

## ROP DEADLINES

Publication Date	Space Reservation @ noon	Materials Due @ Noon	Final Corrections/ Page Ready Files Due @ Noon
Monday	Monday   7 days prior	Wednesday   5 days prior	Friday   3 days prior
Tuesday	Monday   8 days prior	Wednesday   6 days prior	Friday   4 days prior
Wednesday	Tuesday   8 days prior	Thursday   6 days prior	Monday   2 days prior
Thursday Advance (Taste)	Tuesday   9 days prior	Thursday   7 days prior	Monday   3 days prior
Thursday	Wednesday   8 days prior	Friday   6 days prior	Tuesday   2 days prior
Friday	Thursday   8 days prior	Monday   4 days prior	Wednesday   2 days prior
Saturday	Friday   8 days prior	Tuesday   3 days prior	Thursday   2 days prior
Sunday Advance (Var/Bus/Comics)	Tuesday   12 days prior	Thursday   10 days prior	Monday   6 days prior
Sunday	Monday   6 days prior	Wednesday   4 days prior	Friday   2 days prior

### Notes

- All deadlines: Central Standard Time (CST), [x] number of days prior to publication date.
- Double-trucks: due 24 hours in advance of above deadlines.
- Unique ads: due 72 hours in advance of space commitments listed above.

### If You Build Your Ad

- Page ready files are considered ready to publish “as is” and must comply with mechanical requirements (see page 11). The Minnesota Star Tribune reserves the right to reduce the ad to fit the space ordered.
- PDF format preferred.
- CMYK color – 200 dpi for newsprint (300 dpi for commercial).
- Embedded fonts.
- Electronic files are submitted via e-mail to your Minnesota Star Tribune Sales Representative.

**For all products, ad orders are non-cancelable after the space deadline and the Advertiser/Agency will be charged for the space regardless of whether the advertisement is published.**