

# AdBook 2012

Advertising Deadlines,  
Specifications and  
Product Information



Washington Post Media

# How to place an ad

- 1. Reserve ad space** — Contact your Account Manager to schedule your ad.
- 2. Prepare an insertion order** — Include the following information:
  - a. Contact and billing information: Name of advertiser and/or agency, Washington Post Media Business Partner Number (account number) if known, billing address, phone number and a contact name.
  - b. Placement information: Date ad runs, section or position request.
  - c. Description of ad (headline), size and cost of ad.
  - d. For questions regarding insertion orders, call the Advertising Service Order Entry team at 202-334-7642, Monday – Friday, 9:00 a.m. – 5:30 p.m.
- 3. Submit ad materials** — Include your job number (ad number) with your ad materials. For questions regarding ad materials, contact the Advertising Service Materials Handling team at 202-334-7642, menu option 2.

To submit ads electronically, visit [www.washingtonpostads.com/submit](http://www.washingtonpostads.com/submit) or call the Advertising Systems Unit at 202-334-4496.

Ad materials for The Washington Post can also be sent via courier or overnight delivery to:

**The Washington Post, Advertising  
Attn: Your Account Manager  
1150 15th Street, NW  
Washington, DC 20071**

Available ad sizes, file specifications, and information on ad materials submission for each publication vary. This information can be found on the following pages and at [washingtonpostads.com](http://washingtonpostads.com).

Deadlines are Eastern Standard Time.

## Requesting rates

Contact your Account Manager, or call **202-334-7642** or **1-800-627-1150, ext. 47642**, to request rates. Or visit [washingtonpostads.com](http://washingtonpostads.com).

For more information on advertising online visit [advertising.washingtonpost.com](http://advertising.washingtonpost.com).

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The Ad Book is your quick reference to circulation information, deadlines, mechanical specifications and submission requirements. You can also find information on geographically targeted delivery, special sizes and other available options online at [washingtonpostads.com](http://washingtonpostads.com).

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The information contained herein is current as of October 2011. Updated information can be found at [washingtonpostads.com](http://washingtonpostads.com).

## THE WASHINGTON POST



The Washington Post's exceptional editorial depth and breadth target readers' special interests and provide a broad range of powerful advertising environments for positioning and branding of products and services.

### Daily Broadsheet Sections

**Main News:** World-class coverage of the day's most important local, national and international news. Coverage of local and international business, plus thought-provoking features, editorials and The Fed Page, which focuses on issues and influential people (weekdays).

**Metro:** Washington's comprehensive and insightful news coverage and commentary relating to the metro area, including the District of Columbia, Maryland and Virginia.

**Style:** A lively guide to personalities, fashion, entertainment, leisure, art, architecture, dance, music, theater, cinema and television. Plus book reviews and KidsPost.

**Sports:** One of the nation's largest sports news staffs reports on local, regional, national and international sports events with scores, features and commentary.

**Classified:** Jobs, Cars, Real Estate, Apartments, Merchandise and Legal Notices.

### Weekly Tabloid Sections

**Local Living — Thursday:** A weekly tabloid section that combines Home and community news with local entertainment, family and health features in twelve zoned editions.

**Weekend — Friday:** A lively guide to concerts, nightclubs, theater, dance, film and video, museums and galleries, family activities and outdoor recreation.

**Extras — Sunday:** Two zoned editions focus on local news and features in a convenient tabloid format.

**Style — Sunday:** A weekly tabloid guide to personalities, fashion, entertainment, leisure, shopping, popular music, movies and pop culture book reviews. Plus KidsPost and Carolyn Hax.

### Weekly Broadsheet Sections

**Health & Science — Tuesday:** Articles and features focusing on fitness and exercise, health and wellness, medicine, nutrition and psychology.

**Food — Wednesday:** A guide to good food and fine dining with nutrition news, recipes and wine reviews.

**Cars — Friday and Saturday:** New and used vehicle listings, including aviation, boats, RVs and motorcycles.

**Real Estate — Saturday:** The area's complete look at new homes, resale listings and mortgage rates with news, features and columns for homeowners and buyers.

**Arts — Sunday:** The best culture and entertainment coverage. Reviews of fine and performing arts events and exhibitions and a marketplace for the area's arts community.

**Business — Sunday:** In-depth review of local and regional business and financial news, international lending and stock quotations. Features on computer know-how and personal investment. Car reviews and advice.

**Jobs — Sunday:** Thousands of local job listings, plus career advice, job market news, career training opportunities and employment services. Tech Jobs and Health & Science Jobs advertising section opportunities are also available twice a year during Mega Jobs.

**Outlook — Sunday:** Opinion, commentary and in-depth reporting providing diverse outlooks from distinguished columnists and guest writers.

**Real Estate Guide — Sunday:** Washington's comprehensive guide to open houses, read by those in the market to buy and sell. As the source for resale and new homes, Real Estate Guide delivers superior value to brokers, agents and new home builders.

**Travel — Sunday:** Features on destinations, tips on bargains, travel trends and news, including special focus issues such as European Travel, Cruise Travel and our Annual Travel Guide.

## Directories

The Washington Post offers a variety of highly visible, cost-effective advertising opportunities in our targeted directories.

Directory Name	Section	Run Date
<b>Automobile Dealer Directory</b>	Classified	Daily, Sunday
<b>Aviation, Motorcycles, Boats, RVs</b>	Classified	Daily, Sunday
<b>Business &amp; Financial Opps.</b>	Classified	Daily, Sunday
<b>Camps &amp; Schools</b>	Magazine	Sunday
<b>Cars \$10k or Less</b>	Cars	Friday
<b>Celebrations: Birthdays, Graduations, Retirements</b>	Local Living	Thursday
<b>Commercial Real Estate</b>	Classified	Monday & Sunday
<b>Death Notices, In Memoriam &amp; Memorial Services</b>	Metro	Daily, Sunday
<b>Guide to the Lively Arts</b>	Weekend	Friday
<b>Guide to the Lively Arts</b>	Style	Monday through Thursday, Saturday
<b>Guide to the Lively Arts</b>	Arts	Sunday
<b>Health</b>	Express	Tuesday
<b>Home Design &amp; Improvement</b>	Local Living	Thursday
<b>Inns, Lodges &amp; Villas</b>	Style	Wednesday
<b>Kids Guide to Entertainment</b>	Style	Sunday
<b>Legal Notices</b>	Classified	Daily, Sunday
<b>Express Arts</b>	Express	Thursday
<b>Magazine Market</b>	Magazine	Sunday
<b>Merchandise</b>	Classified	Daily, Sunday
<b>Professional Opportunities</b>	Classified	Daily, Sunday
<b>Religious Services</b>	Metro	Saturday
<b>Ski Escapes</b>	Weekend	Friday
<b>Ski Escapes</b>	Travel	Sunday
<b>The Pulse Health Guide</b>	Health & Science	Tuesday
<b>Trustee Sales</b>	Classified	Daily, Sunday
<b>Weddings, Engagements &amp; Anniversaries</b>	Style	Sunday

## washingtonpost.com



washingtonpost.com is a powerful, trusted source with award-winning news, original video content, live online discussions and information resources. A must-read for business and opinion leaders, washingtonpost.com

commands an audience of 17.5 million unique visitors nationally and more than 1.3 million adults in the Washington DMA each month. On washingtonpost.com, our users interact with the news, with our editorial experts and with each other in a national and global community of debate and ideas, using the latest in online tools. Please visit [advertising.washingtonpost.com](http://advertising.washingtonpost.com) for more information.

## Washington Post Mobile



Consumers can take The Washington Post with them throughout their day on their mobile device with Washington Post Mobile. It's all the news and information they need – updated and available wherever there is mobile access. The same great content The Washington Post has to offer is accessible via mobile phone, including top stories, elections coverage, opinions, blogs, sports and entertainment. Users

can also sign up for text alerts. Stay tuned as we continue to create more robust and unique web experiences for mobile, smartphone, Blackberry and iPhone users.

## Washington Post Mobile Apps

**The Washington Post App for iPad** combines news from our Pulitzer Prize-winning journalists with engaging photos, videos and social media conversations. **The Washington Post News App** for iPhone, iPod Touch and Android brings you breaking news, politics, world news, opinions, sports, business, arts, travel, entertainment and much more! Don't miss a minute of the Redskins season with **The Insider App** for iPhone. Whether you are a D.C.-area native or are just planning a visit here, **D.C. Going Out Guide App** for iPhone, iPad and iPod Touch is the best source on Washington's bars and restaurants. It's loaded with recommendations and advice from The Washington Post's expert reviewers. **D.C. Rider** is an iPhone and Android enabled app from Express built for Metro-riding Washingtonians.

Sources: comScore Metrix, January-March 2011; Scarborough 2011, Release 1.



## CAPITAL BUSINESS



The Indispensable Guide to Doing Business in Washington, Capital Business is the weekly subscription-based publication covering Washington's emergence as a center of the nation's business — focusing on the critical industries and entrepreneurs steering this transformation locally, and leveraging the world-class reporting power of The Washington Post. Published every Monday, Capital Business distributes nearly 17,000 copies and

has a readership of 67,500 adults in the Washington DMA.

### Sections

**From the Ground Up** — Commercial real estate update.

**Washtech** — Technology, business and policy.

**Money Matters** — Banking, finance and insurance.

**Capitol & K** — Lawyers and lobbying.

**Government, Inc.** — Federal and defense contracting.

**Commentary** — Covering views of the news.

**People** — Appointments and promotions of D.C. movers and shakers.

**Workplace** — Careers and office culture.

## EL TIEMPO LATINO



Experience, credibility, community involvement and impact make El Tiempo Latino the leading Spanish-language newspaper in the Washington, D.C. market, covering Maryland, Virginia and the nation's capital.

El Tiempo Latino's mission is to provide the local Hispanic

community with news, information and content that empowers more than 80,000 readers weekly. Published every Friday since 1991, El Tiempo Latino is a free broadsheet newspaper distributed at over 1,700 locations throughout metro Washington's Hispanic neighborhoods. El Tiempo Latino has been honored numerous times, including as "Outstanding Weekly" in the United States by the National Association of Hispanic Publications. Translation services are available.

### Sections

**Main news** — General broadsheet section includes Local, National, World, Opinion, Style, Home, Health, Food and Culture. (Locales, Nacional, Mundo, Opinión, Vida, Casas, Salud, Sabor, Cultura, Deportes)

**Clasificados** — Classified advertising for jobs, services, automobiles, property rentals and more.

**Deportes** — Sports tabloid section showcases sports highlights and Automotive car reviews.

Sources: Scarborough 2011, Release 1; CAC Audit, 6 months ending March 31, 2011; CAC Audit, 12 months ending Sept. 30, 2010; ABC Audit, 12 months ending Dec. 31, 2010.

## EXPRESS



Express is the Washington metro area's free daily tabloid newspaper, featuring top local, national and international news, plus the best local entertainment and lifestyle features in a convenient tabloid format. Express is available Monday through Friday from courtesy racks and hawkers. All around D.C., Express is what nearly 325,000 young professionals and other time-pressed Washingtonians

are reading in coffee shops, at the gym and on the train.

### Daily Features

News, Entertainment, Sports, Eye Openers, People, Weather, Lookout, Sudoku and Crossword.

### Weekly Features & Sections

**Fit — Tuesday:** Our weekly guide to exercise, nutrition, wellness and more to help readers look and feel their best.

**Travel — Wednesday:** Covers vacations, adventure travel and fantastic deals.

**Weekend Pass — Thursday:** The last word on entertainment, including feature stories and complete event listings. (Tabloid insert)

**Ready to Rent — Friday:** The Washington area's fresh and comprehensive guide to residential rentals including apartments, townhouses, and houses. (Tabloid insert)

### Monthly Sections

**Ahead — Second Monday of each month:** How to make your career work for you, and what continuing education could do to help. (Tabloid insert)

**Digs — Last Friday of each month:** Showcases the hottest real estate properties in D.C., Maryland and Virginia. (Tabloid insert)

## WASHINGTON POST LIVE



Washington Post Live brings together some of the biggest names in government, business, nonprofit and media for conferences, debates,

roundtables and other events. Our events offer high-profile opportunities for thought leaders to advance the conversation around the day's most pressing topics. Coordinated with The Washington Post newsroom, these on-the-record events have extensive interactive presence on washingtonpost.com, expanding the audience to millions around the world.

### Past events

**Business of Sports** — Panelists included area sports team owners Ted Leonsis, Dan Snyder, Robert and Marla Lerner Tanenbaum, and Will Chang.

**The Future of Food** — Featuring a keynote address by The Prince of Wales, a lifelong environmentalist and organic farmer.

**Aviation Security: A Better Way** — With guests including Tom Ridge, former U.S. Secretary of Homeland Security.

**The Business of the Beltway** — Panelists included Governor McDonnell of Virginia, Austan Goolsbee, and The Washington Post's own Pulitzer Prize-winning business and economics columnist, Steven Pearlstein.

## Special Products

### THE WASHINGTON POST MAGAZINE



You'll find groundbreaking journalism and great lifestyle features — like Date Lab and restaurant reviews from Tom Sietsema — and a focus on entertainment through the Going Out Guide. Publishing Sunday and attracting affluent readers each week, The Magazine is a high-quality, four-color visual environment, boasting metro

Washington's largest magazine audience — more than 1.2 million readers.

### SUNDAY COLOR COMICS

A full-color broadsheet section in the Sunday Post includes America's most popular comic strips and panels, offering advertisers an opportunity to showcase their message in an entertaining environment.

### TV WEEK



Every Sunday, readers tune in to The Washington Post's TV Week to find out what is happening in sports, movies and on their daily TV broadcast. It's a staple of the Sunday Post's preprint pack. Comprehensive channel lineups and detailed descriptions of programs and movies are included. TV Week is a targeted product delivered only to those subscribers who have proactively opted-in to receive it.

### FASHION WASHINGTON (FW)



FW is a glossy, broadsheet-sized magazine capturing the increasingly stylish D.C. fashion scene, from trend-setting diplomats and star-studded parties to local jewelry lines and store openings. On its pages, readers see the hottest new styles and read about the fascinating cast of characters — designers, shop owners and famous faces — making D.C. a hip place to be. You can also follow FW on Twitter, become a fan on Facebook and see a digital version online at [FashionWashington.com](http://FashionWashington.com).

## Market Select Preprints

The Washington Post's Market Select program offers an opportunity for highly targeted total market coverage using preprints In-Paper, In-Mail, in Print & Deliver and in Savings Now!. Work with your Account Manager to tailor distribution to your business needs.

### IN-PAPER

#### The Washington Post

The Washington Post provides a broad range of powerful advertising environments for preprints. In addition to the big Sunday plastic pack, preprints are also inserted in Tuesday, Wednesday, Thursday and Friday editions.

#### Outer Wrap

The subscriber home delivery bag envelops the entire newspaper. Outer wraps offer an unlimited opportunity for creativity including coupons and samplers.

#### Capitol Hill and Pentagon Wraps

The Washington Post's Capitol Hill and Pentagon Wraps are targeted half-page color wraps to daily subscribers in Washington's most important office buildings. America's leaders can't miss your message when it's wrapped around Washington Leadership's No. 1 choice for news.

Source: 2011 Washington Leadership Study, conducted by Nielsen

#### Top of the Stack

Take the top spot in Sunday's popular insert package and be the first advertiser readers see when they're planning to shop.

#### Topper

The ultimate in premium positions, a preprinted ad placed on top of the newspaper and delivered to home-delivery subscribers on select days.

#### Capital Business

Preprints are available in this weekly indispensable guide to doing business in Washington on Mondays.

