

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.

206.464.2400

FONT SIZE REQUIREMENTS

- 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.
- Screen type of 80% or more will reproduce as a solid color due to dot gain.
- For readability, reverse or color-build type should not be positioned on top of screened backgrounds of less than 70%.
- Fine rules and small type should be reproduced as one color only. Do not use "hairline rules."

SEATTLE TIMES NEWSPAPER PRINT ADVERTISING RATES

FULL RUN INCH RATES

DAILY		SUNDAY	
Color	BW	Color	BW
\$82.50	\$61.88	\$110.00	\$82.50

All listed rates are at open rate. Please contact us for additional product rates as well as rates based on dollar volume contracts. All rates listed are for local retail.

★ BETTER VALUE PRINT MODULAR ADS

PRINT AD	SIZE	DAILY		SUNDAY	
		COLOR	BW	COLOR	BW
Full Page	6c x 22.5"	\$5,625.00	\$4,218.75	\$7,500.00	\$5,625.00
Half Page	6c x 11" or 3c x 22.5"	\$2,950.00	\$2,212.50	\$3,950.00	\$2,962.50
Quarter Page	3c x 11"	\$1,650.00	\$1,237.50	\$2,100.00	\$1,575.00
Eighth Page	3c x 5.5"	\$900.00	\$675.00	\$1,150.00	\$862.50
Sixteenth Page	3c x 2.75"	\$500.00	\$375.00	\$600.00	\$450.00

★★ BEST VALUE PRINT MODULAR ADS PLUS DIGITAL IMPRESSIONS

The best value is to purchase a modular ad with bundled digital impressions. Each print ad purchased comes with a fixed number of ST.com standard ad format impressions. All digital impressions can be advance audience targeted.

PRINT AD	SIZE	DIGITAL IMPRESSIONS	DAILY		SUNDAY	
			COLOR	BW	COLOR	BW
Full Page	6c x 22.5"	250,000	\$7,100.00	\$5,975.00	\$8,600.00	\$7,100.00
Half Page	6c x 11" or 3c x 22.5"	150,000	\$3,920.00	\$3,330.00	\$4,720.00	\$3,930.00
Quarter Page	3c x 11"	100,000	\$2,360.00	\$2,030.00	\$2,720.00	\$2,300.00
Eighth Page	3c x 5.5"	60,000	\$1,344.00	\$1,164.00	\$1,544.00	\$1,314.00
Sixteenth Page	3c x 2.75"	35,000	\$764.00	\$664.00	\$844.00	\$724.00
Front Page Strip Ad	6c x 3" Main (A) Section	100,000	\$3,676.00	N/A	\$4,468.00	N/A
Front Page Strip Ad	6c x 3" Non-Main	100,000	\$2,963.20	N/A	3,517.60	N/A

All contracts and rates are subject to The Seattle Times terms and conditions.

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 NWhomes
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, noon
Explore Skybox Ad	Thursday, noon	Thursday, 3 p.m.	Friday, noon
The Mix	Monday, 3 p.m.	Tuesday, 3 p.m.	Friday, noon

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.

DEADLINES

LINERS

PUBLICATION DAY	DEADLINE
Wednesday	Monday, 5 p.m.
Saturday	Wednesday, 5 p.m.
Sunday	Friday, 5 p.m.

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.

DISPLAY ADS/RUN OF PRESS (ROP)

Make an impact with a print ad in The Seattle Times, completely scalable to your budget. Book any size you wish, from 1-by-1-inch ad to a full page.

SPECS

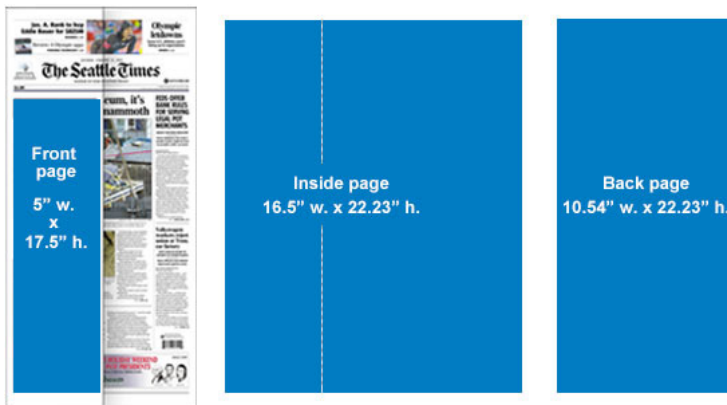
ROP WIDTH	
1 column/1.65 inches	2 columns/3.43 inches
3 columns/5.20 inches	4 columns/6.98 inches
5 columns/8.76 inches	6 columns/10.54 inches

DETAILS

Ad sizing in the newspaper is based on column inches. The standard printable area of a broadsheet is 6 columns wide and 22.36 inches high. The standard printable area of a tabloid section is 6 columns wide and 10.5 inches high. Ads can be black and white, or color (CMYK).

Double truck (two pages adjoining) ads are also available. Please contact us for sizing information.

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	17.5
Inside (back of flap and inside back cover)	16.5	22.23
Back	10.54	22.23

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.

NWHOMES

Reach an active home audience by making NWhomes your advertising destination. NWhomes is the Northwest's home, real estate and rental resource, with tips and advice to help readers buy, rent, decorate and DIY. Published every Saturday in The Seattle Times.

