

- save between 30-40% in CPM
- reach over 80 million TV Households
- target by demographic, daypart & market

JANUARY

QUARTER 1

WK	M	T	W	T	F	S	S
1	30	31	1	2	3	4	5
2	6	7	8	9	10	11	12
3	13	14	15	16	17	18	19
4	20	21	22	23	24	25	26

FEBRUARY

WK	M	T	W	T	F	S	S
5	27	28	29	30	31	1	2
6	3	4	5	6	7	8	9
7	10	11	12	13	14	15	16
8	17	18	19	20	21	22	23

MARCH

WK	M	T	W	T	F	S	S
9	24	25	26	27	28	1	2
10	3	4	5	6	7	8	9
11	10	11	12	13	14	15	16
12	17	18	19	20	21	22	23
13	24	25	26	27	28	29	30

APRIL

QUARTER 2

WK	M	T	W	T	F	S	S
14	31	1	2	3	4	5	6
15	7	8	9	10	11	12	13
16	14	15	16	17	18	19	20
17	21	22	23	24	25	26	27

MAY

WK	M	T	W	T	F	S	S
18	28	29	30	1	2	3	4
19	5	6	7	8	9	10	11
20	12	13	14	15	16	17	18
21	19	20	21	22	23	24	25

JUNE

WK	M	T	W	T	F	S	S
22	26	27	28	29	30	31	1
23	2	3	4	5	6	7	8
24	9	10	11	12	13	14	15
25	16	17	18	19	20	21	22
26	23	24	25	26	27	28	29

JULY

QUARTER 3

WK	M	T	W	T	F	S	S
27	30	1	2	3	4	5	6
28	7	8	9	10	11	12	13
29	14	15	16	17	18	19	20
30	21	22	23	24	25	26	27

AUGUST

WK	M	T	W	T	F	S	S
31	28	29	30	31	1	2	3
32	4	5	6	7	8	9	10
33	11	12	13	14	15	16	17
34	18	19	20	21	22	23	24
35	25	26	27	28	29	30	31

SEPTEMBER

WK	M	T	W	T	F	S	S
36	1	2	3	4	5	6	7
37	8	9	10	11	12	13	14
38	15	16	17	18	19	20	21
39	22	23	24	25	26	27	28

OCTOBER

QUARTER 4

WK	M	T	W	T	F	S	S
40	29	30	1	2	3	4	5
41	6	7	8	9	10	11	12
42	13	14	15	16	17	18	19
43	20	21	22	23	24	25	26

NOVEMBER

WK	M	T	W	T	F	S	S
44	27	28	29	30	31	1	2
45	3	4	5	6	7	8	9
46	10	11	12	13	14	15	16
47	17	18	19	20	21	22	23
48	24	25	26	27	28	29	30

DECEMBER

WK	M	T	W	T	F	S	S
49	1	2	3	4	5	6	7
50	8	9	10	11	12	13	14
51	15	16	17	18	19	20	21
52	22	23	24	25	26	27	28

INTRODUCING THE MOST EFFICIENT
AND TARGETED WAY TO REACH
STREAMING AUDIENCES:



TOP STREAMING SERVICES



TOP CABLE NETWORKS



HOLIDAYS - GAMES

- Jan 1 - New Year's Day
- Jan 20 - MLK Day
- Feb 9 - Super Bowl LIX
- Feb 17 - President's Day
- Apr 7 - 85th NCAA Championship
- May 26 - Memorial Day
- Jun 19 - Juneteenth
- Jul 4 - Independence Day
- Sep 1 - Labor Day
- Oct 13 - Columbus Day
- Nov 11 - Veterans Day
- Nov 27 - Thanksgiving Day
- Dec 25 - Christmas Day

