

ADVERTISING DEADLINE SCHEDULE

REVISED: 1/3/14

PRINT AD DEADLINES		
	AD DEADLINE <i>Space reserved. Materials and creative direction in.</i>	FINAL APPROVAL COMPLETED BY
Monday - Main & Classified	Thurs, 10AM	Fri, 2PM
Tuesday - Main & Classified	Fri, 10AM	Mon, 3PM
Wednesday - Main & Classified	Mon, 10AM	Tues, 3PM
BEST - North/Central/South	Wed, 6PM	Fri, 3PM
Thursday - Main & Classified	Tues, 10AM	Wed, 3PM
Thursday - Style <i>(Deadline: 8 days prior)</i>	Wed, 10AM	Tues, 3PM
Thursday - Health <i>(Deadline: 8 days prior)</i>	Wed, 10AM	Tues, 3PM
Friday - Main	Wed, 10AM	Thurs, 3PM
Friday - Auto/Classified	Wed, 10AM	Thurs, 1PM
Friday - TgIF	Mon, 10AM	Wed, 3PM
Saturday - Main	Wed, 10AM	Fri, 3PM
Saturday - Auto/HomeFinder/ Classified	Wed, 10AM	Fri, 10AM
Saturday - Spaces <i>(Deadline: 8 days prior)</i>	Fri, 10AM	Thurs, 3PM
Sunday - Main	Thurs, 10AM	Fri, 3PM
Sunday - Employment/Classified/Business	Thurs, 10AM	Fri, 1PM
Sunday- HomeFinder/Auto	Thurs, 10AM	Fri, 1PM
Sunday - Style <i>(Deadline: 9 days prior)</i>	Fri, 10AM	Thur., 3PM
Sunday - Comics <i>(Deadline: 11 days prior)</i>	Wed, 10AM	Fri, 10AM
Sunday - TV Week <i>(Deadline: 11 days prior)</i>	Wed, 10AM	Fri, 10AM
Shark Pride <i>(Deadline: 8 days prior)</i>	Thurs, Noon	Tues, 5PM
Eagle/Reporter	Thurs, Noon	Fri, 3PM
Space Coast Parent (monthly)	Mon, Noon	Wed., 4PM
HomeFinder (monthly)	Fri, Noon	Thurs, 3PM
Group Pages	Add 24 hours to above deadlines	
Inserts - Print & Deliver (with proof)	10AM, 12 business days prior to pub date	
Inserts - Print & Deliver (no proof)	10AM, 10 business days prior to pub date	
Sticky Notes	10AM, 14 business days prior to pub date	

DIGITAL AD DEADLINES		
GO-LIVE DAY	AD DEADLINE* <i>Ad dates/inventory reserved. For ads being designed by FLORIDA TODAY, materials and creative direction due. (5-7 days in advance, as indicated below)</i>	FINAL APPROVAL COMPLETED BY <i>Or, for ads where finished creative is supplied by Advertiser, Finished Creative Due:</i>
Monday	Mon, 9AM	Thurs, 3PM
Tuesday	Tues, 9AM	Fri, 3PM
Wednesday	Wed, 9AM	Mon, 3PM
Thursday	Thur, 9AM	Tues, 3PM
Friday	Fri, 9AM	Wed, 3PM
Saturday	Mon, 9AM	Thurs, 3PM
Sunday	Mon, 9AM	Thurs, 3PM

* For ads where finished creative will be supplied by the Advertiser, dates/inventory must be reserved by 5pm, three working days prior to go-live date.