

2015 AdBook

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:

- 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.

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 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.

Deadlines are Eastern Standard Time.

REQUESTING RATES

Contact your Account Manager,
call **202-334-7642**
or **1-800-627-1150 (ext. 47642)**,
or visit washingtonpostads.com.

For more information on advertising online visit 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 at washingtonpostads.com.

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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, including thought-provoking features, editorials and The Fed Page, which focuses on issues and influential people.

Metro: Washington's comprehensive and insightful news coverage and commentary relating to the Washington DMA.

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): Weekly tabloid section combining Home and community news with local entertainment, family and health features in 12 zoned editions.

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

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.

Extras (Sunday): Two zoned editions on local news and features in a convenient tabloid format.

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.

Arts & Style (Sunday): The best culture and entertainment coverage of fine and performing arts events. The premier marketplace for the area's arts community. Plus: fashion, leisure, shopping and pop culture content, including Carolyn Hax.

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

washingtonpost.com



A powerful, trusted online source, washingtonpost.com features award-winning news, innovative video content and unsurpassed audience connection. A must-read for business influentials, opinion leaders and influential consumers, the site commands a total digital

audience of **40 million** unique visitors nationally and nearly **1.5 million** readers in the Washington DMA each month.

Washington Post Mobile



Washington Post Mobile is the definitive news source 'for and about Washington' and offers anyone with a mobile phone access to The Washington Post's unparalleled local and national news, analysis and commentary. Readers can also sign up for text alerts to make sure they stay informed wherever they are. Washington Post Mobile leverages the latest mobile advertising technologies to help advertisers benefit from this highly-engaging medium.

Washington Post Mobile Apps

The Washington Post App for iPad: Bringing The Post experience to the iPad, this app allows users to read stories, browse photo galleries, watch videos, download stories to read later, and go deeper into every angle of every story.

The Washington Post App for Kindle Fire: With bold display, custom layouts and a first-of-its-kind singular article experience, this app offers Kindle Fire users the best content from The Post's print and digital editions, along with exclusive original content. It includes an easily scannable menu experience, pinch features for full content overview and a proprietary ad server that seamlessly weaves ads into the reader experience.

The Washington Post News App (iPhone, iPod Touch and Android): This app gives users the complete Post experience, allowing them to save articles for offline reading; share content via social media and e-mail; quickly access their favorite sections; and more.

The Going Out Guide App (iPhone, iPad, iPod Touch): This app gives users all the information they need when they're heading out, including news on bars and restaurants; reviews of movies; a map of activities near their location; and a glance at the day's best events handpicked by Post editors.

D.C. Rider (iPhone and Android): Built for Metro-riding Washingtonians and visitors, this app features train times, Metro alerts, station information, transit news from The Post's Dr. Gridlock and instant updates from other riders.

Explore D.C. (iPhone, iPad, iPod Touch): Visitors can tour D.C. cheaply and efficiently while having the most fun possible. Features in this app include tourism tips, a quick list of must-see sights and money-saving deals.

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 more than 280,000 young professionals and other time-

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

Daily Features

- Eyeopeners:** Bites of news to wake you up.
- Page Three:** Local news that's slightly askew.
- Local:** News from D.C., Virginia and Maryland.
- Nation + World:** Major stories for the time-pressed.
- Sports:** News and highlights from every field, court and stadium.
- Entertainment:** Buzz on the latest in film, music and more.
- Blog Log:** Social media's best posts, tweets and wisecracks.
- Fun + Games:** Comics, crosswords and other good times.
- People:** Big-name sightings, breakups and makeups.

Weekly Features and Sections

- Screens (Mondays):** News and reviews for TV addicts.
- Fit (Tuesdays):** Trends and tips for looking and feeling great.
- Taste (Wednesdays):** Food news and finds to satisfy cravings.
- Weekend Pass (Thursdays):** Your guide to fun happenings.
- Movies; Ready to Rent (Fridays):** Reviews of what to see; ideas on where to live.

Monthly Sections

- Ahead (Second Monday of each month):** How to make your career work for you, and what continuing education could do to help.
- Digs; Hot Hoods (Third Wednesday of each month):** Showcases of the hottest home and condo properties in D.C., Maryland and Virginia; profiles of the hottest, hippest neighborhoods.

El Tiempo Latino



Experience, credibility, community involvement and impact make El Tiempo Latino the leading Spanish-language newspaper in the Washington DMA. El Tiempo Latino's mission is to provide the local Hispanic community with news, information and content that empowers more than 100,000 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

- Section A:** First broadsheet section includes Metro News, Latin American News, US News, International News, Weekly Profiles, Travel, Health, Entertainment and Cultural News (Locales, Americas, Nacional, Mundo, Vida, Salidas, Salud, Show, Cultura)
- Section B:** Second broadsheet section includes Sports, Automotive, Real Estate/Business and Classifieds (Deportes, Motor, Casas/Negocios, Clasificados)

Washington Post Live

Washington Post Live is the live journalism division of **Washington Post | LIVE** The Washington Post. We host conferences and events featuring The Post's award-winning journalists and global leaders discussing the most pressing issues of the day. Since launching in 2010, we have convened high-impact individuals in government, non-profits, corporations and entrepreneurial ventures. As a sponsor, you take the reins in thought leadership – and drive conversations through an innovative partnership that is integrated with print, digital, social media and live webcasting.



Past events

- 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 ground breaking 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 Washington Post Magazine is a high-quality, four-color visual environment boasting metro Washington's largest magazine audience — nearly 1 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's 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 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.

Creative Advertising Opportunities

Stickers: Available on The Washington Post and Express.

Gatefolds and Spadeas: Impactful and integrated, folded covers make a statement by putting your advertising message ahead of the pack. 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; these are available at the publisher's option in The Washington Post and in TV Week.

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

Cover Wraps: Two-page and four-page cover wraps are available in Express and The Washington Post Magazine. 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.

VISIBILITY OPPORTUNITIES

ROP 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, on the back page, inside the back page or other preference.

Main News Broadsheet Opportunities

- A1 strip ad or jewel box
- Spadeas or gatefolds
- Specific far-forward pages (e.g., A2, A3)
- The Fed Page or opposite page
- Back page
- Other specified A-section pages

Other Broadsheet Opportunities

- **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

Section Front Advertising

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

Preprints and Print-and-Deliver Inserts

The Washington Post offers the opportunity to reach the entire market through targeted preprinted inserts or print-and-deliver (P&D) inserts with three powerful distribution options: in-paper, in-mail and Savings Now!. Both preprinted inserts and P&Ds can run as a wide range of products including half-sheet flyers, single sheets, wide body pages and tabs. Additionally, non-standard products are available via custom quote. Choose to print your own preprints and supply them to us, or we can do it for you. Design, printing and delivery is all part of the P&D charge. Choose from the following options when running your preprints or P&Ds with Washington Post Media:Shared Mail

In-Paper

The Washington Post provides a broad range of powerful advertising environments for preprints and P&Ds. Run your inserts in-paper inside the following publications:

Publication	Days Available	Method of Delivery
The Washington Post	Tuesday–Friday, Sunday	Subscription
El Tiempo Latino	Friday	Free Distribution
Express	Monday–Tuesday	Free Distribution

Shared Mail

The shared mail program offers additional coverage of your target market. By adding mail to your in-paper schedule, your preprint or P&D reaches all of the non-subscribers in your selected Zip codes in addition to those households who subscribe to the paper. Non-subscriber homes receive your insert wrapped in our newly-renovated Shopping Guide product.

Savings Now!

The Savings Now! program is a preprint and P&D product distributed in select Zip codes to non-subscribers who have opted in to receive the Sunday preprint package. Your preprints or P&Ds are delivered in a full-page color broadsheet wrap featuring quick-read shopping news and information. The package is delivered on Saturdays and does not constitute any duplication with The Washington Post in-paper or shared mail inserts.

Additional Opportunities with Inserts

Other advertising opportunities exist within in the preprinted insert and P&D product lines. These opportunities are classified as either ROP, REM or Premium Positions:

Opportunity Type	Product Name	Product Description	Days Available	Method of Delivery
ROP	Shopping Guide	Affordably priced ad on one of eight available pages in Shopping Guide wrap	Distributed in-mail (estimated arrival: Thursday–Saturday)	Mail
ROP	Savings Now!	Full-color, broadsheet wrap in various positions and sizes	Sunday	Opt-In
Remnant (REM)	Market Values	Glossy, two-sided sheet featuring one advertiser per side	Sunday	Subscription
Premium Position	Outer Wrap	Ad placed on delivery bag that envelops subscriber's paper	Everyday	Subscription
Premium Position	Top of Stack	The top spot in Sunday's popular insert package	Sunday	Subscription and Opt-In
Premium Position	Topper	Preprinted ad placed on top of newspaper	Tuesday–Friday, Sunday	Subscription

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 seven independent cities in four 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 print coverage is 18% of households daily and 26% on Sunday.

