

2021 PRINT PRODUCTION SCHEDULE

JANUARY 2021 - JANUARY 2022



Orders Due to Imagine Week Of	FINAL Proof Sign-Off Day	Delivery Date to Distributor's Warehouse	Earliest Valassis IHD** If running through Valassis	ANNE IHD**	Key Holidays & Dates
December 7th	December 21st	January 8th	Week of January 17th	Week of January 24th	Valentine's Day 2/14 Presidents' Day 2/15
January 11th	January 22nd	February 5th	Week of February 14th	Week of February 21st	Tax Season
February 15th	February 26th	March 12th	Week of March 21st	Week of March 28th	Spring Savings Easter 4/4
March 15th	March 26th	April 9th	Week of April 18th	Week of April 25th	Spring Savings
March 22nd	April 2nd	April 16th	Week of April 25th	Week of May 23rd	Mother's Day 5/9
April 12th	April 23rd	May 7th	Week of May 16th	Week of May 23rd	Memorial Day 5/31 Father's Day 6/20
May 17th	May 28th	June 11th	Week of June 20th	Week of June 27th	Independence Day 7/4
June 14th	June 25th	July 9th	Week of July 18th	Week of July 25th	Back to School
July 19th	July 30th	August 13th	Week of August 22nd	Week of August 29th	Labor Day 9/6
August 16th	August 27th	September 10th	Week of September 19th	Week of September 26th	Fall Savings
August 30th	September 10th	September 24th	Week of October 3rd	Week of October 24th	Columbus Day 10/11
September 13th	September 24th	October 8th	Week of October 17th	Week of October 24th	Halloween 10/31 Veterans Day 11/11
October 11th	October 22nd	November 5th	Week of November 14th	Week of November 21st	Thanksgiving 11/25 Black Friday 11/26 Christmas 12/25
November 15th	November 26th	December 10th	Week of December 19th	Week of December 26th	Christmas 12/25 New Year's 1/1
December 13th	December 22nd	January 7, 2022	Week of January 16th	Week of January 23rd, 2022	MLK Day 1/17

Valassis and ANNE IHDs are the earliest possible dates the piece will be in the mailbox. Schedules vary by market, so please call Valassis to confirm all IHDs for your area. If you wish to distribute your ad in an ANNE market, you **must run your ad on the first delivery date that is offered each month (denoted above in blue).