

# DEADLINES

## IF YOUR MATERIAL IS COMPLETE

FOR PUBLICATION IN THE FOLLOWING EDITION:	ADVERTISING SPACE RESERVATION	RECEIPT OF COMPLETE MATERIAL BY LA PRESSE
<b>MONDAY</b>	Friday 12:00 p.m.	Friday 3:00 p.m.
Auto section	Wednesday 5:30 p.m.	Friday 2:00 p.m.
<b>TUESDAY</b>	Friday 5:30 p.m.	Monday 12:00 p.m.
<b>WEDNESDAY</b>	Monday 5:30 p.m.	Tuesday 12:00 p.m.
<b>THURSDAY</b>	Tuesday 5:30 p.m.	Wednesday 12:00 p.m.
<b>FRIDAY</b>	Wednesday 5:30 p.m.	Thursday 12:00 p.m.
<b>SATURDAY</b>	Thursday 5:30 p.m.	Friday 12:00 p.m.
Arts et Spectacles (Entertainment)	Wednesday 5:00 p.m.	Thursday 5:00 p.m.
Cinéma (Movies)	Wednesday 5:00 p.m.	Thursday 5:00 p.m.
Carrières et Emplois (Careers)	Wednesday 3:00 p.m.	Wednesday 5:00 p.m.
Mon Toit (Home) (preprinted)	Tuesday 12:00 p.m.	Tuesday 5:00 p.m.
Vacances Voyage (Vacation Travel) (preprinted)	Wednesday 12:00 p.m.	Wednesday 5:00 p.m.
Gourmand (preprinted)	Tuesday 12:00 p.m.	Tuesday 5:00 p.m.

## IF YOUR ADVERTISEMENT MUST BE PRODUCED BY OUR ADVERTISING PRODUCTION DEPARTMENT

FOR PUBLICATION IN THE FOLLOWING EDITION:	ADVERTISING SPACE RESERVATION AND RECEIPT OF MATERIAL FOR PRODUCTION	FINAL PROOFING
<b>MONDAY</b>	Wednesday 5:30 p.m.	Friday 12:00 p.m.
Auto section	Wednesday 5:30 p.m.	Friday 12:00 p.m.
<b>TUESDAY</b>	Wednesday 5:30 p.m.	Friday 5:00 p.m.
<b>WEDNESDAY</b>	Thursday 5:30 p.m.	Monday 12:00 p.m.
<b>THURSDAY</b>	Friday 5:30 p.m.	Tuesday 5:00 p.m.
<b>FRIDAY</b>	Monday 5:30 p.m.	Wednesday 5:00 p.m.
<b>SATURDAY</b>	Tuesday 5:30 p.m.	Thursday 5:00 p.m.
Arts et Spectacles (Entertainment)	Tuesday 5:30 p.m.	Thursday 5:00 p.m.
Cinéma (Movies)	Tuesday 5:30 p.m.	Thursday 5:00 p.m.
Carrières et Emplois (Careers)	Tuesday 5:30 p.m.	Wednesday 12:00 p.m.
Mon Toit (Home) (preprinted)	Monday 12:00 p.m.	Tuesday 5:00 p.m.
Vacances Voyage (Vacation Travel) (preprinted)	Monday 12:00 p.m.	Wednesday 5:00 p.m.
Gourmand (preprinted)	Monday 12:00 p.m.	Tuesday 5:00 p.m.

### DEADLINE POLICY

The deadlines must be very strictly respected. It is the advertiser's responsibility to provide all material within the required deadline. Would the material be late, *La Presse* would then not be able to guarantee the quality of reproduction or even the publication of the ad. Any late delivery is at the client's own risk.