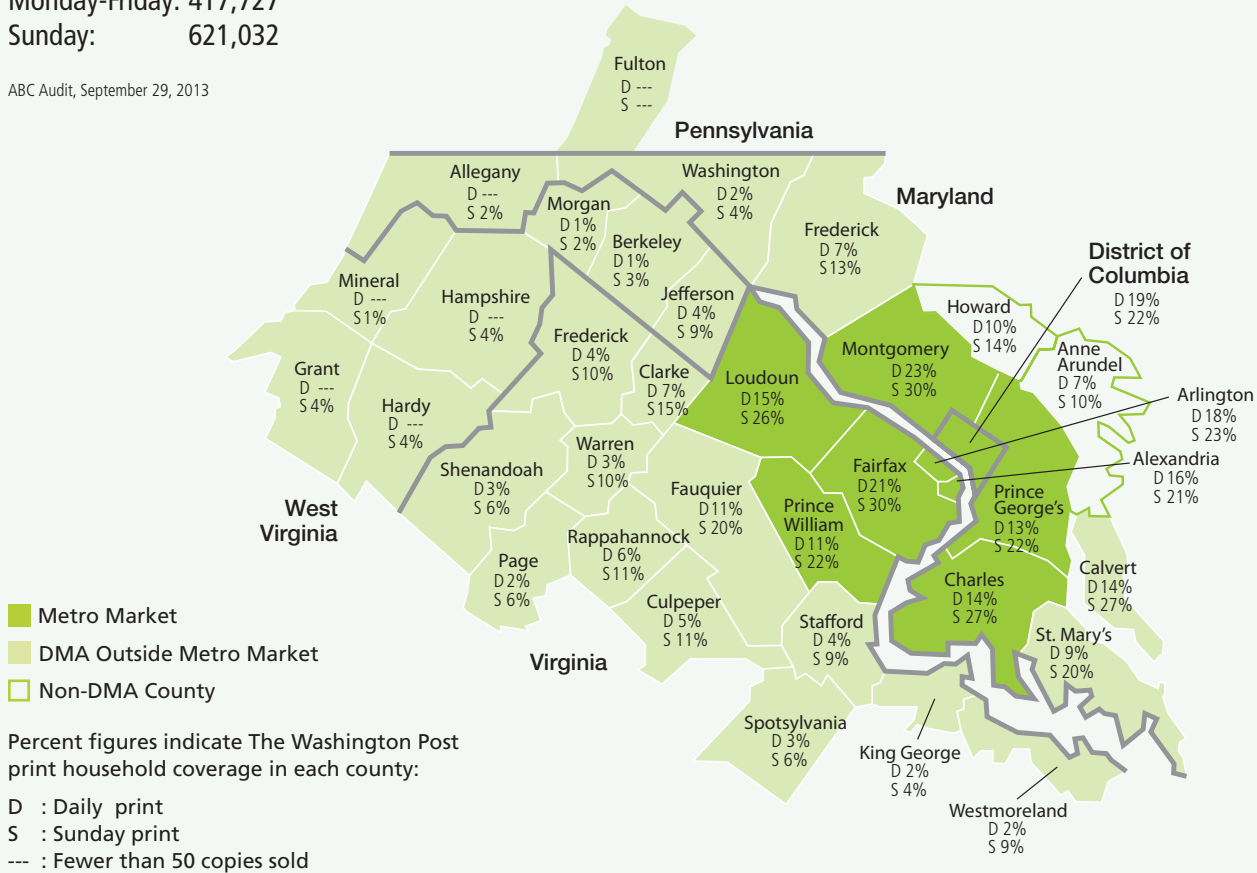
Washington Metro Market and DMA

Total Print Circulation

Monday-Friday: 417,727

Sunday: 621,032

ABC Audit, September 29, 2013



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

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

Sources: AAM Audit for the 52 weeks ended September 29, 2013; Nielsen 2011

The Washington Post Coverage

AREA	2013 Households	Avg. Hhld Eff. Buying Income	Friday Print Circulation	% Cov.	Sunday Print Circulation	% Cov.
WASHINGTON METRO MARKET						
DISTRICT OF COLUMBIA	284,867	\$79,294	55,412	19	62,047	22
MARYLAND PORTION						
Charles	53,281	\$88,160	7,322	14	14,190	27
Montgomery	370,728	\$106,952	86,528	23	112,846	30
Prince George's	309,262	\$73,752	40,600	13	68,505	22
VIRGINIA PORTION						
Alexandria (Ind. City)	72,335	\$95,598	11,279	16	15,122	21
Arlington	106,409	\$118,827	19,256	18	24,515	23
Fairfax ²	418,486	\$114,027	89,702	21	123,744	30
Loudoun	112,568	\$121,036	16,904	15	29,101	26
Prince William ²	158,666	\$95,877	18,034	11	34,692	22
REMAINDER OF WASHINGTON DMA						
MARYLAND						
Allegany	28,886	\$45,245	124	0	448	2
Anne Arundel ¹	205,291	\$90,003	13,744	7	20,092	10
Calvert	31,366	\$95,705	4,371	14	8,393	27
Frederick	87,595	\$79,348	6,237	7	11,410	13
Howard ¹	109,556	\$110,114	11,362	10	15,831	14
St. Mary's	39,489	\$83,305	3,361	9	7,718	20
Washington	56,204	\$52,893	894	2	1,984	4
VIRGINIA						
Clarke	5,681	\$84,664	384	7	850	15
Culpeper	16,620	\$61,332	820	5	1,775	11
Fauquier	24,250	\$91,627	2,673	11	4,926	20
Frederick ²	40,377	\$66,167	1,514	4	3,959	10
King George	8,468	\$86,869	168	2	335	4
Page	9,770	\$51,082	151	2	566	6
Rappahannock	3,143	\$72,394	188	6	344	11
Shenandoah	17,242	\$51,161	334	2	1,378	8
Spotsylvania ²	53,728	\$72,240	1,407	3	3,017	6
Stafford	43,705	\$95,131	1,713	4	3,989	9
Warren	14,163	\$59,447	380	3	1,392	10
Westmoreland	7,406	\$51,818	185	2	449	6
WEST VIRGINIA						
Berkeley	40,986	\$51,715	411	1	1,199	3
Grant	4,913	\$45,036	---	---	185	4
Hampshire	9,482	\$31,413	11	0	251	3
Hardy	5,721	\$41,776	---	---	214	4
Jefferson	20,424	\$66,820	853	4	1,821	9
Mineral	11,594	\$39,240	53	0	158	1
Morgan	7,305	\$41,588	54	1	174	2
PENNSYLVANIA						
Fulton	6,000	\$47,485	---	---	---	---
Newspaper Designated Market Print	1,886,602	\$95,598	344,727	18	492,705	26
DMA Print Circulation	2,481,120	\$91,437	371,323	15	541,697	22
Total Print Circulation			417,727		621,032	

¹ Non-DMA county ²Includes independent cities within these counties

Sources: Alliance for Audited Media Audit Report (52 weeks ended September 29, 2013); Nielsen 2014.

Because changes in circulation reporting made by AAM effective with the 2013 audit, county and DMA figures reported in Paragraph 3 of the audit are for Friday. Total newspaper designated market and total print circulation figures are based on a Monday-Friday average. The sum of print circulation reported for counties and cities in paragraph 3 of the audit will not precisely match the figures reported for the newspaper designated market in paragraph 2.

