

	Category	Quarter	Date	Market	Location / Venue
2026 Q1					
New Years Day	Holiday	Q1	1/1	National / multi-market	
Golden Globes Awards	Awards	Q1	1/11	Los Angeles, CA	The Beverly Hilton
Australian Open	Sports	Q1	1/12-2/1	Melbourne, Australia	Melbourne Park
Emmy Awards	Awards	Q1	1/15	Los Angeles, CA	Peacock Theater
MLK Day	Holiday	Q1	1/19	National / multi-market	
Blue Monday	Culture	Q1	1/19	UK	
College Football National Championship Game	Sports	Q1	1/19	Miami, FL	Hard Rock Stadium
Sundance Film Festival	Film	Q1	1/22-2/1	Park City / Salt Lake City, UT	Various
Black History Month	Culture	Q1	February	National / multi-market	
American Heart Month	Health	Q1	February	National / multi-market	
Grammy Awards	Awards	Q1	2/1	Los Angeles, CA	Crypto.com arena
Waste Management Phoenix Open	Sports	Q1	2/2-2/8	Phoenix, AZ	TPC Scottsdale
Winter Olympics	Sports	Q1	2/6-2/22	Milan / Cortina, Italy	Various
Chicago Auto Show	Auto	Q1	2/7-2/16	Chicago, IL	McCormick Place
Super Bowl LX	Sports	Q1	2/8	San Francisco, CA	Levi's Stadium
New York Fashion Week - Spring	Fashion	Q1	2/12-2/17	New York, NY	Various
Valentine's Day	Holiday	Q1	2/14	National / multi-market	
NBA All-Star	Sports	Q1	2/15	Los Angeles, CA	Intuit Dome
President's Day	Holiday	Q1	2/16	National / multi-market	
Mardi Gras	Holiday	Q1	2/17	New Orleans, LA	
Lunar New Year	Holiday	Q1	2/17	National / multi-market	
Ramadan	Holiday	Q1	2/17-3/19	National / multi-market	
Women's History Month	Culture	Q1	March	National / multi-market	
Spring Break	Seasonal	Q1	March	National / multi-market	
Oscars	Awards	Q1	3/15	Los Angeles, CA	Dolby Theater
International Women's Day	Holiday	Q1	3/8	National / multi-market	
March Madness	Sports	Q1	3/15-4/6	National / multi-market	Various - Final 4 at Lucas Oil Stadium in Indianapolis
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	3/25	San Francisco, CA	Oracle Park
International Transgender Day of Visibility	Culture	Q1	3/31	National / multi-market	
2026 Q2					
Passover	Holiday	Q2	4/1-4/9	National / multi-market	

Easter Sunday	Holiday	Q1	4/5	National / multi-market	
Masters Tournament	Sports	Q2	4/7-4/13	Augusta, GA	Augusta National Golf Club
Coachella	Music	Q2	4/10-4/19	Indio, CA	Empire Polo Club
NBA Playoffs	Sports	Q2	4/14-6/4	TBD	TBD
NHL Regular Season Ends - Stanley Cup Date TBC	Sports	Q2-Q3	4/16	National / multi-market	Various
Boston Marathon	Sports	Q1	4/20	Boston, MA	
Earth Day	Holiday	Q2	4/22	National / multi-market	
Graduation	Seasonal	Q2	May - June	National / multi-market	
Asian American Heritage Month	Culture	Q2	May	National / multi-market	
Jewish American Heritage Month	Culture	Q2	May	National / multi-market	
Mental Health Awareness Month	Health	Q2	May	National / multi-market	
Kentucky Derby	Sports	Q2	5/1-5/2	Louisville, KY	Churchill Downs
Formula 1 Crypto.com Miami Grand Prix	Sports	Q2	5/3	National / multi-market	Miami International Autodrome
Star Wars Day	Culture	Q2	5/4	National / multi-market	
Met Gala	Fashion	Q2	5/4	New York, NY	Metropolitan Museum of Art
Cinco de Mayo	Holiday	Q2	5/5	National / multi-market	
Mother's Day	Holiday	Q2	5/10	National / multi-market	
PGA Championship	Sports	Q2	5/11-5/17	Newtown Square, PA	Aronimink Golf Club
Eurovision Music Contest	Music	Q2	5/12-5/16	Vienna, Austria	Wiener Stadthalle
Memorial Day	Holiday	Q2	5/27	National / multi-market	
Black Music Appreciation Month	Culture	Q2	June	National / multi-market	
National Pride Month	Culture	Q2	June	National / multi-market	
Tribeca Film Festival	Film	Q2	6/3-6/14	New York, NY	
NBA Finals	Sports	Q2	6/4-6/21	TBD	TBD
Governors Ball	Music	Q2	6/5-6/7	New York, NY	Flushing Meadows Corona Park
Tony Awards	Awards	Q2	6/7	New York, NY	Lincoln Center for Performing Arts
2026 FIFA World Cup	Sports	Q2-Q3	6/11-7/19	National / multi-market	
Bonnaroo	Music	Q2	6/11-6/14	Manchester, TN	Great Stage Park
National Puerto Rican Day Parade	Culture	Q2	6/14	New York, NY	
US Open Golf	Sports	Q2	6/18-6/21	Southampton, NY	Shinnecock Hills Golf Club
Father's Day	Holiday	Q2	6/18	National / multi-market	
Juneteenth	Holiday	Q2	6/19	National / multi-market	
June Solstice - First day of summer	Holiday	Q2	6/20	National / multi-market	
BET Awards	Awards	Q2	6/28	Los Angeles, CA	Peacock Theater
Wimbledon	Sports	Q3	6/29-7/12	London, UK	All England Lawn Tennis and Croquet Club

