

# ADVERTISING DEADLINES

(Pg. 1)  
Revised 4/15/10

| Day                     | Copy with Proof                   | Space Reservation | No Proof                         | Proof Out                            | Proof Release                        |
|-------------------------|-----------------------------------|-------------------|----------------------------------|--------------------------------------|--------------------------------------|
| <b><u>Monday</u></b>    |                                   |                   |                                  |                                      |                                      |
| Observer                | Wed. 6PM                          |                   | Thur. 6PM                        | Fri. 12:00PM                         | Fri. 5:30PM                          |
| A1 Strip Ad             | Mon. 6PM<br>(7 days in advance)   |                   | Mon. 6PM<br>(7 days in advance)  | Wed. 8:30AM                          | Fri. 3:00PM                          |
| <b><u>Tuesday</u></b>   |                                   |                   |                                  |                                      |                                      |
| Observer                | Thur. 6PM                         |                   | Fri. 6PM                         | Mon. 8:30AM                          | Mon. 1:00PM                          |
| A1 Strip Ad             | Tues. 6PM<br>(7 days in advance)  |                   | Tues. 6PM<br>(7 days in advance) | Thurs. 8:30AM                        | Mon. 1:00PM                          |
| Classified              | Thur. 6PM                         |                   | Fri. 6PM                         | Fri. 12:00PM                         | Fri. 5:30PM                          |
| Living/Health           | Thur. 6PM                         | Fri. 9AM          | Fri. 6PM                         | Fri. 12:00PM                         | Fri. 5:30PM                          |
| <b><u>Wednesday</u></b> |                                   |                   |                                  |                                      |                                      |
| Observer                | Fri. 6PM                          |                   | Mon. 6PM                         | Tues. 8:30AM                         | Tues. 1:00PM                         |
| A1 Strip Ad             | Wed. 6PM<br>(7 days in advance)   |                   | Wed. 6PM<br>(7 days in advance)  | Fri. 8:30AM                          | Tues. 1:00PM                         |
| Classified              | Fri. 6PM                          |                   | Mon. 6PM                         | Mon. 12:00PM                         | Mon. 5:30PM                          |
| Living/Food             | Fri. 6PM                          | Mon. 10AM         | Mon. 1PM                         | Mon. 8:30AM                          | Mon. 1:00PM                          |
| Cabarrus News           | Wed. 6PM<br>(7 days in advance)   |                   | Wed. 6PM<br>(7 days in advance)  | Fri. 8:30AM<br>(5 days in advance)   | Fri. 1:00PM<br>(5 days in advance)   |
| Career Builder Weekly   | Wed. 6PM                          |                   | Fri. 6PM                         | Fri. 12:30PM                         | Fri. 5:30PM                          |
| Kraft Wrapper           | Tues. 6PM<br>(8 days in advance)  |                   | Tues. 6PM<br>(8 days in advance) | Thurs. 8:30AM<br>(6 days in advance) | Thurs. 3:00PM<br>(6 days in advance) |
| Lake Norman News        | Wed. 6PM<br>(7 days in advance)   |                   | Wed. 6PM<br>(7 days in advance)  | Fri. 8:30AM<br>(5 days in advance)   | Fri. 1:00PM<br>(5 days in advance)   |
| Obs Values              | Fri. 6PM<br>(12 days in advance)  |                   | Mon. 6PM<br>(9 days in advance)  | Tues. 8:30AM<br>(8 days in advance)  | Tues. 1:30PM<br>(8 days in advance)  |
| South Charlotte News    | Wed. 6PM<br>(7 days in advance)   |                   | Wed. 6PM<br>(7 days in advance)  | Fri. 8:30AM<br>(5 days in advance)   | Fri. 1:00PM<br>(5 days in advance)   |
| <b><u>Thursday</u></b>  |                                   |                   |                                  |                                      |                                      |
| Observer                | Mon. 6PM                          |                   | Tues. 6PM                        | Wed. 8:30AM                          | Wed. 1:00PM                          |
| A1 Strip Ad             | Thur. 6PM<br>(7 days in advance)  |                   | Thur. 6PM<br>(7 days in advance) | Mon. 8:30AM                          | Wed. 1:00PM                          |
| Classified              | Mon. 6PM                          |                   | Tues. 6PM                        | Tues. Noon                           | Tues. 5:30PM                         |
| Living/Style            | Mon. 6PM                          | Tues. 12PM        | Tues. 6PM                        | Tues. Noon                           | Tues. 5:30PM                         |
| Kraft Wrapper           | Tues. 6PM<br>(9 days in advance)  |                   | Tues. 6PM<br>(9 days in advance) | Thurs. 8:30AM<br>(7 days in advance) | Thurs. 3:00PM<br>(7 days in advance) |
| <b><u>Friday</u></b>    |                                   |                   |                                  |                                      |                                      |
| Observer                | Tues. 6PM                         |                   | Wed. 6PM                         | Thurs. 8:30AM                        | Thur. 1:00PM                         |
| A1 Strip Ad             | Fri. 6PM<br>(7 days in advance)   |                   | Fri. 6PM<br>(7 days in advance)  | Tues. 8:30AM                         | Thur. 1:00PM                         |
| Classified              | Tues. 6PM                         |                   | Wed. 6PM                         | Wed. Noon                            | Wed. 5:30PM                          |
| E&T/CLT                 | Tues. 6PM                         | Tues. 6PM         | Wed. 6PM                         | Wed. Noon                            | Wed. 5:30PM                          |
| Kraft Wrapper           | Thurs. 6PM<br>(8 days in advance) |                   | Fri. 6PM<br>(7 days in advance)  | Mon. 8:30AM                          | Mon. 1:00PM                          |