DISTRICT OF COLUMBIA

The District 55,412

MARYLAND

Montgomery 92,765
 Montgomery North 20,955
 Montgomery South 65,573
 Frederick 6,237

Prince George's 40,600

Southern Maryland 15,054
(Includes Calvert, Charles and St. Mary's counties)

Outer Ring Maryland 34,536
(Remainder of Maryland)

Maryland 182,955
(Includes above regions and remainder of state, including counties outside DMA)

VIRGINIA

Alexandria/Arlington 30,535

Fairfax 89,702
(Includes Fairfax City and Falls Church)
 Fairfax North 61,142
 Fairfax South 28,560

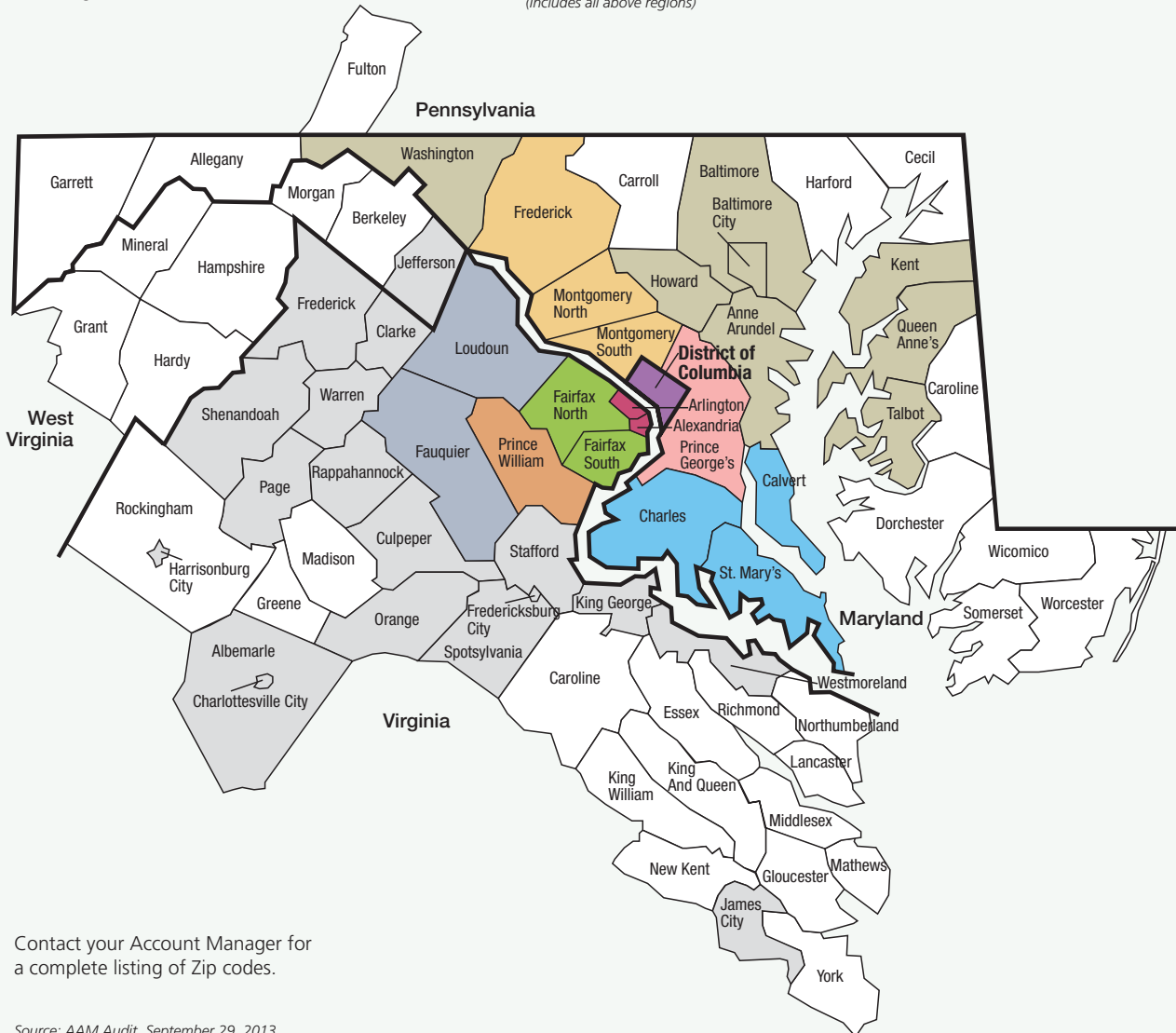
Loudoun 19,577
(Includes Loudoun and Fauquier counties)

Prince William 18,034
(Includes Manassas City, Manassas Park City)

Outer Ring Virginia 17,275
(Remainder of Virginia)

Virginia 175,123
(Includes above regions and remainder of state, including counties outside DMA)

All Local Living 413,490
(Includes all above regions)



Contact your Account Manager for a complete listing of Zip codes.

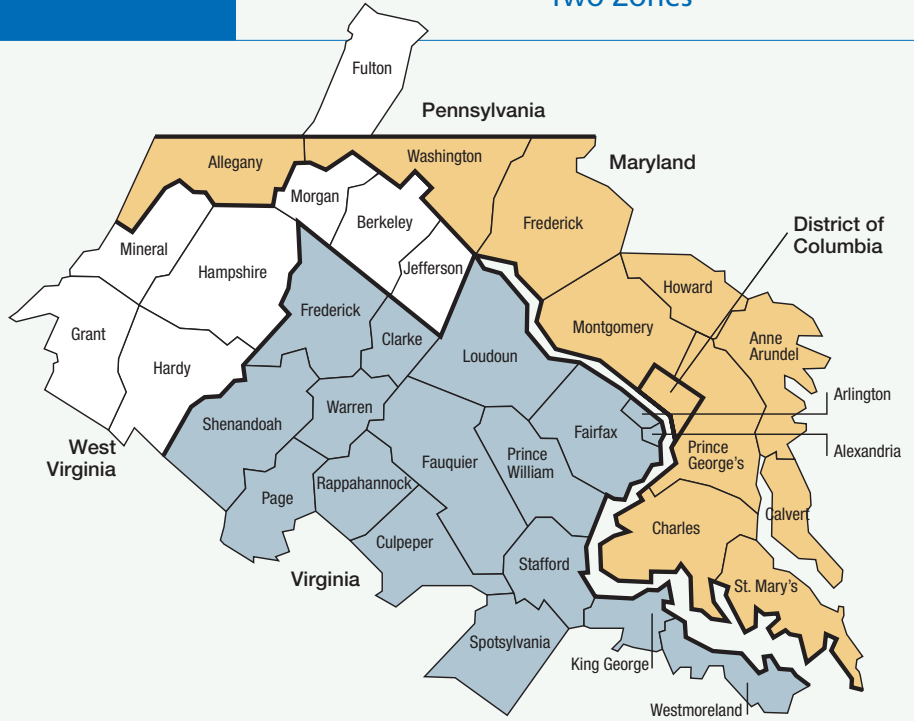
Source: AAM Audit, September 29, 2013

NOTE: Circulation figures for all products are print only and exclude other forms of circulation.

Local Living Home

Thursday
Two Zones

Maryland and D.C.	238,367
District of Columbia	55,412
Montgomery	86,528
Frederick	6,237
Prince George's	40,600
Southern Maryland (Includes Calvert, Charles and St. Mary's counties)	15,054
Outer Ring Maryland (Remainder of Maryland)	34,536
Virginia Zone	175,123
Alexandria/Arlington	30,535
Fairfax	89,702
Loudoun/Fauquier	19,577
Prince William	18,034
Outer Ring Virginia (Remainder of Virginia)	17,275
Full Run	413,490
<i>(Includes all above regions)</i>	

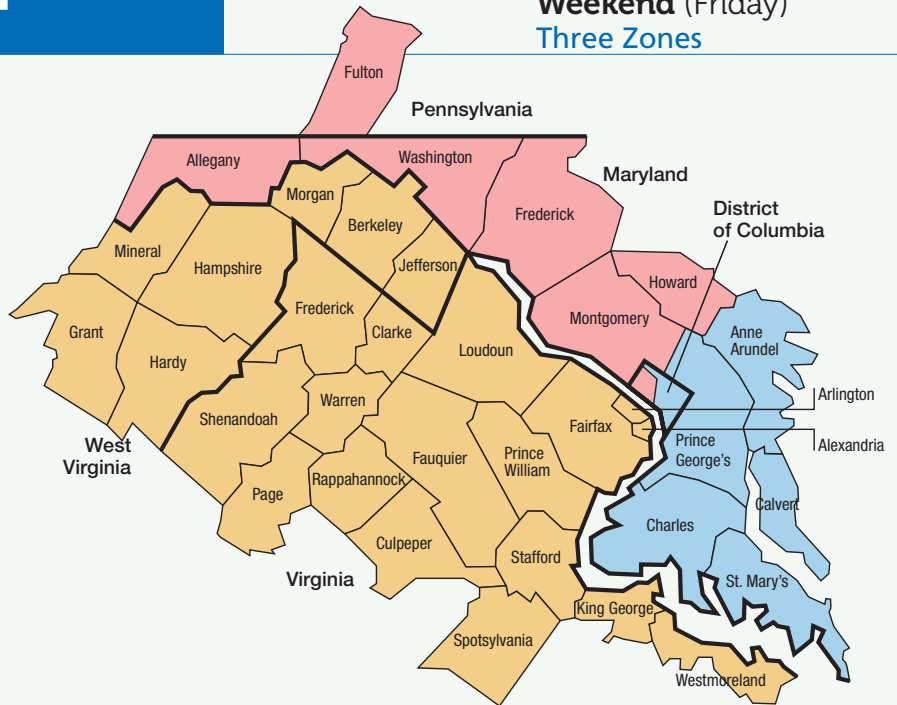


Source: AAM Audit, September 29, 2013

Food, Weekend

Food (Wednesday)
Weekend (Friday)
Three Zones

Maryland/D.C. West Zone	129,974
Northwest D.C. (a)	24,829
Montgomery	86,528
Howard	11,362
Frederick	6,237
Remainder of zone (b)	1,018
Maryland/D.C. East Zone	99,981
D.C. East (c)	30,583
Prince George's	40,600
Anne Arundel	13,744
Charles	7,322
St. Mary's	3,361
Calvert	4,371
Virginia Zone	166,474
Fairfax (d)	89,702
Arlington	19,256
Alexandria	11,279
Prince William (e)	18,034
Loudoun	16,904
Fauquier	2,673
Stafford	1,713
Fredericksburg/Spotsylvania	1,407
Remainder of zone (f)	5,506



