



Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Football - NFL Playoffs*	Ad Runs								Theme Promo	Theme Promo		
National Auto Shows	Ad Runs - Det.	Ad Runs - Chi	Ad Run - Cle						Theme Promo	Theme Promo		
Tax Time	Ad Runs	Ad Runs	Ad Runs						Theme Promo	Theme Promo		
NASCAR - Daytona 500		Ad Runs								Theme Promo	Theme Promo	
Valentines Day		Ad Runs								Theme Promo	Theme Promo	
Presidents Day*		Ad Runs								Theme Promo	Theme Promo	
Basketball - March Madness*			Ad Runs							Theme Promo	Theme Promo	
St. Patricks Day			Ad Runs								Theme Promo	Theme Promo
Soccer - MLS			Ad Runs	Ad Runs	Ad Runs	Ad Runs	Ad Runs	Ad Runs	Ad Runs	Ad Runs	Theme Promo	Theme Promo
Baseball*	Theme Promo			Ad Runs		Theme Promo						
Tent Event	Theme Promo			Ad Runs								Theme Promo
Spring	Theme Promo			Ad Runs	Ad Runs							Theme Promo
May Day	Theme Promo			Ad Runs	Ad Runs							Theme Promo
Football - NFL Draft*	Theme Promo	Theme Promo			Ad Runs							
Memorial Day*	Theme Promo	Theme Promo			Ad Runs							
Basketball - NBA Draft*		Theme Promo	Theme Promo			Ad Runs						
Summer*		Theme Promo	Theme Promo			Ad Runs	Ad Runs	Ad Runs				
4th of July*			Theme Promo	Theme Promo			Ad Runs					
Model Clearance				Theme Promo	Theme Promo				Ad Runs			
Football - NFL/College*	Ad Runs			Theme Promo	Theme Promo				Ad Runs	Ad Runs	Ad Runs	Ad Runs
School Start				Theme Promo	Theme Promo				Ad Runs	Ad Runs		
Labor Day*				Theme Promo	Theme Promo				Ad Runs	Ad Runs		
Basketball - NBA Season*	Ad Runs	Ad Runs	Ad Runs	Ad Runs	Theme Promo	Theme Promo				Ad Runs	Ad Runs	Ad Runs
Hockey - NHL*	Ad Runs	Ad Runs	Ad Runs	Ad Runs	Theme Promo	Theme Promo				Ad Runs	Ad Runs	Ad Runs
Halloween*					Theme Promo	Theme Promo				Ad Runs		
Fall - Autumn*					Theme Promo	Theme Promo				Ad Runs		
Veterans Day*						Theme Promo	Theme Promo				Ad Runs	
Thanksgiving*						Theme Promo	Theme Promo				Ad Runs	
Black Friday*						Theme Promo	Theme Promo				Ad Runs	
Football - College Bowl Games*	Ad Runs						Theme Promo	Theme Promo				Ad Runs
Christmas*							Theme Promo	Theme Promo				Ad Runs
End of Year*							Theme Promo	Theme Promo				Ad Runs
Winter*	Ad Runs						Theme Promo	Theme Promo				Ad Runs
New Years*	Ad Runs								Theme Promo	Theme Promo		

Click on Theme Promo buttons to view ad creative.

Theme Promotion (Promo) is the ideal time to book your Ad Runs for the upcoming months. An Ad Run is the suggested period to air the ad.