## SEATTLE TIMES IN PRINT

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## CONTACT US

If you have any questions about print specs, file requirements or need additional information, please give us a call. We're ready to help.

**206.652.6700**

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## STANDARD REQUIREMENT FOR ALL PRINT ADS

- Type should be no smaller than 7 pt.
- Reverse type should be no smaller than 10 pt.
- Sans serif type families will reproduce best. Typefaces with thin strokes (serifs) and thin lines will result in variation of reproduction quality.
- When using reverse type on a multi-color background, sans serif fonts of at least 12 pt. are recommended.
- When using color-built type, sans serif fonts of at least 14 pt. are recommended.
- Fine rules and small type should be reproduced as one color only. Do not use "hairline rules."
- All pdf files should be submitted as CMYK with all fonts embedded at no less than 200dpi for newsprint and 240dpi for Pacific NW Magazine.
- All black should be built at 100% black. Rich builds will not reproduce in print. Use the following mix in your black build: 0 cyan, 0 Magenta, 0, Yellow, 100 black.
- For other colors, avoid rich color builds. Limit your color mix to 2-3 plate colors in your CMYK build for best reproduction.

# DEADLINES

**ADVANCE ROP DISPLAY DEADLINES**
Advance Run Sections
Friday: Weekend Plus

| PUBLICATION DAY | SPACE RESERVATIONS/ CANCELLATIONS | FINAL PRINT READY PDF |
|---|---|---|
| Friday | Tuesday, 3 p.m. | Wednesday, 1 p.m. |

**MAIN ROP DISPLAY DEADLINES**
Main Run Sections:
Monday – Saturday: Main News, Sports and Spadea
Sunday: Main News, Local News, Sports, Spadea

| PUBLICATION DAY | SPACE RESERVATIONS/ CANCELLATIONS | FINAL PRINT READY PDF |
|---|---|---|
| Monday | Wednesday, 3 p.m. | Friday, 1 p.m. |
| Tuesday | Thursday, 3 p.m. | Monday, 1 p.m. |
| Wednesday | Friday, 3 p.m. | Tuesday, 1 p.m. |
| Thursday | Monday, 3 p.m. | Wednesday, 1 p.m. |
| Friday | Tuesday, 3 p.m. | Thursday, 1 p.m. |
| Saturday | Tuesday, 3 p.m. | Friday, 1 p.m. |
| Sunday – All Editions | Tuesday, 3 p.m. | Friday, 10 a.m. |

**SUNDAY SPECIAL DEADLINES**

| | SPACE RESERVATIONS/ CANCELLATIONS | FINAL PRINT READY PDF |
|---|---|---|
| PacificNW magazine | 20 days prior | 17 days prior |
| The Mix | Monday, 3 p.m. | Thursday, 1 p.m. |
| At Home in the Northwest | Monday, 3 p.m. | Thursday, 1 p.m. |

Holidays may impact posted deadlines.

# DEADLINES

## LINERS

| PUBLICATION DAY | DEADLINE |
|---|---|
| Wednesday | Monday, 5 p.m. |
| Thursday | Tuesday, 5 p.m. |
| Friday | Wednesday, 5 p.m. |
| Saturday | Thursday, 5 p.m. |
| Sunday | Friday, 5 p.m |

## JOBS AD DEADLINES

| SUNDAY DISPLAY AD SPACE RESERVATION | FINAL PRINT READY PDF | LINERS SPACE RESERVATION |
|---|---|---|
| Tuesday, 3 p.m. | Friday, 10 a.m. | Friday, 5 p.m. |

## LEGAL IN-COLUMN

| PUBLICATION DAY | DEADLINE |
|---|---|
| Monday | Friday, 9 a.m. |
| Tuesday | Friday, 4 p.m. |
| Wednesday | Monday, 5 p.m. |
| Thursday | Tuesday, 5 p.m. |
| Friday | Wednesday, 5 p.m. |
| Saturday | Thursday, 5 p.m. |
| Sunday | Friday, 5 p.m. |

## OBITUARIES

| PUBLICATION DAY | DEADLINE |
|---|---|
| Wednesday | Tuesday, 4 p.m. |
| Thursday | Wednesday, 4 p.m. |
| Friday | Thursday, 4 p.m. |
| Saturday | Friday, 4 p.m. |
| Sunday | Friday, 6:45 p.m. |

# BROADSHEET DISPLAY ADS/RUN OF PRESS (ROP)

Make an impact with a print ad in The Seattle Times, completely scalable to your budget. Available ad sizes listed below.