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

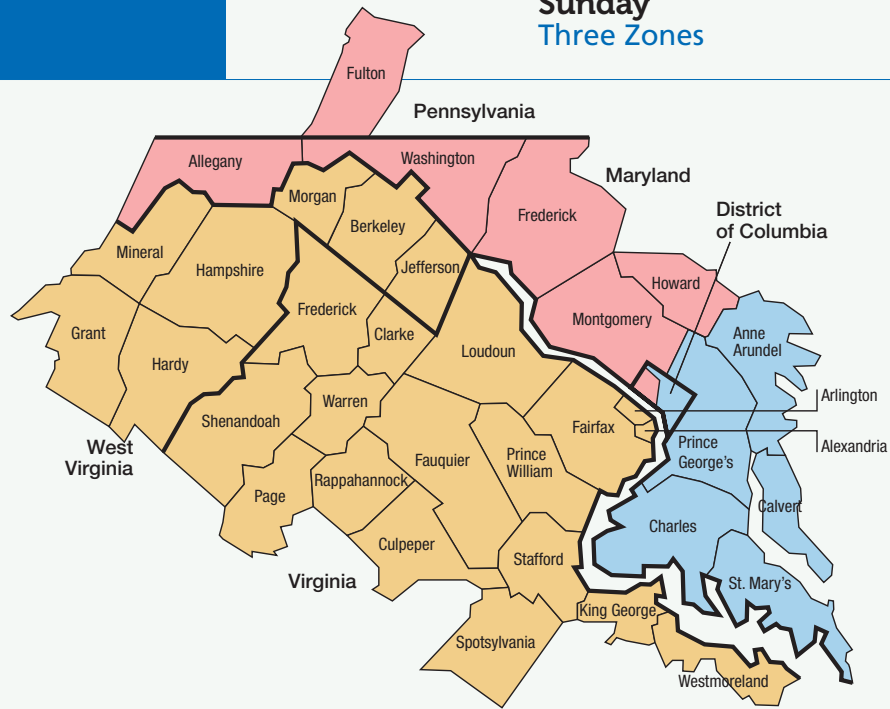
Source: AAM Audit, September 29, 2013

NOTE: Circulation figures for all products are print only and exclude other forms of circulation.

Sunday Arts & Style

Sunday Three Zones

■ Maryland/D.C. West Zone	168,958
Northwest D.C. (a)	26,438
Montgomery	112,846
Howard	15,831
Frederick	11,410
Remainder of zone (b)	2,432
■ Maryland/D.C. East Zone	154,507
D.C. East (c)	35,609
Prince George's	68,505
Anne Arundel	20,092
Charles	14,190
St. Mary's	7,718
Calvert	8,393
■ Virginia Zone	254,156
Fairfax (d)	123,744
Arlington	24,515
Alexandria	15,122
Prince William (e)	34,692
Loudoun	29,101
Fauquier	4,926
Stafford	3,989
Fredericksburg/Spotsylvania	3,017
Remainder of zone (f)	15,050



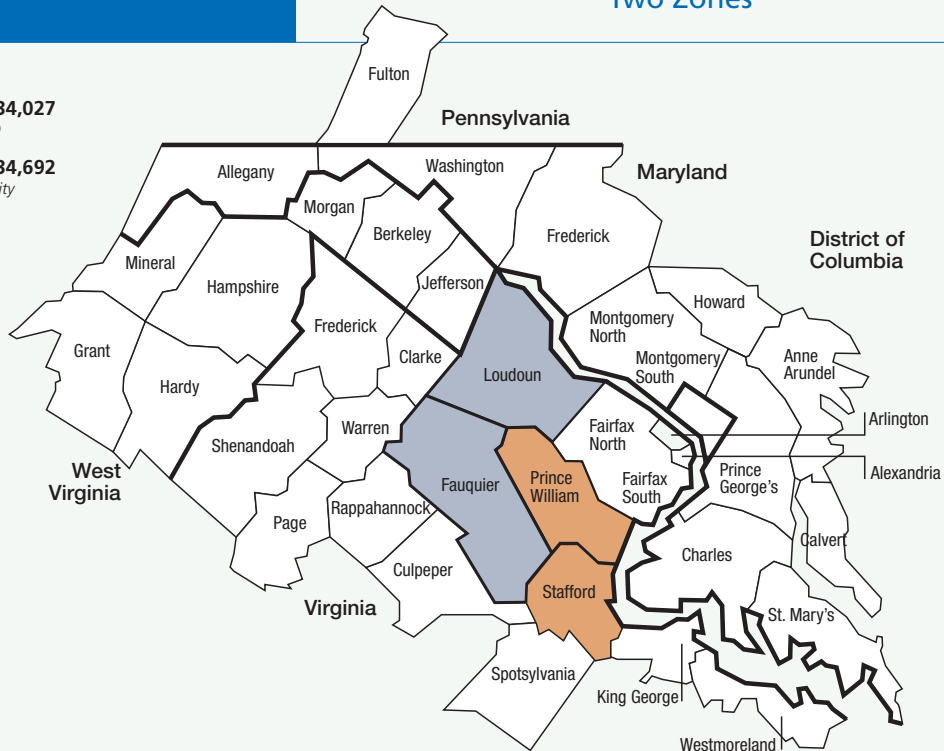
(a) Zip codes 20006, 20007, 20008, 20009, 20010, 20015, 20016, 20036, 20037, 20052 and 20057
 (b) Maryland counties of Allegany and Washington; Pennsylvania county of Fulton
 (c) Total D.C. less D.C. West
 (d) Includes Fairfax County, Fairfax City and Falls Church City
 (e) Includes Prince William county, 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: AAM Audit, September 29, 2013

Sunday Extras

Sunday Two Zones

■ The Loudoun Extra	34,027
<i>(Includes Loudoun and Fauquier counties)</i>	
■ The Prince William Extra	34,692
<i>(Includes Manassas City, Manassas Park City and Stafford County)</i>	



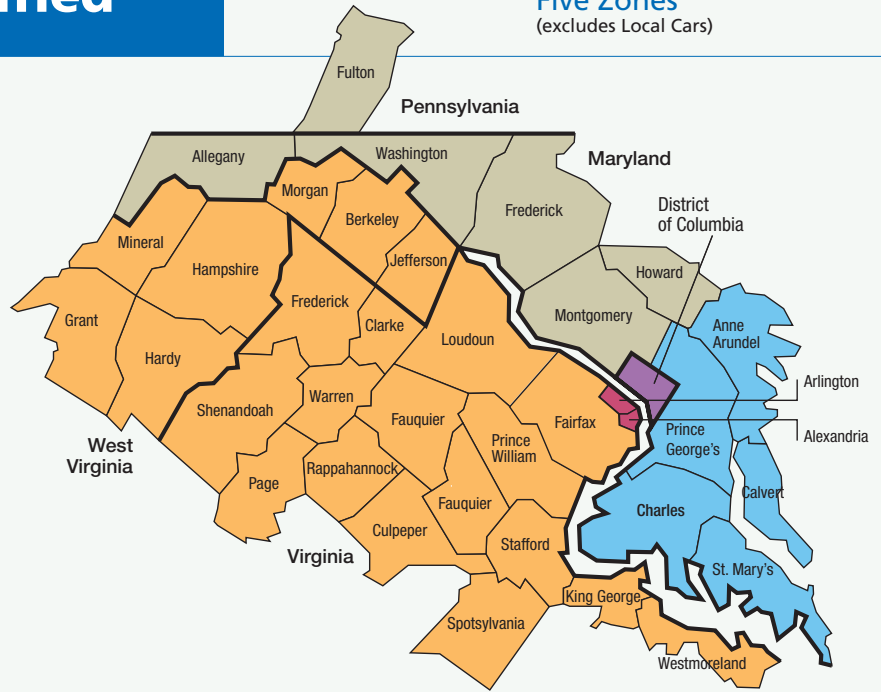
Source: AAM Audit, September 29, 2013

NOTE: Circulation figures for all products are print only and exclude other forms of circulation. Because of changes made to circulation reporting rules by the Audit Bureau of Circulations, figures are not comparable to prior ABC audits.

