

## The Washington Post



**Washington Post Media** covers 64% of the Washington metro market in an average week, with a cumulative\* seven-day reach of 3.1 million readers in the Washington Designated Market Area (DMA) and more than 2.7 million readers in the Washington metro market.

**Express** is our free daily newspaper published in a convenient tabloid format to provide a brief read of the day's news. It is distributed via courtesy racks and hawkers at key urban locations and Metro stations to active and upwardly-mobile Washingtonians Monday through Friday.

**TOTAL CIRCULATION: 143,132**

**AVERAGE ISSUE READERSHIP, WASHINGTON METRO MARKET: 339,864**

Sources: Nielsen Scarborough 2016, Release 1; CAC Quarterly Data Report, Q2 2016

**The Washington Post** Nearly half of Washington metro market adults read the printed Post each week.

**TOTAL PRINT CIRCULATION: 359,158 (Daily); 551,360 (Sunday)**

**AVERAGE ISSUE READERSHIP, WASHINGTON METRO MARKET: 992,727 (Daily); 1,352,906 (Sunday)**

**AVERAGE ISSUE READERSHIP, WASHINGTON DMA: 1,089,964 (Daily); 1,516,082 (Sunday)**

Sources: Nielsen Scarborough 2016, Release 1; AAM Audit, 2015

**washingtonpost.com** reaches nearly **1.7 million** adults in the Washington DMA each month — and more than **66 million** unique visitors across the United States. Readers rely on washingtonpost.com for award-winning, up-to-the-minute news, live online discussions and original video content.

Sources: Nielsen Scarborough 2016, Release 1; comScore Media Metrix, April-June 2016, three-month average

**Washington Post Mobile** 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
- The Washington Post App for Kindle Fire
- The Washington Post News App
- The Going Out Guide App
- D.C. Rider
- Explore D.C.

\*Cumulative includes The Washington Post, washingtonpost.com and/or Express in a seven-day period.  
Source: Nielsen Scarborough 2016, Release 1

Visit [washingtonpost.com/mediakit](http://washingtonpost.com/mediakit) for the latest information, including advertising rates, deadlines, sales contacts, new opportunities and details about how to send ad materials electronically.

## Jobs Rate Qualifications

All Jobs advertising must have complete job opening information, qualifications, etc. This information must be the dominant purpose of the ad and there must actually be a job opening.

Please refer to separate rate schedules for:

- Automotive Industry
- Education
- Financial
- General
- Local Automotive Dealer
- Local Real Estate
- Movie Distributor
- Residential Rentals (Property Management)
- Retail
- Special Industry (Including Travel/Resort and Co-Op)
- The Washington Post Magazine

## Submit Your Print or Online Ad

**E-mail:** employmentads@washpost.com  
**Web:** employers.washingtonpost.com (online only)  
**Phone:** 202-334-4100  
**Toll-Free Phone:** 800-765-EMPL (3675)  
**Fax:** 800-219-7476

## General Information

**Print Customer Service:** 202-334-4100  
**Online Customer Care:** 202-334-4101

## The Washington Post Sunday Deadlines

### Classified Display\*

**Reservations/Changes** Thursday, noon  
**Electronic/Camera-Ready Ads Due** Thursday, 5:30 p.m.

### Classified Lightface\*\*

**Phoned – No Proof Copy Due** Friday, 5:00 p.m.  
**Faxed/Emailed – No Proof Copy Due** Friday, 3:00 p.m.

\*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.

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

**Late Kill Fee:** There will be a penalty charged for all ads cancelled or killed after the applicable deadline specified above. The charge will be 10% of the cancelled ad, had it run. Please visit [washingtonpost.com/mediakit](http://washingtonpost.com/mediakit) or contact your Account Manager for other deadline dates.

All rates net  
Effective January 1, 2017

## The Washington Post Print Rates

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

### Classified Lightface Rates

Billed in lines. The minimum ad size for lightface advertising is three lines for single column ads. Multi-column lightface ads are billed in lines. Non-commissionable.

#### Annual Agreement Rates (per line)\*

Contract Level	Daily	Sunday
\$500,000	\$9.90	\$18.00
\$350,000	\$10.10	\$18.50
\$250,000	\$10.20	\$18.80
\$175,000	\$10.70	\$19.20
\$100,000	\$11.00	\$19.80
\$75,000	\$11.20	\$20.10
\$50,000	\$11.30	\$20.20
\$25,000	\$11.40	\$20.40
\$10,000	\$11.60	\$20.70

#### Open Rates (per line)

	Daily	Sunday*
Per Line	\$15.60	\$32.10

\*All Sunday classified lightface rates include a seven-day listing on washingtonpost.com.

### Classified Display Rates

Rates apply to all display advertising in the Jobs Classifieds section. All display spending will apply towards annual contract agreement spending. Ad sizes are approximate and may vary depending on section. Additional display ad sizes are available. Please contact your representative.

