



OUTERWRAP
ZIP CODES
ZIP CLUSTERS
&
SALES ZONES

2010

PERIOD

4

SEPTEMBER 13, 2010 - DECEMBER 12, 2010

PERIOD 4 OUTERWRAP ESTIMATES

SEPTEMBER 13, 2010 - DECEMBER 12, 2010

900 SERIES ZONES - OUTLYING AREAS

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Howard-North Cluster	ZCL903	600	1,100
Pennsylvania/Delaware/NY Cluster	ZCL909	N/A	N/A
Chesapeake/Eastern Shore Cluster	ZCL917	1,900	2,800
South Frederick County Cluster	ZCL918	3,100	4,700
North Frederick County Cluster	ZCL919	1,900	2,900
Frederick Cluster	ZCL920	N/A	N/A
West Frederick County MD Cluster	ZCL921	400	600
Hagerstown Cluster	ZCL922	800	1,000
East Frederick County MD Cluster	ZCL923	600	1,000
Winchester/Harrisonburg Cluster	ZCL924	3,100	7,600
NW Frederick County MD Cluster	ZCL926	400	500
Delaware Cluster	ZCL934	N/A	N/A
Jefferson/Berkley County Cluster	ZCL935	1,200	1,900
North Fauquier County Cluster	ZCL950	900	1,500
Culpeper/Orange Cluster	ZCL955	3,800	5,400
North Stafford County Cluster	ZCL970	1,400	2,800
South Stafford County Cluster	ZCL971	900	1,500
Richmond/Williamsburg/VA Beach Cluster	ZCL972	1,400	1,900
Spotsylvania County Cluster	ZCL973	700	1,400
Fredericksburg Cluster	ZCL975	1,100	1,800
Baltimore Cluster	ZCL985	N/A	N/A

900 SERIES FULL RUN 24,200 40,400

HOWARD COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Laurel	20723Z	1,400	2,200
Highland Cluster	20777W	500	600
Jessup Cluster	20794W	300	400
Clarksville	21029Z	1,300	1,500
Ellicott City	21042Z	2,600	3,100
Ellicott City	21043Z	1,300	1,500
Columbia	21044Z	2,300	2,600
Columbia	21045Z	2,000	2,400
Columbia	21046Z	1,100	1,300
Baltimore	21075Z	600	800
Glenwood Cluster	21738W	1,000	1,200
Mt. Airy	21771Z	N/A	N/A

HO FULL RUN 14,400 17,600

DISTRICT OF COLUMBIA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Le Droit Park	20001Z	2,600	2,900
Kendall Green	20002Z	3,700	4,400
Southeast	20003Z	2,500	3,000
Central Cluster	20005W	800	1,000
Georgetown	20007Z	4,100	4,200
Cleveland Park	20008Z	5,100	5,900
Kalorama	20009Z	3,700	4,300
Columbia Heights	20010Z	1,600	1,900
Brightwood	20011Z	4,800	5,800
Walter Reed	20012Z	1,900	2,100
Northwest	20015Z	3,600	4,000
Friendship	20016Z	5,800	6,300
Brookland	20017Z	1,800	2,300
Customs House	20018Z	1,700	2,000
Benning	20019Z	2,700	3,700
Anacostia	20020Z	2,500	3,400
L' Enfant Plaza	20024Z	2,500	1,700
Congress Heights	20032Z	1,100	1,600
Twentieth Street	20036Z	700	800
Watergate	20037Z	1,300	1,400

DC FULL RUN 54,500 62,700

ANNE ARUNDEL COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Lothian Cluster	20711W	500	700
Laurel	20724Z	600	1,000
Shady Side Cluster	20764W	700	900
Arnold	21012Z	900	1,100
Crownsville	21032Z	600	700
Davidsonville Cluster	21035W	1,000	1,100
Edgewater	21037Z	1,000	1,300
Gambrills	21054Z	800	900
Hanover Cluster	21076W	400	400
Lithicum Heights	21090Z	N/A	N/A
Millersville	21108Z	500	600
Odenton Cluster	21113W	1,000	1,600
Crofton	21114Z	1,500	2,400
Severn Cluster	21144W	600	700
Severna Park	21146Z	1,200	900
Annapolis	21401Z	2,600	2,900
Annapolis Eastport	21403Z	2,000	2,300
Annapolis Cluster	21409W	900	1,000

