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, The Washington Post 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 202-334-4745 (Monday – Friday, 9:00 a.m. – 5:30 p.m.).

3. **Submit ad materials.** If your ad is complete and ready to publish, please send the file (pdf format only) to digital@washpost.com. Please type your 10-digit job number or publication date in the subject field of the message.

   If you would like your ad to be designed by our creative team, please contact Ad Materials at 202-334-6201 or admaterials@washpost.com for information and details.

   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 washingtonpost.com/mediakit.

   Deadlines are Eastern Time.
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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 washingtonpost.com/mediakit.

The information contained herein is current as of January 2021. Updated information can be found at washingtonpost.com/mediakit.
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 Power Post, 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 10 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.

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.

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 tables; features on computer know-how and personal investment.

Jobs (Sunday): Thousands of local job listings, plus career advice, job market news, career training opportunities and employment services; Featured Employers spotlight.

Outlook (Sunday): Opinion, commentary and in-depth reporting providing diverse perspectives from distinguished columnists and guest writers.

Real Estate Guide (Sunday): 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 and our Annual Travel Guide.
**Washington Post Digital**

Washington Post Digital engages, informs and entertains the most influential minds. We shape the world through our news coverage and analysis. Our tradition of journalistic excellence and unparalleled access, paired with cutting-edge engineering, make us the trusted source for our audience. We are on the cutting edge of new ways to present and engage our audience with the most important stories of the day. Whether on desktop or mobile, washingtonpost.com is everywhere our users need us to be.

Excellence in both journalism and engineering has led to unprecedented audience growth and engagement. With more than 95 million unique visitors nationwide, we’re one of the biggest news brands in the world—and still dominate locally with more than 2 million readers in the Washington DMA.

**Digital Opportunities**

**Standard Ads:** Reach our vast audience across platforms, aligning with the most trusted news content on the Internet.

**Premium Ads:** Make an impact with our premium ad solutions.

**WP+ Audience Extension:** Reach The Washington Post’s influential audience offsite.

**Email:** The new section front—choose from more than 70 topic-specific emails our audience reads every day.

**Video:** Our ground-breaking video network provides our audience with world-class, award-winning original video content across all platforms.

**Mobile:** Experience the same quality of The Washington Post optimized across all devices.

**App:** A new way to experience our in-depth storytelling in a beautiful, intuitive environment.

**Targeting:** Pinpoint your messaging to the perfect audience through our many targeting options including Zeus Insights, our proprietary targeting technology.

**WaPo Insights:** The Washington Post’s research team provides custom and brand perception studies for your specific campaign goals.

**Programmatic:** Leverage our private marketplace to gain cost efficiency in a brand-safe, trusted environment.

**In-house Design:** Our in-house design team can help build and optimize your ads to best work for our audience.

Please visit washingtonpost.com/mediakit for more information and for detailed specs.

---

**Directories**

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

<table>
<thead>
<tr>
<th>Directory Name</th>
<th>Section</th>
<th>Run Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobile Dealer Directory</td>
<td>Classified</td>
<td>Daily, Sunday</td>
</tr>
<tr>
<td>Aviation, Motorcycles, Boats, RVs</td>
<td>Classified</td>
<td>Daily, Sunday</td>
</tr>
<tr>
<td>Business &amp; Financial Opportunities</td>
<td>Classified</td>
<td>Daily, Sunday</td>
</tr>
<tr>
<td>Camps &amp; Schools</td>
<td>Magazine</td>
<td>Sunday</td>
</tr>
<tr>
<td>Celebrations (Birthdays, Graduations, Retirements)</td>
<td>Local Living</td>
<td>Thursday</td>
</tr>
<tr>
<td>Commercial Real Estate</td>
<td>Classified</td>
<td>Monday, Sunday</td>
</tr>
<tr>
<td>Death Notices, In Memoriam &amp; Memorial Services</td>
<td>Metro</td>
<td>Daily, Sunday</td>
</tr>
<tr>
<td>Guide to the Lively Arts</td>
<td>Weekend</td>
<td>Friday</td>
</tr>
<tr>
<td>Guide to the Lively Arts</td>
<td>Style</td>
<td>Monday through Saturday</td>
</tr>
<tr>
<td>Guide to the Lively Arts</td>
<td>Arts &amp; Style</td>
<td>Sunday</td>
</tr>
<tr>
<td>Guide to the Travel Experts</td>
<td>Travel</td>
<td>Sunday</td>
</tr>
<tr>
<td>Home Design &amp; Improvement</td>
<td>Local Living</td>
<td>Thursday</td>
</tr>
<tr>
<td>Inns, Lodges &amp; Villas</td>
<td>Travel</td>
<td>Sunday</td>
</tr>
<tr>
<td>Legal Notices</td>
<td>Classified</td>
<td>Daily, Sunday</td>
</tr>
<tr>
<td>Merchandise</td>
<td>Classified</td>
<td>Daily, Sunday</td>
</tr>
<tr>
<td>Professional Opportunities</td>
<td>Classified</td>
<td>Daily, Sunday</td>
</tr>
<tr>
<td>Religious Services</td>
<td>Metro</td>
<td>Saturday</td>
</tr>
<tr>
<td>Ski Escapes</td>
<td>Weekend</td>
<td>Friday</td>
</tr>
<tr>
<td>Ski Escapes</td>
<td>Travel</td>
<td>Sunday</td>
</tr>
<tr>
<td>The Pulse Health Guide</td>
<td>Health &amp; Science</td>
<td>Tuesday</td>
</tr>
<tr>
<td>Trustee Sales</td>
<td>Classified</td>
<td>Daily, Sunday</td>
</tr>
<tr>
<td>Weddings, Engagements &amp; Anniversaries</td>
<td>Arts &amp; Style</td>
<td>Sunday</td>
</tr>
</tbody>
</table>

Sources: comScore Media Metrix Multi-Platform, July-September 2020 average; Nielsen Scarborough 2020, Release 1
Washington Post Live

Washington Post Live is a virtual translation of The Washington Post's in-person events, bringing together a world-renowned newsroom with titans of industry, government, and business decision makers. The virtual platform enables us to produce Live programming daily—timely and newsworthy interviews that are must-see moments and capture the attention of thought leaders, C-suite executives, media outlets, academia, and more. WP Live thoughtfully re-imagines the experience, focusing on newsworthy content, exceptional production, and a curated audience for each Live program.

In 2020, we produced 212 virtual programs with an average of 1,700 registered guests and 200,000 video views per program. In 2021, we're excited to continue our regular programming with tentpole series, including Tech Future, Chasing Cancer, Path Forward, Race in America, Leadership During Crisis, A Conversation with..., Transformers and dozens of bespoke programs for clients.

WP BrandStudio

WP BrandStudio is a full-service creative agency within The Washington Post. Our in-house team of experts, including editors, writers, videographers, project managers, designers and social media specialists, utilize all the same tools, technologies and learnings that have made our editorial site the fastest growing and most engaging news site in the world.