### Black & White Display Rates

Ad Size	Annual Agreement Rates (based on # of insertions)						
	Inches	1x	3x	6x	12x	24x	48x
	7	\$2,250	\$2,025	\$1,900	\$1,750	\$1,500	\$1,250
	14	\$4,000	\$3,800	\$3,600	\$3,200	\$3,000	\$2,500
	28	\$7,500	\$7,125	\$6,750	\$6,000	\$5,250	\$4,500
1/4 Page	52.5	\$12,000	\$11,400	\$10,800	\$9,600	\$9,250	\$7,500
1/2 Page	105	\$20,000	\$19,000	\$18,000	\$16,000	\$15,000	\$13,000
Full Page	210	\$35,000	\$32,500	\$30,000	\$27,500	\$26,000	\$23,000

### Color Display Rates

Ad Size	Annual Agreement Rates (based on # of insertions)						
	Inches	1x	3x	6x	12x	24x	48x
	7	\$3,250	\$3,025	\$2,900	\$2,750	\$2,500	\$2,250
	14	\$5,000	\$4,800	\$4,600	\$4,200	\$4,000	\$3,500
	28	\$8,500	\$8,125	\$7,750	\$7,000	\$6,250	\$5,500
1/4 Page	52.5	\$13,000	\$12,400	\$11,800	\$10,600	\$10,250	\$8,500
1/2 Page	105	\$22,000	\$21,000	\$20,000	\$18,000	\$17,000	\$15,000
Full Page	210	\$39,000	\$36,000	\$34,000	\$31,500	\$30,000	\$27,000

### Non-Classified Display Rates

Non-classified display rates are billed in inches. Advertiser agrees to an annual frequency rate, from which they may choose any combination of specified ad sizes.

Rates apply to all Jobs non-classifieds section advertising (including Professional Opportunities). All non-classified position premiums apply; please see Retail Rate Card for specific rates. All display spending will apply toward annual contract agreement spending.

#### Sunday Display Rates (per column inch)

Ad Size	Annual Agreement Rates (based on # of insertions)						
	Inches	1x	3x	6x	12x	24x	48x
	3.5	\$479	\$386	\$343	\$300	\$258	\$215
	7	\$421	\$374	\$333	\$291	\$250	\$209
	14	\$409	\$331	\$295	\$259	\$221	\$185
1/4 Page	31.5	\$362	\$301	\$269	\$235	\$201	\$168
1/2 Page	63	\$329	\$272	\$241	\$212	\$181	\$151
Full Page	126	\$295	\$241	\$215	\$194	\$168	\$134

#### Daily Display Rates (per column inch)

Ad Size	Annual Agreement Rates (based on # of insertions)						
	Inches	1x	3x	6x	12x	24x	48x
	3.5	\$287	\$232	\$207	\$180	\$155	\$129
	7	\$252	\$224	\$199	\$175	\$150	\$125
	14	\$245	\$199	\$177	\$155	\$133	\$111
1/4 Page	31.5	\$217	\$181	\$162	\$141	\$122	\$101
	42	\$208	N/A	N/A	N/A	N/A	N/A
1/2 Page	63	\$198	\$164	\$145	\$127	\$109	\$90
Full Page	126	\$178	\$145	\$129	\$117	\$101	\$81

### Color Premiums (per column inch)

**Applies to Non-Classified Sections Only** \$65

Regular color agreement discounts apply.

### Local Jobs Classified Repeat Discounts

**Sunday/Sunday:** Advertisers who repeat their Sunday Jobs ad in the following Sunday's edition may be eligible for 25% off of their regular space rate for the second Sunday's ad. Both ads must be in on the same insertion order and have no changes. Similarly, ads running in the third consecutive week may receive a 75% discount, and ads running in the fourth consecutive week may receive a 100% discount.

**Sunday/Wednesday:** 30% off a full-run Wednesday Jobs classified ad on any schedule that includes a Sunday insertion. Ads must be on the same order without changes and the Sunday ad must run first. Both ads must run within seven days.

**Classified/Non-Classified Display:** A similarly-sized non-classified display ad that is a repeat of a Sunday Jobs classified ad will receive a 30% discount. Both ads must be ordered together and appear within seven days without changes.

## Express Jobs Rates

### Express Jobs Display Rates

Annual Frequency Level	Open	10x	20x	35x	50x
Insertions Within 7 Days	Open	2x	3x	4x	5x
Per Column Inch	\$84.00	\$80.00	\$75.00	\$71.00	\$66.00
Quarter Page	\$1,260.00	\$1,200.00	\$1,125.00	\$1,065.00	\$990.00
Half Page	\$2,205.00	\$2,100.00	\$1,968.75	\$1,863.75	\$1,732.50
Full Page	\$4,620.00	\$4,364.00	\$4,107.00	\$3,850.00	\$3,594.00

\*Rate shown are net.

### Express Jobs Lightface Rates

Applies to advertising appearing in the daily classified section of Express. Color ads may be purchased for 1/2 col. inch ads or larger.

