

	Category	Quarter	Date	Market	Location / Venue
2027 Q1					
New Years Day	Holiday	Q1	1/1	National / multi-market	
Golden Globes Awards	Awards	Q1	1/10	Los Angeles, CA	The Beverly Hilton
Australian Open	Sports	Q1	1/11-1/31	Melbourne, Australia	Melbourne Park
MLK Day	Holiday	Q1	1/18	National / multi-market	
Blue Monday	Culture	Q1	1/18	UK	
College Football National Championship Game	Sports	Q1	1/25	Las Vegas, NV	Allegiant Stadium
Sundance Film Festival	Film	Q1	1/21-1/31	Boulder, CO	Various
<i>Black History Month</i>	<i>Culture</i>	<i>Q1</i>	<i>February</i>	<i>National / multi-market</i>	
<i>American Heart Month</i>	<i>Health</i>	<i>Q1</i>	<i>February</i>	<i>National / multi-market</i>	
Lunar New Year	Holiday	Q1	2/6	National / multi-market	
Grammy Awards	Awards	Q1	2/7	Los Angeles, CA	Crypto.com arena
Waste Management Phoenix Open	Sports	Q1	2/8-2/14	Phoenix, AZ	TPC Scottsdale
Ramadan	Holiday	Q1	2/7-3/8	National / multi-market	
Mardi Gras	Holiday	Q1	2/9	New Orleans, LA	
New York Fashion Week - Spring	Fashion	Q1	2/11-2/14	New York, NY	Various
Chicago Auto Show	Auto	Q1	2/13-2/21	Chicago, IL	McCormick Place
Super Bowl LX	Sports	Q1	2/14	Inglewood, CA	SoFi Stadium
Valentine's Day	Holiday	Q1	2/14	National / multi-market	
NBA All-Star	Sports	Q1	2/21	Phoenix, AZ	Mortgage Matchup Center
President's Day	Holiday	Q1	2/15	National / multi-market	
<i>Women's History Month</i>	<i>Culture</i>	<i>Q1</i>	<i>March</i>	<i>National / multi-market</i>	
Spring Break	Seasonal	Q1	March	National / multi-market	
Oscars	Awards	Q1	3/14	Los Angeles, CA	Dolby Theater
International Women's Day	Holiday	Q1	3/8	National / multi-market	
March Madness	Sports	Q1	3/14-4/5	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	3/24	TBD	TBD
Easter Sunday	Holiday	Q1	3/28	National / multi-market	
International Transgender Day of Visibility	Culture	Q1	3/31	National / multi-market	
2027 Q2					
Passover	Holiday	Q2	4/21-4/29	National / multi-market	
Masters Tournament	Sports	Q2	4/5-4/11	Augusta, GA	Augusta National Golf Club

