

## ADVERTISING DISPLAY DEADLINES

Publication Day	Space Reservation Copy/No Proof	Copy for Proof	Proof Return	Digital Imaging**	Markover Correction
<b>MONDAY</b>					
All Display Sections	Thursday 4:30 PM	Wednesday 4 PM	Friday 2 PM	Friday Noon	Friday 2 PM
Classified	Thursday 4:30 PM	Wednesday 2 PM	Friday Noon	Friday Noon	Friday Noon
<b>TUESDAY</b>					
All Display Sections	Friday 4:30 PM	Thursday 4 PM	Monday Noon	Monday 10 AM	Monday Noon
Classified	Friday 4:30 PM	Thursday 2 PM	Monday 10 AM	Monday 10 AM	Monday Noon
<b>WEDNESDAY</b>					
Main News A,B,C,D sections	Monday 4:30 PM	Friday 4 PM	Tuesday Noon	Tuesday 10 AM	Tuesday Noon
Scene/Taste	Friday 4:30 PM	Friday 4 PM	Tuesday Noon	Tuesday 10 AM	Tuesday Noon
Classified	Monday 4:30 PM	Friday 4 PM	Tuesday 10 AM	Tuesday 10 AM	Tuesday Noon
<b>THURSDAY</b>					
Main News A,B,C,D sections	Tuesday 4:30 PM	Monday 4 PM	Wednesday Noon	Wednesday 10 AM	Wednesday Noon
Scene	Monday 4:30 PM	Monday 4 PM	Wednesday Noon	Wednesday 10 AM	Wednesday Noon
Regional	Thursday 4:30 PM (1wk.prior)	Wednesday 4 PM (8 days prior)	Monday Noon	Monday Noon	Monday Noon
Classified	Tuesday 4:30 PM	Monday 4 PM	Wednesday 10 AM	Wednesday 10 AM	Wednesday 10 AM
Sacramento Homes	Wednesday 5 PM (1wk.prior)	Tuesday Noon (8 days prior)	Tuesday 2 PM	Tuesday 10 AM	Tuesday 10 AM
<b>FRIDAY</b>					
Main News A,B,C,D sections	Wednesday 4:30 PM	Tuesday 4 PM	Thursday Noon	Thursday 10 AM	Thursday Noon
Scene/Ticket	Tuesday 4 PM	Monday 4 PM	Wednesday Noon	Wednesday 10 AM	Wednesday Noon
Classified	Wednesday 4:30 PM	Tuesday 10 AM	Wednesday 4 PM	Wednesday 4 PM	Thursday 10 AM
Friday Real Estate	Tuesday 3 PM	Monday 4 PM	Wednesday Noon	Wednesday 10 AM	Wednesday Noon
<b>SATURDAY</b>					
Main News A,B,C,D sections	Thursday 4:30 PM	Wednesday 4 PM	Friday Noon	Friday 10 AM	Friday Noon
Home & Garden	Tuesday 4:30 PM	Tuesday 4 PM	Thursday Noon	Thursday 10 AM	Thursday Noon
Real Estate/Scene	Wednesday 4:30 PM	Tuesday 4 PM	Thursday Noon	Thursday 10 AM	Thursday Noon
Going Rates	Wednesday 4:30 PM	Tuesday 4 PM	Wednesday 4:30 PM	Thursday 10 AM	Thursday Noon
Classified Real Estate Tab	Wednesday Noon	Tuesday Noon	Thursday Noon	Thursday 10 AM	Thursday Noon
Rental Living	Tuesday Noon	Monday Noon	Wednesday Noon	Tuesday Noon	Wednesday Noon
Saturday New Homes	Tuesday 4 PM	Monday 4 PM	Wednesday Noon	Wednesday 10 AM	Wednesday Noon
<b>SUNDAY</b>					
Main News, Classified & RE	Thursday 4:30 PM	Wednesday 4 PM	Friday Noon	Friday Noon	Friday Noon
Ticket/Travel	Tuesday 4:30 PM	Monday 4 PM	Thursday Noon	Thursday 10 AM	Thursday Noon
Scene	Tuesday 4:30 PM	Tuesday 4 PM	Thursday Noon	Thursday 10 AM	Thursday Noon
OnTV	Wednesday 4:30 PM (11 days prior)	Wednesday 4 PM (11 days prior)	Monday Noon (6 days prior)	Friday Noon (9 days prior)	Friday Noon (9 days prior)
Comics/Spadea	Friday 4 PM (5 weeks prior)	Friday 4 PM (6 weeks prior)	Friday 6 PM (4 weeks prior)	Friday Noon (4 weeks prior)	N/A

## VIDA EN EL VALLE ADVERTISING DEADLINES

	Reservation	Copy for Proof	Copy for Translation	Proof Return	Digital Imaging	Markover
Combo Buy	Thursday, 5 PM	Thursday, 5 PM	Wednesday, 5 PM	Monday, 12 Noon	Monday, 12 Noon	Monday, 12 Noon
Sacramento Only	Monday, 5 PM	Monday, 5 PM	Friday, 5 PM	Tuesday, 10 AM	Tuesday, 10 AM	Tuesday, 10 AM
	<b>Classified Liners</b>					
Sacramento Only	Monday, 5 PM					

Deadline times reflect when materials should be at The Bee and ready for processing.

