

2012 BERKS ENCORE NEWS SCHEDULE *advertising deadline 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 2012	January 1, 2012	November 22, 2011	December 14, 2011	December 19, 2011
February 2012		December 29, 2011	January 17, 2012	January 23, 2012
March 2012	March 4, 2012	January 27, 2012	February 14, 2012	February 20, 2012
April 2012		February 27, 2012	March 20, 2012	March 26, 2012
May 2012	April 29, 2012	March 28, 2012	April 17, 2012	April 23, 2012
June 2012		April 26, 2012	May 15, 2012	May 21, 2012
July 2012	July 1, 2012	May 29, 2012	June 19, 2012	June 25, 2012
August 2012		June 27, 2012	July 17, 2012	July 23, 2012
September 2012	September 2, 2012	July 27, 2012	August 21, 2012	August 27, 2012
October 2012		August 29, 2012	September 18, 2012	September 24, 2012
November 2012	October 21, 2012 (Sr. Expo- 10/23/12)	September 27, 2012	October 9, 2012	October 15, 2012
December 2012		October 29, 2012	November 20, 2012	November 26, 2012
January 2013	December 30, 2012	November 28, 2012	December 11, 2012	December 17, 2012

Ads must be emailed directly to berksencoreads@readingeagle.com no later than date as shown 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 your account executive or Melissah Jablonski at (610) 374-3195, x223.

***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.***