Thursday Classified

Thursday Five Zones (excludes Local Cars)

■ District of Columbia	55,412
■ Montgomery	105,145
Montgomery	86,528
Howard	11,362
Frederick	6,237
Remainder of zone (a)	1,018
■ Prince George's	69,398
Prince George's	40,600
Anne Arundel	13,744
Charles	7,322
St. Mary's	3,361
Calvert	4,371
■ Arlington/Alexandria	30,535
Arlington	19,256
Alexandria	11,279
■ Fairfax/Loudoun/ Prince William	135,939
Fairfax	89,702
Loudoun	16,904
Prince William	18,034
Remainder of zone (b)	11,299



(a) Includes Maryland counties of Allegany and Washington; Pennsylvania county of Fulton
 (b) Virginia counties of Clarke, Culpeper, Frederick, Fauquier, Page, Rappahannock, Shenandoah, Stafford, Spotsylvania, Warren, and the cities of Winchester and Fredericksburg; West Virginia counties of Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral and Morgan

Source: AAM Audit, September 29, 2013

Sunday Real Estate Classified

Sunday Three Zones

All Zones	577,620
■ District of Columbia Zone	62,047
■ Maryland Zone	261,417
Montgomery	112,846
Howard	15,831
Frederick	11,410
Prince George's	68,505
Anne Arundel	20,092
Charles	14,190
St. Mary's	7,718
Calvert	8,393
Remainder of Zone (a)	2,432
■ Virginia Zone	254,156
Fairfax	123,744
Arlington	24,515
Alexandria	15,122
Prince William	34,692
Loudoun	29,101
Fauquier	4,926
Stafford	3,989
Fredericksburg/Spotsylvania	3,017
Remainder of Zone (b)	15,050



(a) Includes Maryland counties of Allegany and Washington, and Pennsylvania county of Fulton
 (b) Includes Virginia counties of Clarke, Culpeper, King George, Page, Rappahannock, Shenandoah, Warren, Westmoreland and Frederick, and Winchester City; West Virginia counties of Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral and Morgan

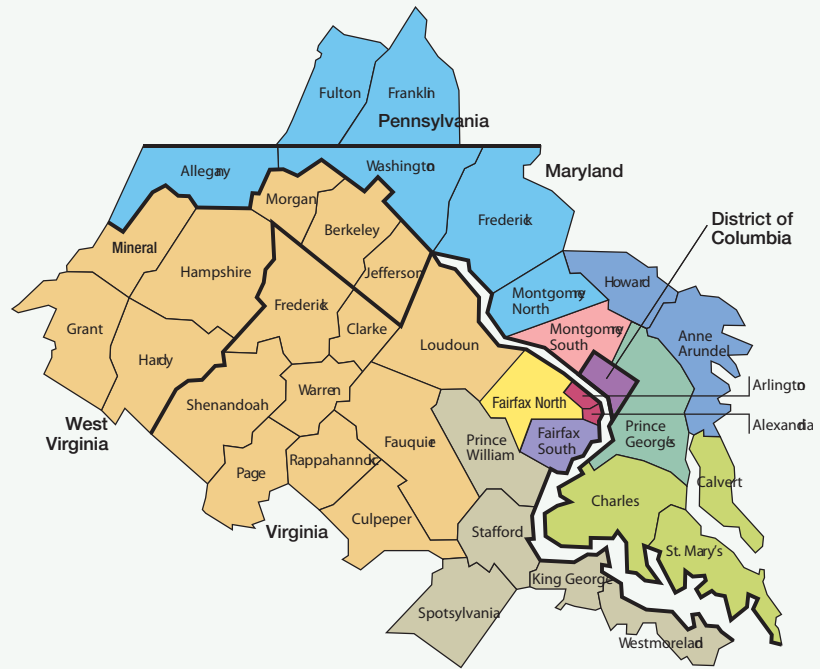
Source: AAM Audit, September 29, 2013

NOTE: Circulation figures for all products are print only and exclude other forms of circulation.

Daily/Sunday Cars

14 Zones

Zones Available	Daily	Sunday
Monday–Thursday Full Run	396,429	n/a
Friday and Sunday Full Run	396,429	577,620
Maryland Zone	174,543	261,417
Howard, Anne Arundel	25,106	35,923
Southern Maryland	15,054	30,301
Frederick, Montgomery North (a)	28,210	45,530
Montgomery South (b)	65,573	81,158
Prince George's	40,600	68,505
Virginia Zone	166,474	254,156
Prince William, Stafford (c)	21,507	42,482
Loudoun, Fauquier (d)	24,730	48,293
Fairfax South (e)	28,560	41,192
Arlington, Alexandria	30,535	39,637
Fairfax North (f)	61,142	82,552
D.C. Zone	55,412	62,057



- (a) Montgomery County, less Zip codes in footnote (b); also includes Maryland counties of Washington and Allegany; Pennsylvania 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 and 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; 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 and 22315
- (f) Fairfax County less Zip codes in footnote (e)

*Figures based on Monday–Friday average; AAM does not provide Saturday figures by jurisdiction. Actual Saturday figures are not available and may vary from these figures.

Source: AAM Audit Report, 52 weeks ending September 29, 2013

NOTE: Circulation figures for all products are print only and exclude other forms of circulation.

Circulation of Other Washington Post Media Publications

El Tiempo Latino

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

Circulation: 50,655

Readership: 118,500

Source: Scarborough 2014, Release 2; ABC Audit, 12 months ending December 31, 2013

Express

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

Circulation: 183,121

Readership: 286,900

Source: Scarborough 2014, Release 2; CAC Audit, 12 months ending September 30, 2012

Fashion Washington (FW)

Delivered monthly on top of The Washington Post to 97,500 of the highest average household income homes in the metro market, with bonus distribution at area salons, boutiques and hotels

Overall distribution: 100,000 copies

Visit washingtonpostads.com to learn more about washingtonpost.com, Washington Post Mobile and other digital products.

The Washington Post Magazine

Delivered weekly on Sundays with The Washington Post

Print Circulation: 621,032

Readership: 988,100 DMA adults

Source: Scarborough 2014, Release 2; ABC Audit, 52 weeks ending September 29, 2013

TV Week

Delivered weekly on Sundays with The Washington Post to opt-in subscribers

Readership: 383,600

Source: Scarborough 2014, Release 2

The Washington Post: Display

Display Deadlines

Date of Publication	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	Release Due To Post	No Proof Copy Due
Monday Professional Opportunities	Fri., 5:00 p.m. Thurs., 5:00 p.m.	Fri., 5:30 p.m. Fri., 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.
Tuesday Health & Science Professional Opportunities	Fri., 5:00 p.m. Thurs., noon Thurs., 5:00 p.m.	Mon., noon Fri., 5:30 p.m. Mon., 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.
Wednesday Food Professional Opportunities	Fri., 5:00 p.m. Fri., noon Fri., 5:00 p.m.	Tues., noon Mon., noon Mon., 5:00 p.m.	Fri., 5:30 p.m. Thurs., 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.
Thursday Local Living	Mon., 5:00 p.m. Fri., 5:00 p.m.	Wed., noon Tues., 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.
Friday Weekend	Tues., 5:00 p.m. Tues., 5:00 p.m.	Thurs., noon Wed., 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.
Saturday Real Estate	Wed., 5:00 p.m. Tues., 5:00 p.m.	Fri., noon Thurs., 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.
Sunday Business Outlook Arts & Style Travel Extras	Thurs., 5:00 p.m. Wed., 5:00 p.m. Fri., 5:00 p.m. ¹ Tues., 5:00 p.m. Wed., noon Thurs., noon	Fri., 5:30 p.m. Thurs., 5:30 p.m. Fri., 5:30 p.m. Thurs., noon Thurs., noon Thurs., 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., noon

¹ Nine days before publication

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

Color reservations are due five business days before the space reservation listed 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 price of the cancelled ad (had it run).

NOTE: All deadlines are Eastern Standard Time (EST).

