

# The Rainbow Times

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[www.therainbowtimesmass.com](http://www.therainbowtimesmass.com)

## The Rainbow Times 2007-2008 Advertising Deadlines

August 7, 2007 Revision

Issue	Ad Space Reservations*	Camera-Ready (Digital) Due Date**	Cancellations***	Payment Due Date ****
Sept. 6- Oct. 3, 2007	August 30 <sup>th</sup> , 2007	August 31st @ 3 p.m.	30 Days Prior to Pub. Date.	<b>Aug. 31, 2007</b>
October 4- Oct. 31	Sept. 27 p.m. @ 5 p.m.	September 28th @ 3p.m.	30 Days Prior to Pub. Date	<b>September 28, 2007</b>
Nov. 1-Dec. 5, 2007	Oct. 25th @ 5 p.m.	Oct. 26th @ 3 p.m.	30 Days Prior to Pub. Date	<b>October 26, 2007</b>
Dec. 6-Jan. 10, 2008 ♠	Nov. 29th @ 5 p.m.	Nov 30th @ 3 p.m.	30 Days Prior to Pub. Date	<b>November 30, 2007</b>
Jan. 10-Feb. 7, 2008	Jan. 2nd @ 5 p.m.	Jan. 4th @ 3 p.m.	30 Days Prior to Pub. Date	<b>January 4, 2008</b>
Feb. 7-March 6, 2008	Jan 31st @ 5 p.m.	Feb 1st @ 3 p.m.	30 Days Prior to Pub. Date	<b>February 1, 2008</b>
March 6-April 2, 2008	Feb. 25th @ 5 p.m.	Feb. 29th @ 3 p.m.	30 Days Prior to Pub. Date	<b>February 29, 2008</b>
April 3-April 30, 2008	March 27th @ 5 p.m.	March 28th @ 3 p.m.	30 Days Prior to Pub. Date	<b>March 28, 2008</b>
May 1-June 5, 2008♠♠	April 24th @ 5 p.m.	April 25th @ 3 p.m.	30 Days Prior to Pub. Date	<b>April 25, 2008</b>
June 5-July 3, 2008	May 29th @ 5 p.m.	May 30th @ 3 p.m.	30 Days Prior to Pub. Date	<b>May 30, 2008</b>
July 3-Aug. 6, 2008	July 31st @ 5 p.m.	Aug. 1st @ 3 p.m.	30 Days Prior to Pub. Date	<b>August 1, 2008</b>
Aug. 7-Sept. 3, 2008	Aug. 28th @ 5 p.m.	Aug. 29 <sup>th</sup> @ 3 p.m.	30 Days Prior to Pub. Date	<b>August 29, 2008</b>

♠ **Issue extended due to Holiday closings.**

♠♠ **Issue lasts 5 weeks due to longer month.**

\* Advertiser understands that a reservation made requires immediate payment, if credit has not been established, or at least payment by the due date so that the space reserved is not wasted. A \$35.00 fee will be added to the company for checks written with insufficient funds.

\*\* A camera-ready ad is a digital ad created by the advertiser in a 200 dpi resolution or better and in an acceptable format (.pdf, .tiff, .eps, .jpg), sent via e-mail to: [graphics@therainbowtimesmass.com](mailto:graphics@therainbowtimesmass.com), [sales@therainbowtimesmass.com](mailto:sales@therainbowtimesmass.com) or saved on a disk and brought to our office.

\*\*\* Cancellations must be received in our office postmarked 30 days prior to the next publication's due date (see contract for details).

\*\*\*\* Payment must be sent by the payment due date, or dropped by our office. If payment is delayed for any reason, please contact our office to make us aware that the payment has been sent, or will be dropped by immediately. The Rainbow Times will send electronic invoices for most transactions.