

## Washington Post Media Publications

Washington Post Media covers 79% of the Washington metro market in an average week, with a net\* 7-day reach of over 3 million readers.



**The Washington Post** has the highest weekly reach of any medium in Washington: 43% of Washington metro market adults read The Post daily; 57% read it on Sunday. What's more, when you feature your message in The Washington Post, your ad will appear in one of the world's most respected newspapers. The Post has been awarded journalism's highest honors for its local, national and international news coverage.

### TOTAL CIRCULATION

**Daily: 666,434 Sunday: 912,433**

Source: ABC Audit, 2007

### AVERAGE ISSUE READERSHIP, WASHINGTON DMA

**Daily: 1,599,900 Sunday: 2,171,200**

DMA — Designated Market Area



### AVERAGE ISSUE READERSHIP, WASHINGTON METRO MARKET

**Daily: 1,490,900 Sunday: 1,952,200**

Source: Scarborough 2008, Release 1

**Express** is a free, colorful newspaper read by nearly 290,000 adults in the Washington area. Published in a convenient tabloid format to provide a fast read of the day's news, Express distributes more than 180,000 copies from courtesy racks and by hawkers at key urban locations and Metro stations to active and upwardly mobile Washingtonians every business day.

Sources: Scarborough 2008, Release 1; CAC Audit, 12 months ending Sep. 30, 2007



**washingtonpost.com** reaches more of its local online adult population than any other local newspaper Web site in the top 10 DMAs — nearly 1.4 million adults in the Washington DMA each month. Local, national and international readers rely on washingtonpost.com for award-winning, up-to-the minute news with unmatched insight. In addition, washingtonpost.com provides live online discussions, archived content from The Washington Post, and original video content.

Source: Scarborough 2008, Release 1



**El Tiempo Latino** is published on Fridays and is distributed free from boxes in key locations throughout Washington's Hispanic neighborhoods, and at Metro stations. Experience, credibility and community involvement make El Tiempo Latino Washington's premier Spanish-language newspaper. El Tiempo Latino reports on local, national and world news, and reaches nearly 100,000 readers each week. It has been honored numerous times, including as the Best Hispanic Weekly in the United States by the National Association of Hispanic Publications.

**washingtonpostads.com** is your online connection to the Washington Post Media portfolio of products. Here you'll find the latest information, including advertising rates, deadlines, sales contacts, new advertising opportunities and details about sending ad materials electronically.



**Washington Post Media**

The Washington Post | washingtonpost.com | Express  
El Tiempo Latino | washingtonpostmobile

Powerful Reach. Powerful Results.

\*Net includes The Washington Post, washingtonpost.com, Express and El Tiempo Latino. Source: Scarborough 2008, Release 1

## Contacts

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Advertising General Hotline	Tel: 202-334-7642
Toll-Free	Tel: 1-800-627-1150 ext. 47642
Washington, D.C.	Tel: 202-334-5299 Fax: 202-334-7185
New York	Tel: 212-445-5050 Fax: 212-445-5053
San Francisco	Tel: 415-409-4800 Fax: 415-409-4804
Los Angeles	Tel: 310-806-9270 Fax: 310-806-9271
International	Tel: 202-334-6232 Fax: 202-334-5038
Advertising Web Site	<a href="http://www.washingtonpostads.com">www.washingtonpostads.com</a>

## General Ad Rate Specifications

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Agency commission of 15% is allowed on space, color premiums and position charges to recognized advertising agencies only. No cash discount. Payment of account is not dependent on receipt of tearsheet.

### Please refer to separate rate schedules for:

- Automotive Industry
- Education
- El Tiempo Latino
- Express
- Financial
- Jobs
- Local Automotive Dealer
- Local Real Estate
- Movie Distributor
- National Weekly Edition
- Residential Rentals  
(Property Management)
- Retail
- Special Industry  
(Including Travel/Resort and Co-op)
- The Washington Post Magazine
- [washingtonpost.com](http://washingtonpost.com)

## Full-Run Advertising Rates

All positions are at the publisher's option. 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.

### Dollar Volume Discount Rates (Per Column Inch)

The following rates are based on gross contract year spending (before any commissions) across Washington Post Media products and all premiums (position and color included). An annual agreement must be signed in advance.

