

# 2017 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.

## Hearst CT Community Newspapers:

| Publication Name  | Order Entry    | Ad Materials   | FINAL Ad Approval |
|-------------------|----------------|----------------|-------------------|
| Darien News       | Tuesday Noon   | Tuesday 4 pm   | Wednesday 2 pm    |
| Fairfield Citizen | Wednesday 3 pm | Wednesday 3 pm | Thursday 10 am    |
| New Canaan News   | Tuesday Noon   | Tuesday 4 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   | Tuesday Noon   | Tuesday 4 pm   | Thursday Noon     |

Note: All Weeklies publish Friday, except Wilton Villager which publishes on Sunday

## 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     |

<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)

Rev. 1/1/2017