



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

2010

PERIOD

3

JUNE 14, 2010 - SEPTMEBER 12, 2010

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

2010

PERIOD 3

June 14, 2010 - September 12, 2010

HOLIDAYS IMPORTANT NOTE

Labor Day Monday 9/6/2010	Decrease by:	10% for Metro Single Copy Zones
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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	
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 3 SUNDAY OPT-IN ESTIMATES

JUNE 14, 2010 - SEPTEMBER 12, 2010

MONTGOMERY COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Bethesda	20814Z	450
Chevy Chase	20815Z	400
Friendship Heights	20816Z	N/A
West Bethesda	20817Z	N/A
Cabin John	20818Z	N/A
Olney	20832Z	370
Brookeville	20833Z	N/A
Poolesville Cluster	20837W	N/A
Boyds	20841Z	N/A
Rockville	20850Z	620
Twinbrook	20851Z	270
Pike	20852Z	700
Twinbrook	20853Z	450
Potomac	20854Z	N/A
Derwood	20855Z	N/A
Ashton Cluster	20861W	N/A
Burtonsville	20866Z	270
Clarksburg	20871Z	N/A
Damascus	20872Z	270
Germantown	20874Z	920
Germantown	20876Z	440
Gaithersburg	20877Z	1,020
Diamond Farms	20878Z	1,020
Laytonsville	20879Z	430
Gaithersburg	20882Z	N/A
Montgomery Village	20886Z	650
Kensington	20895Z	270
Woodmoor	20901Z	650
Wheaton	20902Z	820
Hillendale	20903Z	320
Colesville	20904Z	1,080
Colesville	20905Z	270
Wheaton	20906Z	1,250
Blair	20910Z	820
Takoma Park	20912Z	450

MC FULL RUN 14,210

HOWARD COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Laurel	20723Z	390
Highland Cluster	20777W	N/A
Jessup Cluster	20794W	240
Clarksville	21029Z	N/A
Ellicott City	21042Z	N/A
Ellicott City	21043Z	750
Columbia	21044Z	730
Columbia	21045Z	660
Columbia	21046Z	260
Baltimore	21075Z	440
Glenwood Cluster	21738W	N/A
Mt. Airy	21771Z	N/A

HO FULL RUN 3,470

DISTRICT OF COLUMBIA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Le Droit Park	20001Z	1,030
Kendall Green	20002Z	1,220
Southeast	20003Z	620
Central Cluster	20005W	360
Georgetown	20007Z	420
Cleveland Park	20008Z	520
Kalorama	20009Z	1,370
Columbia Heights	20010Z	860
Brightwood	20011Z	1,220
Walter Reed	20012Z	270
Northwest	20015Z	N/A
Friendship	20016Z	470
Brookland	20017Z	390
Customs House	20018Z	380
Benning	20019Z	1,760
Anacostia	20020Z	1,530
L' Enfant Plaza	20024Z	410
Congress Heights	20032Z	1,160
Twentieth Street	20036Z	270
Watergate	20037Z	270

DC FULL RUN 14,530

PRINCE GEORGES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Accokeek	20607Z	N/A
Brandywine Cluster	20613W	270
Beltsville	20705Z	470
Lanham-Seabrook	20706Z	540
Laurel	20707Z	590
Montpelier	20708Z	540
Bowie	20715Z	250
Mitchellville	20716Z	350
Bowie	20720Z	300
Bowie	20721Z	380
Clinton	20735Z	500
Riverdale	20737Z	310
College Park	20740Z	450
Capitol Heights	20743Z	760
Fort Washington	20744Z	760
Oxon Hill	20745Z	890
Suitland	20746Z	820
District Heights	20747Z	830
Temple Hills	20748Z	930
Glenn Dale	20769Z	N/A
Greenbelt	20770Z	840
Upper Marlboro	20772Z	650
Upper Marlboro	20774Z	750
Hyattsville Cluster	20781W	490
West Hyattsville	20782Z	740
Adelphi	20783Z	900
Capitol Plaza	20784Z	510
Cheverly	20785Z	830

