The January date sheet.

Four launch Mondays and the T-minus deadlines each one creates. Find the week closest to your launch, or fill your own date into the row at the bottom.

BANK HOLIDAYS Christmas Day Fri 25 Dec · Boxing Day (sub) Mon 28 Dec · New Year's Day Fri 1 Jan

LAUNCH	BRIEF BY T-6 weeks	SHOOT T-4 weeks	FIRST POST T-2 weeks	ALL FINISHED T-1 week
Mon 11 Jan	Mon 30 Nov	Mon 14 Dec	● Mon 28 Dec	Mon 4 Jan
Mon 18 Jan	Mon 7 Dec	● Mon 21 Dec	Mon 4 Jan	Mon 11 Jan
Mon 25 Jan	Mon 14 Dec	● Mon 28 Dec	Mon 11 Jan	Mon 18 Jan
Mon 1 Feb	● Mon 21 Dec	Mon 4 Jan	Mon 18 Jan	Mon 25 Jan

● Falls in the Christmas break. See the note below.

Your launch

Your date	minus 42 days	minus 28 days	minus 14 days	minus 7 days

BEFORE THE BRIEF DATE

- [ ] Date and claim written
- [ ] Shot list written
- [ ] Shoot day booked
- [ ] Holiday posts loaded by Fri 18 Dec

> **If a date falls between Sat 19 December and Sun 3 January,** move it back to Fri 18 December or forward to Mon 4 January. Posts can still go out over the break, as long as someone schedules them before you leave.