

2016

HOLIDAY CALENDAR

AT A GLANCE



Listrak will help you **make more** in Q4.

Print, post, and share this handy guide for key holiday **dates**, shipping **deadlines** and 2015 **stats**. It will help **inspire** your campaigns and your team to drive **sales** and customer **engagement**.

OCT 2016							1
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

10 Columbus Day 15 Sweetest Day 31 Halloween

NOV 2016						
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

6 Daylight Savings Time Ends 11 Veteran's Day / Singles' Day 24 Thanksgiving
 25 Black Friday 26 Small Business Saturday 28 Cyber Monday

DEC 2016						
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

12 Green Monday 21 First Day of Winter 24 Hanukkah Begins / Super Saturday
 25 Christmas 26 Kwanzaa Begins / Boxing Day 31 New Year's Eve

Key Shipping Dates

Arrival by Dec. 24

USPS Standard Post | Dec 14

UPS Ground | Dec 16

USPS First-Class Mail/Priority Mail | Dec 19

UPS Second Day | Dec 22

USPS Priority Mail Express | Dec 23

UPS Next Day Air | Dec 23

**Dates may change. Confirm with service provider.*

2015 Desktop Holiday Spending

vs. corresponding days 2014

	2015 (millions)	% change
Thanksgiving	\$1,096	6%
Black Friday	\$1,656	9%
Cyber Monday	\$2,280	12%
Thanksgiving-Cyber Monday	\$7,201	10%
Nov. 1-Dec. 31	\$56,427	6%

**comScore, Inc.*

2015 Holiday Revenue by Channel



+6% Desktop



+1.7% Store



+59% Mobile