Coachella	Music	Q2	4/1-4/18	Indio, CA	Empire Polo Club
NBA Playoffs	Sports	Q2	TBD	TBD	TBD
NHL Regular Season Ends - Stanley Cup Date TBC	Sports	Q2-Q3	4/11	National / multi-market	Various
Boston Marathon	Sports	Q1	4/19	Boston, MA	
Earth Day	Holiday	Q2	4/22	National / multi-market	
Graduation	Seasonal	Q2	May - June	National / multi-market	
<i>Asian American Heritage Month</i>	<i>Culture</i>	<i>Q2</i>	<i>May</i>	<i>National / multi-market</i>	
<i>Jewish American Heritage Month</i>	<i>Culture</i>	<i>Q2</i>	<i>May</i>	<i>National / multi-market</i>	
<i>Mental Health Awareness Month</i>	<i>Health</i>	<i>Q2</i>	<i>May</i>	<i>National / multi-market</i>	
Kentucky Derby	Sports	Q2	5/1	Louisville, KY	Churchill Downs
Formula 1 Crypto.com Miami Grand Prix	Sports	Q2	5/2	National / multi-market	Miami International Autodrome
Star Wars Day	Culture	Q2	5/4	National / multi-market	
Met Gala	Fashion	Q2	5/3	New York, NY	Metropolitan Museum of Art
Cinco de Mayo	Holiday	Q2	5/5	National / multi-market	
Mother's Day	Holiday	Q2	5/9	National / multi-market	
PGA Championship	Sports	Q2	5/20-5/23	Frisco, TX	PGA Frisco
Eurovision Music Contest	Music	Q2	TBD	Vienna, Austria	Wiener Stadthalle
Memorial Day	Holiday	Q2	5/31	National / multi-market	
<i>Black Music Appreciation Month</i>	<i>Culture</i>	<i>Q2</i>	<i>June</i>	<i>National / multi-market</i>	
<i>National Pride Month</i>	<i>Culture</i>	<i>Q2</i>	<i>June</i>	<i>National / multi-market</i>	
Tribeca Film Festival	Film	Q2	6/2-6/13	New York, NY	
NBA Finals	Sports	Q2	TBD	TBD	TBD
Governors Ball	Music	Q2	6/4-6/6	New York, NY	Flushing Meadows Corona Park
Bonnaroo	Music	Q2	6/10-6/13	Manchester, TN	Great Stage Park
Tony Awards	Awards	Q2	6/13	New York, NY	Lincoln Center for Performing Arts
National Puerto Rican Day Parade	Culture	Q2	6/13	New York, NY	
US Open Golf	Sports	Q2	7/17-6/20	Pebble Beach, CA	Pebble Beach Golf Links
Juneteenth	Holiday	Q2	6/19	National / multi-market	
Father's Day	Holiday	Q2	6/20	National / multi-market	
June Solstice - First day of summer	Holiday	Q2	6/20	National / multi-market	
2027 FIFA Women's World Cup	Sports	Q2-Q3	6/24-7/25	Brazil	
BET Awards	Awards	Q2	627	Los Angeles, CA	Peacock Theater
Wimbledon	Sports	Q3	6/28-7/11	London, UK	All England Lawn Tennis and Croquet Club
2027 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	7/22-7/25	San Diego, CA	San Diego Convention Center
San Francisco Marathon	Sports	Q3	7/24-7/25	San Francisco, CA	
Lollapalooza	Music	Q3	7/29-8/1	Chicago, IL	Grant Park, Chicago
Back to School	Seasonal	Q3	August - September	National / multi-market	
US Open Tennis	Sports	Q3	8/30-9/12	New York, NY	USTA Billie Jean King National Tennis Center
<i>National Hispanic Heritage Month</i>	<i>Culture</i>	<i>Q3</i>	<i>September 15 - October 15</i>	<i>National / multi-market</i>	
MTV VMAs	Awards	Q3	TBD	TBD	
Labor Day	Holiday	Q3	9/6	National / multi-market	
Prmetime Emmy Awards	Awards	Q3	9/19	Los Angeles, CA	Peacock Theater
September Equinox - First day of fall	Holiday	Q3	9/22	National / multi-market	
Rosh Hashanah	Holiday	Q3	10/1-10/3	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
2027 Q4					
<i>National Breast Cancer Awareness Month</i>	<i>Health</i>	<i>Q4</i>	<i>October</i>	<i>National / multi-market</i>	
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	10/7-10/10	New York, NY	Javits Center
Chicago Marathon	Sports	Q4	10/10	Chicago, IL	
Canadian Thanksgiving	Holiday	Q4	10/11	Canada/multi-market	
Columbus Day	Holiday	Q4	10/11	National / multi-market	
Indigenous Peoples' Day	Holiday	Q4	10/11	National / multi-market	
Formula 1 Pirelli United States Grand Prix	Sports	Q4	TBD	Austin, TX	Circuit of the Americas
Diwali	Holiday	Q4	10/29	National / multi-market	
Halloween	Holiday	Q4	10/31	National / multi-market	
<i>Native American Indian/Alaska Native Heritage Month</i>	<i>Culture</i>	<i>Q4</i>	<i>November</i>	<i>National / multi-market</i>	
World travel Market	Event	Q4	TBD	London, UK	
NYC Marathon	Sports	Q4	11/7	New York, NY	
Philadelphia Marathon	Sports	Q4	10/21	Philadelphia, PA	
Veterans Day	Holiday	Q4	11/11	National / multi-market	
Formula 1 Heineken Silver Las Vegas Grand Prix	Sports	Q4	TBD	Las Vegas, NV	Las Vegas Strip

Thanksgiving	Holiday	Q4	11/25	National / multi-market	
Black Friday	Holiday	Q4	11/26	National / multi-market	
Cyber Monday	Holiday	Q4	11/29	National / multi-market	
Hanukkah	Holiday	Q4	12/24-1/1	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	