

Broadcaster Deadlines

Easter 2024

Peach

Peach's delivery platforms, Peach and Peach Classic, are operational 24 hours a day, 7 days a week, all year round.

Peach's Customer Success team can be reached via:

- Chat (once logged in) - www.peach.me
- Email - support.anz@peach.me

Below are each broadcaster's deadlines for receiving material based on their seasonal operating hours.

Unless otherwise stated, all times are in AEST. Adjust for timezones as follows:

ACST - South Australia and Broken Hill (NSW): deduct 0.5 hour
ACST - Northern Territory: deduct 0.5 hours
AWTS - Western Australia: deduct 2.0 hours

Holiday Dates

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24 (March)	25	26	27	28	29 Good Friday	30 Easter Saturday
31 Easter Sunday	1 April Easter Monday	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	16	19	20

*All broadcaster deadlines are determined by the stated broadcaster and not by Peach.
Any queries regarding a broadcaster's deadlines should be directed to the broadcaster directly.*





ClearAds

ClearAds will be closed Fri 29/03/24 through to Mon 01/04/24.

Cut Off Times for Fast Track Services:

Priority - 5:30pm Wed 27/03/24

Red Hot - 2pm Thu 28/03/24

Express - 4pm Thu 28/03/24

Pronto - 5pm Thu 28/03/24

SBS

For TX day	MIs Due	ClearAds Approval	Booking via Peach	Material On Hand
Wed 27/03/24	5pm Fri 22/03/24	5pm Mon 25/03/24	5pm Mon 25/03/24	12pm Tue 26/03/24
Thu 28/03/24				
Fri 29/03/24	5pm Mon 25/03/24	5pm Tue 26/03/24	5pm Tue 26/03/24	12pm Wed 27/03/24
Sat 30/03/24				
Sun 31/03/24	5pm Tue 26/03/24	5pm Wed 27/03/24	5pm Wed 27/03/24	12pm Thu 28/03/24
Mon 01/04/24				
Tue 02/04/24				

Seven

Airtime appearing **W/c 31/03/24** required to have material & CAD on hand by 1700 Wed 27/03/24

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Nine

Week Commencing	Log Date	Instructions Due	Material on hand and ClearAds approval
W/c 24/03/24	Sun 24/03/24	5pm Wed 20/03/24	5pm Thu 21/03/24
	Mon 25/03/24		
	Tue 26/03/24		
	Wed 27/03/24		5pm Mon 25/03/24
	Thu 28/03/24		
	Fri 29/03/24		
	Sat 30/03/24		
W/c 31/03/24	Sun 31/03/24	5pm Wed 27/03/24	5pm Wed 27/03/24
	Mon 01/04/24		
	Tue 02/04/24		
	Wed 03/04/24	Business as usual	
	Thu 04/04/24		
	Fri 05/04/24		
	Sat 06/04/24		

Ten FTA (10, 10Bold, 10Peach, 10Shake)

Week Commencing	Material Instructions	ClearAds Approved & Booked & Delivered via Peach
Sun 17/03/24	Tue 12/03/24	1pm Wed 13/03/24
Sun 31/03/24	Fri 22/03/24	1pm Tue 26/03/24

NB: TVCs must be ClearAds approved and booked on servers (if not delivered) - Otherwise a D&C will be actioned

Ten STV (MTV, Nickelodeon, Nick Jnr)

Week Commencing	Material Instructions	ClearAds Approved & Booked & Delivered via Peach
Sun 17/03/24	Mon 11/03/24	9am Wed 13/03/24
Sun 31/03/24	Mon 25/03/24	9am Tue 26/03/24

NB: TVCs for Nickelodeon & Nick Jnr are to be approved before airing

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Prime7

Log Day	Bookings completed by:	Material applied by:	Dub Locations and Cad advised by:	Downloaded
Tuesday 26/03/24	10:30 25/03/24	12:00 25/03/24	16:00 25/03/24	Monday 25/03/24
Wednesday 27/03/24	10:30 26/03/24	12:00 26/03/24	16:00 26/03/24	Tuesday 26/03/24
Thursday 28/03/24				
Friday 29/03/24	10:30 27/03/24	12:00 27/03/24	16:00 27/03/24	Wednesday 27/03/24
Saturday 30/03/24				
Sunday 31/03/24	11:00 28/03/24	12:00 28/03/24	16:00 28/03/24	Thursday 28/03/24
Monday 01/04/24				
Tuesday 02/04/24				

