



OUTERWRAP
ZIP CODES
ZIP CLUSTERS
&
SALES ZONES

2010

PERIOD

1

DECEMBER 14, 2009 - MARCH 14, 2010

PERIOD 1 OUTERWRAP ESTIMATES

PREPRINTS & POST PLUS
2010 Outerwrap

DECEMBER 14, 2009 - MARCH 14, 2010

900 SERIES ZONES - OUTLYING AREAS

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Howard-North Cluster	ZCL903	1,100	1,600
Pennsylvania/Delaware/NY Cluster	ZCL909	N/A	N/A
Chesapeake/Eastern Shore Cluster	ZCL917	2,200	2,900
South Frederick County Cluster	ZCL918	3,000	5,000
North Frederick County Cluster	ZCL919	2,200	3,800
Frederick Cluster	ZCL920	N/A	N/A
West Frederick County MD Cluster	ZCL921	400	600
Hagerstown Cluster	ZCL922	700	1,000
East Frederick County MD Cluster	ZCL923	600	1,100
Winchester/Harrisonburg Cluster	ZCL924	2,800	7,400
NW Frederick County MD Cluster	ZCL926	700	1,200
Delaware Cluster	ZCL934	N/A	N/A
Jefferson/Berkley County Cluster	ZCL935	1,100	2,000
North Fauquier County Cluster	ZCL950	1,300	2,100
Culpeper/Orange Cluster	ZCL955	4,000	5,600
North Stafford County Cluster	ZCL970	2,000	3,500
South Stafford County Cluster	ZCL971	900	1,600
Richmond/Williamsburg/VA Beach Cluster	ZCL972	1,300	1,800
Spotsylvania County Cluster	ZCL973	900	1,600
Fredericksburg Cluster	ZCL975	1,300	2,000
Baltimore Cluster	ZCL985	N/A	N/A
900 SERIES FULL RUN		26,500	44,800

DISTRICT OF COLUMBIA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Le Droit Park	20001Z	2,800	3,000
Kendall Green	20002Z	3,200	4,400
Southeast	20003Z	2,300	2,600
Central Cluster	20005W	800	900
Georgetown	20007Z	3,900	4,000
Cleveland Park	20008Z	5,000	5,500
Kalorama	20009Z	3,400	4,300
Columbia Heights	20010Z	1,400	1,800
Brightwood	20011Z	4,600	5,700
Walter Reed	20012Z	1,800	2,000
Northwest	20015Z	3,600	4,000
Friendship	20016Z	5,700	6,200
Brookland	20017Z	1,800	2,300
Customs House	20018Z	1,600	1,900
Benning	20019Z	3,200	4,100
Anacostia	20020Z	2,400	3,300
L' Enfant Plaza	20024Z	1,800	1,700
Congress Heights	20032Z	1,200	1,600
Twentieth Street	20036Z	600	800
Watergate	20037Z	1,300	1,300
DC FULL RUN		52,400	61,400

HOWARD COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Laurel	20723Z	1,600	2,400
Highland Cluster	20777W	500	600
Jessup Cluster	20794W	300	500
Clarksville	21029Z	1,100	1,400
Ellicott City	21042Z	2,100	2,300
Ellicott City	21043Z	1,100	1,500
Columbia	21044Z	2,000	2,700
Columbia	21045Z	2,000	2,600
Columbia	21046Z	1,000	1,300
Baltimore	21075Z	500	700
Glenwood Cluster	21738W	900	1,100
Mt. Airy	21771Z	N/A	N/A
HO FULL RUN		13,100	17,100

ANNE ARUNDEL COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Lothian Cluster	20711W	400	700
Laurel	20724Z	700	1,000
Shady Side Cluster	20764W	500	800
Arnold	21012Z	800	1,000
Crownsville	21032Z	400	500
Davidsonville Cluster	21035W	800	1,000
Edgewater	21037Z	900	1,200
Gambrills	21054Z	600	800
Hanover Cluster	21076W	200	400
Lithicum Heights	21090Z	N/A	N/A
Millersville	21108Z	400	500
Odenton Cluster	21113W	1,000	1,700
Crofton	21114Z	1,700	2,600
Severn Cluster	21144W	600	800
Severna Park	21146Z	1,000	1,200
Annapolis	21401Z	2,400	2,800
Annapolis Eastport	21403Z	1,600	2,000
Annapolis Cluster	21409W	700	1,000
AA FULL RUN		14,700	20,000

