

October 2018

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|--|--|---|---|--|-----|
| | 1 Advertising Week New York → | 2 | 3 | 4 New York Comic Con → Mondial de l'Automobile → National Taco Day | 5 Austin City Limits → Manufacturing Day MPOWER Summit West Coast → World Smile Day | 6 |
| 7 | 8 | 9 | 10 World Mental Health Day | 11 NYC Wine & Food Fest → Day of the Girl | 12 | 13 |
| 14 | 15 | 16 World Food Day | 17 International End Poverty Day | 18 | 19 | 20 |
| 21 WWE TLC Money 20/20 USA → | 22 | 23 MLB World Series Begin | 24 United Nations Day | 25 | 26 Voodoo Experience → | 27 |
| 28 World Animation Day | 29 | 30 SEMA Show → | 31 Halloween 26.3M <small>Tweet impressions*</small> | | | |

EVENT LENGTHS

| | | | | | |
|--------------------------------|-------------|------------------------------|-------------|-----------------|-----|
| New York Comic Con | 10/4-10/7 | Advertising Week New York | 10/1-10/4 | NBA Opening Day | TBD |
| Austin City Limits | 10/5-10/14 | NYC Wine & Food Fest | 10/11-10/14 | MLB Playoffs | TBD |
| Voodoo Experience | 10/26-10/28 | MPOWER Summit West Coast | 10/5-10/7 | NHL Opening Day | TBD |
| Latin American Music Awards | TBD | Money 20/20 USA | 10/21-10/24 | | |
| Soul Train Awards | TBD | SEMA Show | 10/30-11/2 | | |
| Premios de La Radio | TBD | Festival of Media LatAm | TBD | | |
| Miss Universe | TBD | CA World | TBD | | |
| TwitchCon | TBD | Dubai Motor Show | TBD | | |
| BFI London | TBD | | | | |
| Mondial de l'Automobile | 10/4-10/14 | | | | |

● Entertainment ● Sports ● Holidays ● Other

*Tweet impressions based on 2017 internal data