



# 2021 Editorial Calendar

Month	Breed · Theme	Advertising Deadline	Estimated Delivery Date
January	Simmental	December 15	January 10
February	Gelbvieh	January 15	February 10
March	Hereford	February 15	March 10
April	Limousin	March 15	April 10
May/June	Shorthorn, Branding, Spring Roundup Preview	April 15	May 10
July	Spring Roundup Review	June 15	July 10
August	Feeding Industry, Youth	July 15	August 10
September	Salers, Convention Preview	August 15	September 10
October	Angus	September 15	October 10
November	Red Angus, Convention Review	October 15	November 10
December	Charolais, 2022 NDSA Calendar	November 15	December 10

**Closing date:** The deadline for each issue is the 15th of the month preceding the publication. If new copy is not received by the press date, the publisher will repeat the previous ad of the same space. The issue will be mailed the 10th of each month unless the 10th falls on the weekend or a holiday.

**Printing Specifications:** Disk-ready materials accepted CD or DVD. Photoshop eps, psd or tif; Illustrator eps; InDesign, Pagemaker file or pdf; Quark file or pdf. Resolution 300 dpi. If ad is not disk-ready, glossy photographs and/or original logos are preferred.