PG FULL RUN 15,650

2010 PERIOD 3 SUNDAY OPT-IN ESTIMATES

FAIRFAX COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Centreville	20120Z	600
Centreville	20121Z	510
Clifton	20124Z	N/A
Chantilly	20151Z	420
Herndon	20170Z	900
Herndon	20171Z	620
Reston	20190Z	500
Reston	20191Z	650
Reston	20194Z	270
Annandale	22003Z	1,630
Burke	22015Z	500
Dunn Loring	22027Z	N/A
Fairfax	22030Z	720
Pickett	22031Z	710
Fairfax Station	22032Z	300
Fairfax	22033Z	820
Fairfax Station	22039Z	N/A
Baileys Crossroads	22041Z	590
Mosby	22042Z	800
Pimmit	22043Z	510
Seven Corners	22044Z	300
Falls Church	22046Z	340
Fort Belvoir	22060Z	270
Great Falls	22066Z	N/A
Lorton	22079Z	520
Mc Lean	22101Z	270
Mc Lean	22102Z	270
Vienna	22124Z	N/A
Springfield	22150Z	480
North Springfield	22151Z	270
West Springfield	22152Z	420
West Springfield	22153Z	410
Vienna	22180Z	370
Vienna	22181Z	N/A
Vienna	22182Z	300
Potomac	22301Z	N/A
Parkfairfax	22302Z	440
Jefferson Manor	22303Z	360
Shirley Duke	22304Z	1,150
George Washington	22305Z	350
Community	22306Z	1,090
Belle View	22307Z	N/A
Wellington	22308Z	N/A
Engleside	22309Z	650
Franconia	22310Z	520
Seminary Heights	22311Z	810
Lincolnia	22312Z	920
Olde Town	22314Z	820
Kingstowne	22315Z	470

FA FULL RUN 22,850

LOUDOUN COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Aldie	20105Z	N/A
Purcellville	20132Z	N/A
Round Hill Cluster	20141W	N/A
Ashburn	20147Z	790
Ashburn	20148Z	290
Chantilly	20152Z	260
Hamilton Cluster	20158W	N/A
Sterling	20164Z	590
Sterling	20165Z	410
Sterling	20166Z	300
Leesburg	20175Z	390
Leesburg	20176Z	340
Lovettsville	20180Z	N/A

LO FULL RUN 3,370

ANNE ARUNDEL COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Lothian Cluster	20711W	N/A
Laurel	20724Z	N/A
Shady Side Cluster	20764W	N/A
Arnold	21012Z	390
Crownsville	21032Z	N/A
Davidsonville Cluster	21035W	N/A
Edgewater	21037Z	440
Gambrills	21054Z	N/A
Hanover Cluster	21076W	N/A
Lithicum Heights	21090Z	N/A
Millersville	21108Z	340
Odenton Cluster	21113W	N/A
Crofton	21114Z	360
Severn Cluster	21144W	N/A
Severna Park	21146Z	490
Annapolis	21401Z	860
Annapolis Eastport	21403Z	680
Annapolis Cluster	21409W	1,780

AA FULL RUN 5,340

CHARLES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Waldorf	20601Z	390
Waldorf	20602Z	390
Waldorf	20603Z	340
Bryans Road	20616Z	N/A
Hughesville Cluster	20637W	N/A
Indian Head Cluster	20640W	N/A
Issue Cluster	20645W	N/A
La Plata Cluster	20646W	290
Port Tobacco Cluster	20677W	N/A
White Plains	20695Z	N/A

CH FULL RUN 1,410

ARLINGTON COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Court House	22201Z	620
Eads	22202Z	420
Central	22203Z	570
South	22204Z	1,640
Preston King	22205Z	320
Shirlington	22206Z	550
North	22207Z	370
Rosslyn	22209Z	270
Preston King	22213Z	N/A

AR FULL RUN 4,760

PRINCE WILLIAM COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Manassas	20109Z	800
Manassas	20110Z	750
Manassas Park	20111Z	500
Manassas Park	20112Z	260
Bristow	20136Z	290
Gainesville	20155Z	440
Haymarket	20169Z	260
Nokesville	20181Z	N/A
Dumfries	22025Z	260
Dumfries	22026Z	260
Triangle Cluster	22172W	N/A
Woodbridge	22191Z	1,060
Woodbridge	22192Z	940
Dale City	22193Z	1,090

PW FULL RUN 6,910

	SUNDAY OPT-IN
TOTAL FULL RUN	92,500

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.