

ST. LOUIS POST-DISPATCH

MAIN ROP PUBLICATIONS

DAY OF PUBLICATION	FINAL SPACE RESERVATION	ADS WITH PROOFS	CORRECTED PROOFS	CAMERA/DIGITAL READY
MON	FRI Noon	WED 5pm	FRI 5pm	FRI Noon
TUE	FRI 5pm	THU 5pm	MON 5pm	MON Noon
WED	MON Noon	FRI 5pm	TUE 5pm	TUE Noon
THU	TUE Noon	MON 5pm	WED 5pm	WED Noon
FRI	WED Noon	TUE 5pm	THU 5pm	THU Noon
SAT	THU 5pm	WED 5pm	FRI Noon	FRI Noon
SUN	THU 5pm	WED 5pm	FRI Noon	FRI Noon

ZONE ROP PUBLICATIONS

MON Missouri, St. Charles, Illinois	FRI Noon	WED 5pm	FRI 5pm	FRI Noon
THU Missouri, St. Charles, Illinois	TUE Noon	MON 5pm	WED 5pm	WED Noon
FRI North/West, St. Charles, South/Jefferson Co., Illinois	WED Noon	TUE 5pm	THU 5pm	THU Noon

ADVANCE ROP PUBLICATIONS

Let's Eat (WED)	FRI 5pm	THU 5pm	MON Noon	MON Noon
got (FRI)	MON 5pm	FRI 5pm	TUE 5pm	TUE 5pm
Lifestyle (SAT)	TUE 5pm	MON 5pm	WED 5pm	THU Noon
Explore (SUN)	TUE 5pm	FRI Noon (9 days prior)	WED Noon	WED Noon

EVERYDAY - ROP

MON	FRI Noon	WED 5pm	FRI 5pm	FRI Noon
TUE/THU	FRI 5pm	THU 5pm	FRI 5pm	FRI 5pm
WED	MON Noon	FRI 5pm	MON 5pm	MON Noon
FRI	WED Noon	TUE 5pm	WED 5pm	WED Noon
SAT	TUE 5pm	MON 5pm	WED 5pm	THU Noon
SUN	TUE 5pm (12 days prior)	MON 5pm (13 days prior)	WED 5pm (11 days prior)	WED 5pm (11 days prior)

CLASSIFIED ADVERTISING

	IN COLUMN				
MON (Classified)	FRI 5pm	TUE 5pm	FRI 5pm	FRI 5pm	FRI 6pm
MON (Now Hiring)	FRI Noon	FRI Noon	FRI 4pm	FRI 4:30pm	FRI 6pm
MON (Your Next Home)	FRI 5pm (10 days prior)	FRI Noon (10 days prior)	MON 5pm (7 days prior)	MON 5pm (7 days prior)	
MON (Rides)	MON 5pm (7 days prior)	FRI 5pm (10 days prior)	TUE 5pm (6 days prior)	TUE 5pm (6 days prior)	
TUE (Classified)	FRI 5pm	WED 5pm	FRI 5pm	FRI 5pm	MON 10:45am
WED (Classified)	MON 5pm	WED 5pm	MON 5pm	MON 5pm	TUE 10:45am
THU (Classified)	TUE 5pm	THU 5pm	TUE 5pm	TUE 5pm	WED 10:45am
FRI (Classified)	WED 5pm	FRI 5pm	WED 5pm	WED 5pm	THU 10:45am
FRI (got)	FRI 5pm	THU 5pm	MON 10am	MON 10am	FRI 5pm
SAT (Classified)	THU 5pm	MON 5pm	THU 5pm	THU 5pm	FRI 10:45am
SUN (Classified)	THU 5pm	MON 5pm	THU 5pm	THU 5pm	FRI 6pm
SUN (Class/RE/MRCHD)	THU 5pm	MON 5pm	THU 5pm	THU 5pm	FRI 4:30pm
SUN (Folio)	THU 5pm (10 days prior)	MON 5pm (6 days prior)	THU 5pm (3 days prior)	THU 5pm (3 days prior)	FRI 4:30pm (2 days prior)

SUBURBAN JOURNALS - RETAIL AND CLASSIFIED

SUN (Retail)	WED 4:30pm	WED 4:30pm	FRI 1pm	FRI 1pm	
SUN (Classified)	WED 4:30pm	WED 4:30pm	FRI 1pm	FRI 1pm	FRI 6pm
SUN (Free)	FRI 5pm (9 days prior)	THU 5pm (8 days prior)	MON 5pm (6 days prior)	MON Noon (6 days prior)	
WED (Retail)	FRI Noon	FRI Noon	MON 1pm	MON 1pm	
WED (Classified)	FRI Noon	FRI Noon	MON 1pm	MON 1pm	MON 5pm

ALTERNATIVE DELIVERY

MON (Local Values)	MON 5pm (14 days prior)	MON 5pm (14 days prior)	WED 5pm (12 days prior)	THU Noon (11 days prior)	
MON (The Big Deal) (monthly)	MON 5pm (21 days prior)	MON 5pm (21 days prior)	WED 5pm (19 days prior)	WED 5pm (19 days prior)	

ADVANCED DEADLINES

Holidays and Layout Advances

Advance all deadlines for centerspreads and before a holiday or when a holiday intervenes by 24 hours.

Check with your account executive for the exact advance/holiday schedule(s).

Unique Ad Shapes

Advance all deadlines by 72 hours for all non-traditional ad sizes, including double-truck.

Early Proof Requests

Copy submitted in advance of the normal proofing deadlines (for the purpose of requesting an early proof) will be given delivery in approximately 3 working days.

MISSED RETAIL DEADLINES

Incomplete or Late Copy

If ad copy is received incomplete and/or after the "Ads Requiring Proof" deadline, proofs will not be furnished to the client. The Post-Dispatch will make every effort to ensure the correctness of the client's advertising, but cannot guarantee this with material submitted past proofing deadline.

Late Proof Corrections

Proof corrections submitted past the "Corrected Proof Deadline" may not be applied to the applicable advertisement. The Post-Dispatch will make every attempt to apply the corrections to the client's advertising, but cannot guarantee this.

Canceling Ad Reservations

Cancellation of retail advertising is accepted on same deadline schedule as a "Final Space Reservation".

SPACE RESERVATION

Call your Account Executive or 314-340-8500.

RETAIL FAX NUMBERS: 314-340-3140
314-340-3141

CLASSIFIED ADVERTISING: 314-621-6666

CLASSIFIED FAX: 314-340-8665

SUBURBAN JOURNAL ADVERTISING: 314-821-1110

Advertising Services/ Proof Corrections: 314-340-3144

NOTE: Any ad material received over facsimile machines and requiring artwork or retouching must be received 4 hours prior to deadlines listed on this page. Be aware, faxed material is not suitable for newspaper reproduction.