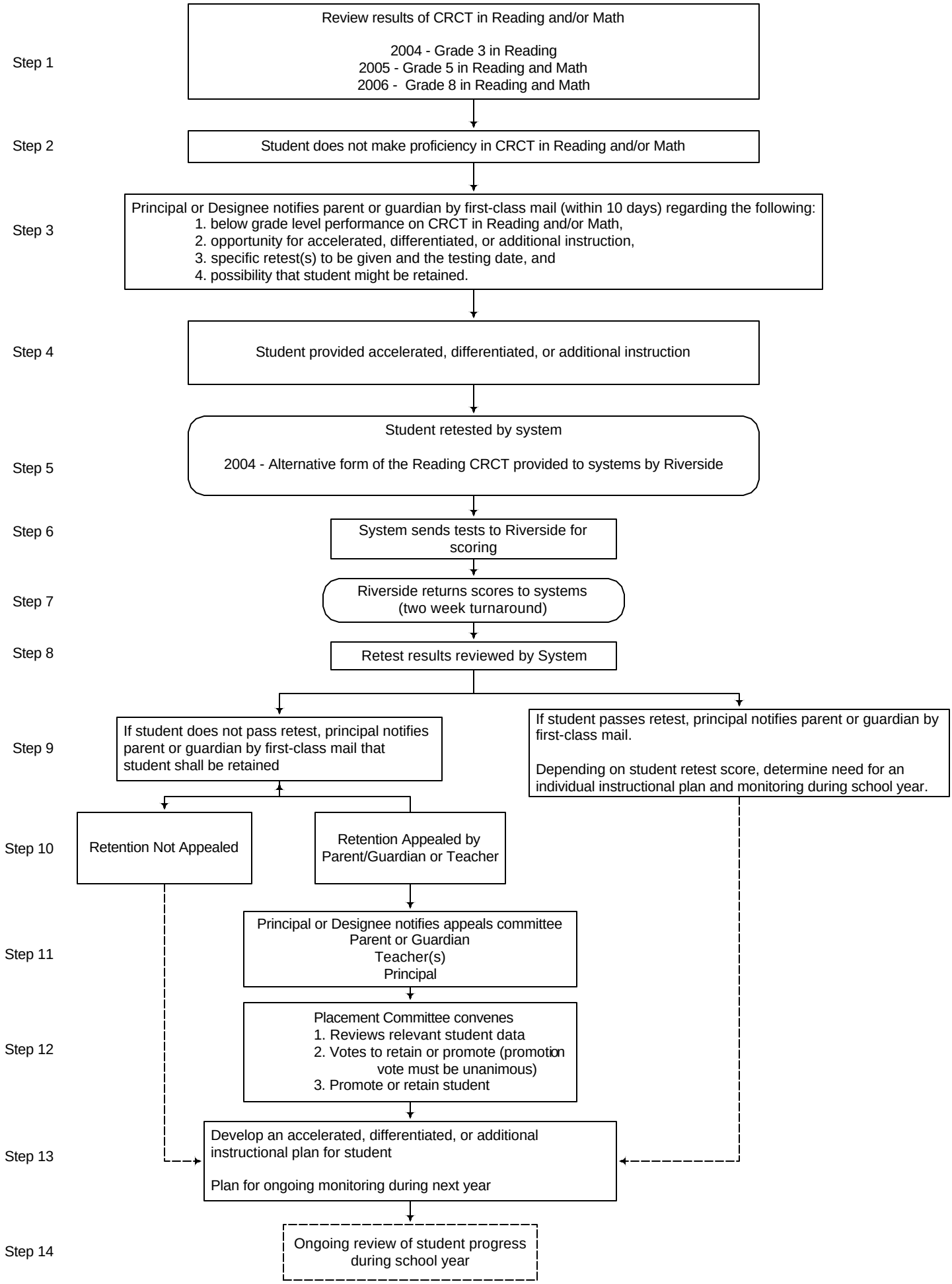Sample Promotion and Placement Timeline