

2015 Ad Production Schedule/Deadlines

Deadlines

CT Post, The News-Times, The Advocate & Greenwich Time:

Publication Day:	Order Entry	Ad Materials	FINAL Ad Approval
Monday	Wednesday 5 pm	Thursday 10 am	Friday 5 pm
Tuesday	Thursday 5 pm	Friday 10 am	Monday 4 pm
Wednesday	Friday 5 pm	Monday 10 am	Tuesday 4 pm
Thursday	Monday 5 pm	Tuesday 10 am	Wednesday 4 pm
Friday	Tuesday 5 pm	Wednesday 10 am	Thursday 3 pm
Saturday	Wednesday 5 pm	Thursday 10 am	Friday 3:30 pm
Saturday Thrive	Wednesday 5 pm	Thursday 10:30 am	Friday 4 pm
Sunday*	Thursday Noon	Thursday 11 am	Friday 4:30 pm

* Email ad number to layout if order is killed week of publication.

Hearst CT Community Newspapers (Publishes Friday):

Publication Name	Order Entry	Ad Materials	FINAL Ad Approval
Fairfield Citizen*	Wednesday 3 pm	Wednesday 3 pm	Thursday 10 am
Westport News*	Wednesday 3 pm	Wednesday 3 pm	Thursday 10 am
Darien News	Monday Noon	Monday 3 pm	Wednesday 2 pm
New Canaan News	Monday Noon	Monday 3 pm	Wednesday 2 pm
New Milford Spectrum	Monday 1 pm	Monday 3 pm	Wednesday 3:30 pm

Weekly Publications:

Publication Day:	Order Entry	Ad Materials	FINAL Ad Approval
Sunday Pulse	Tuesday Noon	Tuesday Noon	Wednesday 3 pm
GO!	Thursday 10 am	Thursday 3 pm	Monday 3:30 pm
InGear & Auto Friday	Tuesday 5 pm	Tuesday Noon	Wednesday 4 pm
Advocate Real Estate	Tuesday Noon	Tuesday 5 pm	Wednesday 5 pm
Greenwich Real Estate	Wednesday 10 am	Wednesday 10 am	Thursday 10 am
CT Post Real Estate	Thursday Noon	Thursday 10 am	Friday 4:30 pm
News-Times Real Estate	Thursday Noon	Thursday Noon	Friday 3 pm

Savings Source Ad Production Schedule:

Savings Source Order Entry - 9 days prior • Savings Source Ad Prod - 7 days prior

Publication Name	Publication Day:	Order Entry	Ad Materials	FINAL Ad Approval
Savings Source	Thursday	Wednesday 5 pm	Wednesday 5 pm	Thursday 3 pm

YES! Your Essential Shopper Ad Production Schedule:

YES Order Entry - 9 days prior • YES Ad Prod - 6 days prior

Publication	Publication Day:	Order Entry	Ad materials	FINAL Ad Approval
Yes!	Sunday	Friday 10 am	Monday 10 am	Tuesday Noon

Rev. 1/8/2015