We combine award-winning content and technology to create our unique proposition for branded content in the marketplace. Our branded content point-of-differentiation is simple: many publishers have great content creators; but just as important, The Post has the technology to seamlessly execute and distribute in a frictionless, engaging manner. This combination of editorial excellence and technology is what guarantees marketers their messaging reaches the right audience in the most compelling and engaging way to drive results.
**SPECIAL PRODUCTS**

**The Washington Post Magazine**

We make Sunday reading imperative every day. With Washington Post journalism underpinning our urgent and sophisticated Magazine, every issue is the result of a mindset for award-winning reporting and storytelling. Add our great lifestyle features, like Date Lab and dining reviews from Tom Sietsema, plus themed advertising opportunities throughout the year, and you have a premier vehicle for reaching a smart, involved, affluent audience in Washington and across the globe.


**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 broadcasts. 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.

**Creative Advertising Opportunities**

**Stickers:** Available on The Washington Post.

**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 on The Washington Post and on TV Week.

**Capitol Hill Wraps and Inserts:** Available on select editions of The Washington Post distributed to members of Congress and their staffs.

**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 The Washington Post Magazine. A wide glossy strip ad is available around the cover of TV Week.

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

**Other:** Scent strips and seals, 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)
- Power Post 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)
- Economy & Business section: Strip ad (6 columns x 3”, front page within Main)

**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, Real Estate and Local Living
- 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 subscriber and non-subscriber distribution vehicles with engaging ad marketplaces. 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:

In-Paper

The Washington Post provides a broad range of powerful advertising environments for preprints and P&Ds in-paper.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Days Available</th>
<th>Method of Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Washington Post</td>
<td>Tuesday–Friday*,</td>
<td>Subscription</td>
</tr>
<tr>
<td></td>
<td>Sunday</td>
<td></td>
</tr>
</tbody>
</table>

*Friday availability is for topper/inserts only.

Post Marketplace

The Post Marketplace 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.

Additional Opportunities With Inserts

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

<table>
<thead>
<tr>
<th>Opportunity Type</th>
<th>Product Name</th>
<th>Product Description</th>
<th>Days Available</th>
<th>Method of Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROP</td>
<td>Post Marketplace</td>
<td>Affordably priced ad on one of eight available pages in Shopping Guide wrap</td>
<td>Distributed in-mail for Wednesday delivery</td>
<td>Mail</td>
</tr>
<tr>
<td>ROP</td>
<td>Post Marketplace - Renters Targeted Jacket</td>
<td>Full-color, tabloid wrap in various positions and sizes</td>
<td>Distributed in-mail for Wednesday delivery</td>
<td>Opt-In</td>
</tr>
<tr>
<td>Remnant (REM)</td>
<td>Market Values</td>
<td>Glossy, two-sided sheet featuring one advertiser per side</td>
<td>Sunday</td>
<td>Subscription</td>
</tr>
<tr>
<td>Premium Position</td>
<td>Outer Wrap</td>
<td>Ad placed on delivery bag that envelops subscriber’s paper</td>
<td>Every day</td>
<td>Subscription</td>
</tr>
<tr>
<td>Premium Position</td>
<td>Top of Stack</td>
<td>The top spot in Sunday’s popular insert package</td>
<td>Sunday</td>
<td>Subscription and Opt-In</td>
</tr>
<tr>
<td>Premium Position</td>
<td>Topper</td>
<td>Preprinted ad placed on top of newspaper</td>
<td>Tuesday–Friday, Sunday</td>
<td>Subscription</td>
</tr>
</tbody>
</table>
The Washington Post
The best-selling daily and Sunday print newspaper in D.C., Maryland and Virginia.

The Washington Designated Market Area (DMA) is the nation’s seventh 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. Within the Metro Market, The Washington Post’s print coverage is 9% of households daily and 15% on Sunday.

Washington Metro Market and DMA

Total Print Circulation
Monday-Friday: 229,675
Sunday: 382,747

Percent figures indicate The Washington Post print household coverage in each county:
D: Daily print
S: Sunday print

Source: AAM Audit for the 52 weeks ended September 30, 2019
# The Washington Post