#### El Tiempo Latino

Preprints are available in El Tiempo Latino, the most widely read Spanish-language publication among Hispanics in D.C., Northern Virginia and Suburban Maryland on Friday.

#### Microzoning

Advertisers of all sizes are now able to order their preprinted inserts at a microzone or sub-Zip level. Microzoning allows you to create a cost-effective buy. Choose from over 400 zones to get an unduplicated, comprehensive coverage of as much or as little of the market as you want.

## IN-MAIL

### Shared Mail

Market Select's shared mail program offers additional coverage of your target market with shared direct mail.

Non-subscriber homes receive your insert in the mailbox wrapped by our Shopping Guide product.

### Shopping Guide

This 4-color tabloid wraps our In-Mail preprints, arriving at non-subscriber homes each Thursday or Friday. Each page features a single advertiser and can be zoned up to three ways.

## SAVINGS NOW! PREPRINTS JACKET

Savings Now! is the Sunday opt-in preprint product distributed in select Zip codes allowing you to choose the areas you want in order to reach non-subscribers in a shared direct-to-door package. Preprints are delivered in a full-page color broadsheet featuring quick-read shopping news and information.

Available Zip-level zones in D.C., Fairfax, Arlington/Alexandria, Montgomery and Prince George's areas. No duplication with In-Paper or In-Mail.

*Positions also available in the full-color shopping information broadsheet jacket that wraps the Savings Now! opt-in product.*

## PRINT & DELIVER

The Washington Post's creative, printing and distribution services are available for your preprint needs.

### Market Values

This glossy two-sided sheet features a single advertiser on each side, and is distributed in The Sunday Post newspaper with the rest of the preprint marketplace.

### Market Values Plus

The in-mail total market coverage extension of the in-paper Market Values product.

### El Tiempo Latino

P&D products can also be delivered in El Tiempo Latino.

### Capital Business

Preprinted inserts are now available in Capital Business.

## AD REPRINTS

The Washington Post can print your ad as a flier and mail it to non-subscribers by Zip codes.

### Standard Products

Offset Stock	Coated Stock
Half-sheet flier	Glossy color single-sheet flier
Single-sheet flier	Glossy color four-page flexie
Four-page flexie	

### Custom Products

Custom insert design, prepress and printing is available. For information, check with your Account Manager.

## Visibility Opportunities

### PREMIUM POSITIONS

Ensure optimal reach of your target audience by specifying placement adjacent to highly visible and relevant content, placement far forward in the publication, or on the back page, inside back or other preference.

## "A" Main News Section

### Broadsheet/National News

- A1 strip ad (6 columns x 2")
- A1 jewel box (2 columns x 4.25")
- Spadeas and gatefolds
- Specific far-forward pages (e.g., A2, A3)
- The Fed Page or opposite page
- Back page
- Other specified A-section pages
- Sticker
- More

### Other Broadsheet Opportunities

- Creative ad sizes
- Metro section: Weather map adjacency on back page
- Style section: Style Plus page, Studio L (Thursdays)
- Financial section: Strip Ad 6 columns x 3" (Front Page within Main); Financial page "strip" ads
- Health & Science section: forward pages, back page and other specific pages

### Section Front Advertising

- Broadsheet: Currently available on Main News, Sunday Business, Sports, Health & Science, Real Estate, Travel, Food, Sunday Arts and Daily Style sections, full run only, 6 columns x 3" (Main is 6 columns x 2")
- Tabloid: Currently available on Weekend, Ready To Rent, Local Living and Sunday Extras (5 columns x 2")
- All section front ads are color
- Creative approval required
- Early deadlines apply to accommodate approval process and to allow time for any edits

## WEPRINTS

The Washington Post offers multi-page freestanding advertising sections, printed on newsprint as part of the normal press run.

- Broadsheet Sections: 8-page minimum, smaller sections available at publisher's option
- Tabloid Sections: 16-page minimum, smaller sections available at publisher's option

## CREATIVE ADVERTISING OPPORTUNITIES

**Stickers:** Available on The Washington Post, Express and Capital Business.

**Gatefolds & Spadeas:** Impactful and integrated, folded covers make a statement by putting your advertising message out front of the rest — literally. A Gatefold (three pages of advertising) includes a front flap and back page. These are available on The Washington Post and The Washington Post Magazine. A Spadea (two pages of advertising) is one full broadsheet, front and back, folded into a front flap and a back flap. Spadeas are available at the publisher's option in The Washington Post and in TV Week.

**Blow-In & Bind-In Cards:** Available in The Washington Post Magazine, targeted by Zip, zone or full run.

**Cover Wraps:** Two-page and four-page cover wraps are available in Express and Capital Business. A wide glossy strip ad is available around the cover of TV Week.

**TV Week Pop-outs:** An oversized flyer bound in with the pages of TV Week extends outside the right side of the folio.

**Other:** Scent strips and seals, compact discs, French gate covers, posters, pacquette sampling and ink-jet messaging are all available in The Washington Post Magazine.

Contact your Account Manager for details, availability, pricing and specifications.



# Household Coverage in the Washington DMA

## The best selling daily and Sunday newspaper in D.C., Maryland and Virginia

The Washington Designated Market Area (DMA) is the nation's ninth largest market, consisting of the District of Columbia, 32 counties and 7 independent cities in 4 states surrounding Washington, D.C.

At the heart of the DMA is the affluent Washington Metro Market, including the District and eight major jurisdictions in Maryland and Virginia — three-quarters of all DMA households.

The Washington Post's strong circulation in Washington's Maryland and Virginia suburbs makes it the best selling daily and Sunday newspaper in the District of Columbia, Maryland and Virginia. Within the Metro Market, The Washington Post's coverage is 26% of households daily and 39% on Sunday.

Sources: ABC Audit for the 52 weeks ended October 3, 2010; Nielsen Claritas, 2010

## Metro Market and DMA

### Total Average Paid Circulation

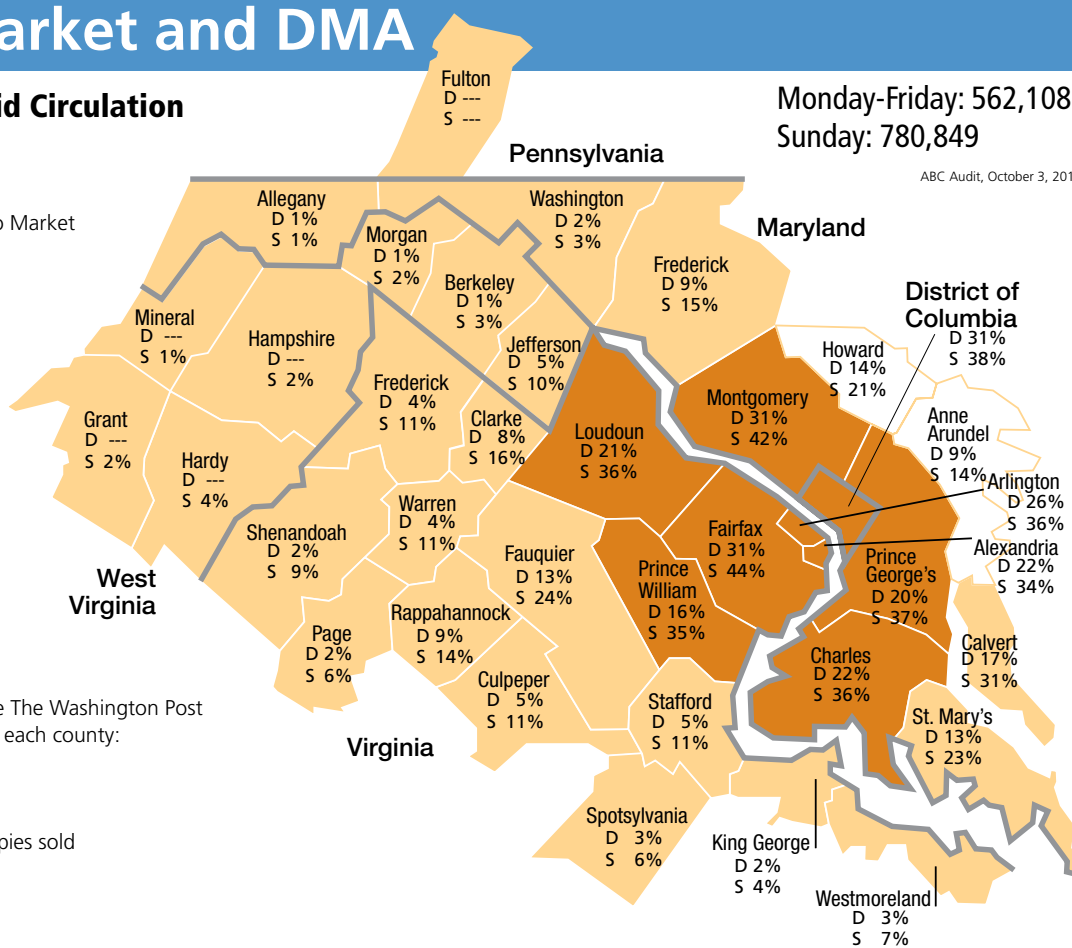
Monday-Friday: 562,108  
Sunday: 780,849

ABC Audit, October 3, 2010

- Metro Market
- DMA Outside Metro Market
- Non-DMA County

Percent figures indicate The Washington Post household coverage in each county:

- D : Daily
- S : Sunday
- : Fewer than 50 copies sold



# The Washington Post Coverage

	Number of 2010 Households	Avg. After-tax Household Income	Daily Circulation % Cov.		Sunday Circulation % Cov.	
<b>Washington Metro Market</b>						
<b>District of Columbia</b>	262,976	\$65,886	81,040	31	100,591	38
<b>Maryland Portion</b>						
Charles	50,575	\$76,734	11,240	22	18,022	36
Montgomery	356,073	\$98,626	109,006	31	150,530	42
Prince George's	293,087	\$66,805	57,425	20	107,598	37
<b>Virginia Portion</b>						
Alexandria (Ind. City)	67,111	\$87,267	14,881	22	22,959	34
Arlington	95,904	\$95,519	25,259	26	34,209	36
Fairfax <sup>2</sup>	387,072	\$103,925	119,915	31	171,549	44
Loudoun	107,999	\$98,577	22,597	21	38,340	36
Prince William <sup>2</sup>	147,783	\$79,545	24,120	16	50,986	35
<b>Remainder of Washington DMA</b>						
<b>Maryland</b>						
Allegany	28,214	\$39,759	163	1	269	1
Anne Arundel <sup>1</sup>	192,331	\$80,556	17,021	9	27,722	14
Calvert	30,747	\$80,151	5,135	17	9,576	31
Frederick	83,279	\$74,231	7,454	9	12,506	15
Howard <sup>1</sup>	101,362	\$98,576	13,883	14	20,905	21
St. Mary's	38,069	\$70,038	5,018	13	8,691	23
Washington	55,969	\$51,433	1,032	2	1,871	3
<b>Virginia</b>						
Clarke	6,169	\$67,229	493	8	1,010	16
Culpeper	17,936	\$59,481	980	5	2,026	11
Fauquier	24,944	\$81,609	3,254	13	5,897	24
Frederick <sup>2</sup>	39,830	\$56,635	1,680	4	4,240	11
King George	8,953	\$67,944	172	2	353	4
Page	10,174	\$40,441	214	2	660	6
Rappahannock	2,920	\$67,866	256	9	413	14
Shenandoah	17,432	\$50,001	412	2	1,567	9
Spotsylvania <sup>2</sup>	54,418	\$66,577	1,839	3	3,367	6
Stafford	41,374	\$78,905	2,151	5	4,400	11
Warren	14,258	\$55,734	550	4	1,602	11
Westmoreland	7,388	\$48,508	233	3	493	7
<b>West Virginia</b>						
Berkeley	41,732	\$51,089	551	1	1,214	3
Grant	5,213	\$37,628	2	---	116	2
Hampshire	9,318	\$38,719	24	0	216	2
Hardy	5,786	\$40,537	6	0	239	4
Jefferson	21,114	\$60,931	1,121	5	2,065	10
Mineral	11,060	\$39,976	35	0	64	1
Morgan	6,977	\$48,006	55	1	170	2
<b>Pennsylvania</b>						
Fulton	6,210	\$44,695	27	0	35	1
<b>Total Metro Market</b>	1,768,580	\$86,821	465,482	26	694,784	39
<b>Total DMA</b>	2,358,064	\$80,588	498,340	21	757,844	32
<b>Total Circulation</b>			<b>562,108</b>		<b>780,849</b>	

<sup>1</sup> Non-DMA county. <sup>2</sup> Includes independent cities within these counties.

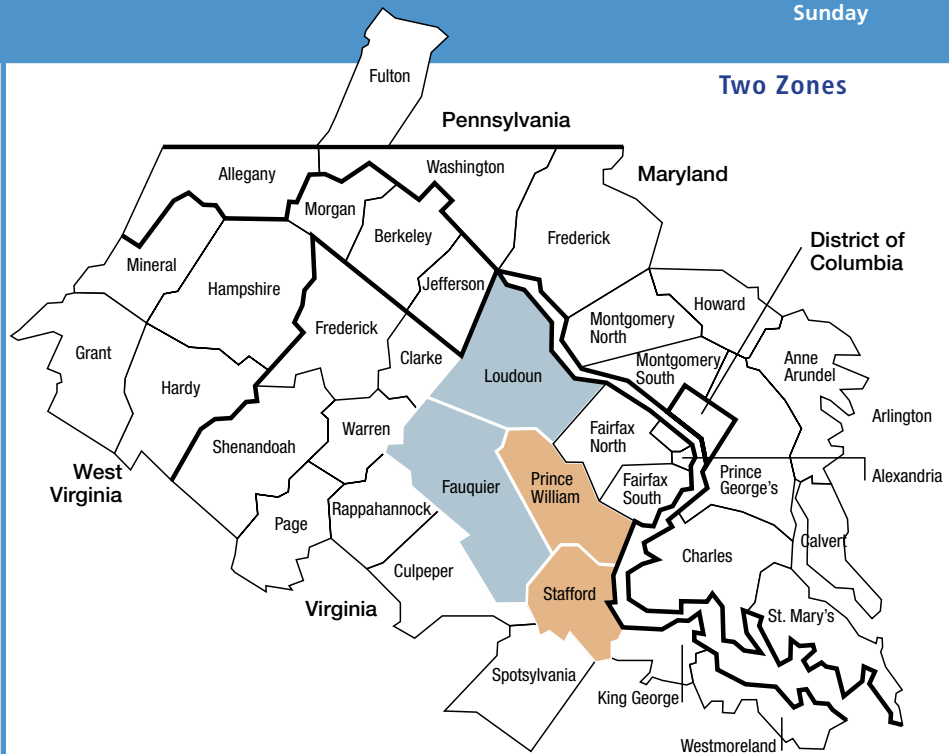
Sources: Audit Bureau of Circulations Audit Report (53 weeks ended October 3, 2010); Nielsen Claritas 2010.

Note: Pursuant to significant reporting changes being implemented by the Audit Bureau of Circulations, Sunday circulation and household coverage figures for counties, metro market and DMA are based on average projected total circulation and coverage as reported in paragraph 3 of the ABC audit, and includes other audited distribution. Total Sunday average paid circulation reported in paragraph 1 of the audit, and newspaper designated market circulation and coverage as reported in paragraph 2 of the audit exclude other audited distribution. Sunday circulation by county, and circulation derived from county circulation — including metro market and DMA — are not comparable to prior years. Forthcoming ABC audits will qualify other audited distribution as a branded edition, which will be included in total, DMA and metro market/newspaper designated market circulation.

