

2008 Palm Beach Newspapers, Inc.

ADVERTISING DEADLINES

FINAL MATERIAL
-PROOF RETURNS
-PICKUPS / NO PROOF
-CAMERA READY ADS

PUB DAY	SECTION	SPACE RESERVATION	AD MATERIAL DEADLINE FOR PROOF	AD MATERIAL DEADLINE FOR PROOF
MONDAY	NOTABLES*	MON. 3pm*	THU. 5pm*	FRI. 5pm*
	INSIDE BUSINESS	THU. 3pm	THU. 5pm	FRI. 5pm
	CLASSIFIED DISPLAY	FRI. 3pm	THU. 5pm	FRI. 5pm
	ACCENT & ROP	FRI. 3pm	THU. 5pm	FRI. 5pm
TUESDAY	ACCENT	FRI. 10am	THU. 5pm	FRI. 5pm
	ZONED LOCAL	FRI. 3pm	FRI. 5pm	MON. 5pm
	CLASSIFIED DISPLAY	MON. 10am	FRI. 5pm	MON. 5pm
	RUN OF PAPER (ROP)	MON. 10am	FRI. 5pm	MON. 5pm
WEDNESDAY	NBRHOOD POST*	WED. 3pm*	WED. 5pm*	FRI. 5pm*
	FLA PENNSAVER	FRI. Noon	WED. 5pm	FRI. Noon
	ACCENT	MON. 3pm	FRI. 5pm	MON. 5pm
	CLASSIFIED DISPLAY	TUE. 10am	MON. 5pm	TUE. 5pm
	RUN OF PAPER (ROP)	TUE. 10am	MON. 5pm	TUE. 5pm
THURSDAY	ACCENT/ZONES	MON. 3pm	MON. 5pm	TUE. 5pm
	FOOD & DINING	MON. 3pm	MON. 5pm	TUE. 5pm
	CLASSIFIED DISPLAY	TUE. 3pm	MON. 5pm	TUE. 5pm
	RUN OF PAPER (ROP)	WED. 10am	TUE. 5pm	WED. 5pm
FRIDAY	R.E. WEEKEND	MON. 3pm	MON. 5pm	TUE. 5pm
	LA PALMA CLASS & VIDA			
	LA PALMA ROP & SPORTS	TUE. 10am	TUE. 5pm	WED. 5pm
	TGIF	TUE. 11am	MON. 5pm	TUE. 5pm
	CLASSIFIED DISPLAY	WED. 3pm	TUE. 5pm	WED. 5pm
	ACCENT	WED. 3pm	TUE. 5pm	WED. 5pm
SATURDAY	RUN OF PAPER (ROP)	THU. 10am	WED. 5pm	THU. 5pm
	ACCENT	WED. 3pm	WED. 5pm	THU. 5pm
	FLORIDA HOMES	WED. 3pm	WED. 5pm	THU. 5pm
	CLASSIFIED DISPLAY	THU. 3pm	WED. 5pm	THU. 5pm
	ZONED LOCAL	THU. 3pm	THU. 5pm	FRI. 5pm
SUNDAY	RUN OF PAPER (ROP)	FRI. 10am	THU. 5pm	FRI. 5pm
	COMICS◇	MON. 3pm◇	TUE. 5pm◇	MON. 5pm◇
	TV BOOK◇	MON. 3pm◇	MON. 5pm◇	TUE. 5pm◇
	RESIDENCES	MON. 10am	MON. 5pm	WED. 5pm
	TRAVEL	WED. 10am	WED. 5pm	THU. 5pm
	OPINION	WED. 3pm	WED. 5pm	THU. 5pm
	ACCENT/ZONES	WED. 3pm	WED. 5pm	THU. 5pm
	CLASSIFIED DISPLAY	THU. 3pm	THU. 5pm	FRI. 5pm
	RUN OF PAPER (ROP)	FRI. Noon	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 **TUE. 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 BOOK

Deadlines are **TWO WEEKS PRIOR TO PUBLICATION** due to advanced printing.