



OUTERWRAP
ZIP CODES
ZIP CLUSTERS
&
SALES ZONES

2010

PERIOD

2-B

APRIL 12, 2010 - JUNE 13, 2010

PERIOD 2-B OUTERWRAP ESTIMATES

PREPRINTS & POST PLUS
2010 Outerwrap

APRIL 12, 2010 - JUNE 13, 2010

900 SERIES ZONES - OUTLYING AREAS

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Howard-North Cluster	ZCL903	1,200	1,700
Pennsylvania/Delaware/NY Cluster	ZCL909	N/A	N/A
Chesapeake/Eastern Shore Cluster	ZCL917	2,000	3,000
South Frederick County Cluster	ZCL918	3,000	4,900
North Frederick County Cluster	ZCL919	1,800	3,100
Frederick Cluster	ZCL920	N/A	N/A
West Frederick County MD Cluster	ZCL921	300	500
Hagerstown Cluster	ZCL922	600	1,000
East Frederick County MD Cluster	ZCL923	600	1,000
Winchester/Harrisonburg Cluster	ZCL924	3,300	7,600
NW Frederick County MD Cluster	ZCL926	400	800
Delaware Cluster	ZCL934	N/A	N/A
Jefferson/Berkley County Cluster	ZCL935	900	1,800
North Fauquier County Cluster	ZCL950	1,200	2,000
Culpeper/Orange Cluster	ZCL955	3,700	5,100
North Stafford County Cluster	ZCL970	1,400	3,000
South Stafford County Cluster	ZCL971	800	1,500
Richmond/Williamsburg/VA Beach Cluster	ZCL972	1,200	1,900
Spotsylvania County Cluster	ZCL973	700	1,400
Fredericksburg Cluster	ZCL975	1,000	1,800
Baltimore Cluster	ZCL985	N/A	N/A
900 SERIES FULL RUN		24,100	42,100

DISTRICT OF COLUMBIA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Le Droit Park	20001Z	2,800	3,000
Kendall Green	20002Z	3,300	4,400
Southeast	20003Z	2,500	2,900
Central Cluster	20005W	800	1,000
Georgetown	20007Z	3,900	4,100
Cleveland Park	20008Z	5,100	5,600
Kalorama	20009Z	3,500	4,200
Columbia Heights	20010Z	1,500	1,900
Brightwood	20011Z	4,500	5,500
Walter Reed	20012Z	1,800	2,000
Northwest	20015Z	3,600	3,900
Friendship	20016Z	5,700	6,100
Brookland	20017Z	1,700	2,100
Customs House	20018Z	1,300	1,900
Benning	20019Z	2,800	3,800
Anacostia	20020Z	2,400	3,100
L' Enfant Plaza	20024Z	2,100	1,700
Congress Heights	20032Z	1,100	1,400
Twentieth Street	20036Z	600	600
Watergate	20037Z	1,300	1,300
DC FULL RUN		52,300	60,500

HOWARD COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Laurel	20723Z	1,400	2,300
Highland Cluster	20777W	500	600
Jessup Cluster	20794W	300	400
Clarksville	21029Z	1,100	1,500
Ellicott City	21042Z	2,200	2,600
Ellicott City	21043Z	1,100	1,700
Columbia	21044Z	1,900	2,600
Columbia	21045Z	2,000	2,500
Columbia	21046Z	900	1,300
Baltimore	21075Z	600	900
Glenwood Cluster	21738W	800	1,100
Mt. Airy	21771Z	N/A	N/A
HO FULL RUN		12,800	17,500

ANNE ARUNDEL COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Lothian Cluster	20711W	400	700
Laurel	20724Z	600	900
Shady Side Cluster	20764W	600	900
Arnold	21012Z	900	1,000
Crownsville	21032Z	400	600
Davidsonville Cluster	21035W	800	1,100
Edgewater	21037Z	900	1,300
Gambrills	21054Z	600	800
Hanover Cluster	21076W	300	400
Lithicum Heights	21090Z	N/A	N/A
Millersville	21108Z	500	600
Odenton Cluster	21113W	900	1,500
Crofton	21114Z	1,600	2,400
Severn Cluster	21144W	600	800
Severna Park	21146Z	1,200	1,300
Annapolis	21401Z	2,600	3,000
Annapolis Eastport	21403Z	1,700	2,200
Annapolis Cluster	21409W	800	1,000
AA FULL RUN		15,400	20,500

PERIOD 2-B OUTERWRAP ESTIMATES

MONTGOMERY COUNTY MD

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

MC FULL RUN 105,000 134,000

CHARLES COUNTY MD

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

CH FULL RUN 8,300 13,900

PRINCE GEORGES COUNTY MD

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

PG FULL RUN 47,700 67,500

SAINT MARY'S COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Charlotte Hall	20622Z	300	400
Hollywood Cluster	20636W	800	1,600
Leonardtown Cluster	20650W	900	1,800
Lexington Park Cluster	20653W	1,000	2,000
Mechanicsville	20659Z	1,100	1,900

SM FULL RUN 4,100 7,700

CALVERT COUNTY MD

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

CA FULL RUN 5,000 8,400

PERIOD 2-B OUTERWRAP ESTIMATES

FAIRFAX COUNTY VA

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

FA FULL RUN 122,500 161,200

ARLINGTON COUNTY VA

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

AR FULL RUN 22,000 27,500

PRINCE WILLIAM COUNTY VA

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

PW FULL RUN 21,900 34,200

LOUDOUN COUNTY VA

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

LO FULL RUN 19,800 31,900

FAUQUIER COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Marshall	20115Z	400	600
Catlett Cluster	20119W	200	500
Broad Run Cluster	20137W	200	400
Warrenton	20186Z	900	1,500
Warrenton	20187Z	1,000	1,800
Bealeton Cluster	22712W	200	500

FQ FULL RUN 2,900 5,300

	DAILY	SUNDAY
TOTAL FULL RUN	463,800	632,200

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.