



# Ad Production Schedule/Deadlines

Dailies

Connecticut Post, Greenwich Time, New Haven Register, Stamford Advocate, The Middletown Press, The News-Times, The Norwalk Hour, The Register Citizen

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

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

## Weekly Supplements:

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

## Hearst CT Community Newspapers:

Publication Name	Publication Day	Order Entry/Ad Materials	FINAL Ad Approval
Darien News	Friday	Tuesday Noon	Wednesday Noon
Fairfield Citizen**	Friday	Wednesday 3 pm	Thursday Noon
Milford Orange Bulletin	Thursday	Thursday 4 pm (Week Prior)	Monday 2 pm
New Canaan News	Friday	Tuesday Noon	Wednesday Noon
Post Chronicle	Wednesday	Thursday 1 pm (Week Prior)	Friday 5 pm
Shoreline Times	Friday	Thursday 4 pm (Week Prior)	Tuesday Noon
The Dolphin	Thursday	Monday 1 pm	Tuesday Noon
Foothills Trader	Wednesday	Wednesday Noon ( Week Prior)	Thursday 3 pm
Litchfield County Times	Friday	Friday Noon (Week Prior)	Tuesday Noon
The Spectrum	Friday	Friday 1 pm ( Week Prior)	Tuesday 3 pm
Westport News**	Friday	Wednesday 3 pm	Thursday Noon
West Hartford News	Thursday	Thursday 3 pm (Week Prior)	Monday 3 pm
Wilton Villager	Sunday	Monday Noon	Wednesday 3 pm
** Real Estate Pre-Print		Tuesday 4 pm	Wednesday Noon

TMC

## Total Market Coverage Ad Production Schedule:

Publication Name	Publication Day:
Savings Source, Dollar Saver, New Haven Savings Express, Valley Savings Express	Thursday

  

Order Entry	Ad Materials
Thursday* 4 pm	Thursday* 4 pm
FINAL Ad Approval	
Monday 3 pm	

\*Order Entry & Materials - 10 business days prior

HEARST

CONNECTICUT  
MEDIA GROUP

Covering Fairfield, New Haven, Middlesex and Litchfield Counties

Rev. 4/23/2018

Weeklies