	Daily	Sunday
<b>Open</b>	\$856	\$1,198
<b>\$175,000</b>	\$642	\$905
<b>\$300,000</b>	\$629	\$886
<b>\$600,000</b>	\$617	\$867
<b>\$900,000</b>	\$607	\$855
<b>\$1,250,000</b>	\$589	\$835
<b>\$1,500,000</b>	\$581	\$818
<b>\$1,800,000</b>	\$575	\$811
<b>\$2,100,000</b>	\$570	\$806
<b>\$2,400,000</b>	\$565	\$802
<b>\$2,700,000</b>	\$563	\$793
<b>\$3,000,000</b>	\$557	\$785

\* Open rate agreements not accepted.

Full-run advertising running on Thanksgiving Day is subject to a 15% surcharge on both space and premiums.

### Combination Discount

The combination rate above applies to two insertions of the same ad (on the same order) published within 31 days. One of the two insertions must appear on a Sunday; the other must appear on a Saturday or a weekday. Both ads count toward fulfillment of annual agreements.

**Per column inch, per insertion** \$622

### In the Loop Page/Congressional Page/Outlook

Regular open or annual agreement rates apply for these preferred positions, plus the appropriate premium position charges shown on page 4. Premium position charge frequency discounts are available.

### Frequency Rates

The following rates apply to signed annual agreements. Revenue under these agreements counts toward fulfillment of Dollar Volume Discount agreements.

### Full Page Frequency Rates (Per Column Inch)

Broadsheet*	Daily	Sunday
<b>12 pages</b>	\$575	\$813
<b>24 pages</b>	\$549	\$779
<b>36 pages</b>	\$531	\$754

\* A full broadsheet page in The Washington Post is 6 columns x 21 inches.

### Annual Frequency Rates (Per Column Inch)

The following rates apply to signed annual agreements.

	Daily	Sunday
<b>3 to 12 insertions</b>	\$658	\$920
<b>13 or more insertions</b>	\$626	\$876

### Monthly Frequency Schedule

The required insertions must run each week for a minimum of 4 consecutive weeks. There is a 2 column-inch minimum and up to a 65 column-inch maximum. All insertions must be the same size. Different copy is allowed but must be for the same product.

	Daily	Sunday
<b>2 insertions per week</b>	\$521	\$650
<b>3 insertions per week</b>	\$487	\$617
<b>4 insertions per week</b>	\$459	\$596

### Full-Run Color Rates

	Daily	Sunday
<b>Broadsheet*</b>	\$10,211	\$12,615
<b>Tabloid**</b>	\$5,110	\$6,308

- Smaller sizes are available at the publisher's option.
- Rates shown are for standard color inks listed in the NAA ROP8.
- Rates shown are for color only. Additional space charges apply.

\* Minimum 42 column inches.

\*\* Minimum 36 column inches.

## Full-Run Advertising Rates

### Premium Position Charges (Per Column Inch)

Section	Daily	Sunday
<b>A Section</b>		
Pages A2, A3, or A5	\$206.00	\$214.00
Pages A4 or A6 to A11	\$158.00	\$165.00
Pages A12 through A19	\$102.00	\$109.00
Back Page (Flat Rate) <sup>1</sup>	\$28,386.00	\$30,839.00
Congressional Page	\$167.00	N/A
The Fed Page	\$167.00	N/A
<b>Financial Pages Strip Ad</b>	\$104.00	\$111.00
NYSE <sup>2</sup>	\$104.00	\$111.00
NASDAQ <sup>3</sup>	\$104.00	\$111.00
<b>Health</b>		
Pages 2 to 11 and Back Page	\$140.00	N/A
Other Specified Pages	\$104.00	N/A
<b>Home</b>		
Page 2 or 3	\$71.00	N/A
Page 4 or 5	\$60.00	N/A
Back Page	\$77.00	N/A
<b>Metro</b>		
Inside Back Page	\$102.00	\$109.00
Opposite Inside Back	\$102.00	\$109.00
Federal Diary Adjacency	\$102.00	\$109.00
Lottery Adjacency	\$102.00	\$109.00
<b>Outlook Section</b>	N/A	\$158.00
<b>TV Grid - Opposite</b> (Style Section)	\$102.00	N/A
<b>Washtech Adjacency</b>	\$102.00	N/A
<b>Weekend</b>		
Pages 2 to 11 and Back Page	\$141.00	N/A
Other pages, if specified	\$104.00	N/A
<b>Business/Sports Section Front</b> <sup>4</sup>	\$13,000.00	\$15,500.00
<b>Style Section Front</b> <sup>4</sup>	\$13,000.00	N/A
<b>Weather Page</b> (Flat Rate) <sup>5</sup>	\$3,683.00	\$3,683.00
<b>Other Specified Pages/Sections</b>	\$102.00	\$109.00

