

## TURNAROUND TIMES BY TACTIC

### SEATTLE TIMES DIGITAL ADVERTISING

seattletimes.com	3 business days
Newsletter Native Text Ad	3 business days with creative (approval due by 12 p.m, 2 business days prior to run)

### WEB SERVICES

Website Development	4 weeks from when all access and any new assets are provided
SEO	5 business days
Listing Management	5 business days
Reputation Management	5 business days
Social Management	5 business days
Chat	5 business days

### TARGETED MARKETING

Direct Mail	Custom
Commercial Printing	Custom
Custom Inserts	Custom

### DIGITAL MANAGED SERVICES (From onboarding unless otherwise noted)

Paid Search	5 Business Days, post onboarding and GTM/GA4 access provided
Programmatic Display	5 business days
Programmatic Audio with Assets Provided	5 business days
Programmatic Video & CTV with Assets Provided	5 Business Days, post client assets provided
Paid Social	5 business days
Email with Creative Design Required	7 Business Days, upon order (unless part of a larger buy with other tactics to be onboarded)
Email (pre-built)	5 business days, upon order (unless part of a larger buy with other tactics to be onboarded)
Live Campaign Requests and Revisions	2 business days, upon receipt

### CUSTOM REPORTING

Monthly	By 10th business day
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### SUBSCRIBER REWARDS AND SPONSORSHIPS

Contests via Subscriber Rewards	10 business days
Sponsorships	Custom

### BRANDED CONTENT (Post Content Brief/SLA Approval and assets / source data submission)

Standard Article	4 weeks
Full Page Immersive Experience	5–6 weeks
Real Estate Category	3 weeks
Special Section	3–4 weeks
Ticket Top Pick	1 week