

2017 PUBLICATION SCHEDULE

Issue	AD Copy Deadline
February 2017	Friday, January 20
March 2017	Friday, February 17
April 2017	Friday, March 17
May 2017	Thursday , April 13
June 2017	Friday, May 19
July 2017	Friday, June 16
August 2017	Friday, July 21
September 2017	Friday, August 18
October 2017	Friday, September 15
November 2017	Friday, October 20
December 2017	Friday, November 17
January 2018	Friday, December 15

*For additional information regarding ad sizes, custom in-house ad design,
please call Lisette at 403-320-2222 ext. 33 or e-mail at lcook@lethseniors.com*

Thank you

Column Inches sizes

1 column = 1.631" wide
2 columns = 3.388" wide
3 columns = 5.145" wide
4 columns = 6.902" wide
5 columns = 8.659" wide
6 columns = 10.416" wide

Common Ad sizes

2 x 2 (4 column inches) = 3.388" wide x 2" deep
2 x 3 (6 column inches) = 3.388" wide x 3" deep
2 x 4 (8 column inches) = 3.388" wide x 4" deep
3 x 4 (12 column inches) = 5.145" wide x 4" deep
3 x 8 (24 column inches) = 5.145" wide x 8" deep
4 x 3 (12 column inches) = 6.902" wide x 3" deep
5 x 3 (15 column inches) = 8.659" wide x 3" deep
6 x 3 (18 column inches) = 10.416 wide x 3" deep

Please submit your camera-ready ad as PDF in either black or white or colour.