

2016 LUNAR CALENDAR



Out-of-Home Booking Periods

- All media bookings start on Mondays - with the exception of JCDecaux which commences on Tuesdays.
- Transit bookings start every 2 weeks.
- Billboard bookings start every 4 weeks.
- Retail bookings start every 2 weeks.
- Airport and Station Domination bookings start every 4 weeks.
- Street furniture - Adshel bookings start every 2 weeks / JCDecaux bookings start every week.
- Key dates and holidays are in **bold**.
- Check with each of our member companies for campaign instructions and bookings/material deadlines. These will vary.

January

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

2

February

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

3

March

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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

4

April

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

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May

S	M	T	W	T	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

6

June

S	M	T	W	T	F	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
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July

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

8

August

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28	29	30	31			

9

September

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18	19	20	21	22	23	24
25	26	27	28	29	30	

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October

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23	24	25	26	27	28	29
30	31					

11

November

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

13

December

S	M	T	W	T	F	S
				1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

11

12