# Sunday Extras

Sunday

<b>The Loudoun Extra</b>	<b>43,710</b>
<i>(Includes Loudoun and Fauquier counties)</i>	
<b>The Prince William Extra</b>	<b>43,522</b>
<i>(Includes Manassas City, Manassas Park City and Stafford county)</i>	



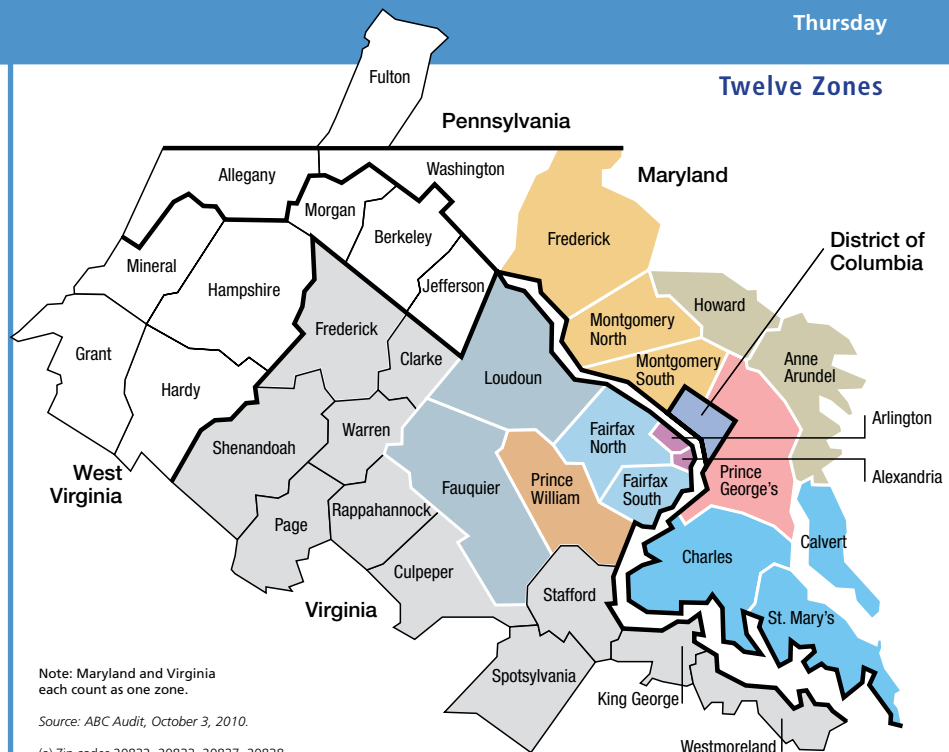
**Note:** Sunday circulation figures are total gross distribution as reported in the ABC Audit. Gross distribution includes unsold copies and excludes analyzed non-paid circulation. Analyzed non-paid circulation is, however, included in average projected total Sunday circulation reported as the basis for total circulation and coverage by county in the audit. Gross paid distribution does not conform to average projected total circulation reported by county and is not comparable to Sunday figures reported in prior years.

Source: ABC Audit, October 3, 2010.

# Local Living

Thursday

<b>District of Columbia</b>	<b>81,040</b>
■ <b>The District</b>	
<b>Maryland</b>	
■ <b>Montgomery</b>	<b>116,460</b>
Montgomery North (a)	26,694
Montgomery South (b)	82,312
Frederick	7,454
■ <b>Prince George's</b>	<b>57,245</b>
■ <b>Southern Maryland</b>	<b>21,393</b>
<i>(Includes Calvert, Charles and St. Mary's counties)</i>	
■ <b>Outer Ring Maryland</b>	<b>41,761</b>
<i>(Remainder of Maryland)</i>	
<b>Maryland</b>	<b>237,039</b>
<i>(Includes above regions and remainder of state, including counties outside DMA)</i>	
<b>Virginia</b>	
■ <b>Alexandria/Arlington</b>	<b>40,140</b>
■ <b>Fairfax</b>	<b>119,915</b>
<i>(Includes Fairfax City and Falls Church)</i>	
Fairfax North (c)	80,432
Fairfax South (d)	39,483
■ <b>Loudoun</b>	<b>25,851</b>
<i>(Includes Loudoun and Fauquier counties)</i>	
■ <b>Prince William</b>	<b>24,120</b>
<i>(Includes Manassas City, Manassas Park City)</i>	
■ <b>Outer Ring Virginia</b>	<b>19,563</b>
<i>(Remainder of Virginia)</i>	
<b>Virginia</b>	<b>229,589</b>
<i>(Includes above regions and remainder of state, including counties outside DMA)</i>	
<b>All Local Living</b>	<b>547,668</b>
<i>(Includes all above regions)</i>	



**Note:** Maryland and Virginia each count as one zone.

Source: ABC Audit, October 3, 2010.

- (a) Zip codes 20832, 20833, 20837, 20838, 20839, 20841, 20842, 20855, 20860, 20861, 20868, 20871, 20874, 20876, 20877, 20878, 20879, 20880, 20882, 20886.
- (b) 20812, 20814, 20815, 20816, 20817, 20818, 20850, 20851, 20852, 20853, 20854, 20866, 20868, 20895, 20896, 20901, 20902, 20903, 20904, 20905, 20906, 20910, 20912.
- (c) 20120, 20121, 20124, 20151, 20170, 20171, 20190, 20191, 20194, 22003, 22027, 22030, 22031, 22032, 22033, 22041, 22042, 22043, 22044, 22046, 22066, 22101, 22102, 22124, 22180, 22181, 22182, 22312.
- (d) 22015, 22039, 22060, 22079, 22150, 22151, 22152, 22153, 22303, 22306, 22307, 22308, 22309, 22310, 22315.

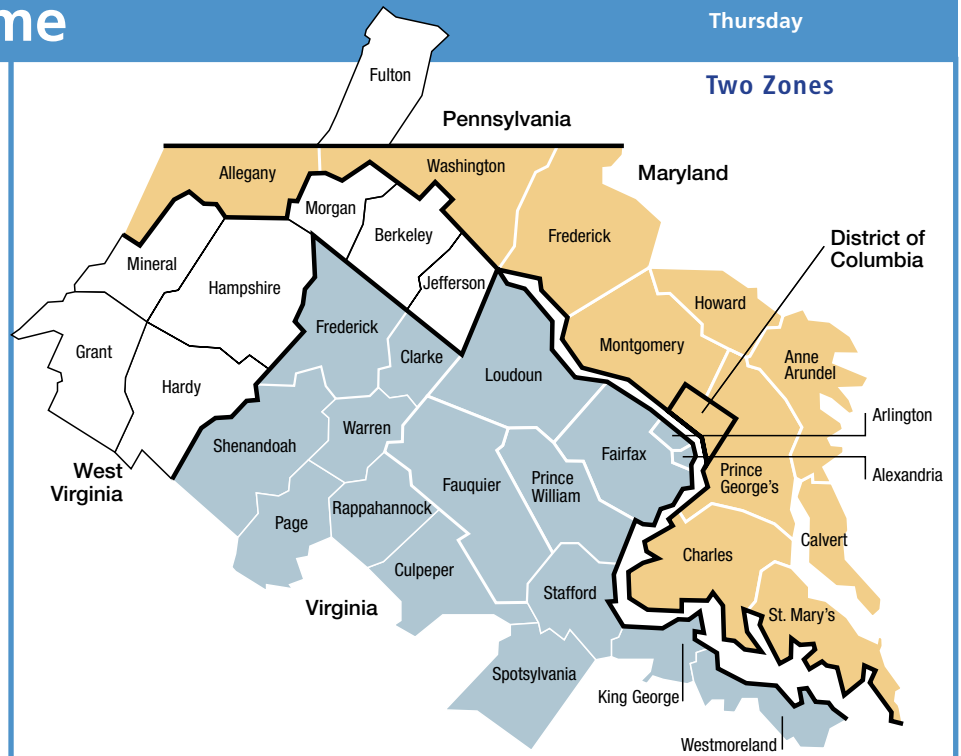
Please see Local Living rate cards for other Zip code designations by zones

# Local Living Home

Thursday

<b>Maryland and D.C.</b>	<b>318,079</b>
District of Columbia	81,040
Montgomery	109,006
Frederick	7,454
Prince George's	57,425
Southern Maryland <i>(Includes Calvert, Charles and St. Mary's counties)</i>	21,393
Outer Ring Maryland <i>(Remainder of Maryland)</i>	41,761
<b>Virginia Zone</b>	<b>229,589</b>
Alexandria/Arlington	40,140
Fairfax	119,915
Loudoun/Fauquier	25,851
Prince William	24,120
Outer Ring Virginia <i>(Remainder of Virginia)</i>	19,563
<b>Full Run</b>	<b>547,668</b>
<i>(Includes all above regions)</i>	

Two Zones



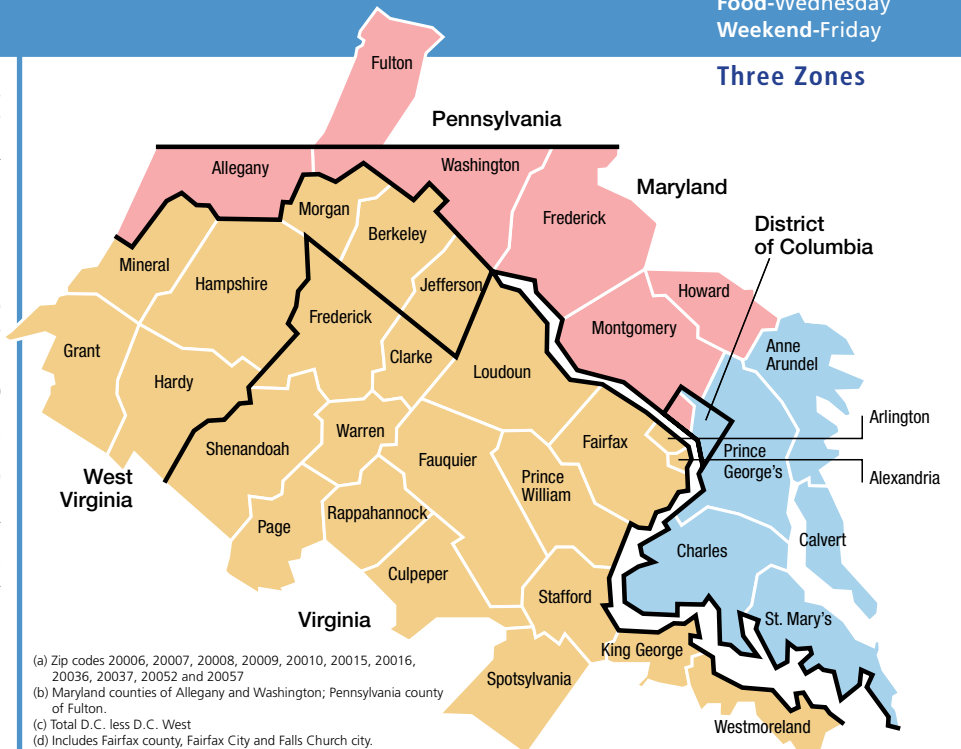
Source: ABC Audit, October 3, 2010

# Food, Weekend

Food-Wednesday Weekend-Friday

<b>Maryland/D.C. West Zone</b>	<b>165,073</b>
Northwest D.C. (a)	33,508
Montgomery	109,006
Howard	13,883
Frederick	7,454
Remainder of zone (b)	1,222
<b>Maryland/D.C. East Zone</b>	<b>143,371</b>
D.C. East (c)	47,532
Prince George's	57,425
Anne Arundel	17,021
Charles	11,240
St. Mary's	5,018
Calvert	5,123
<b>Virginia Zone</b>	<b>220,800</b>
Fairfax (d)	119,915
Arlington	25,029
Alexandria	14,881
Prince William (e)	24,120
Loudoun	22,597
Fauquier	3,254
Stafford	2,151
Fredericksburg/Spotsylvania	1,839
Remainder of zone (f)	6,784

Three Zones



**Note:** Figures based on Washington DMA plus Howard and Anne Arundel counties.

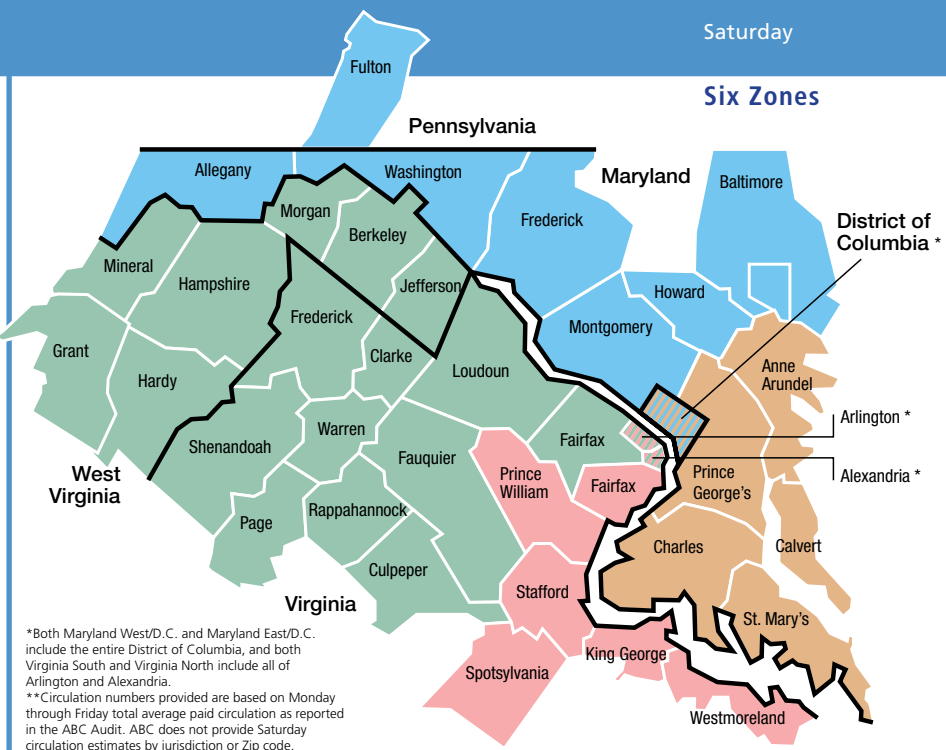
(a) Zip codes 20006, 20007, 20008, 20009, 20010, 20015, 20016, 20036, 20037, 20052 and 20057  
 (b) Maryland counties of Allegany and Washington; Pennsylvania county of Fulton.  
 (c) Total D.C., less D.C. West  
 (d) Includes Fairfax county, Fairfax City and Falls Church city.  
 (e) Includes Prince William county, Manassas City and Manassas Park City.  
 (f) Virginia counties of Clarke, Culpeper, Frederick, King George, Page, Rappahannock, Shenandoah, Warren, Westmoreland and Winchester city; and West Virginia counties of Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral and Morgan.

Source: ABC Audit, October 3, 2010.