1 Premium includes both position and color charges. Minimum size is 6 columns by 18".

2 Available positions on NYSE page: Island—3 columns by 5.25" positioned in the middle of the page. Bookends—either one ad measuring 2 columns by 13.75", or two ads each measuring 1 column by 13.75".

3 Available positions on NASDAQ page: Island—3 columns by 5.25" positioned in the middle of the page, or a quarter page ad measuring 3 columns by 10.5" on the lower right-hand corner of the page.

4 Premium includes both position and color charges. Ad size is 6 columns by 3". Frequency discounts are available.

5 Premium includes both position and color charges; runs on the back page of the Metro section. Available ad size is 6 columns by 10.5".

All rates gross.

Effective January 1, 2009

## Zoned Advertising Rates

		Monthly Frequency Discounts*				ANNUAL CONTRACT RATES**			
		Discount based on number of insertions in a calendar month. Effective rates appear below:							
	Open	2x	3x	4x	5x	13x	26x	48x	Color***
The Extras (Publishes Thursday) †	(Per Column Inch)					Per Column Inch			
All Extras	\$558.00	\$535.68	\$518.94	\$507.78	\$491.04	\$485.46	\$474.30	\$446.40	\$92.00
D.C.	\$151.00	\$144.96	\$140.43	\$137.41	\$132.88	\$131.37	\$128.35	\$120.80	\$12.00
Maryland	\$243.00	\$233.28	\$225.99	\$221.13	\$213.84	\$211.41	\$206.55	\$194.40	\$42.00
Montgomery	\$140.00	\$134.40	\$130.20	\$127.40	\$123.20	\$121.80	\$119.00	\$112.00	\$23.00
Montgomery North	\$57.00	\$54.72	\$53.01	\$51.87	\$50.16	\$49.59	\$48.45	\$45.60	\$12.00
Montgomery South	\$117.00	\$112.32	\$108.81	\$106.47	\$102.96	\$101.79	\$99.45	\$93.60	\$15.00
Prince George’s	\$99.00	\$95.04	\$92.07	\$90.09	\$87.12	\$86.13	\$84.15	\$79.20	\$25.00
Prince George’s North	\$61.00	\$58.56	\$56.73	\$55.51	\$53.68	\$53.07	\$51.85	\$48.80	\$15.00
Prince George’s South	\$55.00	\$52.80	\$51.15	\$50.05	\$48.40	\$47.85	\$46.75	\$44.00	\$14.00
Southern Maryland									
Daily	\$24.00	\$23.04	\$22.32	\$21.84	\$21.12	\$20.88	\$20.40	\$19.20	\$11.00
Sunday	\$38.00	\$36.48	\$35.34	\$34.58	\$33.44	\$33.06	\$32.30	\$30.40	\$12.00
Outer Ring Maryland	\$29.00	\$27.36	\$26.50	\$25.93	\$25.08	\$24.80	\$24.23	\$22.80	\$11.00
Virginia	\$245.00	\$235.20	\$227.85	\$222.95	\$215.60	\$213.15	\$208.25	\$196.00	\$42.00
Alexandria/Arlington	\$97.00	\$93.12	\$90.21	\$88.27	\$85.36	\$84.39	\$82.45	\$77.60	\$14.00
Fairfax	\$140.00	\$134.40	\$130.20	\$127.40	\$123.20	\$121.80	\$119.00	\$112.00	\$22.00