AA FULL RUN 16,800 20,500

PERIOD 4 OUTERWRAP ESTIMATES

MONTGOMERY COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Bethesda	20814Z	4,800	5,300
Chevy Chase	20815Z	6,700	7,300
Friendship Heights	20816Z	3,900	4,200
West Bethesda	20817Z	7,400	8,100
Cabin John	20818Z	400	400
Olney	20832Z	3,000	4,100
Brookeville	20833Z	1,100	1,400
Poolesville Cluster	20837W	900	1,300
Boyd's	20841Z	600	1,000
Rockville	20850Z	5,000	6,400
Twinbrook	20851Z	900	1,300
Pike	20852Z	5,300	6,500
Twinbrook	20853Z	3,600	4,500
Potomac	20854Z	9,500	10,800
Derwood	20855Z	1,800	2,400
Ashton Cluster	20861W	600	700
Burtonsville	20866Z	900	1,400
Clarksburg	20871Z	700	1,100
Damascus	20872Z	800	1,300
Germantown	20874Z	3,200	4,900
Germantown	20876Z	1,200	2,000
Gaithersburg	20877Z	1,800	3,000
Diamond Farms	20878Z	5,800	7,800
Laytonsville	20879Z	1,400	2,000
Gaithersburg	20882Z	1,500	2,100
Montgomery Village	20886Z	1,900	2,900
Kensington	20895Z	3,600	4,100
Woodmoor	20901Z	3,500	4,700
Wheaton	20902Z	4,100	5,300
Hillendale	20903Z	900	1,100
Colesville	20904Z	5,300	7,000
Colesville	20905Z	2,300	3,000
Wheaton	20906Z	6,700	8,600
Blair	20910Z	4,100	5,100
Takoma Park	20912Z	1,900	2,300

MC FULL RUN 107,100 135,400

CHARLES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Waldorf	20601Z	1,600	2,500
Waldorf	20602Z	1,000	1,700
Waldorf	20603Z	1,800	2,800
Bryans Road	20616Z	300	400
Hughesville Cluster	20637W	600	700
Indian Head Cluster	20640W	600	800
Issue Cluster	20645W	400	500
La Plata Cluster	20646W	1,700	2,600
Port Tobacco Cluster	20677W	400	700
White Plains	20695Z	700	1,000

CH FULL RUN 9,100 13,700

PRINCE GEORGES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Accokeek	20607Z	800	1,100
Brandywine Cluster	20613W	900	1,400
Beltsville	20705Z	1,300	2,100
Lanham-Seabrook	20706Z	1,700	2,200
Laurel	20707Z	1,600	2,500
Montpelier	20708Z	900	1,600
Bowie	20715Z	3,100	3,700
Mitchellville	20716Z	1,500	2,000
Bowie	20720Z	1,500	2,300
Bowie	20721Z	2,200	3,300
Clinton	20735Z	2,200	3,200
Riverdale	20737Z	700	900
College Park	20740Z	1,600	2,200
Capitol Heights	20743Z	1,900	2,600
Fort Washington	20744Z	3,800	5,300
Oxon Hill	20745Z	1,100	1,600
Suitland	20746Z	1,400	2,200
District Heights	20747Z	1,700	2,700
Temple Hills	20748Z	2,800	3,400
Glenn Dale	20769Z	600	800
Greenbelt	20770Z	1,300	2,000
Upper Marlboro	20772Z	2,700	4,000
Upper Marlboro	20774Z	2,900	4,600
Hyattsville Cluster	20781W	1,200	1,700
West Hyattsville	20782Z	1,500	2,000
Adelphi	20783Z	1,300	1,900
Capitol Plaza	20784Z	1,100	1,700
Cheverly	20785Z	1,800	2,900