# Real Estate\*\*

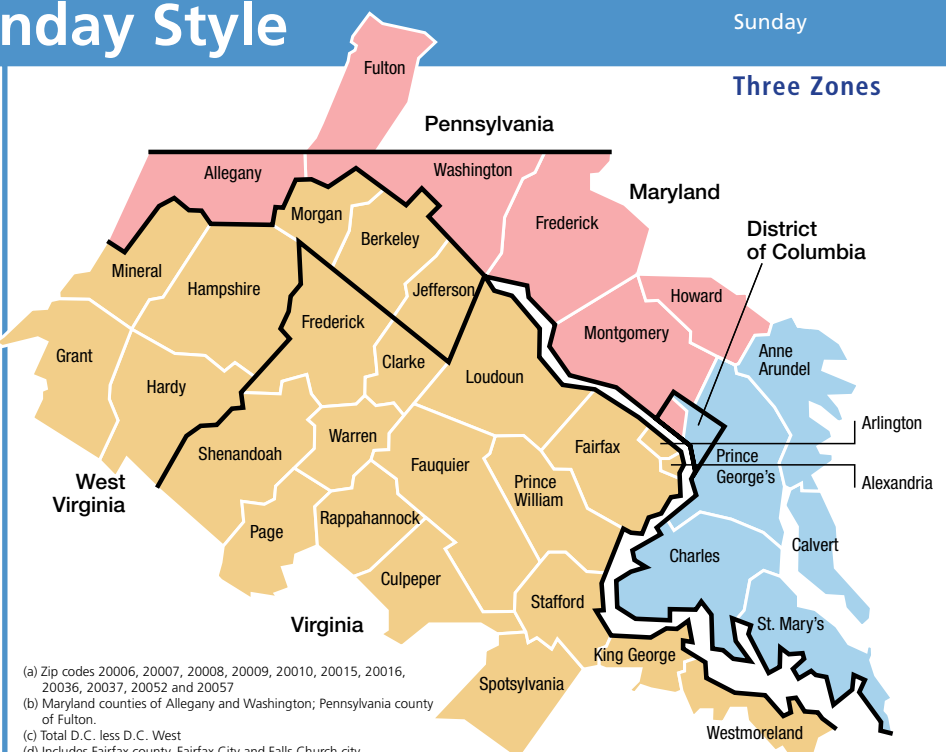
<b>Maryland West/D.C.</b>	<b>216,173</b>
District of Columbia	81,040
Montgomery	109,006
Howard	13,883
Baltimore city/county	3,568
Frederick	7,454
Remainder of zone (a)	1,222
<b>Maryland East/D.C.</b>	<b>176,879</b>
District of Columbia	81,040
Prince George's	57,425
Anne Arundel	17,021
Charles	11,240
St. Mary's	5,018
Calvert	5,135
<b>Maryland/D.C.</b>	<b>312,012</b>
<b>Virginia South</b>	<b>108,138</b>
Fairfax South (b)	39,483
Arlington	25,259
Alexandria	14,881
Pr. William, Manassas, Man. Park	24,120
Stafford	2,151
Spotsylvania, Fredericksburg	1,839
King George	172
Westmoreland	233
<b>Virginia North</b>	<b>152,802</b>
Fairfax North (c)	80,432
Arlington	25,259
Alexandria	14,881
Loudoun	22,597
Fauquier	3,254
Remainder of zone (d)	6,379
<b>Virginia</b>	<b>220,800</b>



\*Both Maryland West/D.C. and Maryland East/D.C. include the entire District of Columbia, and both Virginia South and Virginia North include all of Arlington and Alexandria.  
 \*\*Circulation numbers provided are based on Monday through Friday total average paid circulation as reported in the ABC Audit. ABC does not provide Saturday circulation estimates by jurisdiction or Zip code. Therefore, actual Saturday circulation may vary from these figures.  
 (a) Includes Maryland counties of Allegany and Washington and Pennsylvania county of Fulton.  
 (b) Zip codes 22015, 22039, 22060, 22079, 22150, 22151, 22152, 22153, 22303, 22306, 22307, 22308, 22309, 22310, 22315.  
 (c) Fairfax county less Zip codes listed in footnote (b).  
 (d) Virginia counties of Clarke, Culpeper, Frederick, Page, Rappahannock, Shenandoah, Warren and city of Winchester; and West Virginia counties of Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral and Morgan.  
 Source: ABC Audit, October 3, 2010.

# Sunday Arts, Sunday Style

<b>Maryland/D.C. West Zone</b>	<b>219,269</b>
Northwest D.C. (a)	36,263
Montgomery	145,627
Howard	20,656
Frederick	14,245
Remainder of zone (b)	2,478
<b>Maryland/D.C. East Zone</b>	<b>219,737</b>
D.C. East (c)	54,096
Prince George's	98,625
Anne Arundel	28,222
Charles	17,984
St. Mary's	9,901
Calvert	10,909
<b>Virginia Zone</b>	<b>331,116</b>
Fairfax (d)	162,867
Arlington	32,301
Alexandria	21,130
Prince William (e)	43,522
Loudoun	36,992
Fauquier	6,718
Stafford	5,012
Fredericksburg/Spotsylvania	3,836
Remainder of zone (f)	18,738

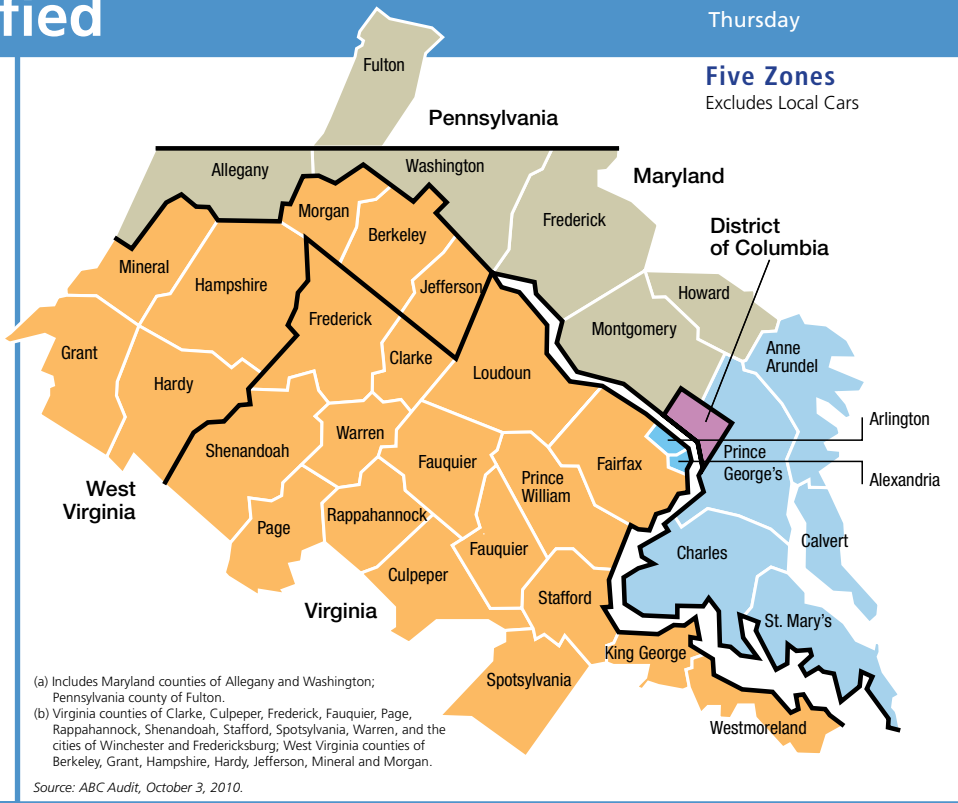


(a) Zip codes 20006, 20007, 20008, 20009, 20010, 20015, 20016, 20036, 20037, 20052 and 20057  
 (b) Maryland counties of Allegany and Washington; Pennsylvania county of Fulton.  
 (c) Total D.C. less D.C. West  
 (d) Includes Fairfax county, Fairfax City and Falls Church city.  
 (e) Includes Prince William county, Manassas City and Manassas Park City.  
 (f) Virginia counties of Clarke, Culpeper, Frederick, King George, Page, Rappahannock, Shenandoah, Warren, Westmoreland and Winchester city; and West Virginia counties of Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral and Morgan.  
 Source: ABC Audit, October 3, 2010.

**Note:** Sunday circulation figures are total gross distribution as reported in the ABC Audit. Gross distribution includes unsold copies and excludes analyzed non-paid circulation. Analyzed non-paid circulation is, however, included in average projected total Sunday circulation reported as the basis for total circulation and coverage by county in the audit. Gross paid distribution does not conform to average projected total circulation reported by county and is not comparable to Sunday figures reported in prior years.

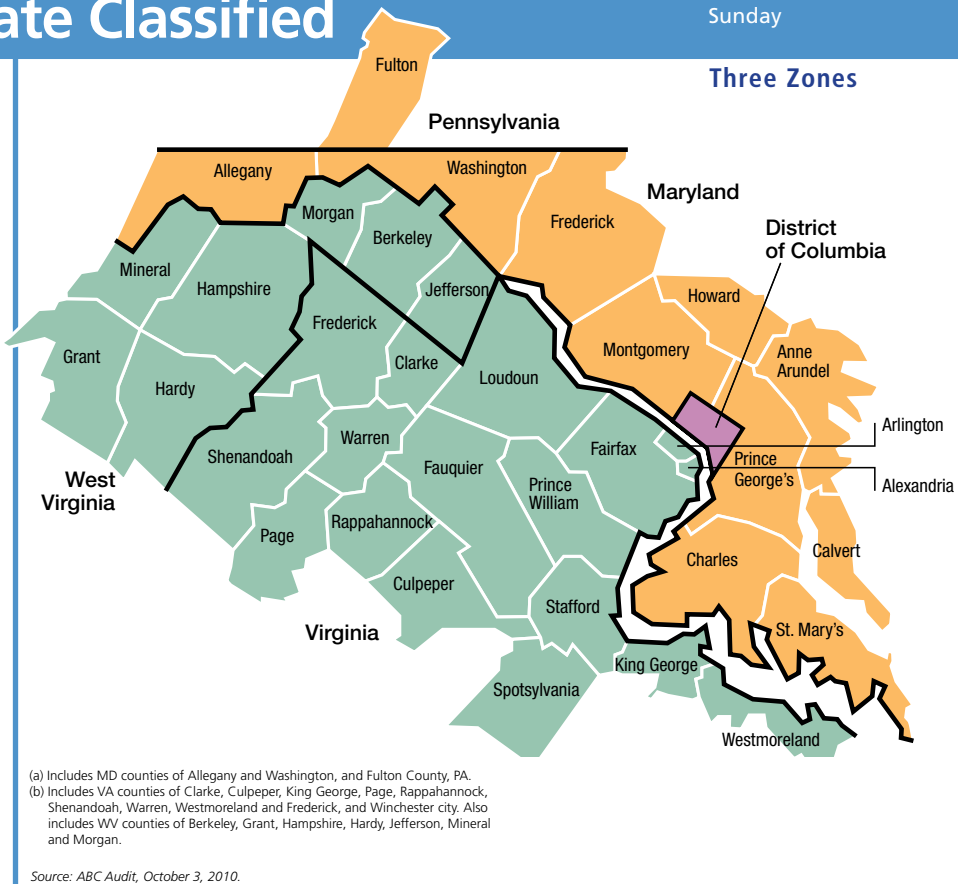
# Thursday Classified

<b>District of Columbia</b>	<b>81,040</b>
<b>Montgomery</b>	<b>131,565</b>
Montgomery	109,006
Howard	13,883
Frederick	7,454
Remainder of zone (a)	1,222
<b>Prince George's</b>	<b>95,839</b>
Prince George's	57,425
Anne Arundel	17,021
Charles	11,240
St. Mary's	5,018
Calvert	5,135
<b>Arlington/Alexandria</b>	<b>40,140</b>
Arlington	25,259
Alexandria	14,881
<b>Fairfax/Loudoun/Prince William</b>	<b>180,660</b>
Fairfax	119,915
Loudoun	22,597
Prince William	24,120
Remainder of zone (b)	14,028



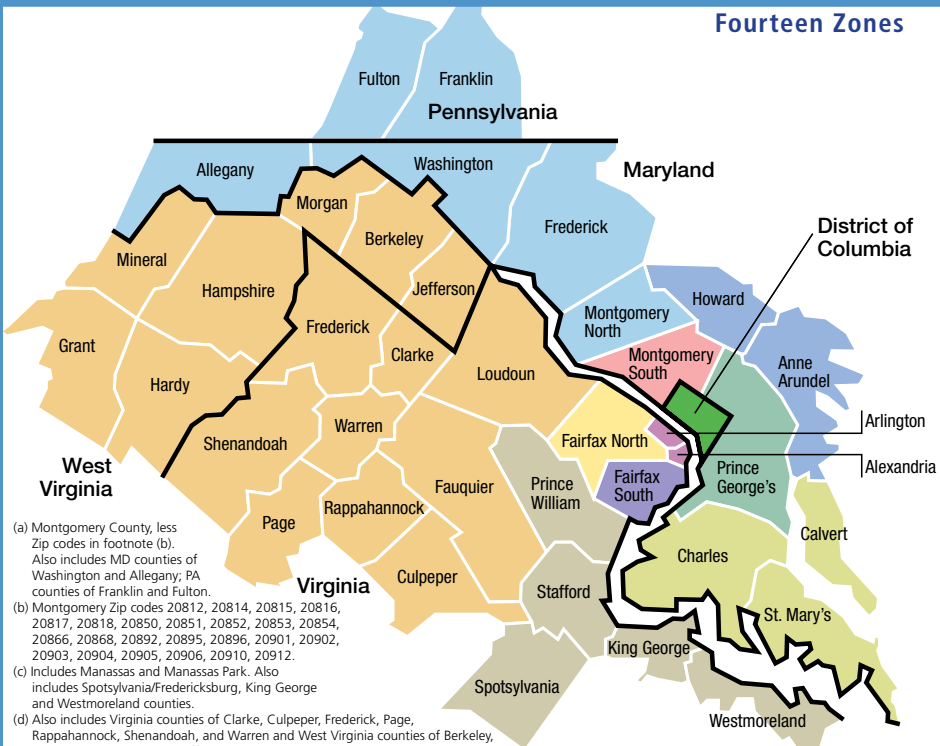
# Sunday Real Estate Classified

<b>All Zones</b>	<b>770,122</b>
<b>District of Columbia Zone</b>	<b>90,359</b>
<b>Maryland Zone</b>	<b>348,647</b>
Montgomery	145,627
Howard	20,656
Frederick	14,245
Prince George's	98,625
Anne Arundel	28,222
Charles	17,984
St. Mary's	9,901
Calvert	10,909
Remainder of Zone (a)	2,478
<b>Virginia Zone</b>	<b>331,116</b>
Fairfax	162,867
Arlington	32,301
Alexandria	21,130
Prince William	43,522
Loudoun	36,992
Fauquier	6,718
Stafford	5,012
Fredericksburg/Spotsylvania	3,836
Remainder of Zone (b)	18,738



# Daily/Sunday Cars

Zones Available	Daily	Sunday
<b>Monday–Thursday Full Run</b>	<b>529,244</b>	<b>n/a</b>
<b>Friday &amp; Sunday Full Run</b>	<b>529,244</b>	<b>770,122</b>
<b>Maryland Zone</b>	<b>227,404</b>	<b>348,647</b>
Howard, Anne Arundel	30,904	48,878
Southern Maryland	21,393	38,794
Frederick, Montgomery North (a)	35,370	58,240
Montgomery South (b)	82,312	104,110
Prince George's	57,425	98,625
<b>Virginia Zone</b>	<b>220,800</b>	<b>331,116</b>
Prince William, Stafford (c)	28,515	53,334
Loudoun, Fauquier (d)	32,230	61,484
Fairfax South (e)	39,483	53,451
Arlington, Alexandria	40,140	53,431
Fairfax North (f)	80,432	109,416
<b>D.C. Zone</b>	<b>81,040</b>	<b>90,359</b>
<b>Saturday* Full Run</b>	<b>529,244</b>	<b>n/a</b>
<b>Maryland Zone</b>	<b>227,404</b>	<b>n/a</b>
<b>Virginia Zone</b>	<b>220,800</b>	<b>n/a</b>
<b>D.C. Zone</b>	<b>81,040</b>	<b>n/a</b>



(a) Montgomery County, less Zip codes in footnote (b). Also includes MD counties of Washington and Allegany; PA counties of Franklin and Fulton.