The Washington Post: Classified

Classified Display Deadlines

Day of Publication	Reservations/ Changes Space Reservations, Size Changes, Cancellations	Electronic/ Camera-Ready Ads One-Shot Materials Due	Ads For Production			
			Copy Due For Proof	Proof Due To Advertiser	Release Due To Post	No Proof Copy Due
Monday	Fri., 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., 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., noon	Tues., 5:30 p.m.	Fri., 5:30 p.m.	Mon., 9:00 a.m.	Tues., 5:30 p.m.	Tues., 5:30 p.m.
Friday	Wed., 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., 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., noon	Fri., 5:30 p.m.	Wed., 5:30 p.m.	Thurs., noon	Fri., 5:30 p.m.	Fri., 5:30 p.m.
Sunday Jobs	Thurs., noon	Thurs., 6:30 p.m.	Wed., 5:30 p.m.	Fri., 9:00 a.m.	Fri., noon	Fri., noon

Color reservations are due 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).
NOTE: All deadlines are Eastern Standard Time.

Classified Lightface Deadlines

Day of Publication	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 Saturday R.E. (Photo Ad) Saturday R.E. (Text Only)	Thurs., 6:30 p.m. Thurs., 5:00 p.m. Tues., noon Thurs., 5:00 p.m.	Thurs., 3:00 p.m. Thurs., 3:00 p.m. Tues., noon Thurs., 3:00 p.m.
Sunday Classified Sunday Jobs Sunday R.E. (Photo Ad) Sunday R.E. (Text Only)	Fri., 6:30 p.m. Fri., 5:00 p.m. Wed., noon Fri., 4:00 p.m.	Fri., 3:00 p.m. Fri., 3:00 p.m. Wed., noon Fri., 3:00 p.m.

For proofs of lightface ads, add two days to above deadline.
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).
NOTE: All deadlines are Eastern Standard Time.

TV Week

Day of Publication	Space Reservations, Kill Orders and Proof Copy Due	Digital Files (No Proofs)	Materials Due
Sundays	Thurs., noon 17 days prior	Thurs., noon 17 days prior	17 days prior

NOTE: Reservations for spotlight and specialty pop ups close 20 days prior.

The Washington Post Magazine

Day of Publication	Space Reservations and 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 (Full-Page Materials)
Sundays	Friday, 9:00 a.m. 30 days prior	Friday, 9:00 a.m. 30 days prior	Tuesday, noon, 26 days prior	Wednesday, noon, 25 days prior	Friday, noon, 23 days prior	Wednesday, noon 18 days prior

*Post proof to advertiser submitted only if materials are received on ad composition deadline.
 All special advertising sections close 16 days 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).

El Tiempo Latino

Day of Publication	Space Reservation	Cancellation	Copy Due for Translation	Materials Due
Fridays	Fri. prior, 5:00 p.m.	Mon. prior, 10:00 a.m.	Mon. prior, 5:00 p.m.	Tues., 5:00 p.m.

Express

Day of Publication	Space Reservation	Copy Due for Proof	No Proof Copy Due (and Proof Release)	DAT Material Deadline
Monday	Fri., 5:00 p.m.	Wed., 3:00 p.m.	Thurs., 3:00 p.m.	Fri., noon
Tuesday	Fri., 5:00 p.m.	Thurs., 3:00 p.m.	Fri., 3:00 p.m.	Mon., noon
Wednesday	Mon., 5:00 p.m.	Fri., 3:00 p.m.	Mon., 3:00 p.m.	Tues., noon
Thursday	Mon., 5:00 p.m.	Mon., 3:00 p.m.	Tues., 3:00 p.m.	Wed., noon
Friday	Tues., 5:00 p.m.	Tues., 3:00 p.m.	Wed., 3:00 p.m.	Thurs., noon

Ready to Rent deadline: Publishes Fridays; space reservations, materials and ad changes are due at 5 p.m. on Tuesday prior to publication.

NOTE: Express does not publish on selected holidays. Holidays may cause early deadlines; check with your Account Manager.

Preprints: In-Paper

Day to Insert	Space Reservation	Inserts Due at Springfield Plant
Tuesday (Health & Science – <i>premium charge applies</i>)	28 days prior	Tues. prior, 5:00 p.m.
Wednesday (Food)	14 days prior	Fri. prior, 11:00 a.m.
Thursday (Local Living)	14 days prior	Fri. prior, 11:00 a.m.
Friday (Weekend)	14 days prior	Mon. prior, 5:00 p.m.
Sunday (preprint package)	14 days prior	Thurs., 10 days prior, 5:00 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.

Preprints: Shared Mail

In-Home Day	Space Reservation	Inserts Due at Vertis/Sun Park Baltimore, MD (see page 26)
Thursday/Friday	14 days prior	Thurs., 1 week prior, 11:00 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.

Savings Now!

In-Home Day	Space Reservation	Inserts Due at Springfield Plant	Ads for Savings Now! Wrap Space and Materials Deadline
Sunday (preprint package)	16 days prior	Thurs., 10 days prior, 5:00 p.m.	Tues., 12 days prior, 5:00 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 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.

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

Free FTP transmission access available.

Please visit washingtonpostads.com/contact-us to request this service.

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

All files must be saved in CMYK color space.

This includes any Pantone or custom spot colors used in the file or embedded graphics.

Newsprint Proofs

Any materials requiring newsprint proofs are due three 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.

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" (page 19).

Electronic Ad Production Guidelines

- Only PDF files accepted exclusively. No application files accepted.
- 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.
- All color ads must be in CMYK mode. RGB, LAB, spot or Indexed modes are not acceptable.
- Black and white ads must be in grayscale mode. RGB, LAB, spot or Indexed modes are not acceptable.
- Make sure all knockouts and overprints are properly set.
- 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 that 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.

Portable Document Format (PDF)

- Include job name, order number, run date and version. Name the PDF the same as the work order number (example: 1234567890.pdf).
- Job preferences for creating PDF files using Distiller can be downloaded from 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. For additional information, contact the Newspaper Association of America at 703-902-1600 or 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 enlarged 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.

Digital Photography

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

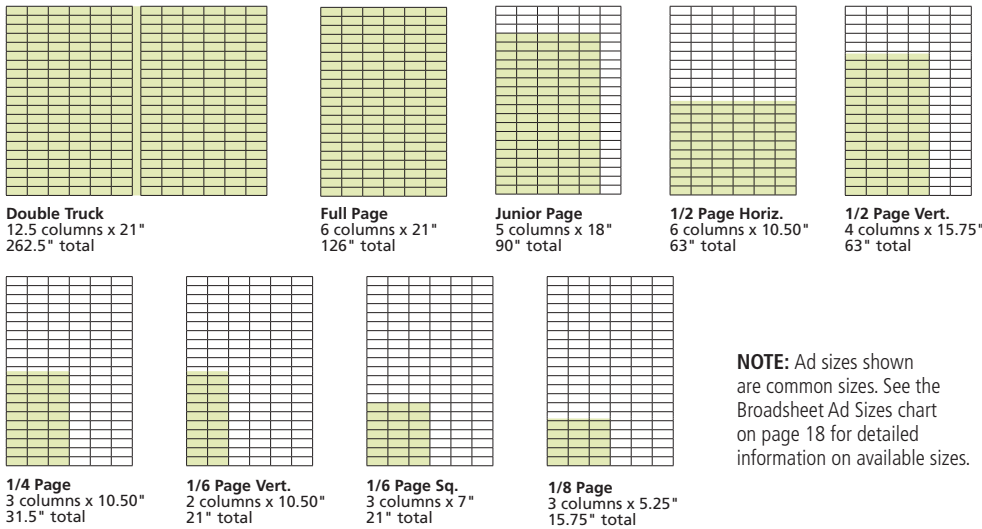
Tonal Range	Cyan	Magenta	Yellow
Highlight	5%	2%	2%
Quartertone	20%	14%	14%
Midtones	38%	30%	30%
Shadow	60%	50%	50%

SNAP Recommended Scan Resolution

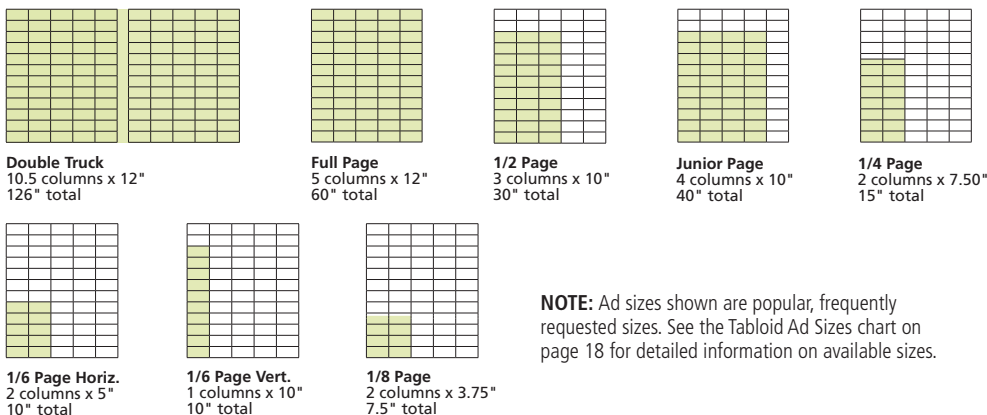
Line Art: An output size of 100% is assumed.