## Circulation and Coverage

<table>
<thead>
<tr>
<th>AREA</th>
<th>2019 Households</th>
<th>Friday Print Circulation</th>
<th>% Cov.</th>
<th>Sunday Print Circulation</th>
<th>% Cov.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WASHINGTON METRO MARKET</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DISTRICT OF COLUMBIA</td>
<td>316,927</td>
<td>33,641</td>
<td>11</td>
<td>45,416</td>
<td>14</td>
</tr>
<tr>
<td><strong>MARYLAND PORTION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charles</td>
<td>56,316</td>
<td>2,852</td>
<td>5</td>
<td>6,211</td>
<td>11</td>
</tr>
<tr>
<td>Montgomery</td>
<td>386,189</td>
<td>49,456</td>
<td>13</td>
<td>74,152</td>
<td>19</td>
</tr>
<tr>
<td>Prince George's</td>
<td>320,195</td>
<td>19,133</td>
<td>6</td>
<td>34,895</td>
<td>11</td>
</tr>
<tr>
<td><strong>VIRGINIA PORTION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alexandria (Ind. City)</td>
<td>78,482</td>
<td>6,318</td>
<td>8</td>
<td>10,291</td>
<td>13</td>
</tr>
<tr>
<td>Arlington</td>
<td>113,483</td>
<td>10,624</td>
<td>9</td>
<td>16,928</td>
<td>15</td>
</tr>
<tr>
<td>Fairfax² (fairfax = Fairfax County, Fairfax City, Falls Church)</td>
<td>429,775</td>
<td>46,889</td>
<td>11</td>
<td>74,891</td>
<td>17</td>
</tr>
<tr>
<td>Loudoun</td>
<td>132,384</td>
<td>8,407</td>
<td>6</td>
<td>16,502</td>
<td>12</td>
</tr>
<tr>
<td>Prince William² (Prince William = Prince William County, Manassas, Manassas Park)</td>
<td>166,695</td>
<td>8,342</td>
<td>5</td>
<td>16,756</td>
<td>10</td>
</tr>
<tr>
<td><strong>REMAINDER OF WASHINGTON DMA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maryland</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allegany</td>
<td>28,026</td>
<td>126</td>
<td>0</td>
<td>262</td>
<td>1</td>
</tr>
<tr>
<td>Anne Arundel¹</td>
<td>214,379</td>
<td>7,726</td>
<td>4</td>
<td>13,306</td>
<td>6</td>
</tr>
<tr>
<td>Calvert</td>
<td>32,284</td>
<td>1,973</td>
<td>6</td>
<td>4,102</td>
<td>13</td>
</tr>
<tr>
<td>Frederick</td>
<td>90,564</td>
<td>3,250</td>
<td>4</td>
<td>6,368</td>
<td>7</td>
</tr>
<tr>
<td>Howard¹</td>
<td>117,157</td>
<td>7,401</td>
<td>6</td>
<td>11,748</td>
<td>10</td>
</tr>
<tr>
<td>St. Mary's</td>
<td>40,545</td>
<td>1,833</td>
<td>5</td>
<td>4,279</td>
<td>11</td>
</tr>
<tr>
<td>Washington</td>
<td>56,475</td>
<td>610</td>
<td>1</td>
<td>1,346</td>
<td>2</td>
</tr>
<tr>
<td>Virginia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarke</td>
<td>5,674</td>
<td>216</td>
<td>4</td>
<td>513</td>
<td>9</td>
</tr>
<tr>
<td>Culpeper</td>
<td>17,503</td>
<td>438</td>
<td>3</td>
<td>1,113</td>
<td>6</td>
</tr>
<tr>
<td>Fauquier</td>
<td>25,282</td>
<td>1,276</td>
<td>5</td>
<td>2,534</td>
<td>10</td>
</tr>
<tr>
<td>Frederick² (Frederick = Frederick County, Winchester)</td>
<td>42,370</td>
<td>822</td>
<td>2</td>
<td>2,302</td>
<td>5</td>
</tr>
<tr>
<td>King George</td>
<td>9,118</td>
<td>99</td>
<td>1</td>
<td>202</td>
<td>2</td>
</tr>
<tr>
<td>Page</td>
<td>9,580</td>
<td>86</td>
<td>1</td>
<td>231</td>
<td>2</td>
</tr>
<tr>
<td>Rappahannock</td>
<td>3,144</td>
<td>104</td>
<td>3</td>
<td>224</td>
<td>7</td>
</tr>
<tr>
<td>Shenandoah</td>
<td>17,404</td>
<td>189</td>
<td>1</td>
<td>650</td>
<td>4</td>
</tr>
<tr>
<td>Spotsylvania² (Spotsylvania = Spotsylvania County, Fredericksburg)</td>
<td>56,388</td>
<td>985</td>
<td>2</td>
<td>2,008</td>
<td>4</td>
</tr>
<tr>
<td>Stafford</td>
<td>47,783</td>
<td>886</td>
<td>2</td>
<td>2,086</td>
<td>4</td>
</tr>
<tr>
<td>Warren</td>
<td>14,557</td>
<td>236</td>
<td>2</td>
<td>715</td>
<td>5</td>
</tr>
<tr>
<td>Westmoreland</td>
<td>7,482</td>
<td>73</td>
<td>1</td>
<td>163</td>
<td>2</td>
</tr>
<tr>
<td>West Virginia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Berkeley</td>
<td>43,852</td>
<td>294</td>
<td>1</td>
<td>778</td>
<td>2</td>
</tr>
<tr>
<td>Grant</td>
<td>4,882</td>
<td>0</td>
<td>0</td>
<td>71</td>
<td>1</td>
</tr>
<tr>
<td>Hampshire</td>
<td>9,402</td>
<td>7</td>
<td>0</td>
<td>110</td>
<td>1</td>
</tr>
<tr>
<td>Hardy</td>
<td>5,693</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Jefferson</td>
<td>21,019</td>
<td>460</td>
<td>2</td>
<td>1,002</td>
<td>5</td>
</tr>
<tr>
<td>Mineral</td>
<td>11,334</td>
<td>13</td>
<td>0</td>
<td>84</td>
<td>1</td>
</tr>
<tr>
<td>Morgan</td>
<td>7,404</td>
<td>30</td>
<td>0</td>
<td>117</td>
<td>2</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fulton</td>
<td>5,993</td>
<td>0</td>
<td>0</td>
<td>28</td>
<td>0</td>
</tr>
<tr>
<td>Newspaper Designated Market Print</td>
<td>1,999,946</td>
<td>182,113</td>
<td>9</td>
<td>299,420</td>
<td>15</td>
</tr>
<tr>
<td>DMA Print Circulation</td>
<td>2,615,388</td>
<td>198,879</td>
<td>8</td>
<td>325,818</td>
<td>12</td>
</tr>
<tr>
<td>Total Print Circulation</td>
<td>229,675</td>
<td>382,747</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Source: Alliance for Audited Media Audit Report (12 months ended September 30, 2019)

**NOTE:** All circulation figures are print only and exclude digital replica, digital non-replica, and affiliated publications.

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 in cities in paragraph 3 of the audit will not precisely match the figures reported for the newspaper designated market in paragraph 2.
NOTE: Circulation figures are print only and based on Friday as reported in the AAM audit.
Circulation figures for other weekdays is not reported.
Circulation and Coverage

Local Living Home

- Maryland and D.C.
  - District of Columbia: 33,641
  - Montgomery: 49,456
  - Frederick: 2,855
  - Prince George’s: 19,133
  - Southern Maryland: 6,346
  - Outer Ring Maryland: 20,934

- Virginia Zone
  - Alexandria/Arlington: 16,942
  - Fairfax: 46,889
  - Loudoun/Fauquier: 11,421
  - Prince William: 8,342
  - Outer Ring Virginia: 8,875

- Full Run: 224,834

Source: AAM Audit Report, 12 months ended September 30, 2019

Food, Weekend

- All Zones: 213,134
- Maryland/D.C. West Zone: 74,427
  - Northwest D.C. (a): 14,933
  - Montgomery: 49,456
  - Howard: 6,529
  - Frederick: 2,855
  - Remainder of zone (b): 654
- Maryland/D.C. East Zone: 51,913
  - D.C. East (c): 18,708
  - Prince George’s: 19,133
  - Anne Arundel: 7,726
  - Charles: 2,852
  - St. Mary’s: 1,521
  - Calvert: 1,973
- Virginia Zone: 86,794
  - Fairfax: 46,889
  - Arlington: 10,624
  - Alexandria: 6,318
  - Prince William: 8,342
  - Loudoun: 8,407
  - Fauquier: 1,276
  - Stafford: 886
  - Fredericksburg/Spotsylvania: 985
  - Remainder of zone (d): 3,067

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

Source: AAM Audit Report, 12 months ended September 30, 2019
### Sunday Arts & Style

#### Circulation and Coverage

**All Zones**: 349,867

- **Maryland/D.C. West Zone**: 122,897
  - Northwest D.C. (a): 20,715
  - Montgomery: 74,152
  - Howard: 10,743
  - Frederick: 5,756
  - Remainder of Zone (b): 1,531

- **Maryland/D.C. East Zone**: 86,699
  - D.C. East (c): 24,701
  - Prince George's: 34,895
  - Anne Arundel: 13,386
  - Charles: 6,211
  - St. Mary's: 3,484
  - Calvert: 4,102

- **Virginia Zone**: 150,271
  - Fairfax: 74,891
  - Arlington: 16,928
  - Alexandria: 10,291
  - Prince William: 16,756
  - Loudoun: 16,502
  - Fauquier: 2,534
  - Stafford: 2,086
  - Fredericksburg/Spotsylvania: 2,008
  - Remainder of Zone (d): 8,725

**Source**: AAM Audit Report, 12 months ended September 30, 2019

(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
### Thursday Classified

**Five Zones**
(excludes Local Cars)

#### District of Columbia
- Montgomery: 59,978
- Howard: 6,529
- Frederick: 2,855
- Remainder of Subzone (a): 1,138

#### Prince George's
- Prince George's: 33,205
- Anne Arundel: 7,726
- Charles: 2,852
- St. Mary's: 1,521
- Calvert: 1,973