(b) Montgomery Zip codes 20812, 20814, 20815, 20816, 20817, 20818, 20850, 20851, 20852, 20853, 20854, 20866, 20868, 20892, 20895, 20896, 20901, 20902, 20903, 20904, 20905, 20906, 20910, 20912.

(c) Includes Manassas and Manassas Park. Also includes Spotsylvania/Fredericksburg, King George and Westmoreland counties.

(d) Also includes Virginia counties of Clarke, Culpeper, Frederick, Page, Rappahannock, Shenandoah, and Warren and West Virginia counties of Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, and Morgan.

(e) Fairfax County Zip codes 22015, 22039, 22060, 22079, 22150, 22151, 22152, 22153, 22303, 22306, 22307, 22308, 22309, 22310, 22315.

(f) Fairfax County less Zip codes in footnote (e).

Source: ABC Audit Report, 52 weeks ending October 3, 2010.

## Circulation of other Washington Post Media publications

### Capital Business

Delivered every Monday to offices and households throughout the Washington metro area.

**Circulation:** 16,976

**Readership:** 67,500

*Sources: Scarborough 2011, Release 1; CAC Audit 6 months ending March 31, 2011.*

### El Tiempo Latino

Distributed weekly on Fridays at over 1,700 locations throughout metro Washington's Hispanic neighborhoods.

**Circulation:** 49,204

**Readership:** 82,600

*Source: Scarborough 2011, Release 1; ABC Audit, 12 months ending December 31, 2010.*

### Express

Distributed Monday-Friday from courtesy racks and hawkers across the Washington metro area.

**Circulation:** 181,286

**Readership:** 324,700

*Source: Scarborough 2011, Release 1; CAC Audit, 12 months ending September 30, 2010.*

### Fashion Washington (FW)

FW is delivered quarterly on top of The Washington Post (and sometimes more frequently) to 96,000 of the highest average household income homes in the metro market with bonus distribution at over 80 salons, boutiques and hotels.

**Gross distribution:** 100,000 copies

### The Washington Post Magazine

The Magazine is delivered weekly on Sundays with The Washington Post.

**Circulation:** 780,849

**Readership:** 1,235,700 DMA adults

*Source: Scarborough 2011, Release 1; ABC Audit, 12 months ending October 3, 2010.*

### TV Week

TV Week is delivered weekly on Sundays with The Washington Post to opt-in subscribers.

**Washington DMA readership:** 544,900

*Source: Scarborough 2011, Release 1.*

To learn more about [washingtonpost.com](http://washingtonpost.com), Washington Post Mobile and other digital products, please visit [advertising.washingtonpost.com](http://advertising.washingtonpost.com).



## Display Deadlines

Eastern Time	Reservations/ Changes	Electronic/ Camera Ready Ads	Ads For Production			
			Date of Publication	Space Reservations Size Changes, Cancellations	One-Shot Materials Due	Copy Due For Proof
<b>Monday</b> Professional Opportunities	Fri. 5:00 p.m. Thurs. 5:00 p.m.	Fri. 5:30 p.m. Fri. 12 noon	Wed. 5:30 p.m. Wed. 5:00 p.m.	Fri. 9:00 a.m. Fri. 9:00 a.m.	Fri. 5:30 p.m. Fri. 5:00 p.m.	Fri. 5:30 p.m. Thurs. 5:00 p.m.
<b>Tuesday</b> Health & Science Professional Opportunities	Fri. 5:00 p.m. Thurs. 12 noon Thurs. 5:00 p.m.	Mon. 12 noon Fri. 5:30 p.m. Mon. 12 noon	Wed. 5:30 p.m. Wed. 5:30 p.m. Wed. 5:00 p.m.	Fri. 9:00 a.m. Fri. 9:00 a.m. Fri. 9:00 a.m.	Fri. 5:30 p.m. Fri. 5:30 p.m. Fri. 5:00 p.m.	Fri. 5:30 p.m. Thurs. 5:30 p.m. Thurs. 5:00 p.m.
<b>Wednesday</b> Food Professional Opportunities	Fri. 5:00 p.m. Fri. 12 noon Fri. 5:00 p.m.	Tues. 12 noon Mon. 12 noon Mon. 5:00 p.m.	Fri. 5:30 p.m. Fri. 5:30 p.m. Fri. 5:00 p.m.	Mon. 9:00 a.m. Mon. 9:00 a.m. Mon. 9:00 a.m.	Mon. 5:30 p.m. Mon. 5:30 p.m. Mon. 5:00 p.m.	Fri. 5:30 p.m. Fri. 5:30 p.m. Fri. 5:00 p.m.
<b>Thursday</b> Local Living	Mon. 5:00 p.m. Fri. 5:00 p.m.	Wed. 12 noon Tues. 12 noon	Fri. 5:30 p.m. Fri. 5:30 p.m.	Mon. 9:00 a.m. Mon. 9:00 a.m.	Tues. 5:30 p.m. Mon. 5:30 p.m.	Mon. 5:30 p.m. Mon. 5:30 p.m.
<b>Friday</b> Weekend	Tues. 5:00 p.m. Tues. 5:00 p.m.	Thurs. 12 noon Wed. 12 noon	Mon. 5:30 p.m. Fri. 5:30 p.m.	Wed. 9:00 a.m. Mon. 9:00 a.m.	Wed. 5:30 p.m. Tues. 5:30 p.m.	Tues. 5:30 p.m. Tues. 5:30 p.m.
<b>Saturday</b> Real Estate	Wed. 5:00 p.m. Tues. 5:00 p.m.	Fri. 12 noon Thurs. 12 noon	Tues. 5:30 p.m. Tues. 5:00 p.m.	Thurs. 9:00 a.m. Thurs. 9:00 a.m.	Thurs. 5:30 p.m. Thurs. 5:00 p.m.	Wed. 5:30 p.m. Wed. 5:00 p.m.
<b>Sunday</b> Business Outlook Arts, Style Travel Extras	Thurs. 5:00 p.m. Wed. 5:00 p.m. Fri. 5:00 p.m. <sup>1</sup> Tues. 5:00 p.m. Wed. 12 noon Thurs. 12 noon	Fri. 5:30 p.m. Thurs. 5:30 p.m. Fri. 5:30 p.m. Thurs. 12 noon Thurs. 12 noon Thurs. 12 noon	Wed. 5:30 p.m. Tues. 5:30 p.m. Wed. 5:30 p.m. Tues. 5:30 p.m. Tues. 5:30 p.m. Tues. 5:30 p.m.	Fri. 9:00 a.m. Thurs. 9:00 a.m. Fri. 9:00 a.m. Thurs. 9:00 a.m. Thurs. 9:00 a.m. Thurs. 9:00 a.m.	Fri. 5:30 p.m. Thurs. 5:30 p.m. Fri. 5:30 p.m. Thurs. 5:30 p.m. Thurs. 5:30 p.m. Thurs. 5:30 p.m.	Thurs. 5:30 p.m. Thurs. 5:30 p.m. Thurs. 5:30 p.m. Wed. 5:30 p.m. Wed. 5:30 p.m. Thurs. 12 noon

<sup>1</sup>9 days before publication.

**Double truck, composite and color ad materials are due one business day before deadlines shown above.**

**Color reservations are five business days before publication.**

**Late Kill Fee:** There will be a penalty charged for all ads cancelled or killed after the applicable deadline specified above. The charge will be 10% of the price of the cancelled ad (had it run).

# The Washington Post

## Classified Display Deadlines

Eastern Time	Reservations/Changes	Electronic/Camera-ready Ads	Ads For Production			
			Space Reservations Size Changes, Cancellations	One-Shot Materials Due	Copy Due For Proof	Proof Due To Advertiser
Monday	Fri. 12 noon	Fri. 5:30 p.m.	Wed. 5:30 p.m.	Fri. 9:00 a.m.	Fri. 5:30 p.m.	Fri. 5:30 p.m.
Tuesday	Fri. 12 noon	Fri. 5:30 p.m.	Wed. 5:30 p.m.	Fri. 9:00 a.m.	Fri. 5:30 p.m.	Fri. 5:30 p.m.
Wednesday	Fri. 5:30 p.m.	Fri. 5:30 p.m.	Thurs. 5:30 p.m.	Fri. 9:00 a.m.	Mon. 5:30 p.m.	Mon. 5:30 p.m.
Thursday	Tues. 12 noon	Tues. 5:30 p.m.	Fri. 5:30 p.m.	Mon. 9:00 a.m.	Tue. 5:30 p.m.	Tue. 5:30 p.m.
Friday	Wed. 12 noon	Wed. 5:30 p.m.	Mon. 5:30 p.m.	Wed. 9:00 a.m.	Wed. 5:30 p.m.	Wed. 5:30 p.m.
Saturday	Thurs. 12 noon	Thurs. 5:30 p.m.	Tues. 5:30 p.m.	Thurs. 9:00 a.m.	Thurs. 5:30 p.m.	Thurs. 5:30 p.m.
Sunday	Fri. 12 noon	Fri. 5:30 p.m.	Wed. 5:30 p.m.	Thurs. 12 noon	Fri. 5:30 p.m.	Fri. 5:30 p.m.
Sunday Jobs	Thurs. 12 noon	Thurs. 6:30 p.m.	Wed. 5:30 p.m.	Fri. 9:00 a.m.	Fri. 12 noon	Fri. 12 noon

Color reservations are five business days before publication. Double truck, composite and color ad materials are due one business day before deadlines shown above.

**Late Kill Fee:** There will be a penalty charged for all ads cancelled or killed after the applicable deadline specified above. The charge will be 10% of the cancelled ad, had it run.

## Classified Lightface Deadlines

Eastern Time	Phoned No Proof Copy Due	Faxed/Mailed No Proof Copy Due
Monday Classified Monday Jobs	Fri. 6:30 p.m. Fri. 5:00 p.m.	Fri. 3:00 p.m. Fri. 3:00 p.m.
Tuesday Classified Tuesday Jobs	Fri. 6:30 p.m. Fri. 5:00 p.m.	Fri. 3:00 p.m. Fri. 3:00 p.m.
Wednesday Classified Wednesday Jobs	Mon. 5:00 p.m. Mon. 5:00 p.m.	Mon. 2:00 p.m. Mon. 3:00 p.m.
Thursday Classified Thursday Jobs	Tues. 5:00 p.m. Tues. 5:00 p.m.	Tues. 2:00 p.m. Tues. 3:00 p.m.
Friday Classified Friday Jobs	Wed. 6:30 p.m. Wed. 5:00 p.m.	Wed. 3:00 p.m. Wed. 3:00 p.m.
Saturday Classified Saturday Jobs	Thurs. 6:30 p.m. Thurs. 5:00 p.m.	Thurs. 3:00 p.m. Thurs. 3:00 p.m.
Saturday R.E. Photo Ad	Tues. 12 noon	Tues. 12 noon
Saturday R.E. Text Only	Thurs. 5:00 p.m.	Thurs. 3:00 p.m.
Sunday Classified Sunday Jobs	Fri. 6:30 p.m. Fri. 5:00 p.m.	Fri. 3:00 p.m. Fri. 3:00 p.m.
Sunday R.E. Photo Ad	Wed. 12 noon	Wed. 12 noon
Sunday R.E. Text Only	Fri. 4:00 p.m.	Fri. 3:00 p.m.

For proofs of lightface ads, add two days to above.

**Late Kill Fee:** There will be a penalty charged for all ads cancelled or killed after the applicable deadline specified above. The charge will be 10% of the cancelled ad, had it run.

# The Washington Post Magazine

Eastern Time	Space Reservations & Kill Orders	Any Type or Composition Ad Requiring Proofs	Post Proof to Advertiser*	Advertiser Proof Release to Post	Digital Files Partial-Page Materials	Digital Files for Full-Page Materials
Publishes Sundays	Fri., 5 p.m. 30 days prior	Fri., 5 p.m. 30 days prior	Tues., noon 26 days prior	Wed., noon 25 days prior	Fri., noon 23 days prior	Wed., noon 18 days prior

\*Post proof to advertiser submitted only if materials are received on ad composition deadline.

All special advertising sections close a week and a half earlier than shown. Holidays may cause early deadlines. Check with your Account Manager.

**Late Kill Fee:** There will be a penalty charged for all ads cancelled or killed after the applicable deadline specified above. The charge will be 25% of the cancelled ad, had it run.

# Sunday Color Comics

Eastern Time	Space Reservations, Kill Orders & Proof Copy Due	Digital Files, any Type or Composition Ads Requiring Proofs	Releases
Publishing on Sundays	Thurs. noon 17 days prior	Thurs. noon 17 days prior	Friday, 16 days prior

**Note:** Holidays may cause early deadlines; check with your Account Manager.

# TV Week

Eastern Time	Space Reservations, Kill Orders & Proof Copy Due	Digital Files (No Proofs)
Publishing on Sundays	Thurs., noon 17 days prior	Thurs., 5:00 p.m. 17 days prior

## Capital Business

Eastern Time Day of Publication	Space Reservations, Size Changes, Cancellations	Digital/Camera Ready Materials Due	Ads For Production			
			Copy Due For Proof	Copy Due To Advertiser	Release Due To Post	No Proof Copy Due
<b>Monday</b> (Publishes weekly)	Tuesday, 12 noon	Friday, 5:00 p.m.	Wednesday, 5:30 p.m.	Friday, 9:00 a.m.	Friday, 5:30 p.m.	Friday, 5:30 p.m.

**Note:** Holidays may cause early deadlines; check with your Account Manager.  
**Preprint size requirements:** Maximum, 11.5" width x 9.5" depth. Minimum, 5.25" width x 7.75" depth.

## El Tiempo Latino

Eastern Time	Space reservation	Cancellation	Copy due for translation	Materials due
<b>Publishing weekly on Fridays</b>	Friday prior, 5 p.m.	Monday prior, 10 a.m.	Monday prior, 5 p.m.	Tuesday 5 p.m.

## Express

Eastern Time Day of Publication	Space Reservations	Digital/ Camera Ready Materials Due	Ads For Production			
			Copy Due For Proof	Copy Due To Advertiser	Release Due To Post	No Proof Copy Due
<b>Monday</b>	Friday, 5:00 p.m.	Friday, noon	Tues., 5:30 p.m.	Thurs., 9:00 a.m.	Thurs., 5:30 p.m.	Thurs., 5:30 p.m.
<b>Tuesday</b>	Friday, 5:00 p.m.	Monday, noon	Wed., 5:30 p.m.	Friday, 9:00 a.m.	Friday, 5:30 p.m.	Friday, 5:30 p.m.
<b>Wednesday</b>	Monday, 5:00 p.m.	Tuesday, noon	Thurs., 5:30 p.m.	Monday, 9:00 a.m.	Monday, 5:30 p.m.	Monday, 5:30 p.m.
<b>Thursday</b>	Monday, 5:00 p.m.	Wed., noon	Friday, 5:30 p.m.	Tues., 9:00 a.m.	Tues., 5:30 p.m.	Tues., 5:30 p.m.
<b>Friday</b>	Tuesday, 5:00 p.m.	Thurs., noon	Monday, 5:30 p.m.	Wed., 9:00 a.m.	Wed., 5:30 p.m.	Wed., 5:30 p.m.

