

Commercial Printing and Direct Marketing

We offer a full line of one-stop commercial printing services, including copywriting, design, printing and delivery. Targeted delivery options include newspaper, nonsubscriber and direct mail delivery. In addition to tabloids, flexies and broadsheet preprints, we can help you with other customized formats, including:

- Postcards
- Printed polybags
- Self-mailers
- Elastic band tags

Pricing is customized for each program. Contact your account executive for details.

Advertising Creative Services

Our award-winning creative team can help you with all aspects of your insert design. Contact your account executive for details.

Preprint Deadlines

Reservation Deadlines:

- Weekday, Sunday and nonsubscriber preprints: 5 p.m., 12 days prior to distribution

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: 5 p.m., 5 days prior to distribution
- Friday preprints: 5 p.m., Saturday, 6 days prior
- Sunday preprints: Noon, Saturday, eight days prior
- **Earlier deadlines apply November 1 – January 1. Contact your account executive for details.**
- Nonsubscriber preprints: 4:30 p.m., Monday, nine days prior to distribution.

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.
- A surcharge will be incurred if General-rate advertising is included in a Local-rate preprint or if Local-rate advertising is included in a General-rate preprint.
- Additional production costs incurred by The Seattle Times due to inserts not meeting specifications will be passed along to the advertiser.

Preprint Format Guidelines

Size and Format

The following guidelines apply to weekday, Sunday and nonsubscriber preprints. (The single sheet programs have specific format requirements outlined on the preceding pages.)

- 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 Stock and Overage Guidelines

Preprint Type Percentage	Minimum Thickness in Inches	Newspaper Recommended Spoilage
Single Sheet	0.003	15%
	0.005	10%
	0.006	2%
4-page Tab	0.003 – 0.006	10%
	0.006+	2%

Preprint Type Percentage	Minimum Thickness in Inches	Savings Source (Nonsubscriber Distribution) Recommended Spoilage
Single Sheet	0.003	2%
	0.005	2%
	0.006	2%
4-page Tab	0.003 – 0.006	2%
	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.