**SPECS**

| BROADSHEET ROP WIDTH | |
|---|---|
| 1 column/1.65 inches | 2 columns/3.43 inches |
| 3 columns/5.20 inches | 4 columns/6.98 inches |
| 5 columns/8.76 inches | 6 columns/10.54 inches |

| AD SIZE | WIDTH (COLUMN SIZE IN INCHES) | HEIGHT (INCHES) |
|---|---|---|
| Strip Ad | 6 (10.54 in.) | 3 |
| Sixteenth | 3 (5.2 in.) | 2.5 |
| Eighth | 3 (5.2 in.) | 5 |
| Quarter Vertical | 3 (5.2 in.) | 10 |
| Half Vertical | 3 (5.2 in.) | 20.25 |
| Half Horizontal | 6 (10.54 in.) | 10 |
| Full | 6 (10.54 in.) | 20.25 |
| Centerspread | 13 (22.04 in.) | 20.25 |

**DETAILS**

Ad sizing in the newspaper is based on column inches. The standard printable area of a broadsheet is 6 columns wide and 20.25 inches high. All ads are full color (CMYK).

# WEEKEND PLUS AND AT HOME IN THE NORTHWEST

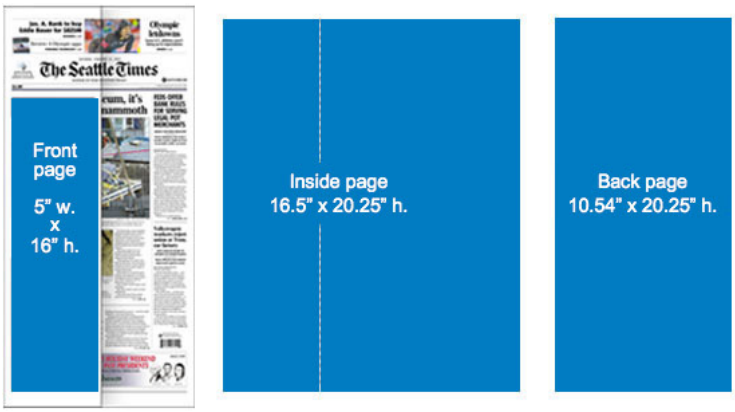
**SPECS**

| AD SIZE | WIDTH (COLUMN SIZE IN INCHES) | HEIGHT (INCHES) |
|---|---|---|
| Strip Ad | 6 (9.62 in.) | 1 |
| Sixteenth | 3 (4.75 in.) | 1.25 |
| Eighth | 3 (4.75 in.) | 2.5 |
| Quarter Vertical | 3 (4.75 in.) | 5 |
| Half Vertical | 3 (4.75 in.) | 10.5 |
| Half Horizontal | 6 (9.62 in.) | 5 |
| Full | 6 (9.62 in.) | 10.5 |
| Centerspread | 13 (20.14 in.) | 10.5 |

**DETAILS**

- Tabloid section
- Set ad sizes

# SPADEA




For ultimate visibility, claim the most prominent advertising space in the newspaper, with a double-sided flap that folds over the front page. This powerful position gives you the equivalent of three full pages to promote your business.

**SPECS**

| | WIDTH (INCHES) | HEIGHT (INCHES) |
|---|---|---|
| Front flap | 5 | 16 |
| Inside (back of flap and inside back cover) | 16.5 | 20.25 |
| Back | 10.54 | 20.25 |

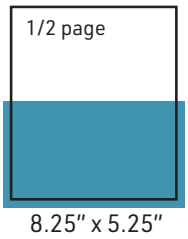
**NOTES AND CONTINGENCIES**

Please note that all front-page spadea advertising is subject to the following guidelines in order to maintain an optimal experience for newspaper readers.

- The front flap of the spadea should be restricted to brand and image advertising. No price or item advertising, coupons or "blasts" are permitted in this area.
- Political advertising is not permitted (candidates, advocacy, issues, etc.).
- Religious advertising is subject to approval.
- Liquor ads are subject to approval.
- Ads relating to editorial content may be rejected to prevent reader confusion and/or the appearance of sponsored editorial coverage.
- All ads are subject to space availability as well as final creative and copy approval of The Seattle Times Advertising Department management.
- News will be presented independent of ad content.
- Advertisers may not cancel scheduled insertions after deadline without incurring cancellation fees of 15 percent of the total cost of the ad.

# PACIFIC NW MAGAZINE

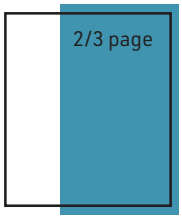
- All ads are required to be built with a bleed.
- The 2/3 vertical and full-page ad size requires bleed on all four sides of the ad.
- The 1/2 horizontal requires a quarter inch bleed built on the bottom and sides of the ad.
- All content must be inset a quarter inch away from the trim size and within the live area.
- We do not accept ads that have crop marks or color bars.
- All pdf files should be submitted as CMYK with fonts embedded at no less than 240dpi.



8.25″ x 5.25″

**1/2 page**

| | |
|---|---|
| Trim size | 8.25″ x 5.25″ |
| Live area | 7.75″ x 5″ |
| Bleed size | 8.75″ x 5.5″ |



5.25″ x 10.5″

**2/3 page**

| | |
|---|---|
| Trim size | 5.25″ x 10.5″ |
| Live area | 4.75″ x 10″ |
| Bleed size | 5.75″ x 11″ |



8.25″ x 10.5″

**Full page**

| | |
|---|---|
| Trim size | 8.25″ x 10.5″ |
| Live area | 7.75″ x 10″ |
| Bleed size | 8.75″ x 11″ |

# TARGET MARKET XPRESS

Boost your visibility with a single-sheet advertisement. We print your inserts and deliver in the zones that work for your business.