**Ready to Rent** (publishes Fridays) **deadline:** Space reservations, materials and ad changes for Ready to Rent are due at noon on Tuesday prior to publication.  
**Note:** Express does not publish on selected holidays. Holidays may cause early deadlines; check with your Account Manager.

## Market Select Preprints: In-Paper

Day to Insert	Space Reservation	Inserts Due at Springfield Plant
<b>Tuesday</b> (Health & Science – premium charge applies)	28 days prior	Tuesday prior, 5 p.m.
<b>Wednesday</b> (Food)	14 days prior	Friday prior, 11 a.m.
<b>Thursday</b> (Local Living)	14 days prior	Friday prior, 11 a.m.
<b>Friday</b> (Weekend)	14 days prior	Monday prior, 5 p.m.
<b>Sunday</b> (preprint package)	14 days prior	Thursday 10 days prior, 5 p.m.

**Note:** Holidays may cause early deadlines; check with your Account Manager.  
 Preprints are accepted no more than 13 days prior to due date for Sunday distribution, and no more than 7 days in advance for daily distribution. Changes to distribution orders cannot be made once materials have been received by The Washington Post. Holidays may cause early deadlines; check with your Account Manager.

## Market Select Preprints: In-Mail

In-Home Day	Space Reservation	Inserts Due at Vertis Westampton, NJ (see page 22)
<b>Thursday/Friday</b>	14 days prior	Thursday, 1 week prior, 11 a.m.

**Note:** Holidays may cause early deadlines; check with your Account Manager.  
 Changes to distribution orders cannot be made once materials have been received by The Washington Post. Holidays may cause early deadlines; check with your Account Manager.

## Market Select Preprints: Savings Now! Opt-in

In-Home Day	Space Reservation	Inserts Due at Springfield Plant	Ads for Savings Now! Wrap Space & Materials Deadline
<b>Sunday</b> (preprint package)	14 days prior	Thursday, 10 days prior, 5 p.m.	Tuesday 12 days prior, 5 p.m.

# The Washington Post - Display Ads

## Broadsheet Ad Sizes\*

**Page Size: 12" x 21"**  
**6 columns x 21" = 126 column inches**  
**Double truck billed as 12.5 columns**  
**Ads measuring over 18" will be billed at 21"**

Columns	Width	Acceptable Sizes (Depth)
1 column	1.92"	.75" to 18" or 21"
2 columns	3.94"	2" to 18" or 21"
3 columns	5.96"	5.25"; 7" to 18" or 21"
4 columns	7.98"	5.25"; 7" or 10.5" to 18" or 21"
5 columns	10"	7" or 10.5" to 18" or 21"
6 columns	12"	7" or 10.5" to 18" or 21"
Double truck	24.5"	21"

(Double trucks are available at less than 21" depth in some sections. Please contact your Washington Post Account Manager for availability.)

**\* Ad Orders/Size:** Ads should be prepared to exact specifications and ordered by designating width in columns and depth in inches (in .25 inch increments). The above sizes will be reduced proportionately during production by approximately 2%. Advertisements in the Loudoun and Prince William Sunday Extras will be reduced proportionately during production by approximately 7%. Ad size also may be reduced 4 points vertically to allow for insertion of a rule between ads. Ads will be billed at the size ordered. In the event that materials are received larger than ordered, The Washington Post reserves the right to publish and bill at the larger size.

## Tabloid Ad Sizes\*

**Page Size: 10" x 12"**  
**5 columns x 12" = 60 column inches**  
**Double truck billed as 10.5 columns**  
**Ads measuring over 10" will be billed at 12"**

Columns	Width	Acceptable Sizes (Depth)
1 column	1.92"	.75" to 10" or 12"
2 columns	3.94"	2" to 10" or 12"
3 columns	5.96"	6" to 10" or 12"
4 columns	7.98"	6" to 10" or 12"
5 columns	10"	10" or 12"
Double truck	20.5"	12"

The Washington Post adheres to the offset printing process requirements for quality as defined in SNAP (Specifications for Non-Heat Advertising Printing). SNAP provides guidelines for the exchange of information and materials for the non-heatset — often referred to as the coldset — process. SNAP pertains to proofing and production printing for all coldset processes printing on webs of newsprint and premium groundwood paper using offset lithography, direct lithography, flexography and letterpress processes.

**Materials not adhering to SNAP standards or The Washington Post deadlines are not subject to allowances or adjustments.** The Washington Post makes no adjustments to color, ink balance, lightness or darkness, sharpness or dot gain. Digital materials are considered camera-ready and will publish as provided by advertisers. SNAP books are available through the NAA. See "About SNAP" on page 18.

### Deadlines

**Please refer to Page 15.**

**Cancellations:** Must be received five days prior to publication or subject to cancellation fee.

### Material Submission

Send ad materials for The Washington Post, with insertion order, by courier or overnight delivery to:

**The Washington Post, Advertising  
 Attn: Your Account Manager  
 1150 15th Street NW  
 Washington, D.C. 20071**

### Electronic Ad Delivery

For complete electronic/digital transmission information, visit: [washingtonpostads.com/digital](http://washingtonpostads.com/digital) or call the Advertising Systems Unit at 202-334-4496.

### Minimum Sizes

In addition to acceptable sizes shown under Ad Makeup (see above), color advertising must meet the minimum requirements provided on each rate card. Broadsheet/Tabloid: Please see individual rate cards for Broadsheet color.

### Color Specifications

In addition to the specifications listed in Mechanical Requirements (see above):

**Standard Color Inks:** As shown in NAA.

**ROPS:** Yellow #00A0; Magenta #0A00; Cyan #A000.

**Spot Color:** The Washington Post does not use spot colors in any of its publications. All spot and Pantone colors must be converted to their CMYK equivalent in files submitted for publication.

### Newsprint Proofs

Any materials requiring newsprint proofs are due 3 days prior to published deadlines.

### Typography and Rules

**Fine Rules and Small Type:** It is not recommended that color be used in rules of less than 4 points and small type under 7 points. This also applies to fonts with serifs, such as Bodoni, when used 14 points and smaller.

**Reversed Rules and Type:** Do not reverse sans serif type smaller than 10 point or serif fonts smaller than 12 point from any color background. The same holds true for reversed type on any 70% or lower screened background. Type should not be reversed on any light colored background.

**Screened Text:** It is not recommended that type styles of a fine to medium weight or those with thin serifs be screened using any color.

### Electronic Ad Production Guidelines

- Only PDF files accepted.
- All color ads must be in CMYK mode. RGB, LAB, spot or Indexed modes are not acceptable.
- Black and white ads must be in gray-scale mode. RGB, LAB, spot or Indexed modes are not acceptable.
- Make sure all knockouts and overprints are properly set.
- Electronic ads will print as submitted. The Washington Post does not make any adjustments to color, ink, overprint, knockouts, fonts, text content, image densities or ad layout.
- Proof and check all PDFs for accuracy prior to transmission. For color files, proof and check the color separations.
- Confirm that all ads are the correct dimensions.
- Images should be 170 DPI when used at 100% size.
- Confirm all text, rules and graphics reside within the print area.
- Convert text used in a logo to outline graphics.
- Minimize the number of points used when creating clipping paths.
- Do not nest EPS files within other EPS files.
- Delete all extraneous and unprintable information from the document and the pasteboard. Do not cover up these items.
- Do not use "Super Blacks," "Rich

Blacks," "CMYK Blacks" or "Process Black" for text.

- Embed all fonts.
- No PC or MAC application files are accepted.

### Portable Document Format (PDF)

- Include name of the job, order number, run date and version. Name the PDF the same as the work order number, i.e.: 1234567890.pdf.
- Free digital transmission is available. For information and instructions call the Advertising Systems Unit at 202-334-4496.
- Job preferences for creating PDF files using Distiller can be downloaded from [washingtonpostads.com/digital](http://washingtonpostads.com/digital)

**The Washington Post makes no adjustments to color, ink balance, lightness or darkness, sharpness or dot gain.**



## About SNAP

**SNAP** (Specifications for Newsprint Advertising Production) provides guidelines for the exchange of information and materials for the coldset (often referred to as the open web) process. These specifications are for advertiser, agency and publisher customers as well as for pre-press, materials suppliers, newspaper and printer segments to help make the coldset industry competitive in world markets. Contact the Newspaper Association of America for additional information: 703-902-1600: [www.naa.org](http://www.naa.org).

## Image Capture

### Conventional Photography

- Use a full tonal range.
- Use front lighting on the subject matter to increase printed detail and help maintain color fidelity. Avoid backlighting.
- Avoid using non original copies of a photograph (duplicates), faster speed films and enlarging grainy photographs since each will diminish printed sharpness.
- Use larger format (2.25" or larger) originals when making extreme enlargements of an image.
- Avoid flare and haze in original photography.
- Use backgrounds in photographs that provide contrast while not being highly white reflective.

Use an input resolution of 170 pixels per inch (PPI) for continuous tone images scanned at their final image size. Use the table below for guidance on scanning input ratios and lines per inch (lpi) output ratios.

% Output Size	@ 85 lpi
100%	170 ppi
125%	215 ppi
150%	255 ppi
175%	300 ppi
200%	340 ppi
300%	510 ppi
400%	680 ppi

**NOTE:** Resolution that is too high creates unnecessarily large files. Resolution that is too low produces lack of detail and/or pixelization (poor print quality). For the Internet, 72 dpi works well, but is too low for print reproduction; 72 dpi is acceptable if the material is at least two and a half times larger than the final published size.

### Gray Balance in Pre-Press

To compensate for inherent printing ink contamination, areas intended to print neutral must be adjusted to CMYK ratios that will yield neutral gray.

### Examples of CMYK neutrals

Tonal Range	Cyan	Magenta	Yellow
Highlight	5%	2%	2%
Quartertone	20%	14%	14%
Midtones	38%	30%	30%
Shadow	60%	50%	50%

## SNAP Recommended Scan Resolution

**Line Art: An output size of 100% is assumed.**

Scanned Art	Recommended Input Resolution	Minimum Input Resolution	Considerations
Type	Same as Output Resolution	1,016 dpi	Higher resolution leads to larger files
Line Art	Same as Output Resolution	800 dpi	Thinner/finer lines may demand higher input resolution
Line Drawing & Cartoons	Same as Output Resolution	800 dpi	Thinner/finer lines may demand higher input resolution
Halftone (Copy Dot)	Same as Output Resolution	1,016 dpi	Lower input resolution can create moire in output image

## Digital Photography

## Broadsheet Ad Sizes

**Double Truck**  
12.5 columns x 21"  
262.5" total

**Full Page**  
6 columns x 21"  
126" total

**Junior Page**  
5 columns x 18"  
90" total

**1/2 Page Horiz.**  
6 columns x 10.50"  
63" total

**1/2 Page Vert.**  
4 columns x 15.75"  
63" total

**1/4 Page**  
3 columns x 10.50"  
31.5" total

**1/6 Page Vert.**  
2 columns x 10.50"  
21" total

**1/6 Page Sq.**  
3 columns x 7"  
21" total

**1/8 Page**  
3 columns x 5.25"  
15.75" total

**Note:** Ad sizes shown are common sizes. See the Broadsheet Ad Sizes chart on page 18 for detailed information on available sizes.

## Tabloid Ad Sizes

**Double Truck**  
10.5 columns x 12"  
126" total

**Full Page**  
5 columns x 12"  
60" total

**1/2 Page**  
3 columns x 10"  
30" total

**Junior Page**  
4 columns x 10"  
40" total

**1/4 Page**  
2 columns x 7.50"  
15" total

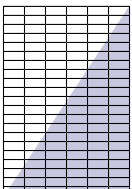
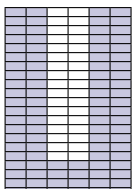
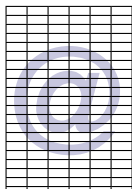
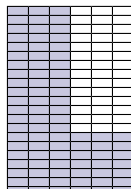
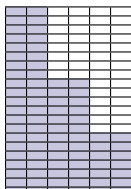
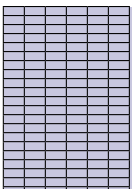
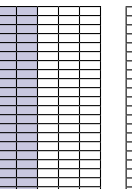
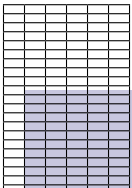
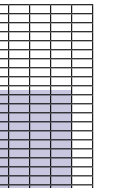
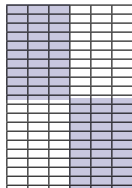
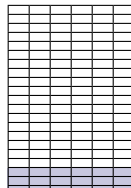
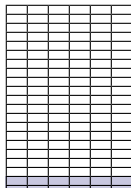
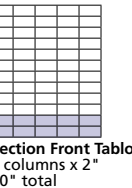
**1/6 Page Horiz.**  
2 columns x 5"  
10" total

**1/6 Page Vert.**  
1 columns x 10"  
10" total

**1/8 Page**  
2 columns x 3.75"  
7.5" total

**Note:** Ad sizes shown are popular, frequently requested sizes. See the Tabloid Ad Sizes chart on page 18 for detailed information on available sizes.

## Creative Ad Sizes

 <b>Triangular Ad</b>	 <b>U-Shaped Ad</b>	 <b>Shadow Ad</b>	 <b>L-Shaped Ad</b>	 <b>Stair-Step Ad</b>	 <b>Gatefold</b>	 <b>Spadea</b>
 <b>Fireplace Ad</b>	 <b>Butterfly Ad</b>	 <b>Section Front Broadsheet</b> 6 columns x 3" 18" total	 <b>Main News Front Broadsheet</b> 6 columns x 2" 12" total	 <b>Jewel Box Main News Front Broadsheet</b> 2 columns x 4.25" 8.5" total	 <b>Section Front Tabloid</b> 5 columns x 2" 10" total	<b>Note:</b> Ad sizes shown are frequently requested creative sizes. Please contact your Account Manager about customized advertising shapes and placement opportunities. Creative content is subject to approval.

### Gatefold

**Total pages:** 3

**Specifications:**

- 6 col. x 21" printed front and back.
- 3 col. x 21" flap printed front and back.
- 3/4-inch gutter between flap and full page.
- 1/4-inch margins top, bottom and sides.
- No bleed.

**Advertising Availability**

Main News	Daily & Sunday
Arts	Sunday
Travel	Sunday
Business/Cars	Sunday
Homes & Condos	Sunday
Jobs	Sunday
Comics	Sunday
Real Estate	Saturday
Food	Wednesday
Classified	Monday-Friday
Metro	Daily & Sunday
Style	Daily
Sports	Daily & Sunday
Outlook	Sunday
Health & Science	Tuesday

### Spadea

**Total pages:** 2

**Specifications:**

- 6 col. x 21" front and back.
- 3/4-inch gutter in the center of the front to accommodate fold.
- 1/4-inch margins top, bottom and sides.
- No bleed. Folios on back and inside back page.

