



PRINT CALENDAR & SPECIFICATIONS

2024 ISSUE CLOSING DATES

ISSUE MONTH	CONTRACT	MATERIALS	IN-HOME START DATE	DIGITAL EDITION
Jan-Feb	10/26/23	11/6/23	12/16/23	12/20/23
March	1/11/24	1/22/24	3/2/24	3/6/24
April	2/1/24	2/12/24	3/23/24	3/27/24
May	2/29/24	3/11/24	4/20/24	4/24/24
June-July	3/28/24	4/8/24	5/18/24	5/22/24
August	5/30/24	6/10/24	7/20/24	7/24/24
September	7/5/24	7/15/24	8/24/24	8/28/24
October	8/1/24	8/12/24	9/21/24	9/25/24
November	8/29/24	9/9/24	10/19/24	10/23/24
December	10/3/24	10/14/24	11/23/24	11/27/24

ADVERTISING SPECIFICATIONS

UNIT SIZE	BLEED (W" X D")	TRIM (W" X D")
Spread	16" x 10.75"	15.75" x 10.5"
Full Page	8.125" x 10.75"	7.875" x 10.5"
² / ₃ Page Vertical	5.125" x 10.75"	4.875" x 10.5"
¹ / ₂ Page Horizontal	8.25" x 5.25"	7.875" x 5"
¹ / ₂ Page Vertical	4.125" x 10.75"	3.25" x 10"
¹ / ₃ Page Vertical	2.75" x 10.75"	2.5" x 10.5"
¹ / ₃ Page Square	5.125" x 5.25"	4.875" x 5"

TRADIN' POST CLASSIFIED

UNIT SIZE	(W" X D")
1"	2.25" x 1"
2"	2.25" x 2"
3"	2.25" x 3"
4"	2.25" x 4"
5"	2.25" x 5"
10"	4.875" x 5"

PRINT EDITION MATERIALS DELIVERY

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

Print edition advertising also appears in the digital edition, which is available to subscribers on smartphones and tablets.

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.