

2025 TTD Campaign Production

Timeline

Overview

This document outlines key deadlines and deliverables for each month of the 2025 Things to Do co-op marketing campaign. Adhering to these timelines ensures that your placements run smoothly and on schedule. If you anticipate delays, please email [Meghan Chapman](#), as soon as possible.

Wave 1 Monthly Deadlines

April campaign deadlines

Assets requested	Mar 3
Opt-in deadline	Mar 7
Asset deadline	Mar 10
Assets ready for review	Mar 19
Approval deadline	Mar 25
Placements live	Apr 1
Placements end	Apr 30
Invoices sent	w/o May 5
Reporting delivered	w/o May 5

May campaign deadlines

Assets requested	Mar 24
Opt-in deadline	Apr 7
Asset deadline	Apr 10
Assets ready for review	Apr 21
Approval deadline	Apr 25
Placements live	May 1
Placements end	May 30
Invoices sent	w/o Jun 2
Reporting delivered	w/o Jun 2

June campaign deadlines

Assets requested	Apr 24
Opt-in deadline	May 7
Asset deadline	May 10
Assets ready for review	May 21
Approval deadline	May 26
Placements live	Jun 2
Placements end	Jul 1
Invoices sent	w/o Jul 7
Reporting delivered	w/o Jul 7

Wave 2 Monthly Deadlines

July campaign deadlines

Assets requested	May 23
<i>Opt-in deadline</i>	<i>Jun 6</i>
Asset deadline	Jun 10
Assets ready for review	Jun 19
Approval deadline	Jun 25
Placements live	Jul 2
Placements end	Jul 31
Invoices sent	w/o Aug 4
Reporting delivered	w/o Aug 4

August campaign deadlines

Assets requested	Jun 24
<i>Opt-in deadline</i>	<i>Jul 7</i>
Asset deadline	Jul 10
Assets ready for review	Jul 21
Approval deadline	Jul 25
Placements live	Aug 1
Placements end	Aug 31
Invoices sent	w/o Sep 1
Reporting delivered	w/o Sep 1

September campaign deadlines

Assets requested	Jul 24
<i>Opt-in deadline</i>	<i>Aug 7</i>
Asset deadline	Aug 11
Assets ready for review	Aug 19
Approval deadline	Aug 25
Placements live	Sep 1
Placements end	Sep 30
Invoices sent	w/o Oct 6
Reporting delivered	w/o Oct 6

Wave 3 Monthly Deadlines

October campaign deadlines

Assets requested	August 25
<i>Opt-in deadline</i>	<i>Sep 8</i>
Asset deadline	Sep 10
Assets ready for review	Sep 19
Approval deadline	Sep 25
Placements live	Oct 1
Placements end	Oct 31
Invoices sent	w/o Nov 3
Reporting delivered	w/o Nov 3

November campaign deadlines

Assets requested	Oct 24
<i>Opt-in deadline</i>	<i>Oct 7</i>
Asset deadline	Oct 10
Assets ready for review	Oct 20
Approval deadline	Oct 24
Placements live	Oct 31, EOD
Placements end	Nov 30
Invoices sent	w/o Dec 1
Reporting delivered	w/o Dec 1

December campaign deadlines

Assets requested	Nov 24
<i>Opt-in deadline</i>	<i>Nov 7</i>
Asset deadline	Nov 10
Assets ready for review	Nov 19
Approval deadline	Nov 25
Placements live	Dec 1
Placements end	Dec 31
Invoices sent	w/o Dec 8
Reporting delivered	w/o Jan 5