

DEADLINES

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Advance ROP Display Deadlines

Advance Run Sections

Friday: Weekend Plus, Autos and Jobs

Sunday: NW Arts & Life, NWTraveler

Publication Day	Space Reservations/ Cancellations	Materials*	Final Corrections**	Complete Electronic Ads Due***
Friday	Tuesday, 3 p.m.	Tuesday, 3 p.m.	Wednesday, 3 p.m.	Wednesday, 3 p.m.
Sunday	Monday, 3 p.m.	Monday, 3 p.m.	Tuesday, 3 p.m.	Wednesday, 3 p.m.

Main ROP Display Deadlines

Main Run Sections:

Weekday: Main News, Business, Local News, Sports, Spadea, Wednesday Jobs, Saturday Jobs and NWhomes

Sunday: Main News, Local News, Business, Sports, Autos, Jobs, Spadea

Publication Day	Space Reservations/ Cancellations	Materials*	Final Corrections**	Complete Electronic Ads Due***
Monday	Tuesday, 3 p.m.	Tuesday, 3 p.m.	Thursday, 10 a.m.	Friday, 3 p.m.
Tuesday	Thursday, 3 p.m.	Thursday, 3 p.m.	Friday, 10 a.m.	Monday, 3 p.m.
Wednesday	Friday, 3 p.m.	Friday, 3 p.m.	Monday, 10 a.m.	Tuesday, 3 p.m.
Thursday	Monday, 3 p.m.	Monday, 3 p.m.	Tuesday, 10 a.m.	Wednesday, 3 p.m.
Friday	Tuesday, 3 p.m.	Tuesday, 3 p.m.	Wednesday, 10 a.m.	Thursday, 3 p.m.
Saturday	Tuesday, 3 p.m.	Tuesday, 3 p.m.	Thursday, 10 a.m.	Friday, 3 p.m.
Sunday – All Editions	Tuesday, 3 p.m.	Tuesday, 3 p.m.	Thursday, 3 p.m.	Friday, 10 a.m.

Sunday Special Deadlines

Publication Day	Color Space Reservations/ Cancellations and Material*	Final Corrections**	Complete Electronic Ads Due***
PacificNW magazine	20 days prior	17 days prior	17 days prior
Comics (Front of Section Comics Wrap)	Monday, 3 p.m., 20 days prior	Thursday, 3 p.m., 17 days prior	Thursday, 3 p.m. 17 days prior
ShopNW	Wednesday, 3 p.m., 10 days prior	Monday, 10 a.m., 6 days prior	Tuesday, 3 p.m. 5 days prior

ROP doubletruck deadlines are 24 hours prior to regular deadlines. Early deadlines do not apply to tabloid doubletrucks.

* "Newspaper-Constructed" material consist of ads that will be composed by the newspaper. This includes ads that are constructed from a submitted layout into production form. It also includes copy, art or size changes to existing or client provided pdfs.

** Final corrections for newspaper-constructed ads should be limited to minor text changes (phone numbers, addresses, expiration dates, prices, etc.) and substitution of standing art consistent with original ad design. Changes to layout including moving or changing size of art elements cannot be accepted at this stage.

*** Electronic ads must be in PDF files with the fonts embedded. PDF is a flexible, cross-platform file format that accurately displays and preserves fonts, page layouts and other graphical elements in a document.

All contracts and rates are subject to The Seattle Times terms and conditions. See mediakit.seattletimes.com/specs/general-policies for full details.



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Liners

Publication Day	Deadline
Wednesday	Monday, 5 p.m.
Saturday	Wednesday, 5 p.m.
Sunday	Friday, 5 p.m.

Total Market Xpress	Space	Materials	Final Corrections	Complete Ads Due
Monday - Sunday	17 days prior to distribution week	17 days prior to distribution week	11 days prior to distribution week	11 days prior to distribution week

Legal In-Column

Publication Day	Deadline
Monday	Friday, 9 a.m.
Tuesday	Friday, 4 p.m.
Wednesday	Monday, 4 p.m.
Thursday	Tuesday, 4 p.m.
Fri, Sat, Sun	Wednesday, 4 p.m.

Saving Source

Publication Day	Space and Materials Deadline	Complete Ads
Wednesday	Thursday, 3 p.m. 20 days prior to distribution	Friday, 3 p.m. 12 days prior to distribution

DIGITAL DEADLINES

Digital Deadlines

Materials for Seattle Times built Digital Creative is 2+ days prior to the start date of the campaign. Advertiser provided static creative is due 1 day before campaign begins and animated ads are due 7 days in advance of campaign start.

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