



\$SAVINGS NOW!
SUNDAY OPT-IN
ZIP CODES
ZIP CLUSTERS
&
SALES ZONES

2010

PERIOD

1-B

JANUARY 11, 2010 - MARCH 14, 2010

SUNDAY OPT-IN PREPRINTS (\$SAVINGS NOW!)

2010

PERIOD 1-B

January 11, 2010 - March 14, 2010

GENERAL INFORMATION IN PAPER

Space Reservation Deadlines

POST PLUS, IN-PAPER PREPRINTS, & SUNDAY OPT-IN:
Due 14 days in advance of insert date.
PRINT & DELIVER STANDARD PRODUCTS:
See individual Print & Deliver rate cards.
PRINT & DELIVER CUSTOM PRODUCTS:
Contact your sales representative.

Quantities

The preprint insert quantity requirements contained herein are estimates, which include manufacturing waste, unsold copies of the newspaper, and a margin to provide for unpredictable fluctuations in circulation. The Washington Post will not be responsible, nor provide rate adjustments, for shortages or overages resulting from these estimates, or for newspapers missed that are caused by shortages in the advertiser's delivery.

Distribution Options

Preprints are inserted into either Tuesday, Wednesday, Thursday, Friday, or Sunday newspapers or Sunday Opt-In. The Minimum buy is 1,000 pieces or one Zone whichever is greater.

Distribution Periods

The calendar year is divided into periods that reflect major fluctuations in the number of newspapers distributed. Each period has two sets of estimates -- SUNDAY and DAILY

SIZES & SPECIFICATIONS

Page Size Defined

FLEXIE	6" x 7" to 9" x 11"
TAB	Over 9" x 11" to 11" x 13"
STANDARD	Over 11" x 13"

Size Specifications

Smaller Preprints: Preprints under 6" x 7" or without a single straight machinable edge require prior approval.

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

Minimum Paper Weight Specifications

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

2010 PERIOD 1-B SUNDAY OPT-IN ESTIMATES

PREPRINTS & POST PLUS
Sunday Opt-In

JANUARY 11, 2010 - MARCH 14, 2010

MONTGOMERY COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Bethesda	20814Z	310
Chevy Chase	20815Z	260
Friendship Heights	20816Z	N/A
West Bethesda	20817Z	N/A
Cabin John	20818Z	N/A
Olney	20832Z	260
Brookeville	20833Z	N/A
Poolesville Cluster	20837W	N/A
Boysds	20841Z	N/A
Rockville	20850Z	510
Twinbrook	20851Z	260
Pike	20852Z	590
Twinbrook	20853Z	360
Potomac	20854Z	N/A
Derwood	20855Z	N/A
Ashton Cluster	20861W	N/A
Burtonsville	20866Z	260
Clarksburg	20871Z	N/A
Damascus	20872Z	260
Germantown	20874Z	740
Germantown	20876Z	380
Gaithersburg	20877Z	510
Diamond Farms	20878Z	620
Laytonsville	20879Z	390
Gaithersburg	20882Z	N/A
Montgomery Village	20886Z	640
Kensington	20895Z	260
Woodmoor	20901Z	540
Wheaton	20902Z	690
Hillendale	20903Z	310
Colesville	20904Z	790
Colesville	20905Z	260
Wheaton	20906Z	1,120
Blair	20910Z	640
Takoma Park	20912Z	360

MC FULL RUN 11,320

ARLINGTON COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Court House	22201Z	500
Eads	22202Z	290
Central	22203Z	430
South	22204Z	1,630
Preston King	22205Z	260
Shirlington	22206Z	410
North	22207Z	260
Rosslyn	22209Z	260
Preston King	22213Z	N/A

AR FULL RUN 4,040

DISTRICT OF COLUMBIA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Le Droit Park	20001Z	1,030
Kendall Green	20002Z	1,090
Southeast	20003Z	600
Central Cluster	20005W	350
Georgetown	20007Z	310
Cleveland Park	20008Z	380
Kalorama	20009Z	1,250
Columbia Heights	20010Z	850
Brightwood	20011Z	1,120
Walter Reed	20012Z	260
Northwest	20015Z	N/A
Friendship	20016Z	320
Brookland	20017Z	330
Customs House	20018Z	330
Benning	20019Z	1,770
Anacostia	20020Z	1,540
L' Enfant Plaza	20024Z	320
Congress Heights	20032Z	1,140
Twentieth Street	20036Z	260
Watergate	20037Z	260

DC FULL RUN 13,510

PRINCE GEORGES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Accokeek	20607Z	N/A
Brandywine Cluster	20613W	260
Beltsville	20705Z	360
Lanham-Seabrook	20706Z	500
Laurel	20707Z	500
Montpelier	20708Z	460
Bowie	20715Z	260
Mitchellville	20716Z	310
Bowie	20720Z	260
Bowie	20721Z	280
Clinton	20735Z	410
Riverdale	20737Z	310
College Park	20740Z	320
Capitol Heights	20743Z	670
Fort Washington	20744Z	670
Oxon Hill	20745Z	850
Suitland	20746Z	670
District Heights	20747Z	750
Temple Hills	20748Z	770
Glenn Dale	20769Z	N/A
Greenbelt	20770Z	540
Upper Marlboro	20772Z	560
Upper Marlboro	20774Z	620
Hyattsville Cluster	20781W	500
West Hyattsville	20782Z	500
Adelphi	20783Z	670
Capitol Plaza	20784Z	510
Cheverly	20785Z	670

