



# PRINT CALENDAR & SPECIFICATIONS

## 2021 ISSUE CLOSING DATES

ISSUE MONTH	CONTRACT	MATERIALS	PRINT EDITION ON-SALE	DIGITAL EDITION ON-SALE
Jan•Feb	10/29/20	11/09/20	01/01/21	12/12/20
March	12/31/20	01/11/21	03/05/21	02/13/21
April	01/28/21	02/08/21	04/02/21	03/13/21
May	03/04/21	03/15/21	05/07/21	04/17/21
June•July	04/01/21	04/12/21	06/04/21	05/15/21
August	06/03/21	06/14/21	08/06/21	07/17/21
September	07/01/21	07/12/21	09/03/21	08/14/21
October	08/05/21	08/16/21	10/08/21	09/18/21
November	09/02/21	09/13/21	11/05/21	10/16/21
December	09/30/21	10/11/21	12/03/21	11/13/21

### PRINT EDITION MATERIALS DELIVERY

Include publication name, issue, advertiser and "print" or "digital" in the subject line.

### CANCELLATION POLICY

Cover advertising is non-cancellable, and run-of-book advertising units are cancellable up until issue contract close date. Covers can be combined with other space units to earn discount.

## ADVERTISING SPECIFICATIONS

UNIT SIZE	NON-BLEED (W" X D")	BLEED (W" X D")	TRIM (W" X D")
Spread	15" x 10"	16" x 10.75"	15.75" x 10.5"
Full Page	7.5" x 10"	8.125" x 10.75"	7.875" x 10.5"
<sup>2</sup> / <sub>3</sub> Page Vertical	4.625" x 10"	5.125" x 10.75"	4.875" x 10.5"
<sup>1</sup> / <sub>2</sub> Page Horizontal	7.5" x 5"	8.25" x 5.25"	7.875" x 5"
<sup>1</sup> / <sub>2</sub> Page Vertical	4.125" x 10.75"	4.125" x 10.75"	3.25" x 10"
<sup>1</sup> / <sub>3</sub> Page Vertical	2.25" x 10"	2.75" x 10.75"	2.5" x 10.5"
<sup>1</sup> / <sub>3</sub> Page Vertical	3.25" x 10.75"	3.25" x 10.75"	2.5" x 10"

### PRINT MATERIALS DELIVERY & INQUIRIES

ADVERTISING@SCOUTING.ORG