Fairfax North	\$117.00	\$112.32	\$108.81	\$106.47	\$102.96	\$101.79	\$99.45	\$93.60	\$16.00
Fairfax South	\$57.00	\$54.72	\$53.01	\$51.87	\$50.16	\$49.59	\$48.45	\$45.60	\$10.00
Loudoun									
Daily	\$25.00	\$24.00	\$23.25	\$22.75	\$22.00	\$21.75	\$21.25	\$20.00	\$14.00
Sunday	\$33.00	\$31.68	\$30.69	\$30.03	\$29.04	\$28.71	\$28.05	\$26.40	\$15.00
Prince William									
Daily	\$31.00	\$29.76	\$28.83	\$28.21	\$27.28	\$26.97	\$26.35	\$24.80	\$10.00
Sunday	\$48.00	\$46.08	\$44.64	\$43.68	\$42.24	\$41.76	\$40.80	\$38.40	\$11.00
Outer Ring Virginia	\$24.00	\$23.04	\$22.32	\$21.84	\$21.12	\$20.88	\$20.40	\$19.20	\$9.00
Health (Publishes Tuesday)	(Per Column Inch)								Per Ad
Maryland & D.C.	\$362.00	\$347.52	\$336.66	\$329.42	\$318.56	\$314.94	\$307.70	\$300.50	\$4,795.00
Virginia	\$300.00	\$288.00	\$279.00	\$273.00	\$264.00	\$261.00	\$255.00	\$249.00	\$4,795.00
Food (Publishes Wed.) Home (Publishes Thurs.) Weekend (Publishes Fri.)	(Per Column Inch)								Per Ad
Montgomery, Howard & Northwest D.C.	\$253.00	\$242.88	\$235.29	\$230.23	\$222.64	\$220.11	\$215.05	\$210.00	\$4,795.00
Prince George’s, Anne Arundel, So. Maryland & D.C. East	\$167.00	\$160.32	\$155.31	\$151.97	\$146.96	\$145.29	\$141.95	\$138.60	\$4,795.00
Virginia	\$296.00	\$284.16	\$275.28	\$269.36	\$260.48	\$257.52	\$251.60	\$245.70	\$4,795.00
Style & Arts (Publishes Sunday)	(Per Column Inch)								Per Full Page
Montgomery, Howard & Northwest D.C.	\$299.00	\$287.04	\$278.07	\$272.09	\$263.12	\$260.13	\$254.15	\$248.17	\$4,885.00
Prince George’s, Anne Arundel, So. Maryland & D.C. East	\$197.00	\$189.12	\$183.21	\$179.27	\$173.36	\$171.39	\$167.45	\$163.51	\$4,885.00
Virginia	\$350.00	\$336.00	\$325.50	\$318.50	\$308.00	\$304.50	\$297.50	\$290.50	\$4,885.00

\* Monthly Frequency Discounts are based on a percentage off the open rate at the end of the month. The rates shown under the Monthly Frequency Discount are the effective rates after the discount has been applied.

\*\* A signed agreement is required to qualify for Annual Contract rates. Only zoned advertising in Health, Food, Home, Weekend, Style & Arts and the Extras fulfills this agreement.

\*\*\* Color charges are per zone. The minimum ad size for color in the Extras is 8 inches; in Health, Food, Home and Style & Arts is 14 inches; in Weekend is 36 inches.

† Southern Maryland, Loudoun and Prince William Extras also have Sunday editions.



# 2009 General Ad Rates

All rates gross.

Effective January 1, 2009

## Express

Publishes Monday through Friday.