PG FULL RUN 47,100 67,900

SAINT MARY'S COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Charlotte Hall	20622Z	400	400
Hollywood Cluster	20636W	800	1,500
Leonardtown Cluster	20650W	1,200	1,900
Lexington Park Cluster	20653W	1,200	2,300
Mechanicsville	20659Z	1,100	1,800

SM FULL RUN 4,700 7,900

CALVERT COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Huntingtown	20639Z	1,000	1,700
Lusby Cluster	20657W	900	1,500
Prince Frederick Cluster	20678W	800	1,200
Saint Leonard Cluster	20685W	300	700
North Beach	20714Z	200	400
Chesapeake Beach Cluster	20732W	600	1,000
Owings	20736Z	900	1,200
Dunkirk	20754Z	700	900

CA FULL RUN 5,400 8,600

PERIOD 4 OUTERWRAP ESTIMATES

FAIRFAX COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Centreville	20120Z	2,700	4,500
Centreville	20121Z	1,200	2,200
Clifton	20124Z	1,900	2,600
Chantilly	20151Z	1,500	2,200
Herndon	20170Z	2,900	3,900
Herndon	20171Z	4,000	5,400
Reston	20190Z	1,900	2,400
Reston	20191Z	3,200	4,100
Reston	20194Z	1,600	2,200
Annandale	22003Z	5,700	7,000
Burke	22015Z	5,000	6,600
Dunn Loring	22027Z	400	400
Fairfax	22030Z	4,400	6,000
Pickett	22031Z	2,800	3,600
Fairfax Station	22032Z	4,000	5,200
Fairfax	22033Z	2,700	4,300
Fairfax Station	22039Z	3,100	3,800
Baileys Crossroads	22041Z	2,300	2,600
Mosby	22042Z	2,500	3,400
Pimmit	22043Z	2,500	3,100
Seven Corners	22044Z	1,100	1,400
Falls Church	22046Z	2,200	2,800
Fort Belvoir	22060Z	500	800
Great Falls	22066Z	2,500	3,100
Lorton	22079Z	2,000	3,100
Mc Lean	22101Z	6,000	6,900
Mc Lean	22102Z	3,000	3,500
Vienna	22124Z	2,700	3,400
Springfield	22150Z	2,300	3,000
North Springfield	22151Z	1,700	2,300
West Springfield	22152Z	3,300	4,500
West Springfield	22153Z	3,100	4,700
Vienna	22180Z	3,100	3,900
Vienna	22181Z	2,300	2,700
Vienna	22182Z	4,000	4,700
Potomac	22301Z	1,600	2,000
Parkfairfax	22302Z	2,100	2,600
Jefferson Manor	22303Z	1,000	1,500
Shirley Duke	22304Z	3,400	4,900
George Washington	22305Z	1,100	1,400
Community	22306Z	1,900	2,800
Belle View	22307Z	1,700	2,000
Wellington	22308Z	2,600	3,000
Engleside	22309Z	2,300	3,200
Franconia	22310Z	2,800	3,800
Seminary Heights	22311Z	1,000	1,300
Lincolnia	22312Z	1,900	2,600
Olde Town	22314Z	4,000	4,600
Kingstowne	22315Z	2,500	3,700

FA FULL RUN 126,000 165,700

ARLINGTON COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Court House	22201Z	3,000	4,000
Eads	22202Z	2,400	2,900
Central	22203Z	2,200	2,700
South	22204Z	3,100	4,300
Preston King	22205Z	2,900	3,300
Shirlington	22206Z	2,000	2,600
North	22207Z	5,900	6,800
Rosslyn	22209Z	1,200	1,300
Preston King	22213Z	500	700

AR FULL RUN 23,200 28,600

PRINCE WILLIAM COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Manassas	20109Z	1,100	1,700
Manassas	20110Z	2,000	3,200
Manassas Park	20111Z	1,200	2,000
Manassas Park	20112Z	2,000	3,100
Bristow	20136Z	1,500	2,600
Gainesville	20155Z	2,400	3,600
Haymarket	20169Z	1,800	2,600
Nokesville	20181Z	500	800
Dumfries	22025Z	1,500	2,300
Dumfries	22026Z	400	700
Triangle Cluster	22172W	400	600
Woodbridge	22191Z	1,800	2,800
Woodbridge	22192Z	3,400	5,300
Dale City	22193Z	2,300	4,200

