

# 2016 Ad Production Schedule/Deadlines

Deadlines

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

Publication Day:	Order Entry	Ad Materials	FINAL Ad Approval
Monday	Thursday 3 pm	Thursday 3 pm	Friday 5 pm
Tuesday	Thursday 5 pm	Friday Noon	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
Sunday	Thursday Noon	Thursday Noon	Friday 4:30 pm

\* Email ad number to CMG\_LAKE if order is modified week of publication.

## Hearst CT Community Newspapers (Publishes Friday):

Publication Name	Order Entry	Ad Materials	FINAL Ad Approval
Darien News	Monday Noon	Tuesday 10 am	Wednesday 2 pm
Fairfield Citizen	Wednesday 3 pm	Wednesday 3 pm	Thursday 10 am
New Canaan News	Monday Noon	Monday 3 pm	Wednesday 2 pm
The Spectrum	Monday 1 pm	Tuesday 10 am	Wednesday 3:30 pm
Westport News	Wednesday 3 pm	Wednesday 3 pm	Thursday 10 am
Wilton Villager	Monday 5 pm	Tuesday 3 pm	Thursday Noon

## Weekly Publications:

Publication Day:	Order Entry	Ad Materials	FINAL Ad Approval
See separate Sunday Art & Style sales sheet for deadlines			
GO!	Thursday 10 am	Thursday 3 pm	Monday 3:30 pm
InGear & Auto Friday	Tuesday Noon	Tuesday Noon	Wednesday 4 pm
Advocate Real Estate	Tuesday Noon	Tuesday 5 pm	Wednesday 4 pm
The Hour Real Estate	Tuesday Noon	Tuesday 5 pm	Wednesday 4 pm
Greenwich Real Estate	Wednesday 10 am	Wednesday 10 am	Thursday 10 am
CT Post Real Estate	Thursday 3 pm	Thursday 3 pm	Friday 4:30 pm
News-Times Real Estate	Thursday 3 pm	Thursday 3 pm	Friday 3 pm

## Savings Source Ad Production Schedule:

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

Publication Name	Publication Day:
Savings Source	Thursday

Order Entry	Ad Materials	FINAL Ad Approval
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 - 7 days prior

Publication Name	Publication Day:
Yes!	Sunday

Order Entry	Ad Materials	FINAL Ad Approval
Friday 10 am	Monday 10 am	Tuesday Noon

<https://ctpostportal.affinitydigital.net/uploads>  
Connecticut Post, The Hour and Wilton Villager

<https://newstimesportal.affinitydigital.net/uploads>  
The News-Times and The Spectrum

<https://scniportal.affinitydigital.net/uploads>  
The Advocate, Greenwich Time  
and all of the community weeklies  
(excluding the Wilton Villager)

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