

Issue Schedule



While Walneck's is helping you reach a national audience, you may choose to advertise in our regional modern motorcycle publication, Cycle Trader. Cycle Trader is perfect for helping you reach customers in your local community, and are geographically focused to drive sales from people in your neighborhood.

Pre-Printed Inserts

For pre-printed insert rates, please contact an Advertising Representative. Copy for these inserts must be submitted to our offices for approval before printing.

Cards and Pre-printed supplied inserts are due approximately four weeks before the issue date.

Book	Title	Display & Classified (Major Deadline)		Early Section Deadlines	
		Section	Day/Time	Section	Day/Time
HQA	Virginia Boat Trader	Main Section	Monday, 5pm EST	Cover	Friday, 5pm EST
MAR	Mid-Atlantic RV Trader	Main Section	Monday, 5pm EST	Cover	Friday, 5pm EST
RQA	Mid-Atlantic Commercial Truck Trader	Main Section	Monday, 5pm EST	Cover/Inserts	Friday, 5pm EST
VCY	Virginia Cycle Trader	Main Section	Monday, 5pm EST	Cover	Friday, 5pm EST
WVA	Mid Atlantic Equipment Trader	Main Section	Monday, 5pm EST	Cover	Friday, 5pm EST
UJA	Carolina Commercial Truck Trader	All Sections	Monday, 5pm EST	Cover	Friday, 5pm EST
FDA	Florida RV Trader	Main Section	Monday, 8pm EST	Cover/Inserts	Thursday, 5pm EST
FAA	North Florida Commercial Truck Trader	Main Section	Monday, 8pm EST	Cover/Inserts	Friday, 5pm EST
FMA	Florida Cycle Trader	Main Section	Monday, 8pm EST	Cover/Inserts	Thursday, 5pm EST
FSA	Florida Sailboat Trader	Main Section	Monday, 8pm EST	Covers	Friday, 5pm EST
FCY	South Florida Cycle Trader	Main Section	Monday, 8pm EST	Cover/Insert	Thursday, 5pm EST
FTA	Florida Equipment Trader	Main Section	Monday, 8pm EST	Cover/Insert	Friday, 11am EST
FEA	South Florida Boat Trader	Main Section	Monday, 8pm EST	Cover/Insert	Thursday, 5pm EST
FBO	South Florida Boating	All Sections	Monday, 8pm EST	Cover	Thursday, 5pm EST
FBA	North Florida Boat Trader	Main Section	Monday, 8pm EST	Cover/Wrap	Thursday, 5pm EST
ALC	Alabama Advertiser	Main Section	Monday, 8pm EST	Cover	Monday, 11am EST
JLA	Coastal Trading Post	Main Section	Monday, 8pm EST	Cover	Monday, 5pm EST
FRA	West Florida Boat Trader	Main Section	Tuesday, 8pm EST	Cover/Insert	Monday, 5pm EST
FCA	South Florida Commercial Truck Trader	Main Section	Tuesday, 8pm EST	Cover/Insert	Monday, 5pm EST
AYA	Miami Bargain Trader	Main Section	Tuesday, 8pm EST	Cover/Insert	Monday, 5pm EST
ULA	Payload Georgia Edition	Main Section	Wednesday, 5pm EST	Cover	Friday, 5pm EST
FWT	Florida Work Truck Trader	All Sections	Wednesday, 7pm EST	Cover	Wednesday, 5pm EST
ABA	St. Petersburg Bargain Trader	Main Section	Wednesday, 8pm EST	Cover	Wednesday, 11am EST
HXA	North Carolina Boat Trader	Main Section	Friday, 5pm EST	Cover	Wednesday 5pm EST
SCC	South Carolina Cycle Trader	Main Section	Friday, 5pm EST	Cover	Wednesday, 5pm EST
NCY	North Carolina Cycle Trader	Main Section	Friday, 5pm EST	Cover	Wednesday, 5pm EST
LWA	The Want Ad Weekly	All Sections	Friday, 5pm EST		
GBA	Atlanta Boat & RV	Main Section	Friday, 7pm EST	Cover	Wednesday 7pm EST
RFA	Alabama/Georgia Commercial Truck Trader	Main Section	Friday, 7pm EST	Cover/Inserts	Wednesday, 7pm EST
GDA	Atlanta Advertiser	All Sections	Friday, 7pm EST		
GEA	Atlanta Equipment Trader	Main Section	Friday, 7pm EST	Cover	Wednesday, 5pm EST
UVA	Georgia Alabama Cycle Trader	Main Section	Friday, 7pm EST	Cover	Wednesday, 5pm EST
FBT	North Central FL. Bargain Trader	Main Section	Friday, 8pm EST	Covers	Monday, 5pm EST
BTR	Showbook	All Sections	Wed-Jan 30th, 5pm EST		
RAA	Central Equipment Trader	Main	Monday, 3pm EST	Cover	Thursday, 7pm Est
RTA	Central Commercial Trader	Main	Monday, 7pm EST	Cover	Thursday, 7pm Est
CBT	TraderOnline	Main	Monday, 7pm EST	Cover	Thursday, 1pm Est
RSA	Ohio Valley Boat & RV Trader	Main	Monday, 7pm EST	Cover, Thursday	7pm Est

