

2021 CONNECTION Deadline/Camera Ready Due Date

Issue	Deadline Date (ad reservations)	CR Ads Due
January	Monday, December 14	Wednesday, Dec 16
February	Monday, January 18	Wednesday, Jan 20
March	Monday, February 15	Wednesday, Feb 17
April	Monday, March 22	Wednesday, March 24
May	Monday, April 19	Wednesday, April 21
June	Monday, May 17	Wednesday, May 19
July	Monday, June 21	Wednesday, June 23
August	Monday, July 19	Wednesday, July 21
September	Monday, August 23	Wednesday, Aug 25
October	Monday, September 20	Wednesday, Sept 22
November	Monday, October 18	Wednesday, Oct 20
December	Monday, November 15	Wednesday, Nov 17
January 2022	Monday, December 20	Wednesday, Dec 22

***CAMERA-READY DISCOUNTS WILL APPLY TO ADS
RECEIVED BY 5 PM ON THE DATE THEY ARE DUE.***

Column WIDTH Measurements

1 column = 1.6"	4 columns = 6.7"
2 columns = 3.3"	5 columns = 8.4"
3 columns = 5.0"	6 columns = 10.1"

Column DEPTH Measurements

1 column = 1.0"	8 columns = 8.7"
2 columns = 2.1"	9 columns = 9.8"
3 columns = 3.2"	10 columns = 10.9"
4 columns = 4.3"	11 columns = 12.0"
5 columns = 5.4"	12 columns = 13.1"
6 columns = 6.5"	13 columns = 14.2"
7 columns = 7.6"	14 columns = 15.3"
	Full page 15.6"

Examples of Standard Display Ad Dimensions

Size	Column Inches	Measurement
2 page Center Spread	12 x 14 = 168	21.25" x 15.6"
Full page	6 x 14 = 84	10.1" x 15.6"
1/2 pg. (horiz.)	6 x 7 = 42	10.1" x 7.6"
1/2 pg. (vert.)	3 x 14 = 42	5.0" x 15.3"
1/3 pg. (horiz.)	6 x 5 = 30	10.1" x 5.4"
1/3 pg. (vert.)	3 x 10 = 30	5.0" x 10.9"
1/4 pg.	3 x 7 = 21	5.0" x 7.6"
1/8 pg.	2 x 5 = 10	3.3" x 5.4"

Cattle
CONNECTION

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