PERIOD 1 OUTERWRAP ESTIMATES

MONTGOMERY COUNTY MD

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

MC FULL RUN 107,400 136,200

CHARLES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Waldorf	20601Z	1,900	2,900
Waldorf	20602Z	1,100	2,100
Waldorf	20603Z	2,000	3,000
Bryans Road	20616Z	200	400
Hughesville Cluster	20637W	500	800
Indian Head Cluster	20640W	500	800
Issue Cluster	20645W	300	500
La Plata Cluster	20646W	1,700	2,700
Port Tobacco Cluster	20677W	400	600
White Plains	20695Z	600	1,000

CH FULL RUN 9,200 14,800

PRINCE GEORGES COUNTY MD

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

PG FULL RUN 51,600 73,200

SAINT MARY'S COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Charlotte Hall	20622Z	200	400
Hollywood Cluster	20636W	800	1,500
Leonardtwn Cluster	20650W	1,000	1,700
Lexington Park Cluster	20653W	1,200	2,200
Mechanicsville	20659Z	1,200	2,000

SM FULL RUN 4,400 7,800

CALVERT COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Huntingtown	20639Z	1,000	1,700
Lusby Cluster	20657W	1,000	1,700
Prince Frederick Cluster	20678W	700	1,100
Saint Leonard Cluster	20685W	300	700
North Beach	20714Z	200	400
Chesapeake Beach Cluster	20732W	600	1,100
Owings	20736Z	1,000	1,500
Dunkirk	20754Z	400	600

CA FULL RUN 5,200 8,800

PERIOD 1 OUTERWRAP ESTIMATES

FAIRFAX COUNTY VA

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

FA FULL RUN 129,300 170,000

ARLINGTON COUNTY VA

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

AR FULL RUN 22,600 28,200

PRINCE WILLIAM COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Manassas	20109Z	1,000	1,700
Manassas	20110Z	2,200	3,400
Manassas Park	20111Z	1,300	2,100
Manassas Park	20112Z	2,200	3,200
Bristow	20136Z	1,500	2,600
Gainesville	20155Z	2,500	3,500
Haymarket	20169Z	1,800	2,600
Nokesville	20181Z	500	800
Dumfries	22025Z	1,500	2,200
Dumfries	22026Z	400	600
Triangle Cluster	22172W	300	600
Woodbridge	22191Z	1,800	3,000
Woodbridge	22192Z	3,800	5,900
Dale City	22193Z	2,500	4,300

PW FULL RUN 23,300 36,500

LOUDOUN COUNTY VA

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

LO FULL RUN 21,300 33,700

FAUQUIER COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Marshall	20115Z	400	500
Catlett Cluster	20119W	200	400
Broad Run Cluster	20137W	200	400
Warrenton	20186Z	1,000	1,400
Warrenton	20187Z	1,100	1,800
Bealeton Cluster	22712W	200	700

FQ FULL RUN 3,100 5,200

	DAILY	SUNDAY
TOTAL FULL RUN	484,100	657,700

2010 SPECIFICATIONS FOR ADVERTISER SUPPLIED OUTER WRAPS

PRODUCT REQUIREMENTS

AD SIZE Image area: Ad image on one side only, the opposite side must have The Washington Post logo, the child safety notification, and the recycling advisory only (if printing on clear plastic it is preferred that The Washington Post logo, the child safety notification, and the recycling notice print on the opposite side but it is allowable for the opposite side to be entirely free of printing provided the child safety notice and recycling notice print on the front of the bag).

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 7.5" X 21" 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 21" 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 other side of the Outer Wrap must be completely free of advertising allowing The Washington Post masthead or logo to be clearly visible and exclusive.

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. 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.

IMPORTANT NOTICES All Outer Wraps, whether they carry The Washington Post logo or not, must carry the standard Washington Post child safety and recycling notice. This notice can be supplied by The Washington Post and may print on either side of the Outer Wrap.

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

QUESTIONS Please contact your Washington Post sales representative.

2010 MATERIALS DEADLINE			
Run date week:	Reservation due	Delivery deadline	
Monday thru Sunday	Friday	Thursday	
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

H:Preprint/2010 Rates/Rate Cards 07/01/2009

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