Issue Schedule Continued

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		Section	Day/Time	Section	Day/Time
WTT	Work Truck Trader	Main	Tuesday, 7pm EST	Cover	Thursday 7pm Est
SRT	Super RV Trader	Main/Insert	Friday, 5pm EST	Cover	Tuesday 3pm Est
PBR	Pittsburgh Boat, Cycle & RV	Main/Insert	Friday, 5pm EST	Cover	Tuesday 3pm Est
PQA	Pittsburgh Free Ads Trader	All Sections	Friday, 5pm EST		
HEV	New England Equipment Trader	Main	Friday, 7pm EST	Cover/Wrap/Insert	Thursday, 7pm Est
RPA	New England Commercial Trader	Main	Friday, 7pm EST	Cover/Wrap/Insert	Thursday, 7pm Est
HCA	Providence Boat, Cycle & RV	Main/Insert	Friday, 7pm EST	Cover/Wrap	Thursday, 1pm Est
INA	Detroit Cycle, Boat & RV	All Sections	Friday, 7pm EST		
TCA	Midwest Cycle Trader	Main	Friday, 7pm EST	Cover	Tuesday, 3pm Est
RSP	PA/NY/NJ Commercial Trader	Main	Friday, 8pm EST	Cover/Wrap	Thursday, 1pm Est
RRA	Ohio Valley Cycle Trader	All Sections	Friday, 8pm EST	Cover	Thursday, 7pm Est
PET	Philadelphia Equipment Trader	Main	Friday, 8pm EST	Cover/Wrap	Thursday, 1pm Est
PBS	Pittsburgh Show Book	All Sections	Friday, 8pm EST		
SSF	Snowmobile Swapper	Main	Thursday, 8pm EST		
CGA	Los Angeles Cycle Trader	Main Section	Monday, 5pm PST	Cover	Friday, 5pm PST
DZA	Denver Cycle, Boat & RV Trader	All Sections	Monday, 5pm PST		
UCB	Utah Cycle Boat & RV	All Sections	Monday, 5pm PST		
XSA	Orange County Cycle	Main Section	Monday, 5pm PST	Cover	Friday, 5pm PST
WKA	San Diego House Trader	All Sections	Mon/Tue, 5pm PST		
YSA	San Diego Bargain Trader	All Sections	Mon/Tue	5pm PST	
CJA	Northern CA Boat & RV	Main Section	Monday, 7pm PST	Cover	Friday 5pm PST
IYA	North California Cycle Trader	Main Section	Monday, 7pm PST	Cover	Friday 5pm PST
WEA	Seattle Buy & Sell	All Sections	Wednesday, 5pm PST		
ZRA	San Diego Cycle Trader	Main Section	Tues/Wed, 8pm/5pm PST	Cover	Monday 6pm PST
ZSA	San Diego Boat & RV Trader	Main Section	Tues/Wed, 8pm/5pm PST	Cover/Wrap/Insert	Monday 6pm PST
ZTA	San Diego Parts/Heavy Equipmnt	Main Section	Tues/Wed, 8pm/5pm PST	Cover/Wrap	Monday 6pm PST
FCE	Four Corners Equipment	Main Section	Wed/Thur, 8pm/5pm PST	Cover/Wrap	Tuesday 6pm PST
PGA	Phoenix Boat Trader	Main Section	Wed/Thur, 8pm/5pm PST	Cover/Wrap	Tuesday 6pm PST
PLA	Phoenix Cycle Trader	Main Section	Wed/Thur, 8pm/5pm PST	Cover/Wrap/Insert	Tuesday 6pm PST
TTA	Arizona Big Truck & Equipment	Main Section	Wed/Thur, 8pm/5pm PST	Cover/Wrap/Insert	Tuesday 6pm PST
WUA	Phoenix RV Trader	Main Section	Wed/Thur, 8pm/5pm PST	Cover/Wrap	Tuesday 6pm PST
AXW	Seattle BB & RV Extra	Main Section	Friday, 8pm PST	Cover	Friday 5pm PST
OBA	Northwest Boat Trader	Main Section	Friday, 5pm PST	Cover	Friday 5pm PST
OGA	Northwest RV Trader	Main Section	Friday, 5pm PST	Cover	Friday 5pm PST
WHA	Northwest Big Truck & Equip.	Main Section	Friday, 5pm PST	Cover	Friday 5pm PST
WIA	Northwest Cycle Trader	Main Section	Friday, 5pm PST	Cover	Friday 5pm PST
PBT	Phoenix Bargain Trader	Main Section	Friday, 8pm PST	Cover	Tuesday 5pm PST
BTC	Orange County Bargain Trader	Main Section	Friday, 8pm PST	Cover	Friday 5pm PST
CDA	Los Angeles Boat Trader	Main Section	Friday, 8pm PST	Cover	Friday 5pm PST
CFA	CA_NV Commercial Truck Trader	Main Section	Friday, 8pm PST	Cover/Wrap/Inserts	Friday 5pm PST
CRA	Los Angeles RV Trader	Main Section	Friday, 8pm PST	Cover	Friday 5pm PST
SFT	Bay Area Cycle	Main Section	Monday, 8pm PST	Cover/Wrap/Inserts	Monday 5pm PST
SOC	So Cal Powersports	Main Section	Friday, 8pm PST	Cover	Friday 5pm PST
WCE	West Coast Equipment	Main Section	Friday, 8pm PST	Cover	Friday 5pm PST
XTA	Orange County Boat & RV	Main Section	Friday, 8pm PST	Cover/Wrap	Friday 5pm PST
HRF	Dominion Buyers Guide	All Sections	Wednesday, 6pm PST		
LAX	Los Angeles Fair Edition	All Sections	Wednesday, 6pm PST		
SPX	Los Angeles V-Twin	All Sections	Wednesday, 6pm PST		