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 and 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.

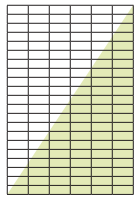
Broadsheet Ad Sizes



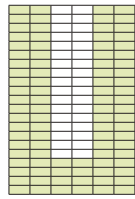
Tabloid Ad Sizes



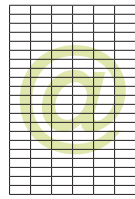
The Washington Post Creative Ad Sizes



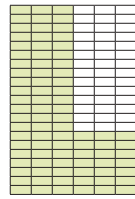
Triangular Ad



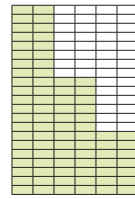
U-Shaped Ad



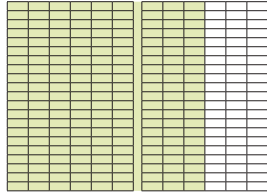
Shadow Ad



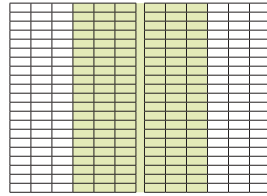
L-Shaped Ad



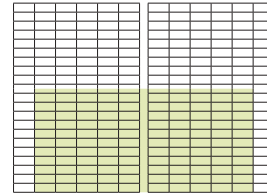
Stair-Step Ad



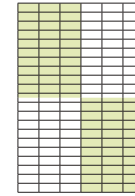
Gatefold



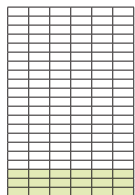
Spadea



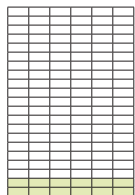
Fireplace Ad



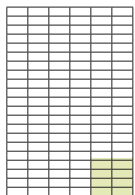
Butterfly Ad



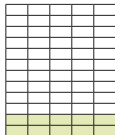
Section Front Broadsheet
6 columns x 3"
18" total



Main News Front Broadsheet
6 columns x 2"
12" total



Jewel Box Main News Front Broadsheet
2 columns x 4.25"
8.5" total



Section Front Tabloid
5 columns x 2"
10" total

NOTE: 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 and Sunday
Arts & Style	Sunday
Travel	Sunday
Business/Cars	Sunday
Homes & Condos	Sunday
Jobs	Sunday
Comics	Sunday
Real Estate	Saturday
Food	Wednesday
Classified	Monday–Friday
Metro	Daily and Sunday
Style	Daily
Sports	Daily and Sunday
Outlook	Sunday
Health & Science	Tuesday

Spadea

Total pages: 2

Specifications:

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

Advertising Availability

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

Stickers

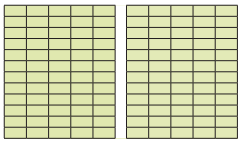
- 1–4 colors
- 3" x 2-3/8" broadsheet
- 2-3/8" x 3" tabloid
- Custom sizes and products such as fold out stickers and magnets are available; contact your Account Manager for details. P&D or application are only available; creative restrictions apply (some zoning available).

Advertising Availability

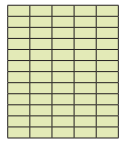
Main News	Daily and Sunday
Food	Wednesday
Local Living	Thursday
Classified or Auto	Friday
Real Estate	Saturday
Arts & Style	Sunday
Business	Sunday

The Washington Post Saturday Real Estate

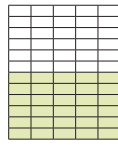
Display Ad Sizes



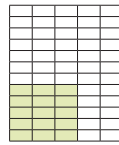
Two Facing Full Pages
10 columns x 12"
120" total



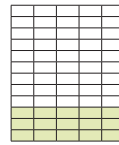
Full Page
5 columns x 12"
60" total



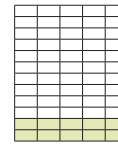
1/2 Page
5 columns x 6"
30" total



1/4 Page Vertical
3 columns x 5"
15" total



1/4 Page Strip
5 columns x 3"
15" total



Front Page Strip
5 columns x 2"
10" total

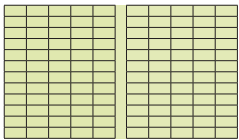
Classified Ad Sizes

Page Size: 10" x 12"

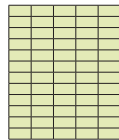
6 columns = 1,008 lines

	Ad Makeup Width	Minimum Depth for Multi-Column Ads
Columns	Inches	Agate Lines
1 column	1.58"	N/A
2 columns	3.264"	28
3 columns	4.948"	42
4 columns	6.632"	56
5 columns	8.316"	100
6 columns	10"	125

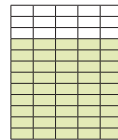
Local Living Modular Ad Sizes



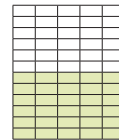
Double Truck
10.5 columns x 12"
126" total



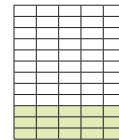
Full Page
5 columns x 12"
60" total



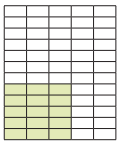
3/4 Page
5 columns x 9"
45" total



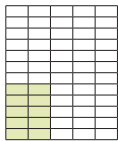
1/2 Page
5 columns x 6"
30" total



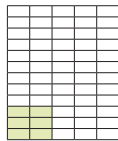
1/4 Page Horiz.
5 columns x 3"
15" total



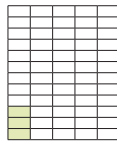
1/4 Page Vert.
3 columns x 5"
15" total



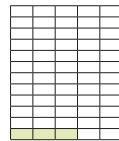
1/6 Page Horiz.
2 columns x 5"
10" total



1/10 Page
2 columns x 3"
6" total



Small Space Vert.
1 columns x 3"
3" total



Small Space Horiz.
3 columns x 1"
3" total

The Washington Post 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.

Columns	Ad Makeup Width	Minimum Depth for Multi-Column Ads
	Inches	Agate Lines
1 column	1.11"	N/A
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 washingtonpostads.com.

Jobs advertisers should place their ads online at 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); 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.

El Tiempo Latino

Ad Sizes

Broadsheet Column Sizes

Columns	Width
1 column	1.71"
2 columns	3.52"
3 columns	5.33"
4 columns	7.14"
5 columns	8.95"
5 columns	10.75"

Specifications

47" web-broadsheet
6 columns x 21"
110-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. Please contact your Account Manager or call 202-334-9158.

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:

Thu., noon, one week prior to issue date

Space Reservation Deadline:

Two weeks prior to 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		
Size	Width	Depth
Double Truck	19.5"	10.5"
Full Page	9.5"	10.5"

Column Inch Ad Units		
Columns	Width	Acceptable Sizes
Double Truck	19.5"	4" or 6" or 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 columns	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	Width	Depth
1/4 Page Horizontal	5 columns	2.625"
1/2 Page Horizontal	5 columns	5.25"
Full Page	5 columns	10.5"

The Washington Post Magazine

Magazine Ad Sizes

Ad Sizes	Live Area	Bleed Size	Trim Size
Spread with Bleed	15.25" x 10"	16.75" x 11.125"	16.5" x 10.875"
Full Page with Bleed	7" x 10"	8.5" x 11.125"	8.25" x 10.875"
Full Page without Bleed	7" x 10"	N/A	N/A
2/3 Page Vertical with Bleed	4.625" x 10"	5.5" x 11.125" (0.125" on all sides)	5.25" x 10.875"
2/3 Page Vertical	4.625" x 10"	N/A	N/A
1/2 Page Horizontal with Bleed	7" x 4.875"	8.5" x 5.4375" (no bleed at top of ad)	8.25" x 5.3125"
1/2 Page Horizontal without Bleed	7" x 4.875"	N/A	N/A
1/3 Page Vertical	2.25" x 10"	N/A	N/A
1/3 Page Horizontal	4.625" x 4.875"	N/A	N/A
1/6 Page Vertical	2.25" x 4.875"	N/A	N/A
1/6 Page Horizontal	4.625" x 2.375"	N/A	N/A
1/12 Page	2.25" x 2.375"	N/A	N/A
1/24 Page	2.25" x 1"	N/A	N/A

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).

Cover Wrap

	Width	Depth	Notes
Flat Product Size	12.5"	6.25"	Includes 1/4" bleed on foot
Flat Trim Size	12.5"	6"	
Flat Live Area	12.25"	5.75"	Important content should be placed at least 1/8" away from trim.
Final Folded Product Size (low folio)	7.5"	6"	
Final Folded Product Size (high folio)	5"	6"	

Cover wrap creative should include one simple, clean image on the front flap with company logo and tagline, if needed. Minimal type on the front flap is required. Please include more detailed information about the product or service on the inside portion of the wrap (such as offer and sale details, additional photos, etc).