#### Arlington/Alexandria
- Arlington: 16,942
  - Arlington: 10,624
  - Alexandria: 6,318

#### Fairfax/Loudoun/
Prince William
- Fairfax: 73,438
  - Fairfax: 46,889
  - Loudoun: 8,407
  - Prince William: 9,800
  - Remainder of Zone (b): 8,342

### Source:
- AAM Audit Report, 12 months ended September 30, 2019

### NOTE:
- Circulation figures are print only and based on Friday as reported in the AAM audit.
- Circulation for other weekdays is not reported by jurisdiction.
Sunday Real Estate Classified

All Zones 349,867
- District of Columbia Zone 45,416
  - Montgomery 74,152
  - Howard 10,743
  - Frederick 5,756
  - Prince George's 34,895
  - Anne Arundel 13,306
  - Charles 6,211
  - St. Mary's 3,484
  - Calvert 4,102
  - Remainder of Zone (a) 1,531
- Virginia Zone 150,271
  - Fairfax 74,891
  - Arlington 16,928
  - Alexandria 10,291
  - Prince William 16,756
  - Loudoun 16,502
  - Fauquier 2,534
  - Stafford 2,086
  - Fredericksburg/Spotsylvania 2,008
  - Remainder of Zone (b) 8,275

(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 Report, 12 months ended September 30, 2019

NOTE: Circulation figures are print only as reported in the AAM audit.
Circulation of Other Washington Post Media Publications

The Washington Post Magazine
Delivered weekly on Sundays with The Washington Post

Print Circulation: 382,747
Readership: 702,100 DMA adults
Source: AAM Audit, September 30, 2019; Nielsen Scarborough 2020, Release 1

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

Readership: 258,200
Source: Nielsen Scarborough 2020, Release 1

Visit washingtonpost.com/mediakit to learn more about Washington Post products.
# Display Deadlines

<table>
<thead>
<tr>
<th>Date of Publication</th>
<th>Reservations/Changes</th>
<th>Electronic/Camera-Ready Ads</th>
<th>Ads For Production</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Space Reservations</td>
<td>One-Shot Materials Due</td>
<td>Copy Due For Proof</td>
</tr>
<tr>
<td>Monday</td>
<td>Fri., 5:00 p.m.</td>
<td>Fri., noon</td>
<td>Wed., 5:00 p.m.</td>
</tr>
<tr>
<td>Professional Opportunities</td>
<td>Thurs., 5:00 p.m.</td>
<td>Fri., noon</td>
<td>Wed., 5:00 p.m.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Fri., 5:00 p.m.</td>
<td>Mon., noon</td>
<td>Wed., 5:00 p.m.</td>
</tr>
<tr>
<td>Health &amp; Science</td>
<td>Thurs., noon</td>
<td>Fri., noon</td>
<td>Wed., 5:00 p.m.</td>
</tr>
<tr>
<td>Professional Opportunities</td>
<td>Thurs., 5:00 p.m.</td>
<td>Mon., noon</td>
<td>Wed., 5:00 p.m.</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Fri., 5:00 p.m.</td>
<td>Tues., noon</td>
<td>Fri., 5:00 p.m.</td>
</tr>
<tr>
<td>Food</td>
<td>Fri., noon</td>
<td>Mon., noon</td>
<td>Thurs., 5:00 p.m.</td>
</tr>
<tr>
<td>Professional Opportunities</td>
<td>Fri., 5:00 p.m.</td>
<td>Mon., noon</td>
<td>Fri., 5:00 p.m.</td>
</tr>
<tr>
<td>Thursday</td>
<td>Mon., 5:00 p.m.</td>
<td>Wed., noon</td>
<td>Fri., 5:00 p.m.</td>
</tr>
<tr>
<td>Local Living</td>
<td>Fri., 5:00 p.m.</td>
<td>Tues., noon</td>
<td>Fri., 5:00 p.m.</td>
</tr>
<tr>
<td>Friday</td>
<td>Tues., 5:00 p.m.</td>
<td>Thurs., noon</td>
<td>Mon., 5:00 p.m.</td>
</tr>
<tr>
<td>Weekend</td>
<td>Tues., 5:00 p.m.</td>
<td>Wed., noon</td>
<td>Fri., 5:00 p.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>Wed., 5:00 p.m.</td>
<td>Fri., noon</td>
<td>Tues., 5:00 p.m.</td>
</tr>
<tr>
<td>Real Estate</td>
<td>Tues., 5:00 p.m.</td>
<td>Thurs., noon</td>
<td>Tues., 5:00 p.m.</td>
</tr>
<tr>
<td>Sunday</td>
<td>Thurs., 5:00 p.m.</td>
<td>Fri., noon</td>
<td>Wed., 5:00 p.m.</td>
</tr>
<tr>
<td>Business</td>
<td>Wed., 5:00 p.m.</td>
<td>Thurs., noon</td>
<td>Tues., 5:00 p.m.</td>
</tr>
<tr>
<td>Outlook</td>
<td>Fri., 5:00 p.m.¹</td>
<td>Fri., noon</td>
<td>Wed., 5:00 p.m.</td>
</tr>
<tr>
<td>Arts &amp; Style</td>
<td>Tues., 5:00 p.m.</td>
<td>Thurs., noon</td>
<td>Tues., 5:00 p.m.</td>
</tr>
<tr>
<td>Travel</td>
<td>Wed., noon</td>
<td>Thurs., noon</td>
<td>Tues., 5:00 p.m.</td>
</tr>
</tbody>
</table>

¹ Nine days before publication

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 Time.
The Washington Post: Classified

### Classified Display Deadlines

<table>
<thead>
<tr>
<th>Day of Publication</th>
<th>Reservations/Changes</th>
<th>Electronic/Camera-Ready Ads One-Shot Materials Due</th>
<th>Ads For Production</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Space Reservations, Size Changes, Cancellations</td>
<td></td>
<td>Copy Due For Proof</td>
</tr>
<tr>
<td>Monday</td>
<td>Fri., noon</td>
<td>Fri., 5:30 p.m.</td>
<td>Wed., 5:30 p.m.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Fri., noon</td>
<td>Fri., 5:30 p.m.</td>
<td>Wed., 5:30 p.m.</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Fri., 5:30 p.m.</td>
<td>Fri., 5:30 p.m.</td>
<td>Thurs., 5:30 p.m.</td>
</tr>
<tr>
<td>Thursday</td>
<td>Tues., noon</td>
<td>Tues., 5:30 p.m.</td>
<td>Fri., 5:30 p.m.</td>
</tr>
<tr>
<td>Friday</td>
<td>Wed., noon</td>
<td>Wed., 5:30 p.m.</td>
<td>Mon., 5:30 p.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>Thurs., noon</td>
<td>Thurs., 5:30 p.m.</td>
<td>Tues., 5:30 p.m.</td>
</tr>
<tr>
<td>Sunday</td>
<td>Fri., noon</td>
<td>Fri., 5:30 p.m.</td>
<td>Wed., 5:30 p.m.</td>
</tr>
<tr>
<td>Sunday Jobs</td>
<td>Thurs., noon</td>
<td>Fri., noon</td>
<td>Wed., 5:30 p.m.</td>
</tr>
</tbody>
</table>

Color reservations are due five business days before publication.

