

ADVERTISING DEADLINES



START - BUY ADVERTISEMENT SPACE



DAY 1 - ADVERTISEMENT AGREEMENT PROCESS

Purchase advertising space and receive advertisement agreement which details sizes, specs, terms and payment options. Sign and return to your sales rep.



DAY 15 - ARTWORK/PAYMENT

All artwork AND payment is due. This includes any photos, EPS logo, copy and all art direction for your advertisement OR camera ready art to our specifications.

You NOW have 15 more days to provide revisions before final approval.



DAY 30 - ADVERTISEMENT APPROVAL

Final deadline for your advertisement approval and all revisions.



FINISH - PUBLICATION PRINTED

DAY 45 - CUTOFF: ADVERTISEMENT TEMPLATE USED

If ALL required artwork and content is not received, **YOU WILL FORFEIT** advertisement design. Lunar Cow will build a templated advertisement as specified in the signed Ad Agreement Terms and Conditions. If a new advertisement is submitted after 45 days, **IT WILL NOT BE USED**. Once the template advertisement is created (which includes the business name, address, and contact information), it will be placed in the publication with **NO APPROVAL REQUIRED**. There are no refunds or advertisement edits at this point. The publication is going to print and is final.

