

## 2018 PUBLICATION SCHEDULE

Issue	AD Copy Deadline
February 2018	Friday, January 19
March 2018	Friday, February 16
April 2018	Friday, March 16
May 2018	Friday, April 13
June 2018	Friday, May 18
July 2018	Friday, June 15
August 2018	Friday, July 20
September 2018	Friday, August 17
October 2018	Friday, September 14
November 2018	Friday, October 19
December 2018	Friday, November 16
January 2019	Friday, December 14

*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](mailto: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.*