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

**NOTE:** All deadlines are Eastern Time.

### Classified Lightface Deadlines

<table>
<thead>
<tr>
<th>Day of Publication</th>
<th>Phoned No Proof Copy Due</th>
<th>Faxed/Mailed No Proof Copy Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday Classified</td>
<td>Fri., 6:30 p.m.</td>
<td>Fri., 3:00 p.m.</td>
</tr>
<tr>
<td>Monday Jobs</td>
<td>Fri., 5:00 p.m.</td>
<td>Fri., 3:00 p.m.</td>
</tr>
<tr>
<td>Tuesday Classified</td>
<td>Fri., 6:30 p.m.</td>
<td>Fri., 3:00 p.m.</td>
</tr>
<tr>
<td>Tuesday Jobs</td>
<td>Fri., 5:00 p.m.</td>
<td>Fri., 3:00 p.m.</td>
</tr>
<tr>
<td>Wednesday Classified</td>
<td>Mon., 5:00 p.m.</td>
<td>Mon., 2:00 p.m.</td>
</tr>
<tr>
<td>Wednesday Jobs</td>
<td>Mon., 5:00 p.m.</td>
<td>Mon., 3:00 p.m.</td>
</tr>
<tr>
<td>Thursday Classified</td>
<td>Tues., 5:00 p.m.</td>
<td>Tues., 2:00 p.m.</td>
</tr>
<tr>
<td>Thursday Jobs</td>
<td>Tues., 5:00 p.m.</td>
<td>Tues., 3:00 p.m.</td>
</tr>
<tr>
<td>Friday Classified</td>
<td>Wed., 6:30 p.m.</td>
<td>Wed., 3:00 p.m.</td>
</tr>
<tr>
<td>Friday Jobs</td>
<td>Wed., 5:00 p.m.</td>
<td>Wed., 3:00 p.m.</td>
</tr>
<tr>
<td>Saturday Classified</td>
<td>Thurs., 6:30 p.m.</td>
<td>Thurs., 3:00 p.m.</td>
</tr>
<tr>
<td>Saturday Jobs</td>
<td>Thurs., 5:00 p.m.</td>
<td>Thurs., 3:00 p.m.</td>
</tr>
<tr>
<td>Saturday R.E. (Photo Ad)</td>
<td>Tues., noon</td>
<td>Tues, noon</td>
</tr>
<tr>
<td>Saturday R.E. (Text Only)</td>
<td>Thurs., 5:00 p.m.</td>
<td>Thurs., 3:00 p.m.</td>
</tr>
<tr>
<td>Sunday Classified</td>
<td>Fri., 6:30 p.m.</td>
<td>Fri., 3:00 p.m.</td>
</tr>
<tr>
<td>Sunday Jobs</td>
<td>Fri., 5:00 p.m.</td>
<td>Fri., 3:00 p.m.</td>
</tr>
<tr>
<td>Sunday R.E. (Text Only)</td>
<td>Fri., 4:00 p.m.</td>
<td>Fri., 3:00 p.m.</td>
</tr>
</tbody>
</table>

**TV Week**

<table>
<thead>
<tr>
<th>Day of Publication</th>
<th>Space Reservations, Kill Orders and Proof Copy Due</th>
<th>Digital Files (No Proofs)</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sundays</td>
<td>Thurs., noon 18 days prior</td>
<td>Fri., noon 17 days prior</td>
<td>Fri., noon 17 days prior</td>
</tr>
</tbody>
</table>

**NOTE:** Reservations for Spotlight and specialty pop-out close 28 days prior.

### The Washington Post Magazine

<table>
<thead>
<tr>
<th>Day of Publication</th>
<th>Space Reservations and Kill Orders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sundays</td>
<td>Friday, 9:00 a.m. 30 days prior</td>
</tr>
</tbody>
</table>

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

All special advertising sections close 9 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).
### Preprints: In-Paper

<table>
<thead>
<tr>
<th>Day to Insert</th>
<th>Space Reservation</th>
<th>Inserts Due at Springfield Plant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday</strong> (Health &amp; Science – premium charge applies)</td>
<td>28 days prior</td>
<td>Tues. prior, 4:00 p.m.</td>
</tr>
<tr>
<td><strong>Wednesday</strong> (Food)</td>
<td>14 days prior</td>
<td>Fri. prior, 11:00 a.m.</td>
</tr>
<tr>
<td><strong>Thursday</strong> (Local Living)</td>
<td>14 days prior</td>
<td>Fri. prior, 11:00 a.m.</td>
</tr>
<tr>
<td><strong>Friday</strong> (Weekend)*</td>
<td>14 days prior</td>
<td>Mon. prior, 4:00 p.m.</td>
</tr>
<tr>
<td><strong>Sunday</strong> (preprint package)</td>
<td>14 days prior</td>
<td>Thurs., 10 days prior, 4:00 p.m.</td>
</tr>
</tbody>
</table>

**NOTE:** 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.

*Friday availability is for topper/inserts only.

### Preprints: Shared Mail

<table>
<thead>
<tr>
<th>In-Home Day</th>
<th>Space Reservation</th>
<th>Inserts Due at Springfield Plant (see page 26)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday/Thursday</strong></td>
<td>14 days prior</td>
<td>Wed., 7 days prior, noon</td>
</tr>
</tbody>
</table>

**NOTE:** 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.

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

### Post Markeplace: Standard and Renters Targeted Jacket ROP

<table>
<thead>
<tr>
<th>In-Home Day</th>
<th>Space Reservation</th>
<th>Materials: Art &amp; Set</th>
<th>Materials: Digital-PDF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday/Thursday</strong></td>
<td>Wednesday, 3:00 p.m., 4 weeks prior to issue date</td>
<td>Monday, 5:00 p.m., 16 days prior to issue date</td>
<td>Friday, noon, 12 days prior to issue date</td>
</tr>
</tbody>
</table>
### Print-and-Deliver Ads: Built by The Washington Post

**Number of Days Prior to Run Date**

<table>
<thead>
<tr>
<th>Run Day</th>
<th>Advertiser Reservations Due</th>
<th>All Art and Set P&amp;D Materials Due to Ad Ops</th>
<th>Final Changes to Ad Ops Proof Due</th>
<th>Ad Ops Release (No Changes) Due</th>
<th>Printer Proof Ready for Approval</th>
<th>Printer Proof Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>26 days</td>
<td>22 days</td>
<td>16 days</td>
<td>15 days</td>
<td>13 days</td>
<td>12 days</td>
</tr>
<tr>
<td>Thursday</td>
<td>27 days</td>
<td>23 days</td>
<td>17 days</td>
<td>16 days</td>
<td>14 days</td>
<td>13 days</td>
</tr>
<tr>
<td>Friday</td>
<td>28 days</td>
<td>24 days</td>
<td>18 days</td>
<td>17 days</td>
<td>15 days</td>
<td>14 days</td>
</tr>
<tr>
<td>Sunday</td>
<td>30 days</td>
<td>26 days</td>
<td>20 days</td>
<td>19 days</td>
<td>17 days</td>
<td>16 days</td>
</tr>
</tbody>
</table>

