

2021 PUBLICATION SCHEDULE

Issue	AD Copy Deadline
February 2021	Friday, January 15
March 2021	Friday, February 12
April 2021	Friday, March 19
May 2021	Friday, April 16
June 2021	Friday, May 14
July 2021	Friday, June 18
August 2021	Friday, July 16
September 2021	Friday, August 13
October 2021	Friday, September 17
November 2021	Friday, October 15
December 2021	Friday, November 12
January 2022	Friday, December 17

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.