



# ALL-MET is ALL GOOD for your business

**YOUTH COMMUNITY GRASS ROOTS RELATIONSHIPS**

## Be known and remembered in your community as a business

that truly values the accomplishments of Greater Washington youth. Advertise in the **All-Met 2009/2010 Sports Special Sections**, and you'll be part of a 70-year tradition that honors the best in high school athletics. The Washington Post's All-Met program is legendary in shining a light on talent, and in its importance to students, parents, entire schools and communities. Associate your business with All-Met and the values of commitment it rewards. There may be no better opportunity in D.C., Maryland and Virginia for branding your business as a grass roots, relationship-building source of service to families and communities that put kids first.

**For any business whose target market** is parents, families and school-aged kids, advertising in The Washington Post's **All-Met 2009/2010 Sports Special Sections** is a unique opportunity for both branding and sales success.

### REACH HOUSEHOLDS WITH KIDS

Daily Post percentage reach, Metro market  
**42%** of adults with children ages 12-17  
**49%** of adults with children ages 12-17  
in \$100,000+ income households

### REACH BUYING HOUSEHOLDS WITH KIDS

Daily Post percentage reach of adults with children 12-17 in household, Metro market  
**47%** who plan to shop for vehicle Next 12 months  
**43%** who have wireless service  
**42%** who own a computer  
**42%** who shopped for hardware/software Past 12 months  
**42%** who shopped for audio/video Past 12 months  
**42%** who shopped for furniture Past 12 months

Source: Scarborough 2009, Release 1

## THE HIGHEST HONOR FOR HIGH SCHOOL ATHLETES

Being named an **All-Met First Team member** by **The Washington Post** is the most prestigious award a high school athlete in the Washington area can receive. For generations, All-Met athletes have gone on to excel in college sports, with many also achieving illustrious professional careers.

**PAST ALL-MET AWARD RECIPIENTS INCLUDE:** Elgin Baylor (NBA Hall of Famer), James Brown (Emmy Award-winning sportscaster), Adrian Dantley (Notre Dame, NBA), Grant Hill (NBA All-Star), Kara Lawson (WNBA player), Jonathan Ogden (Baltimore Ravens All-Pro), Alan Webb (top Olympic qualifier in 1500 m), Delonte West (Cleveland Cavaliers), Kevin Durant (Oklahoma City Thunder)

**BOYS & GIRLS 19 SPORTS 20 COUNTIES 250 SCHOOLS**



# ALL-MET SPECIAL SECTIONS IN THE WASHINGTON POST

## Fall Sports



- Football
- Soccer (MD & Private)
- Field Hockey
- Cross Country
- Volleyball

**Publishes:**  
Wed., Dec. 16

**Space reservation:**  
Wed., Dec. 9

**Ad materials due:**  
Fri., Dec. 11

## Winter Sports



- Basketball
- Swimming
- Diving
- Wrestling
- Ice Hockey
- Indoor Track & Field

**Publishes:**  
Wed., April 7

**Space reservation:**  
Wed., March 31

**Ad materials due:**  
Fri., April 2

## Spring Sports



- Baseball
- Softball
- Lacrosse
- Rowing
- Soccer (VA)
- Gymnastics
- Golf
- Tennis
- Track & Field

**Publishes:**  
Wed., June 2

**Space reservation:**  
Wed., May 19

**Ad materials due:**  
Fri., May 21

## ADVERTISING PACKAGES

### Senior Package:

- 3 full-page ads in the All-Met sections (one ad per section)
- Exposure in an overrun of 100,000 copies of the sections, distributed at the 250 high schools in the All-Met area
- Acknowledgement of sponsorship in a half-page ad in another section of The Washington Post congratulating the All-Met winners

**Total Cost:** \$130,784 (General), \$95,271 (Special Industries/ Financial), \$77,651 (Retail)

### Junior Package:

- 3 half-page ads in the All-Met sections (one ad per section)
- Exposure in an overrun of 100,000 copies of the sections, distributed at the 250 high schools in the All-Met area
- Acknowledgement of sponsorship in a half-page ad in another section of The Washington Post congratulating the All-Met winners

**Total Cost:** \$65,392 (General), \$47,636 (Special Industries/ Financial), \$35,827 (Retail)

### Sophomore Package:

- 3 quarter-page ads in the All-Met sections (one ad per section)
- Exposure in an overrun of 100,000 copies of the sections, distributed at the 250 high schools in the All-Met area

**Total Cost:** \$32,778 (General), \$23,615 (Special Industries/ Financial), \$17,699 (Retail)

**Individual All-Met Sections available.**  
Regular rates apply on non-package ads.

### ALL-MET AWARDS

Senior and Junior Sponsorship packages include public recognition at the All-Met Awards Ceremony held at the end of the school year. With up to 1,000 students, parents and coaches in attendance — plus a leading sports figure as keynote — an appreciative audience will leave remembering your commitment to youth and athletic achievement.



**For more information about this grass roots opportunity and Greater Washington tradition, please call Liz Finos at 202-334-7623.**

**Or contact your Washington Post Media Account Manager today.**



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Powerful Reach. Powerful Results.