

2016 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 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 11 am	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
Fairfield Citizen	Wednesday 3 pm	Wednesday 3 pm	Thursday 10 am
Westport News	Wednesday 3 pm	Tuesday 10 am	Thursday 10 am
Darien News	Monday Noon	Tuesday 10 am	Wednesday 2 pm
New Canaan News	Monday Noon	Monday 3 pm	Wednesday 2 pm
New Milford Spectrum	Monday 1 pm	Tuesday 10 am	Wednesday 3:30 pm

Weekly Publications:

Publication Day:	Order Entry	Ad Materials	FINAL Ad Approval
See separate S Sunday Magazine 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
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

<https://ctpostportal.affinitydigital.net/uploads>

<https://newstimesportal.affinitydigital.net/uploads> (News-Times & The Greater New Milford Spectrum)

<https://scniportal.affinitydigital.net/uploads>

(The Advocate, Greenwich Time and all of the community weeklies)

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. 3/21/2016