PG FULL RUN 13,180

2010 PERIOD 1-B SUNDAY OPT-IN ESTIMATES

FAIRFAX COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Centreville	20120Z	450
Centreville	20121Z	390
Clifton	20124Z	N/A
Chantilly	20151Z	300
Herndon	20170Z	880
Herndon	20171Z	510
Reston	20190Z	460
Reston	20191Z	650
Reston	20194Z	260
Annandale	22003Z	960
Burke	22015Z	380
Dunn Loring	22027Z	N/A
Fairfax	22030Z	590
Pickett	22031Z	650
Fairfax Station	22032Z	260
Fairfax	22033Z	590
Fairfax Station	22039Z	N/A
Baileys Crossroads	22041Z	580
Mosby	22042Z	770
Pimmit	22043Z	430
Seven Corners	22044Z	260
Falls Church	22046Z	260
Fort Belvoir	22060Z	260
Great Falls	22066Z	N/A
Lorton	22079Z	440
Mc Lean	22101Z	260
Mc Lean	22102Z	260
Vienna	22124Z	N/A
Springfield	22150Z	450
North Springfield	22151Z	260
West Springfield	22152Z	290
West Springfield	22153Z	280
Vienna	22180Z	260
Vienna	22181Z	N/A
Vienna	22182Z	260
Potomac	22301Z	N/A
Parkfairfax	22302Z	360
Jefferson Manor	22303Z	330
Shirley Duke	22304Z	1,120
George Washington	22305Z	340
Community	22306Z	1,080
Belle View	22307Z	N/A
Wellington	22308Z	N/A
Engleside	22309Z	650
Franconia	22310Z	360
Seminary Heights	22311Z	650
Lincolnia	22312Z	860
Olde Town	22314Z	690
Kingstowne	22315Z	360

FA FULL RUN 19,450

	SUNDAY OPT-IN
TOTAL FULL RUN	61,500

PACKING AND SHIPPING REQUIREMENTS

Please note that inserts require delivery to different locations.
 Quantities for multiple run dates must be shipped separated and clearly marked by run date.
 Pallet markers and a bill of lading are required for all shipments.
 Complete packing and shipping requirements available.
 Inserts for Sunday In-Paper and Sunday Opt-In may be combined on same pallet.

IN-PAPER & SUNDAY OPT-IN INSERTS

POST PLUS IN-MAIL INSERTS

DELIVERY ADDRESS

THE WASHINGTON POST SPRINGFIELD PLANT
 7171 Wimsatt Road
 Springfield, VA 22151-4081

VERTIS COMMUNICATIONS/AMERICAN COLOR GRAPHICS
 250 Heller Park Court
 Dayton, NJ 08810
 Main Number (732) 438 - 8270

RECEIVING

MONDAY 6:30 a.m. - 8:00 p.m.
 TUESDAY 6:30 a.m. - 8:00 p.m.
 WEDNESDAY 6:30 a.m. - 8:00 p.m.
 THURSDAY 6:30 a.m. - 6:00 p.m.
 FRIDAY** 6:30 a.m. - 1:30 p.m.
 SATURDAY 6:30 a.m. - 1:30 p.m.
 CLOSED SUNDAY
 **Oct. thru Dec - Friday hours are 6:30 a.m. - 8:00 p.m.

MON. through SUN. 6:00 a.m. - 6:00 p.m.

DELIVERY DEADLINES

SUNDAY IN-PAPER OR OPT-IN: Thursday, 5:00 p.m.
 10 days in advance of insert date
TUESDAY IN-PAPER: Tuesday, 5:00 p.m.
 7 days in advance of insert date
WEDNESDAY IN-PAPER: Friday, 1:30 p.m.
 5 days in advance of insert date
THURSDAY IN-PAPER: Friday, 1:30 p.m.
 6 days in advance of insert date
FRIDAY IN-PAPER: Monday, 5:00 p.m.
 4 days in advance of insert date

SHARED MAIL: Thursday, Noon
 7 days in advance of in-home date

EARLY DELIVERY

Accepted no more than 13 days in advance for Sundays and no more than 7 days in advance for daily inserts. Preprint Specialists must authorize exceptions.

Accepted no more than 15 days in advance of in-home date. Preprint Specialists must authorize exceptions.

DIRECTIONS

TO SPRINGFIELD PLANT

NORTH on I-95 / I -395

Take I-395 exit for Edsall Rd. West.
 Proceed to end of Edsall Rd.
 Turn left onto Backlick Rd.
 At fourth traffic light, turn right onto Wimsatt Rd.
 WP plant is the third group of buildings on left.
 Receiving dock is at front of plant.

SOUTH on I-95 / I-495 Beltway

Take I-495 Exit 5 for Braddock Rd. East .
 At second traffic light, turn right onto Backlick Rd.
 At fourth traffic light, turn right onto Wimsatt Rd.
 WP plant is the third group of buildings on left.
 Receiving dock is at front of plant.

TO VERTIS COMMUNICATIONS/AMERICAN COLOR GRAPHICS

Estimated Driving Time from DC: just over 3 hrs.

FROM WASHINGTON, DC AREA

Take I-95N to Delaware.
 Merge onto 295N towards New Jersey Turnpike.
 Keep right and take I-95 N/New Jersey Turnpike towards Cars/Trucks-buses.
 Take Exit 8A toward RT 32 West.
 Turn left on Cranbury-South River RD.
 Turn slight right onto Forsgate DR.
 Turn slight right onto US-130 N.
 Take the ramp toward Dayton/Jamesburg.
 Keep left at the fork to go on Ridge road.
 Turn left into Heller Park Court.

**For 24 HOUR AUTOMATED DIRECTIONS TO THE POST'S SPRINGFIELD PLANT
 CALL (202) 334-5052.**

FOR FURTHER INFORMATION

Contact the Post Plus/Preprint Specialist:
 (202) 334-6330 or (202) 334-5841
 MON. through FRI. 9:00 a.m. - 5:30 p.m.