2026 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 - America 250	Holiday	Q3	7/4	National / multi-market	
San Diego Comic Con	Event	Q3	7/23-7/26	San Diego, CA	San Diego Convention Center
San Francisco Marathon	Sports	Q3	7/25-7/26	San Francisco, CA	
Lollapalooza	Music	Q3	7/30-8/3	Chicago, IL	Grant Park, Chicago
Back to School	Seasonal	Q3	August - September	National / multi-market	
US Open Tennis	Sports	Q3	8/30-9/13	New York, NY	USTA Billie Jean King National Tennis Center
National Hispanic Heritage Month	Culture	Q3	September 15 - October 15	National / multi-market	
MTV VMAs	Awards	Q3	9/6	TBD	
Labor Day	Holiday	Q3	9/7	National / multi-market	
Rosh Hashanah	Holiday	Q3	9/11-9/13	National / multi-market	
September Equinox - First day of fall	Holiday	Q3	9/22	National / multi-market	
NFL Kickoff	Sports	Q3	TBD	National / multi-market	
Toronto International Film Festival	Film	Q3	TBD	Toronto, ON	Various
New York Fashion Week - Fall	Fashion	Q3	TBD	New York, NY	Various
New York Film Festival	Film	Q3-Q4	TBD	New York, NY	Various
2026 Q4					
National Breast Cancer Awareness Month	Health	Q4	October	National / multi-market	
MLB Playoffs + World Series	Sports	Q4	October	National / multi-market	Various
Twin Cities Marathon	Sports	Q4	10/4	Minneapolis / St Paul, MN	
NY Comic Con	Event	Q4	10/8-10/11	New York, NY	Javits Center
Chicago Marathon	Sports	Q4	10/11	Chicago, IL	
Canadian Thanksgiving	Holiday	Q4	10/12	Canada/multi-market	
Columbus Day	Holiday	Q4	10/12	National / multi-market	
Indigenous Peoples' Day	Holiday	Q4	10/12	National / multi-market	
Formula 1 Pirelli United States Grand Prix	Sports	Q4	10/22-10/25	Austin, TX	Circuit of the Americas
Diwali	Holiday	Q4	10/20	National / multi-market	
Halloween	Holiday	Q4	10/31	National / multi-market	
Native American Indian/Alaska Native Heritage Month	Culture	Q4	November	National / multi-market	
World travel Market	Event	Q4	TBD	London, UK	
NYC Marathon	Sports	Q4	11/1	New York, NY	
US Midterm Elections	Event	Q4	11/3	National / multi-market	
Philadelphia Marathon	Sports	Q4	11/22	Philadelphia, PA	

Veterans Day	Holiday	Q4	11/11	National / multi-market	
Formula 1 Heineken Silver Las Vegas Grand Prix	Sports	Q4	11/18-11/21	Las Vegas, NV	Las Vegas Strip
Thanksgiving	Holiday	Q4	11/26	National / multi-market	
Black Friday	Holiday	Q4	11/27	National / multi-market	
Cyber Monday	Holiday	Q4	11/30	National / multi-market	
Hanukkah	Holiday	Q4	12/4-12/12	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	