**Advertising Availability**

Main News	Daily & Sunday
Arts	Sunday
Travel	Sunday
Business/Cars	Sunday
Homes & Condos	Sunday
Jobs	Sunday
Comics	Sunday
Real Estate	Saturday
Food	Wednesday
Classified	Wednesday-Friday

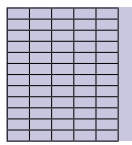
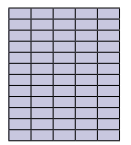
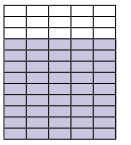
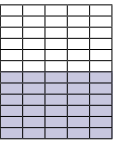
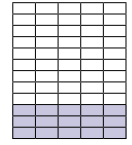
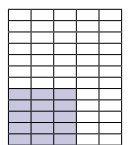
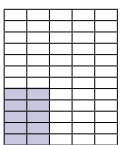
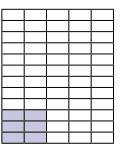
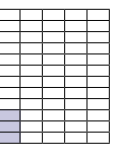
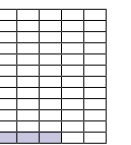
### Stickers

- 1-4 colors.
- 3" x 2-3/8" broadsheet.
- 2-3/8" x 3" tabloid.
- Custom sizes and products such as fold out stickers and magnets are available, contact your account manager for details. P&D or application only available creative restrictions apply. (Some zoning available\*)

**Advertising Availability**

Main News	Daily & Sunday
Food*	Wednesday
Local Living*	Thursday
Classified or Auto*	Friday
Real Estate*	Saturday
Arts*	Sunday
Business	Sunday

## Local Living Modular Ad Sizes

 <b>Double Truck</b> 10.5 columns x 12" 126" total	 <b>Full Page</b> 5 columns x 12" 60" total	 <b>3/4 Page</b> 5 columns x 9" 45" total	 <b>1/2 Page</b> 5 columns x 6" 30" total	 <b>1/4 Page Horiz.</b> 5 columns x 3" 15" total
 <b>1/4 Page Vert.</b> 3 columns x 5" 15" total	 <b>1/6 Page Horiz.</b> 2 columns x 5" 10" total	 <b>1/10 Page</b> 2 columns x 3" 6" total	 <b>Small Space Vert.</b> 1 column x 3" 3" total	 <b>Small Space Horiz.</b> 3 columns x 1" 3" total

# Classified Ads

## Broadsheet Ad Sizes

**Page Size: 12" x 21"**

**10 columns = 2,950 lines**

**Jobs: 10 columns = 2,529 lines**

**Double truck billed as 20.5 columns**

**Classified advertisements over 250 agate lines deep will be charged full column depth**

	Ad Makeup Width	Minimum Depth for Multi-Column Ads
Columns	Inches	Agate Lines
1 column	1.11"	—
2 columns	2.32"	28
3 columns	3.53"	42
4 columns	4.74"	56
5 columns	5.95"	100
6 columns	7.16"	125
7 columns	8.37"	150
8 columns	9.58"	150
9 columns	10.79"	150
10 columns	12"	150

### Ad Orders/Size

Ads may be ordered by designating the width in columns and the depth in agate lines. The sizes listed will be reduced proportionally during production by 2%. Ads will be billed at the size ordered. In the event that materials are received larger than ordered, The Washington Post reserves the right to publish and bill at the larger size.

### Online Ad Entry

Ads can be placed online at [www.washingtonpostads.com](http://www.washingtonpostads.com). Jobs advertisers should place their ads online at [www.washingtonpost.com/recruit](http://www.washingtonpost.com/recruit).

### Fax Criteria

Ads may be faxed to The Washington Post. The following criteria apply:

- **Copy:** must be typed (preferably in 14-point Arial).
- **Copy:** must be complete, including company name, logo and/or point of contact.

**Price Quote:** Ads submitted for price quote only must be clearly marked as such.

### Cover Sheet Must Include:

- Name and phone number of person authorizing ad
- Billing name, address and billing phone number or account number
- Publication date and classification under which ad runs

For Jobs ads, lines are ordered in quarter-inch increments.

**The Washington Post makes no adjustments to color, ink balance, lightness or darkness, sharpness or dot gain.**

### Deadlines

**Please refer to Page 16.**

**Cancellations:** Must be received five days prior to publication.

### Minimum Sizes

In addition to acceptable sizes shown under Ad Makeup (see above), color advertising must meet the following minimums in total column inches.

#### Broadsheet

**Black plus 1 or 2 colors:** 42 column inches (1,000 agate lines)

**Black plus 3 colors:** 60 column inches (1,344 agate lines)

#### Tabloid

**Black plus 1 or 2 colors:** 36 column inches (900 agate lines)

**Black plus 3 colors:** 60 column inches (1,344 agate lines)

### Color Specifications

In addition to the specifications listed in mechanical requirements (see above):

**Standard Color Inks:** As shown in NAA ROPS: Yellow #00A0; Magenta #0A00; Cyan #A000

**Spot Color:** All "spot colors" other than Standard Process Inks are created using appropriate color builds of Cyan, Magenta, Yellow and Black. All colors used must be CMYK.

## Capital Business

### Ad Sizes

**Page Size: 9.5" x 13.75"**  
**4 columns**

Columns	Width in Inches
1 column	2.3 "
2 column	4.7 "
3 column	7.1 "
4 column	9.5 "
8.5 columns	19.5 " Center Spread

### Modular Ad Units

	Width	Depth
Double Truck	19.5 "	13.75 "
Full Page	9.5 "	13.75 "
1/2 Half Page Horizontal	9.5 "	6.875 "
1/2 Half Page Vertical	4.7 "	13.75 "
1/4 Page	4.7 "	6.785 "
1/8 Page	4.7 "	3.4 "
Sponsorship Tiles*	1.2 "	2.2 "
Sponsorship Tiles**	2.3 "	0.5 "
Front Page Strip	9.5 "	2 "
Inside Strips (4 col. x 2 ")	9.5 "	2 "
Inside Strips (4 col. x 3 ")	9.5 "	3 "
Vertical Strips	2.3 "	13.75 "

### Cover Wrap (4 page, includes color)

L-shaped	7.1 "	13.75 "
1/2 page triangle	9.5 "	6.875 "
1/4 page triangle	4.7 "	6.875 "

#### Notes:

\* Top corner on section front Part 2 only.

\*\* Topic pages only-Workplace, People, Giving Pages 1, 2, 3 strip ads should be 2 inches deep. Strip ads elsewhere can be 3 inches deep.

## El Tiempo Latino

Follow broadsheet ad sizes and mechanical specifications indicated for The Washington Post, on page 18.

### Specifications

50" Web-Broadsheet  
 6 columns X 21 inches  
 85 line screen

### Material Submission

Acceptable formats for ads submitted electronically: Adobe InDesign®, Photoshop®, JPEG, EPS, TIFF, and PDF files. Files can be sent to the El Tiempo Latino FTP site or [ads@eltiempolatino.com](mailto:ads@eltiempolatino.com). Please contact your Washington Post Account Manager or call 202-334-4063.

### Guidelines for El Tiempo Latino Preprints

All preprints must follow the specs as detailed under Preprints and Post Plus. All labels and bill of lading must include "El Tiempo Latino."

#### Materials deliver deadline:

Noon Friday, 1 week prior to issue date

#### Space Reservation Deadline:

2 weeks prior issue date

### Ship Preprints to:

El Tiempo Latino  
 The Washington Post  
 Springfield Plant  
 7171 Wimsatt Road  
 Springfield, VA 22151

## Express

### Tabloid Ad Sizes

**Page Size: 9.5" x 10.5"**  
**5 columns**  
**Double truck billed as 10.5 columns**

Modular Ad Units			Column Inch Ad Units		
Size	Width	Depth	Columns	Width	Acceptable Sizes
Double Truck	19.5"	10.5"	Double Truck	19.5"	4" or 6" or 10.5"
Full Page	9.5"	10.5"	5 columns	9.5"	3" or 4" or 6" to 8.5" or greater
			4 columns	7.58"	6" or greater
			3 columns	5.66"	4" or greater
			2 columns	3.74"	2" or greater
			1 column	1.82"	.75" or greater

### Broadsheet Ad Sizes (For Special Sections Only)

**Page Size: 10.75" x 20"**  
**6 columns**  
**Double truck billed as 12.5 columns**  
**Ads measuring over 18" will be billed at full depth**

Columns	Width	Acceptable Sizes (Depth)
1 column	1.71"	.75" to 18" or 20"
2 columns	3.52"	2" to 18" or 22"
3 columns	5.33"	5.25" or 7" to 18" or 20"
4 columns	7.14"	5.25", 7" or 10.5" to 18" or 20"
5 columns	8.95"	7" or 10.5" to 18" or 20"
6 columns	10.75"	7" or 10.5" to 18" or 20"
Double truck	22.5"	20"

## Ready To Rent

### Ad Sizes

**Page Size: 9.5" x 10.5"**  
**5 columns**

Standard Sizes	Col. Width	Inches Deep
1/4 Page Horizontal	5 column	2.625"
1/2 Page Horizontal	5 column	5.25"
Full Page	5 column	10.5"



# The Washington Post Magazine

## Magazine Ad Sizes

Ad Sizes	Standard	Bleed Size	Trim Size
Spread	14.5" x 10"	15.25" x 10.75"	15" x 10.5"
Full Page	7" x 10"	7.75" x 10.75"	7.5" x 10.5"
1/2 Page Vertical	4.625" x 7.375"	—	—
1/2 Page Horizontal	7" x 4.875"	7.75" x 5.375"	7.5" x 5.125"
1/3 Page Vert.	2.25" x 10"	—	—
1/3 Page Horizontal	4.625" x 4.875"	—	—
1/6 Page Vert.	2.25" x 4.875"	—	—
1/6 Page Horizontal	4.625" x 2.375"	—	—
1/12 Page	2.25" x 2.375"	—	—
1/24 Page	2.25" x 1"	—	—

**Special Note:** Please keep all live materials for bleed ads centered within the standard ad size dimensions stated above. Type across gutter should allow for .125" separation (.0625" each side).

### Publishes Sunday with The Washington Post.

#### Digital File Requirements

- **PDF x/a files required.**
- All materials must adhere to the Specifications for Web Offset Publications (SWOP) and recommended standards as stated in Standard Rate and Data.
- Ad specifications include a ruled proof indicating centerlines and trim. For bleed ads, keep live material centered within the standard ad size dimensions stated under "Ad Size Specifications." Tick marks should not be used.
- **Type to be avoided:** Fine serif faces, multi-color typeface, clip art, reverse type smaller than 8 points and starburst graphics.

**Specifications Support:** For complete and detailed specifications for the preparation and transmission of digital files for The Washington Post Magazine, please contact the Magazine Production Department at 202-334-4253, 5016, 6320 or 7602.

#### Printing Specifications

- Printed web offset and saddle stitched.
- Three columns per page.
- 133 line-screen for halftones and four-color.
- 55 lb. coated cover stock and 35 lb. supercalendared text stock.

#### Four-Color Advertising

**Full-Page and Fractional Ads:** PDF files required.

**Scanning:** No less than 300 dpi.

**Maximum Tonal Density:** 300%.

- Any solid black should include 100% Black, 40% Yellow, 60% Magenta and 80% Cyan.
- CMYK only. No spot, RGB, Lab, Indexed, ICC-based or calibrated color.

#### Black and White

##### Advertising

**Full-Page and Fractional Ads:** Digital files required.

**Scanning:** No less than 266 dpi.

**Dot Value:** Maximum 90% for areas not intended to print as solids. Minimum 5% for highlight dot.

#### Material Submission

For complete electronic/digital transmission information, visit:

[www.washingtonpostads.com](http://www.washingtonpostads.com).

**The Washington Post Magazine Magazine Administration/Production Department**

1150 15th Street, N.W.,

Department 2400

Washington, D.C. 20071-2400

Phone: 202-334-6320

## Fashion Washington (FW)

### Ad Sizes

Standard Sizes	Width	Depth
Full Page	11.25"	20"
1/2 Page	11.25"	9.75"
1/4 Page	5.5"	9.75"
1/8 Page	5.5"	4.75"

### Ad Specifications

#### Art submission guidelines:

Max density: area coverage - 260%  
Dot gain: 12-28%  
133 line screen  
Line art at 1200 dpi  
Photos at 300 dpi

**Fine rules and small type:** Rules that are 4 points and thinner and small type should be reproduced using one color only. These elements should never be reversed out of a 4-color background or image.

**Rich black:** When a rich, solid black area is required, the recommended values for this area are:

Black – 100%  
Cyan – 40%  
Magenta – 0%  
Yellow – 0%

**Proofs:** Advertisers are strongly encouraged to submit SWOP-compliant proofs for color matching.

The design of an ad is an essential part of the environment and style of FW. Therefore, FW reserves final approval rights on the design, photography and language used in advertisements. All artwork must be approved by FW before final production begins.

Ad specifications, schedule, rates and distribution information can also be found at FashionWashington.com.

## TV Week

### Ad Sizes

**Trimmed page: 7.375" x 10.875"**

**Full page live area: 6.875" x 10"**

	Width	Depth
Full Page	6.875"	10"
1/2 Page Horizontal	6.875"	5"
1/2 Page Vertical	4.5"	7.5"
1/3 Page Horizontal	4.5"	5"
1/3 Page Vertical	2.125"	10"
1/6 Page Horizontal	4.5"	2.5"
1/6 Page Vertical	2.125"	5"

**Special Note:** For specifications on specialty products, please contact your Washington Post Account Manager or call 202-334-5016.

### Digital File Specifications

**Platform/File Formats:** Macintosh is the preferred platform. EPS or PDF files are required.

**Images:** Include all graphic images. Minimum 170 dpi required for full-color or grayscale artwork.

**Color:** Illustrations must be process separated in their native applications (Pantone colors within application color pallet must be created as process blends). All files must be CMYK.

**Fonts:** The Washington Post TV Week and its printer support the Adobe type library. Use only Postscript fonts. TrueType and Multiple Master fonts are unacceptable.

**Trimmed Page:** 7.375" x 10.875".

**Color:** One-color, two-color and full-color available with no size minimums.

### Material Submission

Ad materials should be sent to:

**The Washington Post / TV Week Magazine Administration / Production Department**  
1150 15th Street, N.W.  
Washington, D.C. 20071-2400  
Phone: 202-334-5016

### Electronic Ad Delivery

For complete electronic/digital transmission information, visit:

**www.washingtonpostads.com**  
or call the Advertising Systems Unit at 202-334-5559 or 202-334-4496.

## Sunday Color Comics

Follow the ad sizes and mechanical specifications indicated for The Washington Post broadsheet.

**Gray Bars:** All full-page ads should have a gray bar measuring .125" in depth (3.45mm) running horizontally across the width of the page. Gray bars should be built as 40% cyan, 30% magenta and 30% yellow.

**Standard Color Inks:** As shown in NAA ROPS: Yellow #00A0; Magenta #0A00; Cyan #A000.

**Spot Color:** All spot colors other than standard CMYK are processed. Color

selection and file preparation must contain NAA approved color and the appropriate color build.

**Film:** Color camera-ready film separations are no longer accepted. All color ads — spot and process — must be digital.

### Material Submission

Send ad materials for The Washington Post, with insertion order, by courier or overnight delivery to:

**The Washington Post, Advertising Attn: Your Account Manager**  
1150 15th Street NW  
Washington, D.C. 20071

### Electronic Ad Delivery

For complete electronic/digital transmission information, visit:

**www.washingtonpostads.com/digital**  
or call the Advertising Systems Unit at 202-334-4496.

## Market Select Preprints: In-Paper

### Preprint Delivery Days

**Tuesday** – with the Health & Science section (premium charge applies)

**Wednesday** – with the Food section

**Thursday** – with the Local Living Home section

**Friday** – with the Weekend section

**Sunday** – in the plastic-wrapped preprint package.

**Savings Now!:** Sunday to opt-in households.

**Space Reservations:** 14-28 days in advance of insertion date and before inserts are shipped.

**Distribution:** Changes to distribution order cannot be made once materials have been received by The Washington Post.

### Page Sizes

**Flexie:** 6" x 7" to 9" x 11"

**Tab:** over 9" x 11" to 11" x 13"

**Standard:** over 11" x 13"

**Machinable Edge:** All preprints must have a single straight, machinable edge, measuring a minimum of 7".

**Smaller Preprints:** 7" long (along the folded edge), 6" wide (perpendicular to folded edge).

**Largest Folded Size:** 12.5" long (along the folded edge), 11" wide (perpendicular to folded edge). Larger inserts must be quarter-folded.