### Print-and-Deliver Ads: Ready to Output Digital Sources

**Number of Days Prior to Run Date**

<table>
<thead>
<tr>
<th>Run Day</th>
<th>Advertiser Reservations Due</th>
<th>Hi-Res PDF Due</th>
<th>Printer Proof Ready for Approval</th>
<th>Printer Proof Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>16 days</td>
<td>15 days</td>
<td>13 days</td>
<td>12 days</td>
</tr>
<tr>
<td>Thursday</td>
<td>17 days</td>
<td>16 days</td>
<td>14 days</td>
<td>13 days</td>
</tr>
<tr>
<td>Friday</td>
<td>18 days</td>
<td>17 days</td>
<td>15 days</td>
<td>14 days</td>
</tr>
<tr>
<td>Sunday</td>
<td>20 days</td>
<td>19 days</td>
<td>17 days</td>
<td>16 days</td>
</tr>
</tbody>
</table>

### Sticky Note Ads: Built by The Washington Post

**Number of Days Prior to Run Date**

<table>
<thead>
<tr>
<th>Run Day</th>
<th>Advertiser Reservations Due</th>
<th>Assets Due</th>
<th>Final Changes to Ad Ops Proof Due</th>
<th>Ad Ops Release (No Changes) Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>24 days</td>
<td>20 days</td>
<td>14 days</td>
<td>13 days</td>
</tr>
<tr>
<td>Tuesday</td>
<td>25 days</td>
<td>21 days</td>
<td>15 days</td>
<td>14 days</td>
</tr>
<tr>
<td>Wednesday</td>
<td>26 days</td>
<td>22 days</td>
<td>16 days</td>
<td>15 days</td>
</tr>
<tr>
<td>Thursday</td>
<td>27 days</td>
<td>23 days</td>
<td>17 days</td>
<td>16 days</td>
</tr>
<tr>
<td>Friday</td>
<td>28 days</td>
<td>24 days</td>
<td>18 days</td>
<td>17 days</td>
</tr>
<tr>
<td>Saturday</td>
<td>29 days</td>
<td>25 days</td>
<td>19 days</td>
<td>18 days</td>
</tr>
</tbody>
</table>

*Thursday and Friday: TABLOID ONLY.*

### Sticky Note Ads: Ready to Output Digital Source

**Number of Days Prior to Run Date**

<table>
<thead>
<tr>
<th>Run Day</th>
<th>Advertiser Reservations Due</th>
<th>Hi-Res PDF Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>14 days</td>
<td>13 days</td>
</tr>
<tr>
<td>Tuesday</td>
<td>15 days</td>
<td>14 days</td>
</tr>
<tr>
<td>Wednesday</td>
<td>16 days</td>
<td>15 days</td>
</tr>
<tr>
<td>Thursday</td>
<td>17 days</td>
<td>16 days</td>
</tr>
<tr>
<td>Friday</td>
<td>18 days</td>
<td>17 days</td>
</tr>
<tr>
<td>Saturday</td>
<td>19 days</td>
<td>18 days</td>
</tr>
</tbody>
</table>

*Thursday and Friday: TABLOID ONLY.*
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"

<table>
<thead>
<tr>
<th>Columns</th>
<th>Width</th>
<th>Acceptable Sizes (Depth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.92&quot;</td>
<td>.75&quot; to 18&quot; or 21&quot;</td>
</tr>
<tr>
<td>2 columns</td>
<td>3.94&quot;</td>
<td>2&quot; to 18&quot; or 21&quot;</td>
</tr>
<tr>
<td>3 columns</td>
<td>5.96&quot;</td>
<td>5.25&quot;; 7&quot; to 18&quot; or 21&quot;</td>
</tr>
<tr>
<td>4 columns</td>
<td>7.98&quot;</td>
<td>5.25&quot;; 7&quot; or 10.5&quot; to 18&quot; or 21&quot;</td>
</tr>
<tr>
<td>5 columns</td>
<td>10&quot;</td>
<td>7&quot; or 10.5&quot; to 18&quot; or 21&quot;</td>
</tr>
<tr>
<td>6 columns</td>
<td>12&quot;</td>
<td>7&quot; or 10.5&quot; to 18&quot; or 21&quot;</td>
</tr>
<tr>
<td>Double Truck</td>
<td>24.5&quot;</td>
<td>21&quot;</td>
</tr>
</tbody>
</table>

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%. 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

**Materials Submission**

If your ad is complete and ready to publish, please send the file (PDF format only) to digital@washpost.com. Please type your ten digit job number or publication date in the subject field of the message.

If you need your ad designed by our creative team, please contact the Ad Materials team at 202-334-6201 or admaterials@washpost.com.

**Minimum Sizes**

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

**Color Specifications**

All files must be saved in CMYK color space.

All Pantone/spot colors, embedded graphics and images should be converted to CMYK.

Newsprint Proofs

Any materials requiring newspaper proofs are due five 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"

<table>
<thead>
<tr>
<th>Columns</th>
<th>Width</th>
<th>Acceptable Sizes (Depth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.92&quot;</td>
<td>.75&quot; to 10&quot; or 12&quot;</td>
</tr>
<tr>
<td>2 columns</td>
<td>3.94&quot;</td>
<td>2&quot; to 10&quot; or 12&quot;</td>
</tr>
<tr>
<td>3 columns</td>
<td>5.96&quot;</td>
<td>6&quot; to 10&quot; or 12&quot;</td>
</tr>
<tr>
<td>4 columns</td>
<td>7.98&quot;</td>
<td>6&quot; to 10&quot; or 12&quot;</td>
</tr>
<tr>
<td>5 columns</td>
<td>10&quot;</td>
<td>10&quot; or 12&quot;</td>
</tr>
<tr>
<td>Double Truck</td>
<td>20.5&quot;</td>
<td>12&quot;</td>
</tr>
</tbody>
</table>

The Washington Post adheres to the offset printing process requirements for quality as defined in SNAP (Specifications for Newsprint Advertising Production). 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 newprint 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 19–20).

**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 color space. RGB, LAB, spot or Indexed modes are not acceptable.
- All color 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.
- 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.
- 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).
- Save/export your pdf using the "PDF/X-1-a" preset settings.

The Washington Post makes no adjustments to color, ink balance, density, 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.

<table>
<thead>
<tr>
<th>% Output Size</th>
<th>@ 85 LPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>170 PPI</td>
</tr>
<tr>
<td>125%</td>
<td>215 PPI</td>
</tr>
<tr>
<td>150%</td>
<td>255 PPI</td>
</tr>
<tr>
<td>175%</td>
<td>300 PPI</td>
</tr>
<tr>
<td>200%</td>
<td>340 PPI</td>
</tr>
<tr>
<td>300%</td>
<td>510 PPI</td>
</tr>
<tr>
<td>400%</td>
<td>680 PPI</td>
</tr>
</tbody>
</table>

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
- Highlight: 5% Cyan, 2% Magenta, 2% Yellow
- Quartertone: 20% Cyan, 14% Magenta, 14% Yellow
- Midtones: 38% Cyan, 30% Magenta, 30% Yellow
- Shadow: 60% Cyan, 50% Magenta, 50% Yellow

SNAP Recommended Scan Resolution

<table>
<thead>
<tr>
<th>Line Art: An output size of 100% is assumed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scanned Art</td>
</tr>
<tr>
<td>Type</td>
</tr>
<tr>
<td>Line Art</td>
</tr>
<tr>
<td>Line Drawing and Cartoons</td>
</tr>
<tr>
<td>Halftone (Copy Dot)</td>
</tr>
</tbody>
</table>

Gray Balance in Pre-Press

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

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.

