

# 2024 Placement Calendar

Cycle dates and creative deadlines for AdBar, AdTray and AdCap

Cycle	Display Start Date	Display End Date	Creative Due Date
1	01-Jan-24	28-Jan-24	06-Dec-23
2	29-Jan-24	25-Feb-24	10-Jan-24
3	26-Feb-24	24-Mar-24	07-Feb-24
4	25-Mar-24	21-Apr-24	06-Mar-24
5	22-Apr-24	19-May-24	03-Apr-24
6	20-May-24	16-Jun-24	01-May-24
7	17-Jun-24	14-Jul-24	29-May-24
8	15-Jul-24	11-Aug-24	26-Jun-24
9	12-Aug-24	08-Sep-24	24-Jul-24
10	09-Sep-24	06-Oct-24	21-Aug-24
11	07-Oct-24	03-Nov-24	18-Sep-24
12	04-Nov-24	01-Dec-24	16-Oct-24
13	02-Dec-24	05-Jan-25	13-Nov-24