### MODULAR AD RATES

	Open	10x	20x	35x	50x
<b>Double Truck</b>					
Color	\$13,797.00	\$12,694.50	\$12,222.00	\$11,529.00	\$11,182.50
B&W	\$11,781.00	\$10,678.50	\$10,206.00	\$9,513.00	\$9,166.50
<b>Full Page</b>					
Color	\$6,570.00	\$6,045.00	\$5,820.00	\$5,490.00	\$5,325.00
B&W	\$5,610.00	\$5,085.00	\$4,860.00	\$4,530.00	\$4,365.00
<b>4/5 Vertical</b>					
Color	\$5,256.00	\$4,836.00	\$4,656.00	\$4,392.00	\$4,260.00
B&W	\$4,488.00	\$4,068.00	\$3,888.00	\$3,624.00	\$3,492.00
<b>3/5 Vertical</b>					
Color	\$3,942.00	\$3,627.00	\$3,492.00	\$3,294.00	\$3,195.00
B&W	\$3,366.00	\$3,051.00	\$2,916.00	\$2,718.00	\$2,619.00
<b>2/5 Vertical</b>					
Color	\$2,628.00	\$2,418.00	\$2,328.00	\$2,196.00	\$2,130.00
B&W	\$2,244.00	\$2,034.00	\$1,944.00	\$1,812.00	\$1,746.00
<b>1/5 Vertical</b>					
Color	\$1,314.00	\$1,209.00	\$1,164.00	\$1,098.00	\$1,065.00
B&W	\$1,122.00	\$1,017.00	\$972.00	\$906.00	\$873.00

### Premium Position Charges (Modular Ads)

<b>Double Truck</b>	\$1,890.00		
	Back Page	Pages 4-11	Other Specified
Full Page	\$1,140.00	\$1,140.00	\$900.00
4/5 Vertical		\$912.00	\$720.00
3/5 Vertical		\$684.00	\$540.00
2/5 Vertical		\$456.00	\$360.00
1/5 Vertical		\$228.00	\$180.00

### PER COLUMN INCH RATES

#### Ads up to 8.5" in Height (Per Column Inch)

<b>Rates</b>	\$93.50	\$84.75	\$81.00	\$75.50	\$72.75
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#### Color Charges (Per Column Inch)

\$16.00

#### Premium Position Charges (Per Column Inch)

Back Page	\$19.00
Inside Front	\$15.00
Page 3 Strip	\$21.00
Pages 4 to 11	\$19.00
Weekend Pass Strip (Front)	\$17.00
Styles Strip (Front)	\$17.00
Double Truck	\$15.00
Other Specified	\$15.00

#### Express Cover Wrap (4-page tab wrapping Express)

\$39,000 per 4-page wrap, including color

Advertisers that publish an ad in Express within a seven-day period before or after placing the same ad in Washington Post products (ROP, The Magazine, Extras, TV Week, Special Sections) are entitled to the 50x rate for the Express ad.

## The Washington Post Magazine

Publishes Sunday. Ask your Washington Post Account Manager for complete information, including rate schedules.

## Sunday Travel Section

Publishes Sunday. Ask your Washington Post Account Manager for complete information, including rate schedules.



## Market Select

### Preprinted Inserts

Size	Number of Pages						
<b>Flexie</b> [6" x 7" to 9" x 11"]	Up to 8	10–12	14–16	18–20	22–24	26–28	30–32
<b>Tab</b> [over 9" x 11" up to 11" x 13"]	Up to 4	6	8	10	12	14	16
<b>Standard</b> [over 11" x 13"]	2		4		6		8
<b>Rates Per 1,000 Pieces</b> (Based on Number of Pages Selected)							
<b>Up to 349,999 pieces</b>	\$134.52	\$159.96	\$169.17	\$170.60	\$188.71	\$194.86	\$203.63
<b>350,000-549,999 pieces</b>	\$122.45	\$149.55	\$159.96	\$163.03	\$181.25	\$190.14	\$197.82
<b>550,000-749,999 pieces</b>	\$114.87	\$137.47	\$151.08	\$158.54	\$173.68	\$184.21	\$194.86
<b>750,000-999,999 pieces</b>	\$105.76	\$127.05	\$141.88	\$155.68	\$167.54	\$178.06	\$188.71

Each additional increment of 2 pages in excess of those shown above is \$4.83 per thousand pieces. For preprints over 80 pages, ask your Washington Post Account Manager for details.

