

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.

Packing and Shipping Requirements

- Use standard 40" x 45" – 48" covered four-way entry pallets. Support runners must be two-by-fours.
- 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: 7 a.m. – 7 p.m. Monday through Sunday and holidays.
 For directions, call 425/489-7030

Nonsubscriber preprints delivered F.O.B. to:

Rotary Offset Press
 6600 South 231st St.
 Kent, WA 98032
 Attention: TMC Warehouse Mgr.
 Hours: Open 24 hours, except 6 p.m. Sunday to 6 a.m. Monday.
 Special arrangements may be made prior to delivery by calling at least 48 hours in advance.
 For directions, call 253/813-9900