**Versions:** Multiple versions for one insertion date must have the version name printed on either the first or the last page of the preprint. The version name must correspond to the Insertion Order, Skid Tag and BOL.

**Die Cut:** All die-cut preprints require prior approval for insertability, and may require additional costs.

### Minimum Paper Weight:

.005" minimum thickness for single sheets/cards/envelopes. Standard broadsheet inserts printed on 30-lb. newsprint must be 8 pages minimum. Inserts of less than 8 pages must be quarter-folded for insertion. Standard tabloid-page inserts printed on 30-lb. Stock must be minimum 8 pages.

**Maximum Thickness:** 0.25".

**Perfect Bound Inserts:** Require advance approval by the production department.

**Pop-ups and Pop-outs:** These cannot extend beyond an insert more than 0.75".

**Out-of-Spec Inserts:** All non-rectangular, tri-fold, die-cut, shaped inserts or any inserts requiring special handling require advance approval by the production department. They may also require advance testing and/or additional charges.

### Material Submission

Ship Preprints (in-paper inserts) to:

**The Washington Post**  
**Springfield Plant**  
**7171 Wimsatt Road**  
**Springfield VA 22151-4081**

### Receiving hours:

**Monday, Tuesday, and Thursday** 6 a.m. – 6 p.m.

**Wednesday** 6 a.m. – 8 p.m.

**Friday** 6 a.m. – 1:30 p.m.

**Saturday, Sunday** – closed

**Delivery deadlines** for newspaper inserts are as follows:

Sunday publication: Thursday, 5 p.m., ten days before insert date

Wednesday publication: Friday, 11 a.m., five days before insert date

Thursday publication: Friday, 11 a.m., six days before insert date

Friday publication: Monday, 5 p.m., four days before insert date

**Early Deliveries:** Preprints are accepted no more than 13 days in advance for Sunday distribution and 7 days in advance for daily distribution.

## Market Select Preprints: In-Mail

**Delivery Days:** Thursday/Friday via U.S. Mail, zoned by Zip or sub-Zip code.

**Space Reservations:** 14 days before issue date and before inserts are shipped.

**Distribution:** Changes to distribution order cannot be made once materials have been received by The Washington Post.

**Maximum size:** Shared mail pieces may be up to 8.5" x 11" — larger inserts must be quarter-folded.

**Minimum quantity:** 1,000 pieces or one Zip code (whichever is greater).

### Material Submission

Ship Post Plus (in-mail inserts) to:

**Vertis**  
**80 Stemmers Lane**  
**Westampton, NJ 08060**  
 Phone: 609-534-7308

**Receiving hours:** 6 a.m. – 6 p.m. Seven days per week.

**Early Deliveries:** Market Select In-Mail Preprints (Post Plus) materials are accepted no more than 15 days in advance of the in-home date.

## Market Select Preprints: Savings Now! Opt-in

**Delivery Day:** Sunday via agent home delivery.

**Space Reservations:**

**Jacket** - Tuesday by 5pm, 12 days prior to Sunday publishing date.

**Inserts** - 14 days before issue date and before inserts are shipped.

**Distribution:** Changes to distribution order cannot be made once materials have been received by The Washington Post.

### Page Sizes (Jacket)

**Full Page Full Color:**

6 column x 21" (12" x 21")

**Half Page Full Color (horizontal):**

6 column x 10.5" (12" x 10.5")

### Page Sizes (Inserts)

**Flexie:** 6" x 7" to 9" x 11"

**Tab:** over 9" x 11" to 11" x 13"

**Standard:** over 11" x 13"

**Machinable Edge:** All preprints must have a single, straight, machinable edge, measuring a minimum of 7".

**Smaller Preprints:** 7" long (along the folded edge), 6" wide (perpendicular to folded edge).

**Largest Folded Size:** 12.5" long (along the folded edge), 11" wide (perpendicular to folded edge). Larger inserts must be quarter-folded.

**Versions:** Multiple versions for one insertion date must have the version name printed on either the first or the last page of the preprint. The version name must correspond to the Insertion Order, Skid Tag and BOL.

**Die Cut:** All die-cut preprints require prior approval for insertability, and may require additional costs.

**Minimum Paper Weight:** Four-page tab: .005" minimum thickness for single sheets/cards/envelopes. Standard broadsheet inserts printed on 30-lb. newsprint must be 8 pages minimum. Inserts of less than 8 pages must be quarter-folded for insertion. Standard tabloid-page inserts printed on 30-lb stock must be minimum 8 pages.

**Pop-ups and Pop-outs:** These cannot extend beyond an insert more than 0.75".

**Out-of-Spec Inserts:** All non-rectangular tri-fold, die-cut, shaped inserts or any inserts requiring special handling require advance approval by the production department. They may also require advance testing and/or additional changes.

### Material Submission

**Shipping Address:**

**The Washington Post**  
**Springfield Plant**  
**7171 Wimsatt Road**  
**Springfield, VA 22151-4081**

### Receiving hours:

**Monday, Tuesday, and Thursday** 6 a.m. – 6 p.m.

**Wednesday** 6 a.m. – 8 p.m.

**Friday** 6 a.m. – 1:30 p.m.

**Saturday, Sunday** – closed

**Early Deliveries:** Preprints are accepted no more than 13 days in advance for Sunday distribution and 7 days in advance for daily distribution.

# washingtonpost.com

washingtonpost.com offers advertising solutions within the following ad categories:

- Standard Ads (See detailed specifications and guidelines below.)
- Feature Bars, Tiles and Miscellaneous
- Sliders and Intrusive Ads
- Mobile
- E-mail
- Video

Non-standard ad products are also available. Please visit [www.washingtonpost.com/mediakit](http://www.washingtonpost.com/mediakit) for more information.

Ad type	Size (pixels)	Expanding size	File size	Animation	Third party	Notes	Submission deadline
<b>Big box IMU (Medium rectangle)</b>	300x250; 336x280	610x250; 606x280	40k	Yes	Yes	Must be able to expand to the right and the left	3 days; 5 days for expanding
<b>Half page ad IMU</b>	300x600; 336x600; 336x850	N/A	50k	Yes	Yes	Must expand left	3 days; 5 days for expanding
<b>Leaderboard IMU</b>	728x90	728x360	40k	Yes	Yes	Must be able to expand up and down	3 days; 5 days for expanding
<b>Super leaderboard</b>	900x90	N/A	40k	Yes	Yes		3 days
<b>Skyscraper IMU</b>	120x600; 120x180; 160x600	360x600; 360x800; 360x600	40k	Yes	Yes		3 days

Please visit the Ad Specs site within the washingtonpost.com media kit for the most current information: [www.washingtonpost.com/mediakit](http://www.washingtonpost.com/mediakit)

## General Ad Requirements

- All advertising content must be clearly differentiated from editorial content.
- Washington Post Digital (WPD) reserves the right to edit, revise, or reject any ads.
- All public policy, advocacy, political or candidate advertising must include a "Paid for by \_\_\_\_" label on all frames of the ad. It must be clear who placed the ad.
- Public policy, advocacy, political or candidate advertising cannot receive roadblocks (100% ad ownership of a page or section). WPD only allows up to a 50% share of voice for political advertising.
- Public policy, advocacy, political or candidate advertising paid-for language must be a minimum point size of 9 point if shown in all caps

- Public policy, advocacy, political or candidate advertising paid-for language must be a minimum point size of 10 point if shown in upper and lower case.

## Creative Guidelines

- WPD accepts GIF, JPEG, Rich Media and Third Party Served ads. Ads in washingtonpost.com e-mail newsletters cannot use rich media.
- 30-second maximum for all animation.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Any sound must be user-initiated and is defined as a click based interaction rather than a mouseover or rollover. All ads must be clearly labeled with "Play" and "Stop" controls.
- Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads.

Up to 3 additional polite downloads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.

- The Flash frame rate must be less than 18 frames per second; frame rate of twelve frames per second is preferred.

## Expanding Ad Guidelines

- Non user-initiated expanding ads are accepted on a case-by-case basis and if accepted are frequency capped at one per user per 24 hours.
- User-initiated standard ad units expand beyond standard size on mouse-over and must include language to indicate rollover functionality, such as "roll over to learn more" or "roll over to expand."
- All Expanding ads must have a PROMINENT "CLOSE X" button, not

less than 10 point type, in the upper right hand corner of the expanded portion of the ad. (EXCEPTION: Slider ads must have a 16 point Arial font "CLOSE X" button in the upper left corner of the expanded portion of the ad – for Slider Specs please click here.)

- Expanded portion MUST automatically close when the user's cursor moves off the ad.
- All Expanding ads will be tested by WPD. Any browsers or operating systems where the technology causes system instability will be excluded.

# Washington Post Mobile

## Advertising Guidelines

To provide an optimal experience on the variety of screen sizes and handsets in the market, WPD requests that each advertiser provide four versions of their banner.

Ad type	Size (pixels)	Expanding size	File size	Animation	Third party	Notes	Submission deadline
<b>Mobile extra-large image banner</b>	300x50	N/A	less than 3k	No	No	Must have all four sizes to accommodate different screen sizes	5 days
<b>Mobile large image banner</b>	216x36	N/A	less than 2k	No	No		5 days
<b>Medium image banner</b>	168x28	N/A	less than 2k	No	No		5 days
<b>Small image banner</b>	120x20	N/A	less than 1k	No	No		5 days
<b>iPhone application banner</b>	300x50	N/A	less than 3k	No	No		5 days

Please visit the Ad Specs site within the washingtonpost.com media kit for the most current information: [advertising.washingtonpost.com](http://advertising.washingtonpost.com).

## Terms & Conditions\*

- 1.** The Washington Post reserves the right to edit, revise or reject any advertising. All advertising is subject to the terms and specifications in The Washington Post Ad Book.
- 2.** The Washington Post shall be under no liability whatsoever by reason of error, including any translation error, for which it may be responsible in any advertisement beyond liability to give the advertiser or advertising agency credit for as much of the space occupied by the advertisement as is materially affected by the error; and its obligation to give such credit shall not apply to more than one incorrect insertion under any contract or order unless it is notified of the inaccuracy prior to the deadline for repetition of the insertion.
- 3.** The Washington Post does not guarantee any given level of circulation or readership for an advertisement.
- 4.** The advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements published and also assume responsibility for any claims arising therefrom made against The Washington Post, including costs associated with defending against such a claim.
- 5.** All advertising copy that might be mistaken by a reader as news, feature or other non advertising materials must be clearly marked "advertisement." In the event such copy is not clearly marked, the "advertisement" notation will be added by The Washington Post.
- 6.** All positions are at the option of The Washington Post. In no event will adjustments, reinstatements or refunds be made because of the position and/or section in which an advertisement has been published. The Washington Post will seek to comply with position requests and other stipulations that appear on insertion orders, but cannot guarantee that they will be followed. Payment of a premium position fee does not guarantee positioning. In the event that The Washington Post is unable to provide the requested positioning, the premium position fee will be refunded. Customer service representatives and Account Managers are not authorized to modify this provision or to guarantee positioning on behalf of The Washington Post. Misclassification of classified ads is not permitted.
- 7.** The Washington Post shall be under no liability for its failure for any cause to insert an advertisement.
- 8.** The Washington Post reserves the right to convert all advertisements published in The Post into digital and audio-text formats within other Washington Post products, including the right to publish such advertisements electronically on the Internet.
- 9.** The advertiser or advertising agency shall pay the cost of composition of advertisements set but not used.

- 10.** Advertiser (and agency) may not resell any advertising or advertising space.
- 11.** Charges for changes (not corrections) from original layout and copy will be based on current composition rates.
- 12.** The Washington Post will not be responsible for errors appearing in advertisements that are placed too late for proofs to be submitted or for errors due to delivery of printing materials past published deadlines from the advertiser or advertising agency or from a third party designated by the advertiser or advertising agency as a source for printing material.
- 13.** Advertisers are responsible for checking the accuracy of the proofs they request. The advertiser should carefully check the entire ad proof, including areas in which changes or corrections were not requested.
- 14.** Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.
- 15.** Cancellations or changes cannot be guaranteed in classified advertising between the time the ad is ordered and the initial publication.
- 16.** Multi-insertion orders will be accepted only when in writing. Cancellation of multi-insertion orders must be confirmed in writing.
- 17.** The Washington Post does not assume any liability for the return of printing material in connection with advertising unless a specific written request is received to hold such material subject to order for a period not exceeding 30 days.
- 18.** Claims for errors must be made within 30 days following publication date.
- 19.** All referral ads must be complete ads with point of contact clearly indicated.
- 20.** On advertising where credit is allowed, monthly accounts are due and payable on or before the fifteenth (15th) of the month following publication, and in the case of weekly accounts, payments are due and payable net fourteen (14) days from the statement date. When any part of an account for advertising becomes delinquent, then the entire amount owed shall become due and payable and The Washington Post may refuse to publish further advertising. In this event, the advertiser or agency shall pay for advertising space actually used according to the rate earned at the time of the delinquency.
- 21.** Extension of credit to advertising agencies is based on the agency's acceptance of sole liability for all advertising placed by it and billed to its account. No endorsement, statement or disclaimer on any insertion order, check or letter shall act as an accord or satisfaction, or as a waiver of this condition unless and until it is accepted by The Washington Post by a separate written agreement signed by a duly authorized representative of The Washington Post. In the event of nonpayment of any agency account, prior to referring said account for third

party collections, The Washington Post reserves the right to contact the agency's client(s), as disclosed principal(s), for payment. If the outstanding balance is still not satisfied, The Washington Post may proceed with collections against both the agency and its client(s). No such action on the part of The Washington Post shall relieve the agency of liability for the debt.

- 22.** Payment of all undisputed invoices must be made within Washington Post terms.
- 23.** There will be a \$25.00 charge for any check not honored by the bank. Returned checks must be replaced with certified/cashier/wire transfer funds within 48 hours of notification. The Washington Post reserves the right to withhold further advertising pending receipt of replacement funds.
- 24.** In the event an account is referred to a third party for collection, advertiser agrees to pay collection and/or attorney fees, as well as court costs incurred to effect collection.
- 25.** Payment of account is not dependent upon receipt of tearsheets, either physical or electronic.
- 26.** Incorrect rates on insertion orders that do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged at the applicable rates in effect at time of publication.
- 27.** Preprint advertisers are billed based on the ordered quantity, which is at the advertiser's discretion, and is reflected on the accepted insertion order. The ordered quantity may be equal to, greater or less than the estimates provided by The Washington Post. Provided, however, that if an advertiser ships a quantity greater than the ordered quantity, such advertiser may be required by The Post to pay for any overage up to the applicable quantity set forth in The Post's estimates. Those period estimates, as published by The Washington Post, may vary from the number of inserts distributed on a particular day. The Washington Post will not be responsible, nor provide billing or rate adjustments, for shortages or overages resulting from these variances, including variances due to errors in the insertion or distribution process, shortages in the advertiser's delivery of preprints, and inserts that are not within The Post's insert specifications.
- 28.** Insertion orders are accepted by The Washington Post subject to the foregoing terms and conditions. Terms, conditions, rates or agreements not set forth herein or in then-current rate schedules are not binding on The Washington Post. Customer service representatives and Account Managers are not authorized to modify these terms and conditions.

\* These terms and conditions apply to advertising in The Washington Post, Express and El Tiempo Latino. Terms and conditions for other Washington Post Media may differ. For more information, please consult your Account Manager or see Terms & Conditions at [washingtonpostads.com](http://washingtonpostads.com).