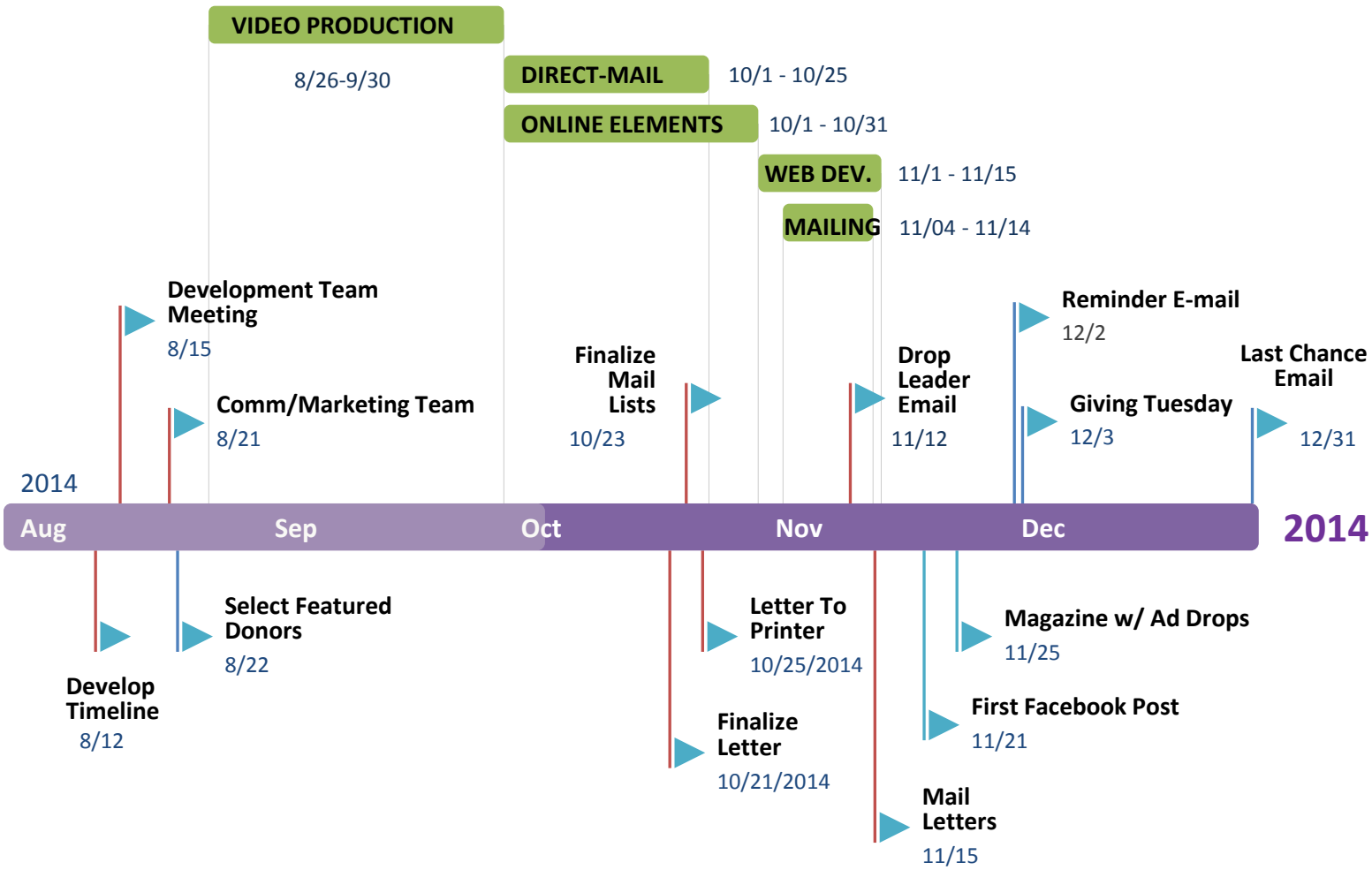Sample Timeline: Integrated Year-End Campaign