



2025 CONTENT CALENDAR

FEBRUARY/MARCH

Ad Close: **Feb. 7, 2025**
Ad Material Due: **Feb. 10, 2025**
Deployment Date: **Feb. 21, 2025**

APRIL/MAY

Ad Close: **Apr. 14, 2025**
Ad Material Due: **Apr. 18, 2025**
Deployment Date: **Apr. 25, 2025**

JUNE

Ad Close: **May. 12, 2025**
Ad Material Due: **May. 16, 2025**
Deployment Date: **May. 23, 2025**

JULY

Ad Close: **Jun. 16, 2025**
Ad Material Due: **Jun. 20, 2025**
Deployment Date: **Jun. 27, 2025**

AUGUST/SEPTEMBER

Ad Close: **Aug. 11, 2025**
Ad Material Due: **Aug. 15, 2025**
Deployment Date: **Aug. 22, 2025**

OCTOBER/NOVEMBER

Ad Close: **Oct. 13, 2025**
Ad Material Due: **Oct. 17, 2025**
Deployment Date: **Oct. 24, 2025**

