

2020 PUBLICATION SCHEDULE

| Issue | AD Copy Deadline |
|----------------|----------------------|
| February 2020 | Friday, January 17 |
| March 2020 | Friday, February 14 |
| April 2020 | Friday, March 20 |
| May 2020 | Friday, April 17 |
| June 2020 | Friday, May 15 |
| July 2020 | Friday, June 12 |
| August 2020 | Friday, July 17 |
| September 2020 | Friday, August 21 |
| October 2020 | Friday, September 18 |
| November 2020 | Friday, October 16 |
| December 2020 | Friday, November 13 |
| January 2021 | Friday, December 18 |

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.