

# 2026 Placement Calendar

Cycle dates and creative deadlines for AdBar, AdTray and AdCap

Cycle	Display Start Date	Display End Date	Creative Due Date
1	05-Jan-26	01-Feb-26	03-Dec-25
2	02-Feb-26	01-Mar-26	14-Jan-26
3	02-Mar-26	29-Mar-26	11-Feb-26
4	30-Mar-26	26-Apr-26	11-Mar-26
5	27-Apr-26	24-May-26	08-Apr-26
6	25-May-26	21-Jun-26	06-May-26
7	22-Jun-26	19-Jul-26	03-Jun-26
8	20-Jul-26	16-Aug-26	01-Jul-26
9	17-Aug-26	13-Sep-26	29-Jul-26
10	14-Sep-26	11-Oct-26	26-Aug-26
11	12-Oct-26	08-Nov-26	23-Sep-26
12	09-Nov-26	06-Dec-26	21-Oct-26
13	07-Dec-26	03-Jan-27	18-Nov-26