PW FULL RUN 22,300 35,500

LOUDOUN COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Aldie	20105Z	500	1,000
Purcellville	20132Z	1,400	1,900
Round Hill Cluster	20141W	1,000	1,600
Ashburn	20147Z	4,000	6,200
Ashburn	20148Z	1,300	2,400
Chantilly	20152Z	1,300	2,400
Hamilton Cluster	20158W	600	900
Sterling	20164Z	1,600	2,700
Sterling	20165Z	2,900	4,200
Sterling	20166Z	300	600
Leesburg	20175Z	2,100	3,200
Leesburg	20176Z	3,400	5,000
Lovettsville	20180Z	500	800

LO FULL RUN 20,900 32,900

FAUQUIER COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Marshall	20115Z	700	900
Catlett Cluster	20119W	200	400
Broad Run Cluster	20137W	300	400
Warrenton	20186Z	1,300	1,500
Warrenton	20187Z	1,300	2,200
Bealeton Cluster	22712W	300	600

FQ FULL RUN 4,100 6,000

	DAILY	SUNDAY
TOTAL FULL RUN	479,800	643,400

2010 MATERIALS DEADLINE

Run date week	Reservations Due	Delivery Deadline
Mon. thru Sun.	Fri.	Thurs.
28-Dec thru 3-Jan	20-Nov	17-Dec
4-Jan thru 10-Jan	27-Nov	24-Dec
11-Jan thru 17-Jan	4-Dec	31-Dec
18-Jan thru 24-Jan	11-Dec	7-Jan
25-Jan thru 31-Jan	18-Dec	14-Jan
1-Feb thru 7-Feb	25-Dec	21-Jan
8-Feb thru 14-Feb	1-Jan	28-Jan
15-Feb thru 21-Feb	8-Jan	4-Feb
22-Feb thru 28-Feb	15-Jan	11-Feb
1-Mar thru 7-Mar	22-Jan	18-Feb
8-Mar thru 14-Mar	29-Jan	25-Feb
15-Mar thru 21-Mar	5-Feb	4-Mar
22-Mar thru 28-Mar	12-Feb	11-Mar
29-Mar thru 4-Apr	19-Feb	18-Mar
5-Apr thru 11-Apr	26-Feb	25-Mar
12-Apr thru 18-Apr	5-Mar	1-Apr
19-Apr thru 25-Apr	12-Mar	8-Apr
26-Apr thru 2-May	19-Mar	15-Apr
3-May thru 9-May	26-Mar	22-Apr
10-May thru 16-May	2-Apr	29-Apr
17-May thru 23-May	9-Apr	6-May
24-May thru 30-May	16-Apr	13-May
31-May thru 6-Jun	23-Apr	20-May
7-Jun thru 13-Jun	30-Apr	27-May
14-Jun thru 20-Jun	7-May	3-Jun
21-Jun thru 27-Jun	14-May	10-Jun
28-Jun thru 4-Jul	21-May	17-Jun
5-Jul thru 11-Jul	28-May	24-Jun
12-Jul thru 18-Jul	4-Jun	1-Jul
19-Jul thru 25-Jul	11-Jun	8-Jul
26-Jul thru 1-Aug	18-Jun	15-Jul
2-Aug thru 8-Aug	25-Jun	22-Jul
9-Aug thru 15-Aug	2-Jul	29-Jul
16-Aug thru 22-Aug	9-Jul	5-Aug
23-Aug thru 29-Aug	16-Jul	12-Aug
30-Aug thru 5-Sep	23-Jul	19-Aug
6-Sep thru 12-Sep	30-Jul	26-Aug
13-Sep thru 19-Sep	6-Aug	2-Sep
20-Sep thru 26-Sep	13-Aug	9-Sep
27-Sep thru 3-Oct	20-Aug	16-Sep
4-Oct thru 10-Oct	27-Aug	23-Sep
11-Oct thru 17-Oct	3-Sep	30-Sep
18-Oct thru 24-Oct	10-Sep	7-Oct
25-Oct thru 31-Oct	17-Sep	14-Oct
1-Nov thru 7-Nov	24-Sep	21-Oct
8-Nov thru 14-Nov	1-Oct	28-Oct
15-Nov thru 21-Nov	8-Oct	4-Nov
22-Nov thru 28-Nov	15-Oct	11-Nov
29-Nov thru 5-Dec	22-Oct	18-Nov
6-Dec thru 12-Dec	29-Oct	23-Nov
13-Dec thru 19-Dec	5-Nov	2-Dec
20-Dec thru 26-Dec	12-Nov	9-Dec
27-Dec thru 2-Jan	19-Nov	16-Dec
3-Jan thru 9-Jan	26-Nov	22-Dec
10-Jan thru 16-Jan	3-Dec	29-Dec
17-Jan thru 23-Jan	10-Dec	6-Jan