NOTE: Content is subject to approval by Magazine Production Manager and Editorial department.

Publishes Sunday with The Washington Post.

General Requirements

- All materials must adhere to the Specifications for Web Offset Publications (SWOP) and recommended standards as stated in Standard Rate and Data.
- **Digital files required.**
- 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, reverse type smaller than 8 points and starburst graphics.

Printing Specifications

- Printed web offset and saddle stitched.
- Three columns per page.
- 133 line-screen for halftones and four-color.
- 55/60 lb. coated cover stock and 35 lb. supercalendared text stock.

Four-Color Advertising

Full-Page and Fractional Ads: Digital files required.

Scanning: No less than 300 dpi.

Maximum Tonal Density: 300%.

Proofs: All files must be accompanied by a digital color proof made from the file being sent. The digital color proof must be representative of the ad on the disk. Color proofs must comply with SWOP procedures (available on-line at www.SWOP.org).

- 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.

Color: Grayscale only.

Scanning: No less than 266 dpi.

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

Proofs: All files must be accompanied by a digital proof of the actual file being sent.

Black and One-color Advertising

Follow instructions for four-color ads.

Maximum Tonal Density: 170% with second color not to exceed 85%.

Standard Process Color: Must use CMYK mode.

Proofs: All files must be accompanied by a digital color proof made from the file being sent. The color proof must be representative of the ad file.

Digital File Specifications

File Format: We accept PDF file format only. Files should be PDF-x1a compliant.

Images: Minimum 300 dpi required for full-color artwork or grayscale.

Color: Illustrations must be process-separated in their native application. Pantone® colors within application color palette must be created as process blends. All files must be CMYK.

Transparency Settings: Files cannot contain transparency settings and must be flattened before submission.

Overprint: Due to the subjective nature of overprint use in advertisement design, The Washington Post Magazine cannot be held accountable for files that contain elements set to overprint.

Fonts: The Washington Post Magazine and its printer support the Adobe® type library. Use only Postscript fonts. TrueType and Multiple Master fonts are unacceptable. If TrueType fonts are supplied with an ad, The Magazine will substitute Adobe postscript fonts. All fonts must be embedded in PDF files.

Additional Specifications: All advertisements must be provided in accordance with the SWOP recommended offset proofing specifications, using the SWOP recommended inking density and color rotations. Since accurate proofing is essential to quality publication reproduction, proofs not adhering to the SWOP recommended specifications will result in printing deviations.

Approval & Quality Standards: All advertisements are approved by the Magazine Production Manager. The Magazine reserves the right to reject materials that do not meet the quality standards. Restricted design elements include starbursts of any kind, cutout coupons, and heavy use of gradients.

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 202-334-9894, 5016, 7288 or 7602.

Material Submission

For complete electronic/digital transmission information, visit: washingtonpostads.com, or call the Advertising Systems Unit at 202-334-5559 or 202-334-4496.

The Washington Post Magazine Magazine Administration/Production Dept.
1150 15th St. N.W., 2nd Floor Lennox Building
Washington, D.C. 20071-2400

Fashion Washington (FW)

Ad Sizes

Standard Sizes	Live Area	Bleed Size	Trim Size
Full Page	10" x 13.5"	11" x 14.5"	10.5" x 14"
1/2 Page Horizontal	10" x 6.625"	11" x 7.25"	10.5" x 6.75"
1/4 Page	4.875" x 6.625"	N/A	N/A
1/8 Page	4.875" x 3.195"	N/A	N/A

Ad Specifications

Art submission guidelines:

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

Fine rules and small type: Rules that are 4 points or 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.

Final approval: 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 10.5"

Full page live area: 6.875" x 9.5"

	Width	Depth
Full Page	6.875"	9.5"
1/2 Page Horizontal	6.875"	4.75"
1/2 Page Vertical	4.5"	7"
1/3 Page Horizontal	4.5"	4.75"
1/3 Page Vertical	2.125"	9.5"
1/6 Page Horizontal	4.5"	2"
1/6 Page Vertical	2.125"	4.75"
Front Strip	6.875"	2.5"

SPECIAL NOTE: For specifications on specialty products, please contact your Account Manager or call 202-334-7288.

Digital File Specifications

Platform/File Formats: Macintosh is the preferred platform. 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 10.5"

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, NW
Washington, DC 20071-2400**

Phone: 202-334-7288

Electronic Ad Delivery

For complete electronic/digital transmission information, visit washingtonpostads.com or call the Advertising Systems Unit at 202-334-5559 or 202-334-4496.

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 12.5"

Standard: Over 11" x 12.5"

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 all inserts.

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) to:

The Washington Post Springfield Plant

7171 Wimsatt Road

Springfield, VA 22151-4081

Receiving hours:

Monday–Thursday: 6:00 a.m. – 4:00 p.m.

Friday: 6:00 a.m. – noon (October 1 through December 31: 6:00 a.m. – 6:00 p.m.)

Saturday, Sunday: Closed

Delivery deadlines for newspaper inserts are as follows:

Sunday publication: Thursday, 5:00 p.m., ten days before insert date

Wednesday publication: Friday, 11:00 a.m., five days before insert date

Thursday publication: Friday, 11:00 a.m., six days before insert date

Friday publication: Monday, 5:00 p.m., four days before insert date

Early Deliveries: Preprints (in-paper) are accepted no more than 13 days in advance for Sunday distribution and seven days in advance for daily distribution.

Preprints: Shared Mail

Shared mail preprints are available exclusively for advertising in The Washington Post. Express advertisers should contact their Account Managers.

Delivery Days: Thursday, Friday and Saturday 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 Preprints (Total Market Coverage) to:

Vertis/Sun Park

300 E. Cromwell Street

Baltimore, MD 21230

Phone: 410-385-7006

Receiving hours: 6:00 a.m. – 6:00 p.m., seven days per week

Early Deliveries: Preprints (Total Market Coverage) materials are accepted no more than 15 days in advance of the in-home date.

Savings Now!

Delivery Day: Sunday (via agent home delivery)

Space Reservations:

Jacket: Tuesday by 5:00 p.m., 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 columns x 21" (12" x 21")

1/2 Page Full Color (Horizontal): 6 columns x 10.5" (12" x 10.5")

Front Page Strip: 6 columns x 3" (12" x 3")

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 eight pages minimum. Inserts of less than eight pages must be quarter-folded for insertion. Standard tabloid-page inserts printed on 30-lb stock must be minimum eight pages.

Pop-ups and Pop-outs: 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

The Washington Post Springfield Plant

7171 Wimsatt Road

Springfield, VA 22151-4081

Receiving hours:

Monday, Tuesday, and Thursday: 6:00 a.m. – 6:00 p.m.

Wednesday: 6:00 a.m. – 8:00 p.m.

Friday: 6:00 a.m. – noon (October 1 through December 31, 6:00 a.m. – 6:00 p.m.)

Saturday, Sunday: Closed

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

washingtonpost.com

Advertising solutions with washingtonpost.com fall under 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 washingtonpost.com/mediakit for more information.

Ad Type	Size (pixels)	Expanding Size (pixels)	File Size	Animation	Third Party	Notes	Submission Deadline
Big Box IMU (Medium rectangle)	300 x 250; 336 x 280	610 x 250; 606 x 280	40k	Yes	Yes	Must be able to expand to the right and the left	3 days; 5 days for expanding
1/2 Page Ad IMU	300 x 600; 336 x 600; 336 x 850	N/A	50k	Yes	Yes	Must expand left	3 days; 5 days for expanding
Leaderboard IMU	728 x 90	728 x 360	40k	Yes	Yes	Must be able to expand up and down	3 days; 5 days for expanding
Super Leaderboard	900 x 90	N/A	40k	Yes	Yes		3 days
Skyscraper IMU	120 x 600; 120 x 180; 160 x 600	360 x 600; 360 x 800; 360 x 600	40k	Yes	Yes		3 days

Please visit washingtonpost.com/mediakit for the most current information.

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 three additional polite downloads of up to 50k each may be initiated after a user moves cursor over or clicks on the ad.
- The Flash frame rate must be less than 18 frames per second; frame rate of 12 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.
- 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 a banner.

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

Please visit advertising.washingtonpost.com for the most current information.

Terms and 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. 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; 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 which 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; however, if an advertiser ships a quantity greater than the ordered quantity, such advertiser may be required by The Washington Post to pay for any overage up to the applicable quantity set forth in The Washington 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 will 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 Washington 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 and Conditions at washingtonpostads.com.