

2017 National Placement Schedule.

Cycle dates & creative deadlines for AdBar, AdTray, and AdCap.

Cycle	Display Start Date	Display End Date	Die Cut AdBar Creative Deadline	Classic AdBar, AdTray & AdCap Creative Deadline
CYCLE 1	02-JAN-17	29-JAN-17	30-NOV-16	07-DEC-16
CYCLE 2	30-JAN-17	26-FEB-17	04-JAN-17	11-JAN-17
CYCLE 3	27-FEB-17	26-MAR-17	01-FEB-17	08-FEB-17
CYCLE 4	27-MAR-17	23-APR-17	01-MAR-17	08-MAR-17
CYCLE 5	24-APR-17	21-MAY-17	29-MAR-17	05-APR-17
CYCLE 6	22-MAY-17	18-JUN-17	26-APR-17	03-MAY-17
CYCLE 7	19-JUN-17	16-JUL-17	24-MAY-17	31-MAY-17
CYCLE 8	17-JUL-17	13-AUG-17	21-JUN-17	28-JUN-17
CYCLE 9	14-AUG-17	10-SEP-17	19-JUL-17	26-JUL-17
CYCLE 10	11-SEP-17	08-OCT-17	16-AUG-17	23-AUG-17
CYCLE 11	09-OCT-17	05-NOV-17	13-SEP-17	20-SEP-17
CYCLE 12	06-NOV-17	03-DEC-17	11-OCT-17	18-OCT-17
CYCLE 13	04-DEC-17	07-JAN-18	08-NOV-17	15-NOV-17