Issue Schedule Continued

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		Section	Day/Time	Section	Day/Time
HWA	Equipment Trader	Main	Monday, 5pm CST	Cover/Insert/Wrap	Thursday, 11am CST
TBA	Commercial Truck Trader	Main	Monday, 5pm CST	Cover/Insert/Wrap	Thursday, 11am CST
HBR	Heartland Cycle, Boat, RV	Main	Monday, 5pm CST	Cover	Wednesday, 11am CST
GZA	Twin Cities Boat and RV	Main	Monday, 5pm CST	Cover	Monday, 11am CST
IBA	Twin Cities Bargain Trader	Main	Monday, 5pm CST	Cover	Monday, 11am CST
XSI	Chicago Cycle Extra	Main	Wednesday, 5pm CST	Cover	Wednesday, 5pm CST
HCY	Houston Cycle Extra	Main	Wednesday, 5pm CST	Cover	Monday, 11am CST
IAA	Texas Payload	Main	Wednesday, 5pm CST	Insert	Wednesday, 5pm CST
ICA	Memphis Cycle, Boat, RV	Main	Friday, 5pm CST	Cover/Wrap	Monday, 11am CST
MCT	Minneapolis Cycle Trader	Main	Friday, 5pm CST	Cover	Monday, 5pm CST
SNA	Chicago Boat/RV/Cycle Trader	Main/Insert	Friday, 5pm CST	Cover	Tues, 5pm CST
RVA	OK City Cycle, Boat, RV	Main	Friday, 5pm CST	Cover	Wednesday, 5pm CST
TZA	Texas Boat & RV Trader	Main	Friday, 5pm CST	Cover/Insert/Wrap	Wednesday, 5pm CST
AAF	Equipment Trader	Main	Friday, 5pm CST	Cover/Wrap	Wednesday, 5pm CST
RMA	Commercial Truck Trader	Main	Friday, 5pm CST	Cover/Wrap	Wednesday, 5pm CST
TIA	Texas Cycle Trader	Main	Friday, 5pm CST	Cover/Insert/Wrap	Wednesday, 5pm CST
DBT	Dallas Bargain Trader	Main	Friday, 5pm CST	Cover	Thursday, 5pm CST
SEJ	San Antonio & Austin Boat & RV Show	Main	Friday, 3pm CST	Cover/Insert	Thursday, 3pm CST
IWA	Twin Cities Boat (Special Ed.)	Main	Monday, 3pm CST	Cover/Insert	Friday, 11am CST
SEB	International Cycle Show Supplement	Main	Monday, 5 pm CST		
SEH	Texas State Fair/Nascar Supplement	Main	Monday, 5 pm CST		
SEG	Houston Boat Show Supplement	Main	Monday, 5 pm CST		

*All advertising materials are due on the close date, which is one week preceding issue date.