



Holiday Savings Infographic

When to Spend • February 21, 2017



Take a look at toys on Cyber Monday

Get the biggest retailers' best deals on everything your kiddos want—without the Black Friday crowds.



25% Dolls & Plush Toys	30% Educational Toys	50% Arts & Crafts
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Average Cyber Monday 2017 Savings on Top Toys

Cozy up with winter clothes the 2 weeks leading up to December 25th

Retailers give double the deals this time of year. Use coupons in addition to sales for extra savings.



Get savings delivered in mid-December

Take advantage of Free Shipping Day to save an average of **\$6.63 per order** over standard retailer shipping.



Average Shipping Costs at Popular Retailers

Department Stores	SAVE UP TO \$8.35
Apparel & Accessories	SAVE UP TO \$5.78
Toys & Games	SAVE UP TO \$5.78

Average Shipping Costs at Popular Retailers

Retailer	Average Shipping Cost
Department Stores	SAVE UP TO \$8.35
Apparel & Accessories	SAVE UP TO \$5.78
Toys & Games	SAVE UP TO \$6.48
Sports & Outdoor	SAVE UP TO \$6.18

Watch for the best savings on TVs after December 21st

Retailers mark down prices to sell their stock before the end of the season.

2016 Average Savings on Top 4K TVs by Size

TV Size	Average Savings
65-70" TVs	Save \$373
55" TVs	Save \$335
40-43" TVs	Save \$231

Wrap up the season's savings the last week of December

Stock up and save on holiday decor, candy and wrapping paper for next year.

SAVE UP TO:

- 90%** on holiday chocolate
- 90%** on wrapping paper
- 75%** on holiday decor

Want to be ready to steal all these deals come the holidays? Start your [seasonal savings plan](#) now and be prepared when the sales hit.

This site is for educational purposes. The material provided on this site is not intended to provide legal, investment, or financial advice or to indicate the availability or suitability of any Capital One product or service to your unique circumstances. For specific advice about your unique circumstances, you may wish to consult a qualified professional.

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* **PRODUCTS**

* **ABOUT US**

* **CAREERS**

* **LEGAL**






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Capital One Home > Personal Banking > Example Post

A shopping schedule to trim your seasonal budget.

Shop the friendly skies in October

Book your holiday flights before Halloween to save up to 18%.

NOVEMBER HOLIDAYS

SAVE UP TO **\$75**

By booking in October vs. 10 days before Thanksgiving

DECEMBER HOLIDAYS

SAVE UP TO **\$84**

By booking in October vs. 10 days before December 25th

*Average price for round trip, domestic flight.

Grab gadgets on Black Friday

You'll find jaw-dropping savings on small electronics on the biggest shopping day of the year.

SAVE UP TO:

Take a look at toys on Cyber Monday

Get the biggest retailers' best deals on everything your kiddos want—without the Black Friday crowds.

25%

Dolls & Plush Toys

30%

Educational Toys

50%

Arts & Crafts

Average Cyber Monday 2017 Savings on Top Toys

Cozy up with winter clothes the 2 weeks leading up to December 25th

Retailers give double the deals this time of year. Use coupons in addition to sales for extra savings.

The image consists of five horizontal promotional banners stacked vertically.
Banner 1: Features a photograph of a semi-truck driving on a snowy road through a forest. The headline reads "Get savings delivered in mid-December". Below it, a sub-headline says "Take advantage of Free Shipping Day to save an average of \$6.63 per order over standard retailer shipping." At the bottom, a bar chart titled "Average Shipping Costs at Popular Retailers" lists four categories: Department Stores (Save up to \$8.35), Apparel & Accessories (Save up to \$5.78), Toys & Games (Save up to \$6.48), and Sports & Outdoor (Save up to \$6.18).
Banner 2: Has a dark blue background decorated with white snowflake graphics. The headline is "Watch for the best savings on TVs after December 21st". A sub-headline states "Retailers mark down prices to sell their stock before the end of the season." Below this, a graphic titled "2016 Average Savings on Top 4K TVs by Size" shows three nested rectangles representing different TV sizes: 65-70" (Save \$373), 55" (Save \$335), and 40-43" (Save \$231).
Banner 3: Features a stack of wrapped gifts on a light-colored surface. The headline is "Wrap up the season's savings the last week of December". A sub-headline says "Stock up and save on holiday decor, candy and wrapping paper for next year." To the left, a diagram titled "SAVE UP TO:" points to various gift items with labels: "90% on holiday chocolate", "90% on wrapping paper", and "75% on holiday decor".
Banner 4: Has a dark blue background with white snowflake graphics. The headline is "Want to be ready to steal all these deals come the holidays? Start your seasonal savings plan now and be prepared when the sales hit."
Banner 5: A solid dark blue banner containing small white text. It starts with "This site is for educational purposes..." followed by a list of sources under the heading "Flights" (including Sully, P. 2017) and "Small Electronics" (including Jespersen, C. 2017 and Dengler, P. 2017). It ends with a "Toys" section mentioning Marte, J. (2016).

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