

ADVERTISING DEADLINES

RETAIL DISPLAY DEADLINES – FULL RUN AND COMMUNITY PUBLICATIONS

DAY/PUBLICATION	Ads to be built; pickups w/changes; scans; non-PDF electronic ads; PDFs* w/proof			PDFs* (no proof); Pickups (no changes, no proof)	
	Scheduling, & Materials	Cancellations, Size Changes	Final Corrections	Scheduling, Cancellations, Size Changes	PDFs to Ad Operations
Mon. MAIN,VA,SPORTS	Th noon	F 9:30am	F 2pm	F 9:30am	F 2pm
Mon. EXTRA	Th noon	F 9:30am	F 2pm	F 9:30am	F 2pm
Tues. MAIN,VA,SPORTS/BIZ	F 9am	M 9:30am	M 2pm	M 9:30am	M 2pm
Tues. EXTRA	F 9am	F 9am	M 9am	F 9am	M 9am
Wed. MAIN,VA,SPORTS/BIZ	M 9am	M 2:30pm	T 2pm	M 2:30pm	T 2pm
Wed. EXTRA	M 9am	M noon	T 9am	M noon	T 9am
Thurs. MAIN,VA,SPORTS/BIZ	T 9am	T 2:30pm	W 2pm	T 2:30pm	W 2pm
Thurs. EXTRA	T 9am	T noon	W 9am	T 11am	W 9am
Fri. SWoCO, The Botetourt View, So Salem	F 10am	F 10am	T 2pm	M 10am	M 10am
Fri. THE LAKER WEEKLY	M 11am	M 11am	T 4pm	M 11am	T 4pm
Fri. MAIN,VA,SPORTS/BIZ	W 9am	W 2:30pm	Th 2pm	W 2:30pm	Th 2pm
Fri. EXTRA	W 9am	W noon	Th 9am	W noon	Th 9am
Fri. SIMPLY SAVINGS (1 week prior)	W 5pm	F 9:30am	F 2pm	F 9:30am	F Noon
Sat. MAIN,VA,SPORTS/BIZ	Th 9am	Th 2:30pm	F 2pm	Th 2:30pm	F 2pm
Sat. EXTRA	Th 9am	Th noon	F 9am	Th 9am	F 9am
Sun. MAIN,VA,SPORTS	W 5pm	F 9:30am	F 2pm	F 9:30am	F noon
Sun. EXTRA	W noon	W noon	Th 2pm	W noon	Th 2pm
Sun. BUSINESS/TRAVEL	W noon	W noon	Th 2pm	W noon	Th 2pm

RETAIL DISPLAY DEADLINES – NEW RIVER VALLEY CURRENT

Tues. CURRENT	F noon	M 9am	M 2pm	M 9am	M 2pm
Wed. CURRENT	M 9am	T 9am	T 2pm	T 9am	T 2pm
Thurs. CURRENT/ NRVE	M 9am	T 9am	T 2pm	T 9am	T 2pm
Fri. CURRENT	W 9am	Th 9am	Th 2pm	Th 9am	Th 2pm
Sat. CURRENT	Th 9am	F 9am	F 2pm	F 9am	F 2pm
Sun. CURRENT	W 5pm	W 5pm	F noon	W 5pm	F noon

* Please see page 9 for PDF requirements.

PLEASE NOTE:

- Deadlines are subject to change.
- If an ad is cancelled after the “ad cancellation/size change” deadline, a 10% late fee will be automatically applied.
- Double truck scheduling and copy deadlines are 24 hours in advance of regular deadline (for all products).

PREPRINT DEADLINES

Scheduling Deadlines: All preprint delivery dates must be scheduled by noon on the Friday before the week of publication. CPis and CENTSible Inserts must be scheduled and copy received 30 days prior to distribution date.

Delivery Deadlines: Deliveries will be received Monday through Friday, 6 a.m. to 6 p.m.
 • Daily Inserts: must be in plant at least three business days prior to publication.
 • Sunday Inserts: must be in plant at least 10 business days prior to publication.