\*\*Digital information requesting proof, please follow Copy for Proof deadline

A section = Main, B section = Metro News; C section = Sports; D section = Business.

**Camera Ready Copy:** Your ad is submitted complete and ready to be positioned on the page.

\* **Color:** Reservation deadline 24 hours in advance of space reservation.

**Double Trucks:** Advance reservation deadline 24 hours in advance of space reservation.

**Holidays:** Advanced deadlines for ads running on or near a holiday are kept to a minimum, but please check with your account manager.

**Special Products:** Please ask for deadlines for any products not included above.

**Ads requiring special creative assistance:**

Advance copy deadlines 4 hours.

### Classified Liner Deadlines

Day of Publication	Faxed Ads due by:	Ad copy finalized by:
Monday	Friday 2 PM	Friday 6 PM
Tuesday	Monday 1 PM	Monday 3 PM
Wednesday	Tuesday 1 PM	Tuesday 3 PM
Thursday	Wednesday 1 PM	Wednesday 3 PM
Friday	Thursday 1 PM	Thursday 3 PM
Friday Real Estate	Wednesday 2 PM	Wednesday 4 PM
Friday & Saturday Rentals	Thursday 10 AM	Thursday Noon
Saturday	Friday Noon	Friday 3 PM
Saturday Real Estate (resale)	Thursday 3 PM	Thursday 5 PM
Sunday	Friday 2 PM	Friday 6 PM



# ADVERTISING REQUIREMENTS & SPECIFICATIONS

## ROP

The Sacramento Bee is printed offset. Material required: screened velox print, 85 line, 5% highlight/85% shadow tone.

## STANDARD 50" WEB COLUMNS

Number of Columns	Widths
1	1.813"
2	3.75"
3	5.6875"
4	7.625"
5	9.563"
6	11.5"

Minimum depth 1 inch. Maximum depth 21 inches. Advertisements over 18 inches will be charged full column depth. Standard specs are used for most regular Bee products. Ads are measured on the basis of 14 lines to the column inch.

## STANDARD 50" WEB DOUBLE TRUCKS

Number of Columns	Widths
8	16.25"
9	18.18"
10	20.12"
11	22.06"
12	24.00"

Minimum size double truck is 168 total inches plus gutter. Double truck gutters charged at 1/2 column.

## TABLOID COLUMNS

Number of Columns	Tab Only
1	1.813"
2	3.75"
3	5.6875"
4	7.625"
5	9.563"

Maximum layout depth is 11.386". Tabloid advertisements more than 9 inches deep will be charged the full column depth.

## TABLOID 50" WEB DOUBLE TRUCKS

Number of Columns	Widths
8	17.12"
9	19.06"
10	21.00"

Double truck gutters are charged at 1/2 column. Apply standard page color premium for tabloid double truck. Ads accepted for facing pages without charge for positioning.

## ONTV

Number of Columns	Widths
1	1.813"
2	3.75"
3	5.6875"
4	7.625"
5	9.563"

Full make-up depth 9.5".

## COLOR

### Progressive Proofs

Two sets of proofs are required. Registration marks on printing material. Key numbers at advertiser's risk unless part of printing material.

## CLASSIFIED DISPLAY

Maximum width 11.5 inches. Maximum depth 21 inches.

Number of Columns	Widths
1	1.09375"
2	2.25"
3	3.40625"
4	4.5625"
5	5.7187"
6	6.875"
7	8.0312"
8	9.1875"
9	10.3437"
10	11.5"

Note: Wednesday and Friday Wheels sections are a 5-column editorial section with 10-column ad measurements and charges applying. Ad sizes available in widths of 2, 4, 6, 8 and 10 columns only.



## PREPRINTS - BEE AND MVP

Contact your territory Account Manager or Rick Stewart at 916-321-1410 for information on preprints.

Product	Minimum Thickness	Minimum Dimension	Maximum Dimension
Single Sheet	.005"	5 1/2" x 6 1/4"	11 1/2" x 12 1/2"
4 tab (or greater)	.008"	5 1/2" Cut Edge 6 1/2" Fold Edge	11 1/2" Cut Edge 12 1/2" Fold Edge

Splits: Up to three versions (same size) may be scheduled at no additional charge.

