

> COLOR ROP DISPLAY DEADLINES

**Advance ROP Display Deadlines, Color Ads**

Advance Run Sections

Weekday: Lifestyle section, Weekend Plus and Movie Times, New Homes Saturday

Sunday: NW Arts and Life®, NWTraveler®

Publication Day	Color Space Reservations/ Cancellations	Material*	Electronic Ads with Patches**	Color Final Corrections**	Complete Electronic Ads Due***
Monday	Wednesday, 5 p.m.	Wednesday, 5 p.m.	Wednesday, 5 p.m.	Friday, noon	Friday, noon
Tuesday	Thursday, 5 p.m.	Thursday, 5 p.m.	Thursday, 5 p.m.	Monday, noon	Monday, noon
Wednesday	Friday, 5 p.m.	Friday, 5 p.m.	Friday, 5 p.m.	Monday, 5 p.m.	Monday, 5 p.m.
Thursday	Monday, 5 p.m.	Monday, 5 p.m.	Monday, 5 p.m.	Tuesday, noon	Tuesday, noon
Friday	Tuesday, 5 p.m.	Tuesday, 5 p.m.	Tuesday, 5 p.m.	Wednesday, 5 p.m.	Wednesday, 5 p.m.
Saturday	Tuesday, 5 p.m.	Tuesday, 5 p.m.	Tuesday, 5 p.m.	Wednesday, 5 p.m.	Wednesday, 5 p.m.
Sunday	Monday, 5 p.m.	Monday, 5 p.m.	Monday, 5 p.m.	Wednesday, noon	Wednesday, noon

**Main ROP Display Deadlines, Color Ads**

Main Run Sections:

Weekday: Main News, Business, Local News, Sports

Sunday: Main News, Local News, Business, Sports, Real Estate

Publication Day	Color Space Reservations/ Cancellations	Material*	Electronic Ads with Patches**	Color Final Corrections**	Complete Electronic Ads Due***
Monday	Wednesday, 5 p.m.	Wednesday, 5 p.m.	Wednesday, 5 p.m.	Friday, noon	Friday, noon
Tuesday	Thursday, 5 p.m.	Thursday, 5 p.m.	Thursday, 5 p.m.	Monday, noon	Monday, noon
Wednesday	Friday, 5 p.m.	Friday, 5 p.m.	Friday, 5 p.m.	Monday, 5 p.m.	Monday, 5 p.m.
Thursday	Monday, 5 p.m.	Monday, 5 p.m.	Monday, 5 p.m.	Tuesday, 5 p.m.	Tuesday, 5 p.m.
Friday	Tuesday, 5 p.m.	Tuesday, 5 p.m.	Tuesday, 5 p.m.	Wednesday, 5 p.m.	Wednesday, 5 p.m.
Saturday	Tuesday, 5 p.m.	Wednesday, 5 p.m.	Wednesday, 5 p.m.	Thursday, 5 p.m.	Thursday, 5 p.m.
Sunday	Tuesday, 5 p.m.	Wednesday, 5 p.m.	Wednesday, 5 p.m.	Thursday, 5 p.m.	Thursday, 5 p.m.

**Sunday Special Deadlines, Color Ads**

Publication	Color Space Reservations/Cancellations and Material*	Electronic Ads with Patches**	Color Final Corrections**	Complete Electronic Ads Due***
Pacific Northwest magazine	Monday, 5 p.m., 20 days prior	Monday, 5 p.m., 20 days prior	Thursday, 5 p.m., 17 days prior	Thursday, 5 p.m., 17 days prior
Comics, Comics Wrap	Monday, 5 p.m., 27 days prior	Monday, 5 p.m., 20 days prior	Monday, 5 p.m., 20 days prior	Monday, 5 p.m., 20 days prior

ROP doubletruck deadlines are 24 hours prior to regular deadlines. Early deadlines do not apply to tabloid doubletrucks.

\* "Newspaper-Constructed" material (also known as "Pub. Set" advertising) consists of ads that will be composed by the newspaper. This includes ads that are constructed from the submitted layout into production form or existing ads that require copy or illustration changes.

\*\* Final corrections for newspaper-constructed ads or electronic ads with patches 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.