

	Category	Quarter	Date	Market	Location / Venue
2025 Q1					
New Years Day	Holiday	Q1	1/1	National / multi-market	
Golden Globes Awards	Awards	Q1	1/5	Beverly Hills, California	The Beverly Hilton
Australian Open	Sports	Q1	1/12-1/26	Australia	Various
Emmy Awards	Awards	Q1	1/15	Los Angeles	Peacock Theater
MLK Day	Holiday	Q1	1/20	National / multi-market	
Blue Monday	Culture	Q1	1/20	UK	
College Football National Championship Game	Sports	Q1	1/20	National / multi-market	Mercedes Benz Stadium
Sundance Film Festival	Film	Q1	1/23 - 2/2	Park City, Utah	Various
Lunar New Year	Holiday	Q1	1/29	National / multi-market	
<i>Black History Month</i>	<i>Culture</i>	Q1	<i>February</i>	<i>National / multi-market</i>	
<i>American Heart Month</i>	<i>Health</i>	Q1	<i>February</i>	<i>National / multi-market</i>	
Grammy Awards	Awards	Q1	2/2	Los Angeles	Crypto.com arena
Waste Management Phoenix Open	Sports	Q1	2/3-2/9	Phoenix, AZ	TPC Scottsdale
New York Fashion Week - Spring	Fashion	Q1	2/6-2/11	New York	Various
Chicago Auto Show	Auto	Q1	2/8-2/17	Chicago	McCormick Place
Super Bowl LVIII	Sports	Q1	2/9	New Orleans	Caesars Superdome
Valentine's Day	Holiday	Q1	2/14	National / multi-market	
NBA All-Star	Sports	Q1	2/16	San Francisco	Chase Center
President's Day	Holiday	Q1	2/17	National / multi-market	
Ramadan	Holiday	Q1	2/28-3/30	National / multi-market	
<i>Women's History Month</i>	<i>Culture</i>	Q1	<i>March</i>	<i>National / multi-market</i>	
Spring Break	Seasonal	Q1	March	National / multi-market	
Oscars	Awards	Q1	3/2	Los Angeles	Dolby Theater
Mardi Gras	Holiday	Q1	3/4	New Orleans	
International Women's Day	Holiday	Q1	3/8	National / multi-market	
March Madness	Sports	Q1	3/16-4/7	National / multi-market	Various - Final 4 at Alamodome, San Antonio
St. Patrick's Day	Holiday	Q1	3/17	National / multi-market	
March Equinox - First day of spring	Holiday	Q1	3/20	National / multi-market	
MLB Opening Day	Sports	Q1	3/27	Washington, DC	Nationals Park
International Transgender Day of Visibility	Culture	Q1	3/31	National / multi-market	
2025 Q2					
Masters Tournament	Sports	Q2	4/7-4/13	Augusta, Georgia	Augusta National Golf Club

Coachella	Music	Q2	4/11-4/20	Palm Springs, CA	Palm Springs
Passover	Holiday	Q2	4/12-4/20	National / multi-market	
NHL Regular Season Ends - Stanley Cup Date TBC	Sports	Q2-Q3	4/17	National / multi-market	Various
NBA Playoffs	Sports	Q2	4/19-6/5	TBD	TBD
Easter Sunday	Holiday	Q1	4/20	National / multi-market	
Earth Day	Holiday	Q2	4/22	National / multi-market	
Boston Marathon	Sports	Q1	4/21	Boston, MA	
Graduation	Seasonal	Q2	May - June	National / multi-market	
<i>Asian American Heritage Month</i>	<i>Culture</i>	Q2	<i>May</i>	<i>National / multi-market</i>	
<i>Jewish American Heritage Month</i>	<i>Culture</i>	Q2	<i>May</i>	<i>National / multi-market</i>	
<i>Mental Health Awareness Month</i>	<i>Health</i>	Q2	<i>May</i>	<i>National / multi-market</i>	
Kentucky Derby	Sports	Q2	5/3	Louisville, KY	Churchill Downs
Star Wars Day	Culture	Q2	5/4	National / multi-market	
Formula 1 Crypto.com Miami Grand Prix	Sports	Q2	5/4	National / multi-market	Miami International Autodrome
Cinco de Mayo	Holiday	Q2	5/5	National / multi-market	
Met Gala	Fashion	Q2	5/5	New York	Metropolitan Museum of Art
Mother's Day	Holiday	Q2	5/11	National / multi-market	
PGA Championship	Sports	Q2	5/12-5/18	Charlotte, NC	Quail Hollow Club
Eurovision Music Contest	Music	Q2	5/13-5/17	Basel, Switzerland	
Memorial Day	Holiday	Q2	5/26	National / multi-market	
<i>Black Music Appreciation Month</i>	<i>Culture</i>	Q2	<i>June</i>	<i>National / multi-market</i>	
<i>National Pride Month</i>	<i>Culture</i>	Q2	<i>June</i>	<i>National / multi-market</i>	
Women's Euros 2024	Sports	Q2	6/2-7/27	Switzerland	Various
Tribeca Film Festival	Film	Q2	6/4-6/15	New York	
NBA Finals begin	Sports	Q2	6/5	TBD	TBD
National Puerto Rican Day Parade	Culture	Q2	6/8/25	New York	starts on Fifth Avenue on 44th Street and goes up to 86th Street
Tony Awards	Awards	Q2	6/8/24	NYC	Lincoln Center for Performing Arts
Bonnaroo	Music	Q2	6/12-6/15	Manchester, TN	Great Stage Park
US Open Golf	Sports	Q2	6/12-6/15	Oakmont, PA	Oakmont Country Club
Father's Day	Holiday	Q2	6/17	National / multi-market	
Juneteenth	Holiday	Q2	6/19	National / multi-market	
June Solstice - First day of summer	Holiday	Q2	6/20	National / multi-market	
Governors Ball	Music	Q2	TBD	New York	Flushing Meadows Carona Park
BET Awards	Awards	Q2	TBD	Los Angeles	Microsoft Theater

