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2017 Ad Space Reservation and Finished Ad Due Dates

Ads can possibly be taken later (and ad space reserved later), but contact the editor to confirm (Steve Morrell, editor@southwindsmagazine.com, 941-795-8704). If we are building the ad or making changes, please give us as much time as possible before deadlines. Send all ads or files and text to build the ad to the editor.

*****If we are updating your ad, send us the information by the Space Reservation date or next business day. For new ads we build, earlier is necessary, preferably before the Space Reservation date or immediately afterwards. New ads take more time to create.**

If you are building the ad, the deadline to send us a finished ad is earlier if this is your first ad sent to us, so we have time to confirm its specifications are correct. Contact editor for information. (The Finished Ad Due deadline is also the **classified ad deadline.)

Issue (2017)	Ad Space Reservation (always a Friday, except New Years)	Finished Ad Due** (always a Friday)
January Issue	2-Dec-2016 <u>Miami Pre-Boat Show Issue</u>	9-Dec, 2016
February Issue	6-Jan <u>Miami Boat Show Issue*</u>	13-Jan
March Issue	3-Feb	10-Feb
April Issue	3-March	10-March
May Issue	31-March	7-Apr
June Issue	5-May	12-May
July Issue	2-June	9-June
August Issue	30-June	7-July
September Issue	4-Aug	11-Aug
October Issue	1-Sep	8-Sep
November Issue	29-Sep <u>St. Pete Pre-Boat Show Issue</u>	6-Oct
December Issue	3-Nov <u>St. Pete Boat Show Issue*</u>	10-Nov
January 2018 Issue	1-Dec <u>Miami Pre-Boat Show Issue</u>	8-Dec

***Show issues always have extra distribution (2000 copies) at the boat shows.**