

			One-Proof Service		Final Material Deadline
Publication Day	Section	Space Reservation	Complete Art/Copy Due for PROOF SERVICE	Proof To Sales	
Monday	Datebook (ROP)	Friday, 4:30 p.m.	Thursday, 10 a.m.	Friday, 8 a.m.	Camera Ready, Final Proof Corrections, Pubset 'Pick-Up' w/No Change & Electronic Transmission
	Main News, Sports, Business	Friday, 4:30 p.m.	Thursday, 10 a.m.	Friday, 8 a.m.	Friday, 5 p.m.
Tuesday	Datebook (ROP)	Friday, 5 p.m.	Thursday, 5 p.m.	Friday, 3 p.m.	Friday, 5 p.m.
	Main News, Sports, Business	Monday, 10 a.m.	Thursday, 5 p.m.	Friday, 3 p.m.	Friday, 7 p.m.
Wednesday	Bay Area (Zones)	Monday, 5 p.m.	Monday, 10 a.m.	Monday, 5 p.m.	Monday, 2 p.m.
	Datebook (ROP)	Monday, 5 p.m.	Friday, 5 p.m.	Monday, 8 a.m.	Tuesday, 10 a.m.
	Home (Zones) Inside Datebook	Friday, 5 p.m.	Friday, 5 p.m.	Monday, 8 a.m.	Tuesday, 10 a.m.
	Main News, Sports, Business	Monday, 5 p.m.	Friday, 5 p.m.	Monday, 5 p.m.	Tuesday, 2 p.m.
Thursday	Bay Area (Zones)	Tuesday, 5 p.m.	Tuesday, 10 a.m.	Tuesday, 5 p.m.	Wednesday, 10 a.m.
	Datebook, Ovation (ROP)	Tuesday, 5 p.m.	Monday, 5 p.m.	Tuesday, 10 a.m.	Tuesday, 7 p.m.
	96 Hours	Monday, 5 p.m.	Monday, 5 p.m.	Tuesday, 10 a.m.	Tuesday, 5 p.m.
	Main News, Sports, Business	Tuesday, 5 p.m.	Monday, 5 p.m.	Tuesday, 10 a.m.	Wednesday, 2 p.m.
Friday	Bay Area (Zones)	Wednesday, 5 p.m.	Wednesday, 10 a.m.	Wednesday, 5 p.m.	Thursday, 10 a.m.
	Datebook, Business (ROP)	Wednesday, 5 p.m.	Tuesday, 10 a.m.	Wednesday, 10 a.m.	Thursday, 10 a.m.
	Main News, Sports	Wednesday, 5 p.m.	Tuesday, 10 a.m.	Wednesday, 10 a.m.	Thursday, 2 p.m.
Saturday	Datebook (ROP)	Thursday, 5 p.m.	Tuesday, 5 p.m.	Wednesday, 5 p.m.	Thursday, 7 p.m.
	Main News, Sports, Business	Thursday, 5 p.m.	Wednesday, 10 a.m.	Thursday, 10 a.m.	Friday, 2 p.m.
	New Homes	Monday, 5 p.m.	2nd Friday, Preceding 5 p.m.	Tuesday, 10 a.m.	Wednesday, noon
Sunday	Main News, Sports, Insight, Books	Thursday, 10 a.m.	Wednesday, 10 a.m.	Thursday, 10 a.m.	Friday, 2 p.m.
	Real Estate, Business	Thursday, 10 a.m.	Wednesday, 10 a.m.	Thursday, 10 a.m.	Friday, noon
	Food & Wine (ROP)	Tuesday, 5 p.m.	Tuesday, 5 p.m.	Wednesday, 5 p.m.	Thursday, 5 p.m.
	Datebook, TV	2nd Friday, Preceding 5 p.m.	2nd Friday, Preceding 5 p.m.	Tuesday, 8 a.m.	Wednesday, noon
	Home & Garden	Tuesday, 5 p.m.	Monday, 5 p.m.	Tuesday, noon	Wednesday, 1 p.m.
	Travel, Style	Wednesday, 10 a.m.	Tuesday, 5 p.m.	Thursday, 10 a.m.	Thursday, 5 p.m.
	The Wrap (Peninsula)	Thursday, 10 days in advance, 5 p.m.	Thursday, 10 days in advance, 5 p.m.	Friday, 9 days in advance, 10 a.m.	Friday, 9 days in advance, 5 p.m.
	Spadea/Comics	Monday, 20 days in advance, 5 p.m.	Monday, 20 days in advance, 5 p.m.	Wednesday, 18 days in advance, 5 p.m.	Friday, 16 days in advance, 5 p.m.

General Holiday:

All deadlines advance ONE DAY for publication date during the week in which a holiday occurs.

4-color Ad Material Deadlines:

MATERIAL deadlines advance TWO (2) DAYS for all four-color ads.

Effective January 18, 2011

*Subject to change