

# Key Sale Campaigns

Details on each sale, including submission requirements, will be provided via your Account Manager and/or the Connect platform four to six weeks in advance of the sale start date.

## January

New Year, New You Sale

## February

February Romance Sale

Chinese New Year Sale

## March

Murder, Mystery, and Mayhem Sale

End of Fiscal Year Sale (UK)

## April

Easter Sale

Children's Book Sale

Ramadan Sale

## May

Yay! for YA Sale

Spanish-Language Sale

College & Career Readiness Sale

Ramadan Sale

## June

Audiobook Month Sale

Adult Fiction Sale

## July

Adult Nonfiction Sale

Super Mega Comic Sale

## August

Back to School Sale

## September

Back to School Sale

Hispanic Heritage Month Sale

## October

Craft & Cooking Sale

## November

End of Year Sale

## December

End of Year Sale



For more information please contact the Publisher Account Services Team at [merchandising@overdrive.com](mailto:merchandising@overdrive.com).