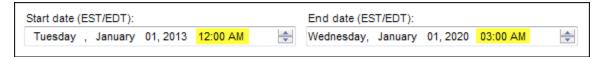# Day-of-Week Promotions

Promotions which are configured to be active only on certains days of the week require special care while configuring.

To allow flexibility to adapt the day-of-week promos to any timezones in the world, the *time* component of the **Start Date** and **End Date** fields for the promotion play a special role in when the promo is active.

Rules

Start time from 00:00 to 11:59	Promo goes into effect at the specified time **ON THE DAY** specified.
Start time from 12:00 to 23:59	Promo goes into effect at the specified time **ONE DAY PRIOR** to the day specified.

End time from 00:00 to 11:59	Promo ends at the specified time **ONE DAY AFTER** the specified day.
End time from 12:00 to 23:59	Promo ends at the specified time **ON THE DAY** specified.

Examples

1. Cover USA Nationally (East Coast - Hawaii)

Start Time: 12:00AM End Time: 5:00AM	Promo is activated at midnight on the east coast and expires at midnight in Hawaii on the selected day (s).

2. Cover USA West Coast Only

Start Time: 3:00AM End Time: 3:00AM	Promo is activated from midnight to midnight Pacific Time on the selected day (s).

3. Cover UK

Start Time: 7:00PM End Time: 7:00PM	Promo is activated from midnight to midnight UK time on the selected day (s).