

2009 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	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. 3pm	FRI. 5pm	MON. 5pm
	CLASSIFIED DISPLAY	MON. 10am	FRI. 5pm	MON. 5pm
	RUN OF PAPER (ROP)	MON. 10am	FRI. 5pm	MON. 5pm
WEDNESDAY	FOOD/ACCENT	MON. 10am	FRI. 5pm	MON. 5pm
	NOTABLES	MON. 9am	FRI. 5pm	MON. 5pm
	CLASSIFIED DISPLAY	TUE. 10am	MON. 5pm	TUE. 5pm
	RUN OF PAPER (ROP)	TUE. 10am	MON. 5pm	TUE. 5pm
THURSDAY	NBRHOOD/PENNY	MON. 10am	FRI. 5pm	MON. 5pm
	ACCENT	MON. 3pm	MON. 5pm	TUE. 5pm
	CLASSIFIED DISPLAY	WED. 10am	TUE. 5pm	WED. 5pm
	RUN OF PAPER (ROP)	WED. 10am	TUE. 5pm	WED. 5pm
FRIDAY	R.E. WEEKEND	MON. 3pm	MON. 5pm	TUE. 5pm
	LA PALMA	TUE. 10am	TUE. 5pm	WED. 5pm
	TGIF	TUE. 11am	MON. 5pm	TUE. 5pm
	ACCENT	TUE. 3pm	TUE. 5pm	WED. 5pm
	RUN OF PAPER (ROP)	THU. 10am	WED. 5pm	THU. 5pm
	CLASSIFIED DISPLAY	THU. 10am	WED. 5pm	THU. 5pm
SATURDAY	FLORIDA HOMES	WED. 3pm	WED. 5pm	THU. 5pm
	ACCENT	THU. 10am	THU. 5pm	FRI. 5pm
	CLASSIFIED DISPLAY	THU. 3pm	WED. 5pm	THU. 5pm
	RUN OF PAPER (ROP)	FRI. 10am	THU. 5pm	FRI. 5pm
SUNDAY	COMICS◇	MON. 3pm◇	TUE. 5pm◇	MON. 5pm◇
	TV BOOK☒	MON. 3pm☒	MON. 5pm☒	TUE. 5pm☒
	RESIDENCES	TUE. 2pm	TUE. 5pm	THU. 5pm
	TRAVEL/A&E/ACCENT/ZONES	THU. 3pm	THU. 5pm	FRI. 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.

AD CREATIVE SERVICES

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

FULL-COLOR DOUBLE TRUCKS

Double Truck materials are due **24 HOURS PRIOR** to the Ad Material deadline.

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.

RE WEEKEND

SPACE DEADLINE FOR ADS WITH COVER STORIES IS **TWO WEEKS PRIOR** TO PUB DATE.

AD TRANSLATIONS

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

◇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.