

ADVERTISING DISPLAY DEADLINES

Publication Day	Space Reservation Copy/No Proof	Copy for Proof	Proof Return	Digital Imaging**	Markover Correction
MONDAY					
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
TUESDAY					
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
WEDNESDAY					
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
THURSDAY					
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
FRIDAY					
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
SATURDAY					
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
SUNDAY					
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
	Classified Liners					
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

