

2007 Palm Beach Newspapers, Inc.

ADVERTISING DEADLINES

| PUB DAY | SECTION | SPACE RESERVATION | AD MATERIAL DEADLINE FOR PROOF | FINAL MATERIAL |
|-----------|---------------------------|-------------------|--------------------------------|--|
| | | | | -PROOF RETURNS -PICKUPS / NO PROOF -CAMERA READY ADS |
| MONDAY | NOTABLES* | MON. 5pm* | THU. 5pm* | FRI. 5pm* |
| | INSIDE BUSINESS | THU. 5pm | THU. 5pm | FRI. 5pm |
| | CLASSIFIED DISPLAY | FRI. 5pm | THU. 5pm | FRI. 5pm |
| | ACCENT & ROP | FRI. 5pm | THU. 5pm | FRI. 5pm |
| TUESDAY | CLASSIFIED DISPLAY | FRI. 5pm | THU. 5pm | FRI. 5pm |
| | ACCENT | FRI. 5pm | THU. 5pm | FRI. 5pm |
| | RUN OF PAPER (ROP) | MON. Noon | FRI. 5pm | MON. 5pm |
| WEDNESDAY | NBRHOOD POST* | WED. 5pm* | WED. 5pm* | FRI. 5pm* |
| | FLA PENNSAVER | FRI. Noon | WED. 5pm | FRI. Noon |
| | CLASSIFIED DISPLAY | MON. 5pm | FRI. 5pm | MON. 5pm |
| | ACCENT | MON. 5pm | FRI. 5pm | MON. 5pm |
| | RUN OF PAPER (ROP) | TUE. Noon | MON. 5pm | TUE. 5pm |
| THURSDAY | ACCENT/ZONES | MON. 5pm | MON. 5pm | TUE. 5pm |
| | FOOD & DINING | MON. 5pm | MON. 5pm | TUE. 5pm |
| | CLASSIFIED DISPLAY | TUE. 5pm | MON. 5pm | TUE. 5pm |
| | RUN OF PAPER (ROP) | WED. Noon | TUE. 5pm | WED. 5pm |
| FRIDAY | LA PALMA CLASS & VIDA | MON. 11am | MON. 5pm | TUE. 5pm |
| | LA PALMA ROP & SPORTS | MON. 11am | MON. 5pm | WED. 5pm |
| | LA PALMA ACENTO | TUE. 1pm | MON. 5pm | WED. 5pm |
| | R.E. WEEKEND | MON. 5pm | MON. 5pm | TUE. 5pm |
| | CEN., NO. & SO. CNTY AUTO | TUE. 11am | MON. 5pm | TUE. 5pm |
| | TGIF | TUE. 1pm | MON. 5pm | TUE. 5pm |
| | CLASSIFIED DISPLAY | WED. 5pm | TUE. 5pm | WED. 5pm |
| | ACCENT | WED. 5pm | TUE. 5pm | WED. 5pm |
| | RUN OF PAPER (ROP) | THU. Noon | WED. 5pm | THU. 5pm |
| SATURDAY | ACCENT | WED. 5pm | WED. 5pm | THU. 5pm |
| | FLORIDA HOMES | WED. 5pm | WED. 5pm | THU. 5pm |
| | CLASSIFIED DISPLAY | THU. 5pm | WED. 5pm | THU. 5pm |
| | RUN OF PAPER (ROP) | FRI. Noon | THU. 5pm | FRI. 5pm |
| SUNDAY | COMICS◇ | MON. 5pm◇ | TUE. 5pm◇ | MON. 5pm◇ |
| | TV POST◇ | MON. 5pm◇ | MON. 5pm◇ | TUE. 5pm◇ |
| | RESIDENCES | MON. Noon | MON. 5pm | WED. 5pm |
| | A&E | WED. 5pm | WED. 5pm | THU. 5pm |
| | TRAVEL | WED. 5pm | WED. 5pm | THU. 5pm |
| | BUSINESS | WED. 5pm | WED. 5pm | THU. 5pm |
| | CLASSIFIED DISPLAY | THU. 5pm | THU. 5pm | FRI. 5pm |
| | ACCENT/ZONES | THU. 5pm | THU. 5pm | FRI. 5pm |
| | RUN OF PAPER (ROP) | FRI. 2pm | THU. 5pm | FRI. 5pm |

AD PROOFS are generally delivered the morning after the Ad Material Deadline.

***NOTABLES** Deadlines are **ONE WEEK PRIOR TO PUB.** due to advanced printing.

AD CREATIVE SERVICES
Design/creative work is due to Ad Art Dept. **24 HOURS PRIOR** to the Ad Material deadline.

***NEIGHBORHOOD POST**
Deadlines **ONE WEEK PRIOR TO PUB.** due to advanced printing.

PENNSAVER COLOR
Deadlines **MON. Noon for SPACE, MON. 5pm for PROOF and WED. 5pm for FINAL MATERIAL**

FULL-COLOR DOUBLE TRUCKS
Double Truck materials are due **24 HOURS PRIOR** to the Ad Material deadline.

AD TRANSLATIONS
All La Palma ads requiring English to Spanish translation (including Electronic Ads sent in English) are due **MON. 5PM.**

CAMERA READY AD POLICY
Proofs are not provided on Camera Ready Ads, because they should be **READY FOR PRESS.** For proofs, clients should contact their Ad Agency or designer directly. PBNI will attempt to make **MINOR** changes on Camera Ready Ads when needed. (i.e. date or price changes, phone no. or address added).

◇SUNDAY COMICS
Due to advanced printing:
Space Deadline is **MON. 4 WEEKS OUT**
Ad Material is due **TUE. 4 WEEKS OUT**
Proof Ret. & Cam. Ready: **MON. 3 WKS OUT**

◇SUNDAY TV POST
Deadlines are **TWO WEEKS PRIOR TO PUBLICATION** due to advanced printing.