### Requirements & Specifications:

- Reservations:** Please reserve as early as possible; no later than 12 calendar days prior to publication or in home date.
- Delivery:** Bee preprints - 7 to 10 days prior to publication. MVP preprints - 5 days prior to in home date (Friday 11 a.m. of the week prior to in home). For holiday weeks, 7 days prior to in home date (Wednesday 11 a.m. of the week prior to in home)
- Minimum Page Count:** Eight (8) tabloid or four (4) standard pages. Smaller sizes upon approval.
- Quantities:** Projected distribution quantities are available 90 days in advance. Minimum quantity sold is 10,000.
- Content:** If any portion of the preprint simulates news copy, the page(s) must be identified as "Advertising".
- Publisher reserves the option of pre-inserting preprint sections, one inside another, to meet mechanical and publishing requirements. In such instances, no adjustments will be made.
- Packaging & Shipping:**
  - Palletized, preferably banded on skids in turns of 4" or greater, and/or shrink-wrapped, stacked to a maximum height of 5 feet, maximum weight 2,000 lbs. Ship freestanding flyers/cards in cartons. Shipments received in poor condition, or which require additional handling, will incur an additional charge per thousand to the advertiser or printer.
  - We require shipping Bee preprints separate from MVP preprints. Each pallet/skid must be marked for "Bee" or "MVP" with advertiser name, quantity and effective insertion date or in home date, respectively.
  - Shipping order should state name of advertiser, issue run date, number of skids and total number of pieces.
  - Deliver to:  
The Sacramento Bee  
22nd & R Streets, East Dock  
Sacramento, CA 95816  
Phone: (916) 321-1410 or 321-1774  
Dock delivery hours Mon-Fri 7 am - 5 pm

### PRESS-FED INSERT

A press-fed insert is a tabloid (10 1/2" x 13 1/2") page size advertising supplement that is printed with the Sunday color Comics. This product, available in 4-, 8-, 12- and 16-page sizes with four color on every page, is printed and inserted inside the Sunday Color Comics.



### COMICS PAGE ADVERTISING

Advertising inside the Comics page can be purchased in the following sizes:



Full Page	13" x 19 3/4"
2/3 Page	13" x 13 1/4"
1/2 Page	13" x 9 3/4"
1/3 Page	13" x 6 1/2"
1/4 Page	13" x 4 1/2"
1/6 Page	13" x 3 1/4"

### SPADEAS & GATEFOLDS

Accepted in a contract or first come basis.

**Spadea:** A spadea wrap is two full pages of color advertising (13"x20) on a single sheet of paper folded vertically to wrap around the left side of the Sunday Comics.



**Gatefold:** A gatefold is exactly one-half of a Spadea. It is attached to the right hand side of the Sunday Comics. It folds back (right to left) across the Comics section.



## MVP WRAP DIMENSIONS

Advertisers can also use one page of the MVP wrap to reach more than 600,000 households for less than 2¢ each.

Specs	Image Size	Coupon Position	Front Page Directional Ads
Front page	9 1/2" x 9 1/2"	Bottom 6 1/4"	n/a
Dutchdoor	20 1/2" x 2 1/2"	Open	n/a
Inside Front 2	9 1/2" x 12 1/2"	Top 6 1/4"	.75" x 4.25"
Inside Back 3	9 1/2" x 9 1/2"	Top 2 1/2"	.75" x 4.25"
Back Cover	9 1/2" x 12 1/2"	Bottom 6 1/4"	n/a
Front Page banners	6 1/4" x 3/4"		

All ads are heatset printed in 4 color process. 200 line screen is recommended on all photography. For information on MVP call your Account Manager.

## TURN-KEY PRODUCTS

Turn-key products are various size inserts that are a great tool to use for couponing, sales, grand openings, or when you need to relay in-depth product or company information. Contact your Account Manager or Rick Stewart at 916-321-1410 for information and sizes for preprints and turn-key products.

Allow approximately three weeks lead time for production to distribution.

## POLYBAGS

### General Guidelines

Delivery: For customer supplied product 12 - 14 days prior to delivery date.

- Minimum distribution is 12,500
- Daily 9" x 23" (all daily polybags delivered in the 4th quarter must be 11" x 23")
- Sunday 11" x 23"
- Minimum gage - 1ml
- Must have suffocation warning and recycle information printed on the bag
- Must be on door knob headers (50 to a header)

For information call your Bee Account Manager.

## POST-IT NOTES®

Place your advertising message on the front page of The Sacramento Bee. Notes come in various sizes and colors with a 12,500 minimum order required to insert. Allow approximately 5 weeks lead time for production through distribution for client-provided Post-It Notes® to arrive 12 to 14 days prior to delivery date. For information, call your Bee Account Manager or Rick Stewart at 916-321-1410 for placement questions.

## PAID PLUS WRAP

### Paid Plus Wrap

All wraps must include a banner on the top half of the fold at least 1" in height that says: "This copy of The Bee is provided compliments of (your business)."

Quantity 3,000 to 19,999 Sunday pieces includes

**2-page wrap Quantity:** Daily or Sunday 5,000 pieces

**Front:** Advertiser's message with "compliments of"

**Back:** Bee subscription offer

Live area 11" x 19 3/4". No bleeds.

**4 page Wrap Front:** Advertiser message with "compliments of"

**Double Truck:** Advertiser's message

Back: Bee subscription offer

**Quantity:** Daily (M - Sat) 60,000 Sunday 20,000

### Specs:

Line screen 100

Art in one of the following MacIntosh applications

Quark, PageMaker, Photoshop

File type

Press optimized

CMYK color

Please ensure all fonts and are embedded.

For information contact your Bee Account Manager.