- A separate preprint agreement must be signed in advance to qualify for annual agreement rates. Shared mail and El Tiempo Latino quantities count toward fulfillment of annual preprint agreements.
- Inserts with editorial content will be charged a 30% premium and require the words "Advertisement" or "Advertising Supplement" to appear on each page.
- Page size is determined by the way an insert reads as an advertising panel — not by its final folded size. Billing is based on actual size, weight and page count as verified by the publisher at time of insertion.
- The Washington Post reserves the right to determine the page equivalent of free-standing inserts, including envelopes, cards, flaps or other inserts.
- Distribution: Preprints are inserted into Tuesday, Wednesday, Thursday, Friday or Sunday newspapers. Different rates apply for Tuesday and Thursday preprints. El Tiempo Latino preprints are inserted on Fridays. Minimum quantities apply, contact your Account Manager.
- Space reservations must be made before preprinted inserts are shipped to The Washington Post.
- Preprints distributed on Thanksgiving Day are subject to a 10% premium surcharge.
- The above rates are based on inserts meeting the published insert specifications. Please refer to the Washington Post Media Ad Book or washingtonpostads.com for details.
- Preprint advertisers are billed based on average circulation within the purchased advertising zones, as published in The Washington Post's period estimates, which may vary slightly from the number of inserts distributed on a particular day. The Washington Post will not be responsible, nor provide billing or rate adjustments, for shortages resulting from these variances, including variances due to errors in the insertion or distribution process, shortages in the advertiser's delivery of preprints, and inserts that are not within The Post's insert specifications.
- A \$5 CPM premium will be applied to all microzones ordered.

### Preprint Frequency Discounts

A separate preprint agreement must be signed in advance to qualify for discounts.

Insertions in 1 Year	Discount
<b>4-7</b>	4%
<b>8-11</b>	8%
<b>12-17</b>	12%
<b>18-23</b>	15%
<b>24-35</b>	20%

### Shared Mail Program

The Post's shared mail program (Post Plus) allows advertisers to reach non-subscribers on Thursday and Friday via direct mail. Comparable size preprint rates apply for inserts weighing up to 0.75 ounces. For pieces weighing more than 0.75 ounces contact your Washington Post Account Manager for rates.

### Print & Deliver

The Washington Post offers creative, printing and distribution services (P&D) to advertisers who do not have an agency or the necessary resources themselves. Custom quotes can be requested for nonstandard products. All P&D products may run both in the paper and in the mail.

### Microzoning

The Washington Post's Market Select program offers an opportunity for highly targeted coverage of the market using preprints in-paper and in-mail. Work with your Account Manager to tailor advertising distribution to your business needs, by Zip code or by over 400 sub-Zip code microzones.

### El Tiempo Latino

Reach the Hispanic community in the Washington area through our Spanish-language paper. The same preprint rates apply and El Tiempo Latino preprints count toward Washington Post preprint contracts.

## Payment Requirements

### Credit Policies

- Credit is extended to agencies with established accounts with The Washington Post.
- Payment is due on or before the 15th of the month following publication, except for political or issue-oriented advertising, or ads placed by foreign governments, which must be paid in advance.
- Accounts are payable in U.S. dollars. Drafts should be made payable to The Washington Post and should include your Washington Post advertising account number.

### Wire Transfers

Please send wire transfers to SunTrust Bank, Attention: Wire Transfer Department. Also include the following:

- Beneficiary: The Washington Post
- Phone number: 202-334-7815
- Your advertising account number with The Washington Post
- The Washington Post's account number
- The Washington Post's ABA routing number

Account numbers and Washington Post information can be obtained through your Washington Post Account Manager. The physical address for the bank is SunTrust Bank, 25 Park Place, Atlanta, GA 30303.



**Washington Post Media**

The Washington Post | [washingtonpost.com](http://washingtonpost.com) | Express  
El Tiempo Latino | [washingtonpostmobile](http://washingtonpostmobile)

**Powerful Reach. Powerful Results.**

All advertising is accepted subject to the terms and conditions and specifications of The Washington Post. For complete terms, conditions and specifications please refer to The Washington Post Media Ad Book or [washingtonpostads.com](http://washingtonpostads.com), in addition to the information contained on this rate card. There will be a penalty charged for all ads cancelled or killed after the applicable deadline specified in The Washington Post Media Ad Book. The charge will be 10% of the price of the cancelled ad (had it run). The rates contained in this document are subject to change.