

2010 BERKS ENCORE NEWS SCHEDULE

ISSUE MONTH	READING EAGLE SUNDAY INSERT	CLOSE DATE Last day to reserve ad space 12:00 noon	ADS DUE Last day to email ad 12:00 noon	ISSUE PRINT DATE
January 2010	January 3, 2010	November 24, 2009	December 16, 2009	December 21, 2009
February 2010		December 23, 2009	January 19, 2010	January 25, 2010
March 2010	February 28, 2010	January 28, 2010	February 16, 2010	February 22, 2010
April 2010		February 25, 2010	March 16, 2010	March 22, 2010
May 2010	May 2, 2010	March 30, 2010	April 20, 2010	April 26, 2010
June 2010		April 29, 2010	May 18, 2010	May 24, 2010
July 2010	June 27, 2010	May 27, 2010	June 15, 2010	June 21, 2010
August 2010		June 29, 2010	July 20, 2010	July 26, 2010
September 2010	August 29, 2010	July 29, 2010	August 17, 2010	August 23, 2010
October 2010		August 30, 2010	September 21, 2010	September 27, 2010
November 2010	October 24, 2010 (Sr. Expo- 10/26/10)	September 28, 2010	October 13, 2010	October 18, 2010
December 2010		October 15, 2010	November 16, 2010	November 22, 2010
January 2011	January 2, 2011	November 24, 2010	December 15, 2010	December 20, 2010

Ads must be emailed directly to berksencoreads@readingeagle.com no later than date as show above. A PDF file is preferred.

Note: Ads requiring design changes must be received at least one week prior to ad due date as shown above.

Questions concerning "Berks Encore News" advertising should be directed to Carl Noecker at 610-374-3195, ext. 227 or cell phone 484-824-4402.

***These dates are subject to change due to the printing schedule of the Reading Eagle.
Advanced notice of any date changes will be given as soon as humanly possible.***