

DISPLAY DEADLINES

DEADLINES

Advance ROP Display Deadlines

Advance Run Sections
Friday: Weekend Plus

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.

Main ROP Display Deadlines

Main Run Sections:

Monday – Saturday: Main News, Business, Local News, Sports, Spadea and NW homes

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

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

	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
Explore	Wednesday, 3 p.m., 10 days prior	Thursday, 3 p.m.	Friday, 10 a.m.
Explore Skybox Ad	Thursday, noon	Thursday, 3 p.m.	Friday, 10 a.m.
The Mix	Monday, 3 p.m.	Tuesday, 3 p.m.	Friday, 10 a.m.

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 pdf's.

** 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

Jobs Ad Deadlines

Sunday Display Ad Space Reservation	Sunday Display Complete Electronic Ads	Liners Space Reservation
Thursday, 5 p.m.	Friday, 5 p.m.	Friday, 5 p.m.

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.

DIGITAL DEADLINES

Digital Deadlines

Materials for Seattle Times built Digital Creative is 3 days prior to the start date of the campaign.

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