Broadsheet Ad Sizes

<table>
<thead>
<tr>
<th>Double Truck</th>
<th>12.5 columns x 21&quot;</th>
<th>262.5&quot; total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>6 columns x 21&quot;</td>
<td>126&quot; total</td>
</tr>
<tr>
<td>Junior Page</td>
<td>5 columns x 18&quot;</td>
<td>90&quot; total</td>
</tr>
<tr>
<td>1/2 Page Horiz.</td>
<td>6 columns x 10.50&quot;</td>
<td>63&quot; total</td>
</tr>
<tr>
<td>1/2 Page Vert.</td>
<td>4 columns x 10.50&quot;</td>
<td>63&quot; total</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1/4 Page</th>
<th>3 columns x 10.50&quot;</th>
<th>31.5&quot; total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 Page Vert.</td>
<td>1 column x 10&quot;</td>
<td>10&quot; total</td>
</tr>
<tr>
<td>1/6 Page Sq.</td>
<td>3 columns x 7&quot;</td>
<td>21&quot; total</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3 columns x 5.25&quot;</td>
<td>15.75&quot; total</td>
</tr>
</tbody>
</table>

NOTE: Ad sizes shown are common sizes. See the Broadsheet Ad Sizes chart on page 19 for detailed information on available sizes.

Tabloid Ad Sizes

<table>
<thead>
<tr>
<th>Double Truck</th>
<th>10.5 columns x 12&quot;</th>
<th>126&quot; total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5 columns x 12&quot;</td>
<td>60&quot; total</td>
</tr>
<tr>
<td>Junior Page</td>
<td>4 columns x 10&quot;</td>
<td>40&quot; total</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2 columns x 7.50&quot;</td>
<td>15&quot; total</td>
</tr>
</tbody>
</table>

| 1/6 Page Horiz. | 2 columns x 5" | 10" total |
| 1/6 Page Vert. | 2 columns x 10" | 10" total |
| 1/8 Page       | 2 columns x 3.75"| 7.5" total|

NOTE: Ad sizes shown are popular, frequently requested sizes. See the Tabloid Ad Sizes chart on page 19 for detailed information on available sizes.
The Washington Post Creative Ad Sizes

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: Daily
- Travel: Sunday
- Business: Sunday
- Comics: Sunday
- Real Estate: Saturday
- Food: Wednesday
- Metro: Daily and Sunday
- Style: Daily
- Sports: Daily and Sunday
- Outlook: Sunday
- Health & Science: Tuesday

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: Daily
- Travel: Sunday
- Business: Sunday
- Comics: Sunday
- Real Estate: Saturday
- Food: Wednesday

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: Daily
- Travel: Sunday
- Business: Sunday
- Comics: Sunday
- Real Estate: Saturday
- Food: Wednesday

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

Advertising Availability
- Main News: Daily
- Food: Wednesday
- Local Living: Thursday
- Weekend: Friday
- Real Estate: Saturday
- Arts & Style: Sunday
- Business: Sunday
The Washington Post Saturday Real Estate

Display Ad Sizes

Classified Ad Sizes

Page Size: 10" x 12"
6 columns = 1,008 lines

<table>
<thead>
<tr>
<th>Columns</th>
<th>Ad Makeup Width</th>
<th>Minimum Depth for Multi-Column Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.58&quot;</td>
<td>N/A</td>
</tr>
<tr>
<td>2 columns</td>
<td>3.264&quot;</td>
<td>28</td>
</tr>
<tr>
<td>3 columns</td>
<td>4.948&quot;</td>
<td>42</td>
</tr>
<tr>
<td>4 columns</td>
<td>6.632&quot;</td>
<td>56</td>
</tr>
<tr>
<td>5 columns</td>
<td>8.316&quot;</td>
<td>100</td>
</tr>
<tr>
<td>6 columns</td>
<td>10&quot;</td>
<td>125</td>
</tr>
</tbody>
</table>

Local Living Modular Ad Sizes

Display Ad Sizes
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.

<table>
<thead>
<tr>
<th>Columns</th>
<th>Ad Makeup Width</th>
<th>Minimum Depth for Multi-Column Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.11”</td>
<td>N/A</td>
</tr>
<tr>
<td>2 columns</td>
<td>2.32”</td>
<td>28</td>
</tr>
<tr>
<td>3 columns</td>
<td>3.53”</td>
<td>42</td>
</tr>
<tr>
<td>4 columns</td>
<td>4.74”</td>
<td>56</td>
</tr>
<tr>
<td>5 columns</td>
<td>5.95”</td>
<td>100</td>
</tr>
<tr>
<td>6 columns</td>
<td>7.16”</td>
<td>125</td>
</tr>
<tr>
<td>7 columns</td>
<td>8.37”</td>
<td>150</td>
</tr>
<tr>
<td>8 columns</td>
<td>9.58”</td>
<td>150</td>
</tr>
<tr>
<td>9 columns</td>
<td>10.79”</td>
<td>150</td>
</tr>
<tr>
<td>10 columns</td>
<td>12”</td>
<td>150</td>
</tr>
</tbody>
</table>

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 washingtonpost.com/mediakit.
Jobs advertisers should place their ads online at employers.washingtonpost.com.

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, density, 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 chart), 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):
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.
Specifications

**Magazine Ad Sizes** New as of October 2020

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Ad Size</th>
<th>Live Area</th>
<th>Bleed Margins (if applicable)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>16.5&quot; x 10.5&quot;</td>
<td>16&quot; x 10&quot;</td>
<td>.125&quot; on all sides</td>
<td>If non-bleed, keep content within the live area</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.25&quot; x 10.5&quot;</td>
<td>7.75&quot; x 10&quot;</td>
<td>.125&quot; on all sides</td>
<td>If non-bleed, keep content within the live area</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>5.375&quot; x 10.5&quot;</td>
<td>5&quot; x 10&quot;</td>
<td>.125&quot; on all sides</td>
<td>If non-bleed, keep content within the live area</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>8.25&quot; x 5.25&quot;</td>
<td>7.75&quot; x 4.75&quot;</td>
<td>.125&quot; on all sides</td>
<td>If non-bleed, keep content within the live area</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.5&quot; x 10&quot;</td>
<td>2.5&quot; x 10&quot;</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>5&quot; x 4.75&quot;</td>
<td>5&quot; x 4.75&quot;</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.5&quot; x 4.75&quot;</td>
<td>2.5&quot; x 4.75&quot;</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>1/12 Page</td>
<td>2.5&quot; x 2.375&quot;</td>
<td>2.5&quot; x 2.375&quot;</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>1/24 Page</td>
<td>2.5&quot; x 1&quot;</td>
<td>2.5&quot; x 1&quot;</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