Wimbledon	Sports	Q3	6/30-7/13	London	All England Lawn Tennis and Croquet Club
2025 Q3					
Summer Holidays / Summer Travel	Seasonal	Q2-Q3	May - September	National / multi-market	
Canada Day	Holiday	Q3	7/1	National / multi-market	
Fourth of July	Holiday	Q3	7/4	National / multi-market	
San Diego Comic Con	Event	Q3	7/24-7/27	San Diego	San Diego Convention Center
San Francisco Marathon	Sports	Q3	7/26-7/27	San Francisco	Various
Lollapalooza	Music	Q3	TBD	Chicago	Grant Park, Chicago
Back to School	Seasonal	Q3	August - September	National / multi-market	
US Open Tennis	Sports	Q3	8/25-7/7	New York	USTA Billie Jean King National Tennis Center
<i>National Hispanic Heritage Month</i>	<i>Culture</i>	Q3	<i>September</i>	<i>National / multi-market</i>	
Labor Day	Holiday	Q3	9/1	National / multi-market	
September Equinox - First day of fall	Holiday	Q3	9/22	National / multi-market	
Rosh Hashanah Begins	Holiday	Q3	9/22-9/24	National / multi-market	
MTV VMAs	Awards	Q3	TBD	TBD	
NFL Kickoff	Sports	Q3	TBD	National / multi-market	
Toronto International Film Festival	Film	Q3	TBD	Toronto	Various
New York Fashion Week - Fall	Fashion	Q3	TBD	New York	Various
New York Film Festival	Film	Q3-Q4	TBD	New York	Various
2025 Q4					
<i>National Breast Cancer Awareness Month</i>	<i>Health</i>	Q4	<i>October</i>	<i>National / multi-market</i>	
MLB Playoffs + World Series	Sports	Q4	October	National / multi-market	Various
Twin Cities Marathon	Sports	Q4	TBD	Minneapolis / St Paul	Minneapolis/ St Paul
NY Comic Con	Event	Q4	TBD	New York	Javitz Center
Chicago Marathon	Sports	Q4	TBD	Chicago	Various
Canadian Thanksgiving	Holiday	Q4	10/13	Canada/multi-market	
Columbus Day	Holiday	Q4	10/13	National / multi-market	
Indigenous Peoples' Day	Holiday	Q4	10/13	National / multi-market	
Formula 1 Pirelli United States Grand Prix	Sports	Q4	10/17-10/19	National / multi-market	Circuit of the Americas / Austin, TX
Diwali	Holiday	Q4	10/20	National / multi-market	
Halloween	Holiday	Q4	10/31	National / multi-market	
<i>Native American Indian/Alaska Native Heritage Month</i>	<i>Culture</i>	Q4	<i>November</i>	<i>National / multi-market</i>	
NYC Marathon	Sports	Q4	TBD	New York	Various
Philadelphia Marathon	Sports	Q4	TBD	Philadelphia	Various

Veterans Day	Holiday	Q4	11/11	National / multi-market	
Formula 1 Heineken Silver Las Vegas Grand Prix	Sports	Q4	11/20-11/22	National / multi-market	Las Vegas Strip
Thanksgiving	Holiday	Q4	11/27	National / multi-market	
Black Friday	Retail	Q4	11/28	National / multi-market	
Cyber Monday	Retail	Q4	12/1	National / multi-market	
Hanukkah	Holiday	Q4	12/14-12/22	National / multi-market	
December Solstice - First day of winter	Holiday	Q4	12/21	National / multi-market	
Christmas Eve	Holiday	Q4	12/24	National / multi-market	
Christmas	Holiday	Q4	12/25	National / multi-market	
Kwanzaa	Holiday	Q4-Q1	12/26-1/1	National / multi-market	
New Year's Eve	Holiday	Q4	12/31	National / multi-market	
Cold and Flu Season	Health	Q4-Q1	December - February	National / multi-market	