ANNUAL PROCUREMENT TIMELINE

The month-by-month rhythm companies follow to have calendars in hands by January.

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Company calendar orders follow the same rhythm every year. Work backward from a January drop: the firms that land on time are the ones that start in summer.

THE ANNUAL RHYTHM

MONTHS	WHAT HAPPENS	YOUR DATE
JUN-JUL	Design window. Pick the theme, gather photos and the year's dates.	_____
AUG-SEP	Quote window. Get pricing, lock the quantity, approve the artwork.	_____
OCT-NOV	Order window. The comfortable order lands for a December or January delivery.	_____
DEC	Staging month. Calendars in hand, envelopes packed, lists finalized.	_____
JAN	Drop month. Calendars go out in weeks one and two.	_____

THE 2027 ORDER CHECKPOINTS

- Design started by: _____ (July is comfortable)
- Artwork approved by: _____ (mid-November target)
- Order placed by: _____ (end of November for standard Ground)
- In hand by: _____ (mid-December, staged for January)

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