

SN Ad Sizes and Deadlines

AD DIMENSIONS

PAGE UNIT	WIDTH	DEPTH
A. 2-page spread	16 ³ / ₈	10 ⁷ / ₈
B. Full page	8 ³ / ₈	10 ⁷ / ₈
C. ² / ₃ page	4 ⁵ / ₈	9 ⁵ / ₈
D. ¹ / ₂ page island	4 ⁵ / ₈	7 ³ / ₈
E. ¹ / ₂ page horizontal	7	4 ⁵ / ₈
F. ¹ / ₂ page spread (trim)	16 ³ / ₈	5 ³ / ₈
G. ¹ / ₃ page square	4 ⁵ / ₈	4 ⁵ / ₈
H. ¹ / ₃ page vertical	2 ¹ / ₈	9 ⁵ / ₈
I. ¹ / ₄ page vertical	3 ³ / ₈	4 ⁵ / ₈
Full-page insert	8 ⁵ / ₈	11 ¹ / ₈
Spread insert	17 ¹ / ₄	11 ¹ / ₈



CLOSING DATES

ISSUE MONTH	SPACE RESERVATION	MATERIALS DUE
January/February	November 4	December 2
March (eSN)	January 4	January 27
April	February 3	February 24
May (eSN)	March 2	March 23
June/July	April 1	May 6
ANC Program Guide	April 15	May 6*
August/September	June 3	July 5
October (eSN)	August 3	August 24
November/December	September 2	October 3

*An earlier due date for ad materials on "Tabs" may apply
 **Cancellations must be made by space reservation deadline.

NOTE:
 All **insertion orders** should be sent via email to your **SN Sales Representative** (see contact information below).

All **ad materials** should be sent directly via email to **SNProduction@schoolnutrition.org** and **kweston@rmi.net**.

CONTACT YOUR SALES REPRESENTATIVES FOR MORE INFORMATION

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