**SPECS**

| AD SIZE | LIVE AREA | BLEED AREA |
|---|---|---|
| 8 x 10.5 inches | 7.5 x 10 inches | 8.5 x 11 inches |

**DETAILS**

- Includes full color, double-sided, full-bleed printing.
- Includes graphic design, production and delivery.
- Contact us for current rates for Target Market Xpress and other custom insert options.

# PREPRINTS

**PREPRINT FORMAT GUIDELINES**

**SIZE AND FORMAT**

The following guidelines apply to weekday and Sunday preprints. (The single sheet programs have specific format requirements outlined below.)

- Minimum finished size: 5" x 7", with fold (if any) on 7" side
- Maximum finished size: 11" x 11"
- Minimum stock thickness: .006"
- Folded products need at least one side closed and all folded sides together. Accordion folds are not acceptable.
- Tabloids of four pages or less should be quarter-folded if printed on stock lighter than 50#.
- Glue-bound preprints are preferred over staple-bound.
- Cards, coupons, envelopes, etc. should be attached to the inside pages.

**PREPRINT DEADLINES**

**RESERVATION DEADLINES:**

- 5 p.m., 12 days prior to distribution date.

**DELIVERY DEADLINES:**

- Delivery to Rotary Offset Press 10 days prior to distribution date. Please see delivery instructions on the next page.

**RATES AND ACCEPTABILITY**

- All preprints must be reviewed for acceptability prior to delivery.
- Preprints that appear editorial in nature require a "Paid Advertising" notice in 14-pt. type at the top of each page. News or editorial-type preprints require prior approval.
- Additional production costs incurred by The Seattle Times due to inserts not meeting specifications will be passed along to the advertiser.

### PREPRINT STOCK AND OVERAGE GUIDELINES

| PREPRINT TYPE PERCENTAGE | MINIMUM THICKNESS IN INCHES | NEWSPAPER RECOMMENDED SPOILAGE |
|---|---|---|
| Single Sheet | 0.005 | 10% |
| | 0.006 | 2% |
| 4-page Tab | 0.003 – 0.006 | 10% |
| | 0.006+ | 2% |

- Maximum thickness: single sheets measuring greater than .009" must be scheduled as hand inserted (premium placement fee applies).
- Specialty inserts: Please contact your account executive for spoilage and acceptability guidelines.

### PACKING AND SHIPPING REQUIREMENTS

- Use standard 40" x 45" – 48" covered four-way entry pallets.
- Limit each loaded pallet to five feet in height and 2,500 pounds.
- Place a protective cover on the pallet before stacking.
- Jog ink-dry preprints squarely in consistent turns. Turns must be at least six inches high and no higher than 12 inches.
- All skids should have a tie-in placed between each layer up the pallet. The slicker the stock, the more tie-ins needed. Tie-ins should be made of cardboard or heavy kraft paper and must not be round, waxed or coated. Do not tie individual bundles.
- Stack preprints like bricks. Preprints must not protrude beyond the pallet.
- Pallet tops should be the same size as the base of the pallet and be made of wood or a sturdy equivalent.
- Band preprints securely. To avoid damage from bands and truck walls, place sheets of cardboard or similar binder material between the turns. Binding must be tight enough to secure the materials but not so tight that it pulls down and bends the top stack or pulls the pallet floor loose. Use double steel or non-stretchable plastic wraps to cross-band the pallets.
- Shrink-wrap preprints should be well-stacked on balanced pallets with protective corners. Use substantial binder material between the turns.
- A sample of the preprint and the following pallet tag information should be attached to the outside of each pallet:
  1. Name of the newspaper in which the preprint will be inserted
  2. Name of the preprint and insertion date(s)
  3. Total number of preprints shipped and number of copies on each pallet in the shipment
  4. Weight of the pallet, including preprints
  5. Number of copies in each turn
  6. Printer's name and phone number
- Stack preprints smaller than 8.5" x 11" in cardboard cartons. Avoid packing preprints before the ink is dry. Pack cards or envelopes with dividers between rows or turns. Use cardboard spacers between layers if more than one layer is included in a box. All cartons must contain the same quantity of preprints. Strap cartons to pallets.

Preprints not in compliance with packing and shipping requirements will be subject to additional handling charges. The Seattle Times is not responsible for printing or shipping costs in the event of nondelivery or mis-delivery.

### DELIVERY TO ROTARY OFFSET PRESS:

The Seattle Times
21229 72nd Ave S, Kent, Wa 98032
Bay 5, 6, 7 or 8
Attention: P&A Manager

Hours: Mon – Fri, 8 a.m. – 3 p.m.
For directions, call 425/489-7030