



OUTERWRAP
ZIP CODES
ZIP CLUSTERS
&
SALES ZONES

2010

PERIOD

3

JUNE 14, 2010 - JULY 18, 2010

PERIOD 3 OUTERWRAP ESTIMATES

JUNE 14, 2010 - JULY 18, 2010

900 SERIES ZONES - OUTLYING AREAS

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Howard-North Cluster	ZCL903	1,100	1,700
Pennsylvania/Delaware/NY Cluster	ZCL909	N/A	N/A
Chesapeake/Eastern Shore Cluster	ZCL917	1,800	2,700
South Frederick County Cluster	ZCL918	3,000	4,500
North Frederick County Cluster	ZCL919	1,700	2,800
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	500	900
Winchester/Harrisonburg Cluster	ZCL924	3,000	9,100
NW Frederick County MD Cluster	ZCL926	300	500
Delaware Cluster	ZCL934	N/A	N/A
Jefferson/Berkley County Cluster	ZCL935	900	1,700
North Fauquier County Cluster	ZCL950	900	1,800
Culpeper/Orange Cluster	ZCL955	3,300	4,900
North Stafford County Cluster	ZCL970	1,200	2,700
South Stafford County Cluster	ZCL971	600	1,300
Richmond/Williamsburg/VA Beach Cluster	ZCL972	1,100	1,800
Spotsylvania County Cluster	ZCL973	600	1,300
Fredericksburg Cluster	ZCL975	900	1,600
Baltimore Cluster	ZCL985	N/A	N/A

900 SERIES FULL RUN 21,800 40,800

HOWARD COUNTY MD

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

HO FULL RUN 12,600 17,200

DISTRICT OF COLUMBIA

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

DC FULL RUN 49,600 56,400

ANNE ARUNDEL COUNTY MD

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

AA FULL RUN 14,500 19,600

PERIOD 3 OUTERWRAP ESTIMATES

MONTGOMERY COUNTY MD

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

MC FULL RUN 101,000 126,700

CHARLES COUNTY MD

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

CH FULL RUN 7,900 13,100

PRINCE GEORGES COUNTY MD

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

PG FULL RUN 44,400 65,000

SAINT MARY'S COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Charlotte Hall	20622Z	200	400
Hollywood Cluster	20636W	700	1,500
Leonardtown Cluster	20650W	800	1,500
Lexington Park Cluster	20653W	1,000	1,900
Mechanicsville	20659Z	1,000	1,800

SM FULL RUN 3,700 7,100

CALVERT COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY
Huntingtown	20639Z	900	1,600
Lusby Cluster	20657W	900	1,400
Prince Frederick Cluster	20678W	600	1,100
Saint Leonard Cluster	20685W	300	600
North Beach	20714Z	200	300
Chesapeake Beach Cluster	20732W	500	1,000
Owings	20736Z	900	1,300
Dunkirk	20754Z	400	600

CA FULL RUN 4,700 7,900

PERIOD 3 OUTERWRAP ESTIMATES

FAIRFAX COUNTY VA

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

FA FULL RUN 117,100 156,000

ARLINGTON COUNTY VA

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

AR FULL RUN 21,500 26,100

PRINCE WILLIAM COUNTY VA

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

PW FULL RUN 20,100 33,200

LOUDOUN COUNTY VA

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

LO FULL RUN 19,400 30,300

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	900	1,400
Warrenton	20187Z	1,000	1,700
Bealeton Cluster	22712W	200	500

FQ FULL RUN 2,900 4,900

	DAILY	SUNDAY
TOTAL FULL RUN	441,200	604,300

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.