

2025 Placement Calendar

Cycle dates and creative deadlines for AdBar, AdTray and AdCap

Cycle	Display Start Date	Display End Date	Creative Due Date
1	06-Jan-25	02-Feb-25	04-Dec-24
2	03-Feb-25	02-Mar-25	15-Jan-25
3	03-Mar-25	30-Mar-25	12-Feb-25
4	31-Mar-25	27-Apr-25	12-Mar-25
5	28-Apr-25	25-May-25	09-Apr-25
6	26-May-25	22-Jun-25	07-May-25
7	23-Jun-25	20-Jul-25	04-Jun-25
8	21-Jul-25	17-Aug-25	02-Jul-25
9	18-Aug-25	14-Sep-25	30-Jul-25
10	15-Sep-25	12-Oct-25	27-Aug-25
11	13-Oct-25	09-Nov-25	24-Sep-25
12	10-Nov-25	07-Dec-25	22-Oct-25
13	8-Dec-25	04-Jan-26	19-Nov-25