SPECS

AD SIZE	WIDTH (COLUMNS/INCHES)	HEIGHT (INCHES)
1/24	1 column/1.65 inches	2.5
1/12	1 column/1.65 inches	5
1/12	2 columns/3.43 inches	2.5
1/6	2 columns/3.43 inches	5
1/6	1 column/1.65 inches	10.5
1/4	3 columns/5.2 inches	5
1/3	4 columns/6.98 inches	5
1/3	2 columns/3.43 inches	10.5
1/2	6 columns/10.54 inches	5
1/2	3 columns/5.2 inches	10.5
2/3	4 columns/6.98 inches	10.5
Full	6 columns/10.54 inches	10.5

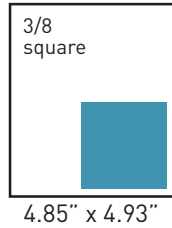
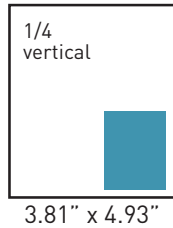
DETAILS

- Tabloid section
- Set ad sizes
- Includes full color
- Ask about our rates, including NWHomes/Pacific NW combo buys.

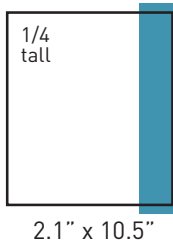
PACIFIC NW MAGAZINE

STANDARD ADS SIZES (NO BLEED)

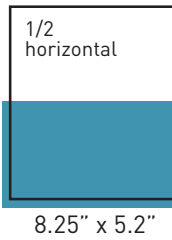
- 1/8 horizontal 3.81" x 2.45"
- 1/4 vertical 3.81" x 4.93"
- 3/8 square 4.85" x 4.93"



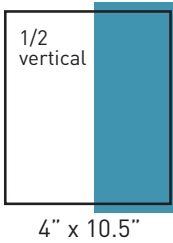
ADS WITH BLEED



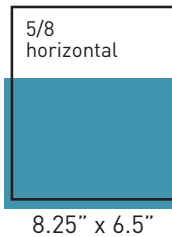
1/4 tall
 Ad size 2.1" x 10.5"
 Live area 1.6" x 10"
 Bleed size 2.6" x 11"



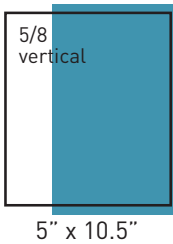
1/2 horizontal
 Ad size 8.25" x 5.2"
 Live area 7.75" x 4.7"
 Bleed size 8.75" x 5.7"



1/2 vertical
 Ad size 4" x 10.5"
 Live area 3.5" x 10"
 Bleed size 4.5" x 11"



5/8 horizontal
 Ad size 8.25" x 6.5"
 Live area 7.75" x 6"
 Bleed size 8.75" x 7"



5/8 vertical
 Ad size 5" x 10.5"
 Live area 4.5" x 10"
 Bleed size 5.5" x 11"



Full page
 Ad size 8.25" x 10.5"
 Live area 7.75" x 10"
 Bleed size 8.75" x 11"

POWER NOTES

Get noticed with exclusive front-page positioning on highly visible and effective Power Notes. These square sticky notes are perfect for announcing new products and special events. Their portability extends the life of your message because readers can stick them to computers, calendars, phones, etc.

DETAILS

- Four-color process on the front side.
- One-color PMS printing on reverse side available at no extra charge.
- Standard and customized die-cut shapes are available for an additional fee.

SPECS

	ACTUAL SIZE	LIVE AREA	BLEED SIZE
Standard note	2.875" x 2.875"	2.75" x 2.75"	3"x3"
die-cut note	2.875" x 2.875"*	2.75" x 2.75"	3"x3"

* Varies with a maximum space of 2.875" x 2.875".

NOTES AND CONTINGENCIES

- Power Notes are placed in the upper right corner of the front page.
- Only one advertiser (with one ad version) can run on a given day.
- All ads are subject to approval. Political/advocacy or news content is not acceptable.
- We reserve the right to reschedule to the next available date in the event of an extraordinary news event that dominates the front page.
- Power Notes include single copy and home delivery when purchased as a full-run.
- Zoning is available.
- Please allow a minimum of two weeks from completed art to insert date.

TARGET MARKET XPRESS

Boost your visibility with a single-sheet advertisement. We print your inserts and deliver in the ZIP codes or 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
9.5 x 10.5 inches	9.5 x 10 inches	10 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: 11.5" x 11.5"
- 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

Changes to the preprint schedule after deadline may result in additional charges. Cancellation after deadline will result in a \$510 (noncomm.) cancellation fee. Special guidelines and restrictions may apply to preprints during peak periods.

DELIVERY DEADLINES:

- Monday, Tuesday, Wednesday and Thursday preprints: 4:30 p.m., 5 days prior to distribution
- Friday preprints: 4:30 p.m., Friday, 7 days prior
- Sunday preprints: 4:30, Friday, nine days prior
- Earlier deadlines may apply November 1 – January 1. Contact your account executive for details.

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 Toppers (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.

NEWSPAPER PREPRINTS DELIVERED F.O.B. TO:

The Seattle Times
 North Creek Facility
 19200 - 120th Avenue N.E.
 Bothell, WA 98011
 Attention: P&A Manager

Hours: Mon – Sat, 8:30 a.m. – 4:30 p.m.
 For directions, call 425/489-7030