SPACE RESERVATION: Only one Outer Wrap may be reserved for each distribution date. Please contact your Washington Post Sales Representative for availability. A complete insertion order including all zip codes and sales zones is required for a space reservation.

CLOSING SCHEDULE: Space Reservation/Insertion Order due - 5 to 6 weeks in advance of the distribution date. See the reverse side for Reservation due dates. Cancellations are due 5 weeks prior to Issue date.

QUESTIONS: Contact your Washington Post Sales Representative.

PRODUCT REQUIREMENTS:

Product Samples: All food product samples must be reviewed and approved in advance of accepting an Insertion Order. Food Samples containing nuts are not acceptable.

Wrap Size:

Monday through Friday—Must be a 7" X 22" bag (formed as a sleeve with the opening at the header end and across the 7.5" way).

Saturday and Sunday—Must be a 8.5" X 22" bag (formed as a sleeve with the opening at the header end and across the 8.5" way). Product Sample Wraps: the sample must not take away from the size of the bag.

Plastic: Minimum 1.4 mil poly or 1.1 mil superhexene.

Plastic Colors—Only white or clear plastic is acceptable as described.

Printing: The Ad may only appear on one side of the Outer Wrap.

The Washington Post Logo:

Clear Plastic—It is preferred but not required that The Washington Post logo print on the opposite side of the Outer Wrap. If The Washington Post logo is not printed on the Outer Wrap then one side of the Wrap must be free of advertising to allow The Washington Post newspaper to be completely visible, provided the child safety notice and recycling notice print on the front of the bag.

White Plastic—The Washington Post logo must appear on the opposite side of the Outer Wrap completely free of advertising. The logo must print in black ink exactly as it is supplied by The Washington Post including the child safety notice and the recycling notice.

PACKING & SHIPPING SPECIFICATIONS:

Headers

Header type: Plastic handles.

Outer Wraps: Prefer 50 per header, no more than 100 per header.

Stapling: Outer Wraps must be stapled to the header with a minimum of 4 staples.

Header Note: Outer Wraps not securely attached to the header or headers insufficiently rigid to hold the bags flat will be assessed a handling surcharge or refused distribution.

Packing

Pack flat in boxes: Outer Wrap, no sample: 1,500 per box.

Outer Wrap, sample size A or Attached Insert: 300 per box.

Outer Wrap, with sample size B: 250 per box.

Outer Wrap, with sample size C: 48 - 72 per box.

Shipping Address

The Washington Post • c/o Robinson Terminal • 7201 Wimsatt Road • Springfield, VA 22151

Hours: Mon.- Fri. 7:00 AM - 3:30 PM. Closed holidays.

The Bill of Lading, pallet tag, and carton labels must include the advertiser name, distribution date, and quantity. See TWP's Packing & Shipping pamphlet for details.

Questions: Please contact your Washington Post sales representative.

Any variations to these specifications must be approved in writing by The Washington Post Preprint Manager.