

## I. General Guidelines

Advertisement materials and Insertion Order deadlines & schedules are set as final acceptable times. Earlier materials submission is required for comprehensive layout services; *late submission will limit proof service and may delay production.* Ad materials include **finalized** ad text copy, graphics, photos, logos and such. **Deadlines for color ads require additional 24 hours with closing schedule listed below.** Times indicated are **Eastern Standard Time.**

Digital files submitted are considered ready to be printed. No revision will be provided unless written notification is given prior to deadlines.

*The Publisher is not obligated to make changes after timelines & deadlines stated below, and not responsible should errors occurred due to such situation. Additional Production Fee is charged should there be any emergency changes need.*

## II. Sing Tao Daily 星島日報

### A. Display & Directory Advertising

Day of Publication	Insertion Order by	Ad Materials by (Need layout Service)	Digital Artwork by (Ready to print)
Monday	previous Wednesday	previous Wednesday	previous Thursday
Tuesday	previous Thursday	previous Thursday	previous Friday
Wednesday	previous Friday	previous Friday	Monday
Thursday	Monday	Monday	Tuesday
Friday	Tuesday	Tuesday	Wednesday
Saturday	Wednesday	Wednesday	Thursday
Sunday	Thursday	Thursday	Thursday

**Note: Sections E and F's Ad Closing Time: 2:30 pm of prior 2 (TWO) business days before publication, including Display Ad & Directory Ad.**

### B. Classified Advertising

Closing time: Previous Business Day Mon – Fri: 1:30pm. Saturday: 10:30am

## III. East Week 東周刊

Day of Publication	Insertion Order by	Ad Materials by (Need layout Service)	Digital Artwork by (Ready to print)
Sunday	Tuesday	<u>COVER PAGE:</u> 10 days prior publishing date <b>(previous Thursday by 2:30 pm)</b>  <u>INSIDE PAGE:</u> 9 days prior publishing date <b>(previous Friday by 2:30 pm)</b>	<u>COVER PAGE:</u> same Monday by 2:30 pm  <u>INSIDE PAGE:</u> same Tuesday by 2:30 pm

## IV. Sing Tao Weekly 星島周刊

Day of Publication	Insertion Order	Ad Materials by (Need layout Service)	Digital Artwork by (Ready to print)
Sunday	Tuesday	Tuesday by 2:30 pm	Wednesday by 2:30 pm