 3 - 16	February 25, 2022	February 11, 2022
9	April 17 - 30	March 11, 2022	February 25, 2022
10	May 1 - 14	March 25, 2022	March 11, 2022
11	May 15 - May 28	April 8, 2022	March 25, 2022
12	May 29 - June 11	April 22, 2022	April 8, 2022
13	June 12 - 25	May 6, 2022	April 22, 2022
14	June 26 - July 9	May 20, 2022	May 6, 2022
15	July 10 - 23	June 3, 2022	May 20, 2022
16	July 24 - August 6	June 17, 2022	June 3, 2022
17	August 7 - 20	July 1, 2022	June 17, 2022
18	August 21 - September 3	July 15, 2022	July 1, 2022
19	September 4 - 17	July 29, 2022	July 15, 2022
20	September 18 - October 1	August 12, 2022	July 29, 2022
21	October 2 - 15	August 26, 2022	August 12, 2022
22	October 16 - 29	September 9, 2022	August 26, 2022
23	October 30 - November 12	September 23, 2022	September 9, 2022
24	November 13 - 26	October 7, 2022	September 23, 2022
25	November 27 - December 10	October 21, 2022	October 7, 2022
26	December 11 - 24	November 4, 2022	October 21, 2022

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

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

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