**Horizontal Cover Wrap** New as of October 2020

<table>
<thead>
<tr>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat Trim Size</td>
<td>12.5&quot;</td>
</tr>
<tr>
<td>Flat Live Area</td>
<td>12&quot;</td>
</tr>
<tr>
<td>Final Folded Product Size (front)</td>
<td>7.5&quot;</td>
</tr>
<tr>
<td>Final Folded Product Size (back)</td>
<td>5&quot;</td>
</tr>
<tr>
<td>Bleed Margins</td>
<td>.125&quot; on all sides</td>
</tr>
</tbody>
</table>

**Vertical Cover Wrap** New as of October 2020

<table>
<thead>
<tr>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat Trim Size</td>
<td>12.25&quot;</td>
</tr>
<tr>
<td>Flat Live Area</td>
<td>11.75&quot;</td>
</tr>
<tr>
<td>Front Flap Live Area</td>
<td>3.5&quot;</td>
</tr>
<tr>
<td>Back Flap Live Area</td>
<td>7.75&quot;</td>
</tr>
<tr>
<td>Final Folded Product Size (front)</td>
<td>4&quot;</td>
</tr>
<tr>
<td>Final Folded Product Size (back)</td>
<td>8.25&quot;</td>
</tr>
<tr>
<td>Bleed Margins</td>
<td>.125&quot; on all sides</td>
</tr>
</tbody>
</table>

**Notes**
- Content is subject to approval by Magazine Production Manager and Editorial department.

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).

**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.
- PDF files required.
- Please offset the crop marks by at least .125" so they lay outside the bleed margins.
- 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. supercalendered text stock.

**Four-Color Advertising**

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

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

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

**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 proof color proof made from the file being sent. The 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).

**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.

**Black and White Advertising**

Full-Page and Fractional Ads: Digital files required.

**Color**: Grayscale only.

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

**Max 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).

**Typefaces**: 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.**

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

**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 202-334-6430 or 202-334-6405.

**Material Submission**

For complete electronic/digital transmission information, visit: washingtonpost.com/mediakit.

The Washington Post Magazine
Magazine Administration/Production Dept.
1301 K Street, NW
Washington, D.C. 20071
TV Week

Ad Sizes

Trimmed page: 7.375” x 10.5”
Full page live area: 6.875” x 9.5”

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>6.875”</td>
<td>9.5”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>6.875”</td>
<td>4.75”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.5”</td>
<td>7”</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>4.5”</td>
<td>4.75”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.125”</td>
<td>9.5”</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.5”</td>
<td>2”</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.125”</td>
<td>4.75”</td>
</tr>
<tr>
<td>Front Strip</td>
<td>6.875”</td>
<td>2.5”</td>
</tr>
</tbody>
</table>

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

Digital File Specifications

Platform/File Formats: PDF files are required.
Images: Include all graphic images. Minimum 170 DPI required for full-color or grayscale artwork.
Color: Convert all images, graphics, spot and Pantone colors to CMYK.
Fonts: Assure all fonts are embedded in the PDF file.

Material Submission

Ad materials should be sent to:
The Washington Post/TV Week
Magazine Administration/Production Department
1301 K Street, NW
Washington, D.C. 20071
Phone: 202-334-7288
Email: AdMaterials@washpost.com

Electronic Ad Delivery

For complete electronic/digital transmission information, visit washingtonpost.com/mediakit.

Preprints

Page Sizes for In-Paper and Shared Mail

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 inches.

Smaller Preprints: Preprints measuring less than 7” long (along the folded edge) by 6” wide (perpendicular to folded edge) require prior approval and may incur an additional cost.

Largest Fold Size: 12.5” long (along the folded edge), 11” wide (perpendicular to the 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: 0.005” 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, accordion-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

Sunday and Saturday: Closed
Monday-Thursday: 6:00 a.m. to 4:00 p.m.
Friday: 6:00 a.m. to 12:00 p.m.*

Closed daily from 11:00 – 11:50 a.m. for lunch and from 1:10 – 1:45 p.m. for shift change.

*October 1 through December 31. Extended hours on Fridays: 6:00 a.m. – 6:00 p.m. by appointment only.
Post Marketplace:  
Standard and Renters Jacket

Ad Images Sizes (No Bleeds):
- Page 1 (Full Front Cover Without Strip): 9.5" x 9.5"
- Page 1 (Full Front Cover With Strip): 9.5" x 7.5"
- Page 1 (Front Cover Strip): 9.5" x 2"
- Page 2 to Page 7 (Inside): 9.75" x 11.5"
- Page 6 (Half Page): 9.75" x 5.625"
- Page 8 (Back Cover Without Strip): 10.25" x 7.5"
- Page 8 (Back Cover Strip): 10.25" x 2"

Print-and-Deliver

Post Card Flyer
- Product Size:
  - Trim: 9" x 6"
  - Live Area: 8.5" x 5.5"
  - Stock: 9 Pt C2S

Single-Sheet Flyer
- Product Size:
  - Trim: 8.5" x 10.875"
  - Live Area: 8" x 10.375"
  - Stock: 70 lb. Gloss Text

Wide Body
- Product Size:
  - Trim: 9.375" x 11.125"
  - Live Area: 8.875" x 10.625"
  - Stock: 70 lb. Gloss Text

4-Page Flexi
- Product Size:
  - Finished Folded Size: 8.5" x 10.875"
  - Trim: 17" x 10.875"
  - Live Area: 16.5" x 10.375"
  - Stock: 70 lb. Gloss Text

4-Page Wide Body
- Product Size:
  - Finished Folded Size: 9.375" x 11.125"
  - Trim: 18.75" x 11.125"
  - Live Area: 18.25" x 10.625"
  - Stock: 70 lb. Gloss Text

Bleed: 0.125" must be added to all sides of every as file. Include crop marks whether or not art extends into this area.

Sizes: May vary up to 1/16" in width or height depending on vendor

Printing Process: CMYK process inks (cyan, magenta, yellow, black)

Images: Must be 300 DPI

Sticky Notes

Broadsheet
- Product Size:
  - Trim: 3" x 2.375"
  - Live Area: 2.75" x 2.125"
  - Stock: White (semi-gloss)
    - Plain Yellow (matte)

Tabloid
- Product Size:
  - Trim: 2.375" x 3"
  - Live Area: 2.125" x 2.75"
  - Stock: White (semi-gloss)
    - Plain Yellow (matte)

NOTE: The back can only be black ink with 30% coverage.

Bleed: 0.125" must be added to all sides of every as file. Include crop marks whether or not art extends into this area.

Sizes: May vary up to 1/16" in width or height depending on vendor

Printing Process: CMYK process inks (cyan, magenta, yellow, black)

Images: Must be 300 DPI
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 Washington 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 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 teatsheets, 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. Terms and conditions for other Washington Post Media may differ. For more information, please consult your Account Manager or see Terms and Conditions at washingtonpost.com/mediakit.