

ROP Deadlines

DEADLINES EFFECTIVE AUGUST 26, 2009

GENERAL INFORMATION

- All deadlines are Central Standard Time (CST)
- Double trucks are due 48 hours in advance of deadlines listed below
- Unique ads are due 72 hours in advance of space reservations listed below
- Contact your Star Tribune sales representative, Graphic Services at 612-673-7038 or addesk.StarTribune.com for electronic ad submission guidelines

Publication Day/Product	4-Color/Spot Color Space Reservation	Black/White Space Reservation	Materials Due 5 pm	Page-Ready Materials/ Final Corrections Due
Monday				
- All Sections	Wed., 3 pm	Thu., 3 pm	Thu.	Fri., noon
Tuesday				
- A News, B News, Sports and Business (full run)	Thu., 3 pm	Fri., 3 pm	Fri.	Mon., noon
- Variety	Thu., 3 pm	Fri., noon	Fri.	Fri., 5 pm
Wednesday				
- A News, B News, Sports and Business (full run)	Fri., 3 pm	Mon., 3 pm	Mon.	Tue., noon
- Metro Zones	n/a	Thu., noon	Fri.	Mon., 5 pm
- Extra Zones	Wed., 5 pm	Thu., noon	Fri.	Mon., 5 pm
- Variety/Home+Garden	Fri., 3 pm	Mon., noon	Fri.	Mon., 5 pm
Thursday				
- A News, B News, Sports and Business (full run)	Mon., 3 pm	Tue., 3 pm	Tue.	Wed., noon
- Taste	Fri., noon	Mon., 3 pm	Mon.	Tue., 5 pm
- Metro Zones	n/a	Tue., 3 pm	Tue.	Wed., noon
- Variety	Mon., 3 pm	Tue., 3 pm	Mon.	Tue., 5 pm
Friday				
- VarietyA+E	Mon., noon	Wed., noon	Tue.	Wed., 5 pm
- Movie Ads	Mon., 3 pm	Wed., noon	Tue.	Wed., 5 pm
- A News, B News, Sports and Business (full run)	Tue., 3 pm	Wed., 3 pm	Wed.	Thu., noon
- Metro Zones	n/a	Wed., 3 pm	Wed.	Thu., noon
- Cars	Fri., 5 pm	Mon., 5 pm	Tue.	Wed., 5 pm
Saturday				
- Metro Zones	n/a	Thu., 3 pm	Thu.	Fri., noon
- Cars	Tue., noon	Wed., 5 pm	Wed.	Thu., 5 pm
- Homes	Tue., noon	Wed., noon	Tue.	Wed., 5 pm
- Variety	Wed., 5 pm	Thu., 3 pm	Wed.	Thu., 5 pm
- A News, B News, Sports and Business (full run)	Wed., 3 pm	Thu., 3 pm	Thu.	Fri., noon
Sunday				
- A News, B News and Sports (full run)	Tue., noon	Thu., 3 pm	Thu.	Fri., noon
- Travel, VarietyA+E and Business	Tue., noon	Wed., noon	Wed.	Thu., 5 pm
- Metro Zones	n/a	Wed., 3 pm	Thu.	Fri., noon

If Star Tribune Builds Your Ad

- Proofs are provided for customer review and corrections as long as material deadlines are met. If copy is received after the materials deadline, no advertisement proof will be provided.
- All copy, layout instructions and ad components must be received by the material deadline

If You Build Your Ad

- Page-ready files are considered ready to publish "as is" and must comply with mechanical requirements. Star Tribune reserves the right to reduce the ad to fit the space ordered.
- PDF format preferred with embedded fonts
- Use CMYK color – 300 dpi
- Submit electronic files through addesk.StarTribune.com

ADVERTISE TODAY BY CALLING YOUR STAR TRIBUNE REPRESENTATIVE
OR 612-673-4000 OR 1-800-829-8742.

StarTribune
MINNEAPOLIS • ST. PAUL