	1x	5x
Per 1/4 Column Inch	\$20	\$16

\*One column inch in Express is approximately equivalent to 20 lightface lines in The Washington Post. Contact your Washington Post Sales Representative for exact pricing and lineage.

**Color Premium** (per column inch) \$14

### Combination Discount

Jobs ads that appear in The Washington Post and are repeated in Express within seven days receive the 50x frequency rate for the Express portion of the advertising schedule.

### Reservation Deadlines/Specifications

#### Express

<b>For Monday and Tuesday Publication</b>	Friday
<b>For Wednesday and Thursday Publication</b>	Monday
<b>For Friday Publication</b>	Tuesday

#### Specifications

- Width:**
- 1 column (1.82")
  - 2 columns (3.74")
  - 3 columns (5.66")
  - 4 columns (7.58")
  - 5 columns (9.5")

## Special Events and Opportunities

### Special Sections

- January 2017:** New Year, New Jobs
- June 2017:** Top Workplaces

## Online Rates for washingtonpost.com

All online Jobs advertising rates are presented as gross rates except for the Digital Display packages, which are net rates.

### Job Subscriptions (per month)

Job Subscription packages include Listings, Resume Database access and a Featured Employer microtile logo, and the Featured Employer Sunday Spotlight. "Listings Only" subscriptions are available for 15% off the monthly price.

Number of Listings	Resume Database Users	Featured Employer Spotlight <sup>1</sup>	Exclusive Discounts	1 month	3 months	12 months
<b>Platinum</b> (500–999)	Unlimited	Premium Feature	20%	\$10,019	\$9,829	\$9,449
<b>Gold</b> (300–499)	Unlimited	Premium Feature	20%	\$8,549	\$8,369	\$7,999
<b>White Gold</b> (100–299)	Unlimited	Premium Feature	20%	\$7,739	\$7,559	\$7,199
<b>Silver</b> (50–99)	3	Standard Feature	15%	\$6,229	\$6,099	\$5,599
<b>Copper</b> (30–49)	3	Standard Feature	15%	\$3,799	\$3,599	\$3,099
<b>Bronze</b> (10–29)	3	Standard Feature	15%	\$2,799	\$2,699	\$2,099
<b>Basic</b> (1–9)	2	Standard Feature	10%	\$2,099	\$1,999	\$1,499

<sup>1</sup>The Featured Employer Sunday Spotlight is a full-page or 1/2-page feature on the back of the Sunday Jobs section that showcases a number of Featured Employers each week. The Premium Feature includes a company profile, logo and sample of six listings. The Standard Feature includes a company profile, logo and sample of two listings.

### Online Only Job Listings (35 Days)

Listings	Price	Price per Listing
<b>Standard Listing - 1</b>	\$250	\$250
<b>Standard Listing - 3 pack</b>	\$675	\$225
<b>Standard Listing - 5 pack</b>	\$1,000	\$200
<b>Standard Listing - 10 pack</b>	\$1,750	\$175
<b>Premium Listing - 1</b>	\$350	\$350
<b>Premium Listing - 3 pack</b>	\$900	\$300
<b>Premium Listing - 5 pack</b>	\$1,375	\$275
<b>Premium Listing - 10 pack</b>	\$2,500	\$250

For a pack of more than 10, please contact your account manager for more information. Prescreening Questions, Automatic Email Response and Company Profile listing enhancements are now free products to advertisers.

### Resume Database

	1 Month	3 Months	6 Months	12 Months
<b>Single User</b>	\$900	\$2,500	\$4,000	\$5,000
<b>2 Week Trial</b>	\$450			

### Online Display Opportunities

Online display packages are all presented as net rates.

Ad Type	Dimensions
<b>Big Box</b>	300 x 250 pixels
<b>Leaderboard</b>	728 x 90 pixels
<b>Skyscraper</b>	160 x 600 pixels

Package	1 week
<b>Front Page Big Box Package</b>	\$2,500

**NOTE:** Includes 25% of Jobs page Skyscraper impressions; a rotation among three slots of the Big Box on the Jobs front page; 100K impressions of Big Box run of site on washingtonpost.com; and an added Career Fair page upon request for Local Events

Package	1 week
<b>Front Page Leaderboard Package</b>	\$2,500

**NOTE:** Includes 25% of Jobs page Leaderboard impressions; 50% of Jobs front page Leaderboard impressions; 100K Leaderboard impressions on washingtonpost.com run of site; and an added Career Fair page upon request for Local Events

Package	1 week
<b>Jobs ROS Package</b>	\$2,000

**NOTE:** Includes 25% of Jobs page Leaderboard impressions; 25% of Jobs page Skyscraper impressions; and 75K Leaderboard impressions on washingtonpost.com run of site

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 Ad Book or washingtonpost.com/mediakit 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 Ad Book: 10% of the price of the cancelled ad (had it run). The rates contained in this document are subject to change.

A variety of other online products and opportunities exist. Please contact your Account Manager for more information.