**ELECTRONIC ADS ARE DUE TO AD DESK 24 HOURS PRIOR TO PROOF RELEASE**

BT/TOSXHD

# ADVERTISING DEADLINES

(Pg. 2)  
Revised 4/15/10

| Day                        | Copy with Proof                  | Space Reservation | No Proof                          | Proof Out                          | Proof Release                      |
|----------------------------|----------------------------------|-------------------|-----------------------------------|------------------------------------|------------------------------------|
| <b>Saturday</b>            |                                  |                   |                                   |                                    |                                    |
| Observer                   | Wed. 6PM                         |                   | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 1:00PM                        |
| A1 Strip Ad                | Mon. 6PM                         |                   | Mon. 6PM                          | Wed. 8:30AM                        | Fri. 1:00PM                        |
| Drive (7001-8097)          | Tues. 6PM                        |                   | Wed. 6PM                          | Thur. 8:30AM                       | Thur. 3:00PM                       |
| Classified                 | Wed. 6PM                         |                   | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 1:00PM                        |
| New Home (TCH)             | Mon. 6PM                         |                   | Tues. 6PM                         | Wed. 8:30AM                        | Wed. 3:00PM                        |
| At Home/Garden (6001-6380) | Mon. 6PM                         |                   | Tues. 6PM                         | Wed. 8:30AM                        | Wed. 3:00PM                        |
| Living/Faith               | Tues. 6PM                        |                   | Wed. 6PM                          | Thur. 8:30AM                       | Thur. 3:00PM                       |
| <b>Sunday</b>              |                                  |                   |                                   |                                    |                                    |
| Observer                   | Wed. 6PM                         |                   | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 4:30PM                        |
| A1 Strip Ad                | Mon. 6PM                         |                   | Mon. 6PM                          | Wed. 8:30AM                        | Fri. 1:00PM                        |
| Arts/Living                | Mon. 6PM                         | Tues. 6PM         | Tues. 6PM                         | Wed. 8:30AM                        | Wed. 4:30PM                        |
| Celebrations               | Mon. 6PM                         | Tues. 6PM         | Tues. 6PM                         | Wed. 8:30AM                        | Wed. 4:30PM                        |
| Classified                 | Wed. 6PM                         |                   | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 4:30PM                        |
| Money Wise                 | Wed. 6PM                         | Thur. 2PM         | Thur. 6PM                         | Fri. 12:30PM                       | Fri. 5:30PM                        |
| Real Estate                | Wed. 6PM                         | Wed. 6PM          | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 1:00PM                        |
| Theatre                    | Mon. 6PM                         |                   | Tues. 6PM                         | Wed. 8:30AM                        | Wed. 4:30PM                        |
| Travel                     | Mon. 6PM                         |                   | Tues. 6PM                         | Wed. 8:30AM                        | Wed. 4:30PM                        |
| Cabarrus                   | Wed. 6PM                         | Wed. 6PM          | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 4:30PM                        |
| Catawba                    | Tues. 6PM                        | Wed. 12PM         | Wed. 6PM                          | Thur. 8:30AM                       | Thur. 1:00PM                       |
| Gaston                     | Tues. 6PM                        | Wed. 12PM         | Wed. 6PM                          | Thur. 8:30AM                       | Thur. 1:00PM                       |
| TMC Jacket                 | Wed. 6PM<br>(11 days in advance) |                   | Thur. 6PM<br>(10 days in advance) | Fri. 8:30AM<br>(9 days in advance) | Fri. 1:00PM<br>(9 days in advance) |
| Lake Norman (N)            | Wed. 6PM                         | Wed. 6PM          | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 2:30PM                        |
| Lake Norman (S)            | Wed. 6PM                         | Wed. 6PM          | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 2:30PM                        |
| Neighbors of West Meck/UC  | Wed. 6PM                         | Wed. 2PM          | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 1:00PM                        |
| Southern Meck (E)          | Wed. 6PM                         | Wed. 6PM          | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 1:00PM                        |
| Southern Meck (W)          | Wed. 6PM                         | Wed. 6PM          | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 1:00PM                        |
| Neighbors of The City      | Wed. 6PM                         | Wed. 2PM          | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 1:00PM                        |
| TV Week                    | Mon. 6PM                         | Mon. Noon         | Tues. 6PM                         | Wed. 8:30AM                        | Wed. 1:00PM                        |
| Union                      | Tues. 6PM                        | Wed. 6PM          | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 1:00PM                        |
| York                       | Wed. 6PM                         | Wed. 6PM          | Thur. 6PM                         | Fri. 8:30AM                        | Fri. 1:00PM                        |

**Note:** Camera Ready Ads have until 1PM the same day as proof release for that publication (if ad has been space reserved.)

**Copy Change Deadline:** Same as space reservation or no proof deadline. Which ever is earliest.

**Proof Restrictions:** Camera Ready Ads Do Not receive proofs without prior approval from Advertising design leadership..

Retail ads of any size may receive proofs. All classified ads must be 4" to receive proofs.