

ADVERTISING DEADLINE SCHEDULE

2024

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	Completed Ad/ Final Deadline
MONDAY		
All Sections	Friday, 2 p.m.	Friday, 3 p.m.
TUESDAY		
Main News/Sports/ Business/Classified	Monday, 10 a.m.	Monday, 3 p.m.
WEDNESDAY		
PINCH ROP PINCH Classified Today/Food	Tuesday, Noon Wednesday, Noon Monday, 10 a.m.	Wednesday, 3 p.m. Wednesday, 3 p.m. Monday, 2 p.m.
Main News/Sports/ Business/Classified	Tuesday, 10 a.m.	Tuesday, 3 p.m.
THURSDAY		
Serendipity/Health-Voice Voice Legal Liners Main News Sports/Outdoors Business/Classified	Monday, Noon Wednesday, 10 a.m.	Monday, Noon Wednesday, 3 p.m.
FRIDAY		
Serendipity Main News/Sports/ Business/Classified Automotive	Tuesday, 5 p.m. Thursday, 10 a.m. Thursday, 10 a.m.	Thursday, Noon Thursday, 3 p.m. Thursday, 2 p.m.
SATURDAY		
Today/Family Main News/Sports/ Business/Classified	Wednesday, 10 a.m. Friday, 10 a.m.	Friday, Noon Friday, 3 p.m.
SUNDAY		
Today/Entertainment/ Home/Travel Real Estate RE Display Real Estate Liners Business Main News/Sports/ Classified	Wednesday, 5 p.m. Wednesday, 5 p.m. Thursday, Noon Wednesday, 5 p.m. Thursday, 10 a.m. Thursday, Noon	Friday, 10 a.m. Thursday, 2 p.m. Thursday, 2 p.m. Friday, 4 p.m. Friday, 3 p.m. Friday, 3 p.m. Thursday, 3 p.m.
TV Week	(12 days prior to publication) Wednesday 5 p.m.	Monday, 5 p.m.

Closing Schedule for Preprints

Preprint distribution is available Wed, Thurs., Fri. and Sun. Preprint reservations are due by 5 p.m. the Tuesday prior to insertion for the following week (Wednesday, Thursday, Friday and Sunday). Final deadline for receipt of inserts at the facility is 3 business days prior to mid-week insertions for Wed-Fri distribution, 5 business days prior to Wednesday and Sunday Pinch distribution. Thanksgiving Day reservation deadline is Wednesday, Nov. 13th. Final deadline for receipt of inserts is Friday, November 15th. A late charge may be assessed for late arrival of inserts.

Deliver preprints to: Northwest Offset Printing,
19223 E Euclid Ave, Spokane Valley, WA 99027

Receiving times are Mon-Fri 7am-5pm

Receiving Contact: Please contact your Sales Executive

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. 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.

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

THE SPOKESMAN-REVIEW
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