

# ADVERTISING DEADLINE SCHEDULE

# 2018

This schedule is for black and white advertisements of less-than-one-full-page in size. For multiple page, color and double truck advertisements, special sections, holiday or extensive layout work, advance the deadlines by 24 hours. **The Spokesman-Review** reserves the right to revise deadlines with 30-day's notice.

Publication Day	Reservations Cancellations Size Changes	Final Deadline
<b>MONDAY</b>		
Today	Wednesday, Noon	Thursday, 4 p.m.
All Sections	Friday, 2 p.m.	Friday, 3 p.m.
<b>TUESDAY</b>		
Today	Friday, Noon	Friday, 4 p.m.
Main News/Sports/ Business/Classified	Monday, 10 a.m.	Monday, 3 p.m.
<b>WEDNESDAY</b>		
PINCH ROP	Tuesday, Noon	Tuesday, 3 p.m.
PINCH Classified	Wednesday, Noon	Wednesday, 3 p.m.
Today/Food	Monday, 10 a.m.	Monday, 3 p.m.
Outdoors	Tuesday, 5 p.m.	Wednesday, 4 p.m.
Main News/Sports/ Business/Classified	Tuesday, 10 a.m.	Tuesday, 3 p.m.
<b>THURSDAY</b>		
Voices	Tuesday, Noon	Tuesday, 3 p.m.
Today	Tuesday, 3 p.m.	Wednesday, 3 p.m.
Main News/Sports/ Business/Classified	Wednesday, 10 a.m.	Wednesday, 3 p.m.
<b>FRIDAY</b>		
7/Today	Tuesday, 5 p.m.	Wednesday, 3 p.m.
Main News/Sports/ Business/Classified	Thursday, 10 a.m.	Thursday, 3 p.m.
<b>SATURDAY</b>		
Automotive	Thursday, 5 p.m.	Friday, Noon
Today	Wednesday, 5 p.m.	Thursday, 4 p.m.
Investment	Thursday, 4 p.m.	Friday, 1 p.m.
Main News/Sports/ Business/Classified	Friday, 10 a.m.	Friday, 3 p.m.
<b>SUNDAY</b>		
Today/Entertainment/ Home/Travel	Thursday, 3 p.m.	Friday, 10 a.m.
Real Estate	Wednesday, 5 p.m.	Thursday, 2 p.m.
Business	Wednesday, 3 p.m.	Friday, 3 p.m.
Main News/Sports/ Outdoors/Classified	Friday, 10 a.m. (10 days prior to publication)	Friday, 3 p.m.
Sunday Pinch	Friday, noon (7 days prior to publication)	
Classified	Monday, Noon (12 days prior to publication)	
TV Week	Wednesday 5 p.m.	Monday, 5 p.m.

For more information please contact your  
Multimedia Sales Executive or visit  
[www.spokesman.com/advertising](http://www.spokesman.com/advertising)  
Spokane 509-459-5095  
Toll Free 1-800-338-8801

## Closing Schedule for Preprints

Our preprint week runs Monday through Sunday. Preprint reservations are due by 5 p.m. the Tuesday prior to insertion for the following week (Tuesday-Sunday). Final deadline for receipt of inserts at the facility is 5 business days prior to mid-week insertions and Thursday, 7 business days prior to Sunday insertion. Thanksgiving Day deadline is Wednesday, November 12, two weeks prior to insertion. A late charge may be assessed for late arrival of inserts.

Regular Hours: (509) 459-5095  
After Hours: (509) 459-5002 (Guard Station)

## Mechanical Requirements

### Standard Page: 6 columns wide x 21.5" deep

Columns	Inches
1	1.556
2	3.222
3	4.875
4	6.542
5	8.208
6	9.875

### Tabloid Page: 6 columns wide x 9.5" deep

Columns	Inches
1	1.556
2	3.222
3	4.875
4	6.542
5	8.208
6	9.875

### Double Truck

Page	Inches
Standard	20.875"
Tabloid	20.875"

The minimum column width of ads that occupy the gutter of a standard-size page must be 8 columns with a minimum height of three inches. There is no gutter charge for double-truck ads. Tabloid-size-page double trucks must be 12 columns with a minimum height of 2 inches. For ad-positioning purposes (based on space availability) a full double truck will have position precedence over a less-than-full double truck. For same-size advertisements position precedence is determined by the order in which the advertisements are received by

**The Spokesman-Review** and/or payment of a 25% position premium. Standard or Tabloid double-truck color will be charged at full-page rate.

## Color Ad Deadlines

The deadline for color advertisements for all sections is 24 hours earlier than the listed schedule for non-color advertisements.

**THE SPOKESMAN-REVIEW**  
spokesman.com