



EXTRA SAVINGS

2025 Calendar

Program Dates	Submission Time Frame* (includes artwork)	Approval Notification
1/11 - 1/24	10/11/24 - 10/24/24	11/20/24
1/25 - 2/7	10/25/24 - 11/7/24	12/4/24
2/8 - 2/21	11/8/24 - 11/21/24	12/18/24
2/22 - 3/7	11/22/24 - 12/5/24	1/1/25
3/8 - 3/21	12/6/24 - 12/19/24	1/15/25
3/22 - 4/4	12/20/24 - 1/2/25	1/29/25
4/5 - 4/18	1/3/25 - 1/16/25	2/12/25
4/19 - 5/2	1/17/25 - 1/30/25	2/26/25
5/3 - 5/16	1/31/25 - 2/13/25	3/12/25
5/17 - 5/30	2/14/25 - 2/27/25	3/26/25
5/31 - 6/13	2/28/25 - 3/13/25	4/9/25
6/14 - 6/27	3/14/25 - 3/27/25	4/23/25
6/28 - 7/11	3/28/25 - 4/10/25	5/7/25

Program Dates	Submission Time Frame* (includes artwork)	Approval Notification
7/12 - 7/25	4/11/25 - 4/24/25	5/21/25
7/26 - 8/8	4/25/25 - 5/8/25	6/4/25
8/9 - 8/22	5/9/25 - 5/22/25	6/18/25
8/23 - 9/5	5/23/25 - 6/5/25	7/2/25
9/6 - 9/19	6/6/25 - 6/15/25	7/16/25
9/20 - 10/3	6/20/25 - 7/3/25	7/30/25
10/4 - 10/17	7/4/25 - 7/17/25	8/13/25
10/18 - 10/31	7/18/25 - 7/31/25	8/27/25
11/1 - 11/14	8/1/25 - 8/14/25	9/10/25
11/15 - 11/28	8/15/25 - 8/28/25	9/24/25
11/29 - 12/12	8/29/25 - 9/11/25	10/8/25
12/13 - 12/26	9/12/25 - 9/25/25	10/22/25
12/27 - 1/9	9/26/25 - 10/9/25	11/5/25

2025 calendar is not final and is subject to change. * Last day of submission time frame reflects artwork due date. Product images & Quarter/Half/Full page ad creative drafts due by submission deadline.