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WIN

Week Commencing	Log Date	Orders / Amendments	MIIs	Material On Hand & ClearAds Approved	
W/c 02/04/23	Sun 24/03/24	Thu 21/03/24	Wed 20/03/24	Thu 21/03/24	
	Mon 25/03/24				
	Tue 26/03/24				
	Wed 27/03/24	Mon 25/03/24		Wed 20/03/24	Mon 25/03/24
	Thu 28/03/24				
	Fri 29/03/24				
	Sat 30/03/24				
W/c 17/04/22	Sun 31/03/24	Wed 27/03/24	Tue 26/03/24	Wed 27/03/24	
	Mon 01/04/24				
	Tue 02/04/24				
	Wed 03/04/24	Business as usual		Tue 26/03/24	Business as usual
	Thu 04/04/24				
	Fri 05/04/24				
	Sat 06/04/24				

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Southern Cross

TX Schedule	Latest to be booked by	Latest to be Delivered
26/3/2024	Normal Deadline	Normal Deadline
27/3/2024	Noon 24th March	2pm 24th March
28/3/2024	Noon 24th March	2pm 24th March
29/3/2024	Noon 25th March	2pm 25th March
30/3/2024	Noon 25th March	2pm 25th March
31/3/2024	Noon 26th March	2pm 26th March
1/4/2024	Noon 26th March	2pm 26th March
2/4/2024	Noon 26th March	2pm 26th March
3/4/2024	Normal Deadline	Normal Deadline

NBN

TX Schedule	Latest to be booked by	Latest to be Delivered
Tue 26/03/24	Normal deadlines	Normal deadlines
Wed 27/3/24	Noon 24th March	2pm 24th March
Thu 28/3/24	Noon 24th March	2pm 24th March
Fri 29/3/24	Noon 25th March	2pm 25th March
Sat 30/3/24	Noon 25th March	2pm 25th March
Sun 31/3/24	Noon 26th March	2pm 26th March
Mon 1/04/24	Noon 26th March	2pm 26th March
Tue 2/04/24	Noon 26th March	2pm 26th March
Wed 3/04/24	Normal deadlines	Normal deadlines

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Imparja

**All times are ACST*

Date	Delivery Deadline
Fri 29/03/24	1pm Thu 28/03/24
Sat 30/03/24	1pm Thu 28/03/24
Sun 31/03/24	1pm Thu 28/03/24
Mon 01/04/24	1pm Thu 28/03/24
Tue 02/04/24	1pm Thu 28/03/24
Wed 03/04/24	Normal deadlines

Foxtel Media (formerly MCN)

Week Commencing	FOXTEL MIs Due	Cartoon & Boom ClearAds & Material Due	FOXTEL ClearAds & Material Due
24/03/24	5pm Wed 20/03/24	5pm Wed 20/03/24	5pm Thurs 21/03/24
31/03/24	12pm Tue 26/03/24	12pm Tue 26/03/24	5pm Wed 27/03/24

Foxtel Media will endeavour to chase missing MIs, material and ClearAds, please refer to your T&Cs.

All scheduled material must be on hand.

Deadlines that are not met will be subject to Delete & Charge.

Revisions will be actioned from next downloadable day.

Consideration will be taken for all legal change requests dependent on Broadcast location.

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New Zealand Broadcaster Deadlines

**All times below are NZDT*

Holiday Dates

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24 (March)	25	26	27	28	29 Good Friday	30
31	1 (April) Easter Monday	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20

CAB

CAB will be closed from 5:30 pm on Thursday 28 March and open again on Tuesday 2 April 2024.

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Discovery Channels NZ (TBC)

Transmission W/c	Instructions to be supplied by	CAB approved Material to be supplied by
24/03/2024	5pm Mon 18/03/24	10am Wed 20/03/24
31/03/2024	5pm Tue 26/03/24	10am Thu 28/03/24

SKY / Prime

Transmission W/c	Instructions to be supplied by	CAB approved Material to be supplied by
24/03/2024	12pm Tue 19/03/24	5pm Tue 19/03/24
31/03/2024	12pm Tue 26/03/24	5pm Tue 26/03/24

TVNZ

Transmission W/c	Instructions to be supplied by	CAB approved Material to be supplied by
24/03/2024	12pm Wednesday 20th March	12pm Thursday 21st March
31/03/2024	12pm Wednesday 27th March	12pm Wednesday 27th March

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