

# GET ON TOP of the competition



## Take the top spot in Sunday's inserts and be the first advertiser readers see when they're planning to shop.

The Washington Post's Sunday preprint package is one of the best and most powerful ways to reach the Washington D.C market with your promotional offers. It's Washington's leading preprint marketplace—unmatched in reach and measured response. Stand atop the competition with this premium position that places your message first.

- ✓ AVAILABLE SUNDAY
- ✓ AVAILABLE THANKSGIVING DAY
- ✓ FULL RUN OR PART RUN

Be **FIRST** in Sunday's popular Washington Post inserts!



Sunday Dates	Premium
Jan.-Aug. <i>Non-holidays</i>	\$3,900
Sept.-Dec. <i>Non-holidays</i>	\$5,400
Holidays <i>Preceding or occurring</i>	\$10,800

### 2010 Holiday Premium Dates

(All dates are the Sunday prior to the holiday, with the exception of Thanksgiving)

Feb. 7	Valentine's Day
Feb. 14	President's Day
Mar. 28	Easter
May 2	Mother's Day
May 30	Memorial Day
June 27	Independence Day
Sept. 5	Labor Day
Oct. 24	Halloween
Nov. 25	Thanksgiving ( <i>Thursday</i> )
Dec. 18	Christmas
Dec. 26	New Year

### Requirements

- Top premium position available either part run or full run as defined by current zone distribution.
- Minimum distribution volume of 400,000.
- Premium charge is additional to all preprint contract rates.
- Available only on Sundays and Thanksgiving Day.
- 4 page minimum.

# Get **ON TOP** of the competition

with the premium top position in The Washington Post's popular Sunday insert package.

## The Washington Post is the market's most used, most effective, most relied upon advertising source.

Advertising source used, past 30 days	Shopped as a result	Bought as a result
<b>The Washington Post</b>	<b>31%</b>	<b>25%</b>
Ad inserts received in mail	26%	20%
Internet	20%	13%

Of those who read or looked at advertising source

The Sunday Preprint package comes wrapped in plastic with a seam on one side. When readers rip the package open at the seam looking for their favorite advertisers, your brochure will be the first thing they see. One up the competition by being ON TOP of the Sunday Preprint package.

**Believe in  
Post Preprints.  
Your  
customers do.**



**For more information, please contact your Washington Post Account Manager.**

Source: 2008 Washington Advertising Usage and Consumer Attitude Study conducted by Scarborough



**Washington Post Media**

The Washington Post | [washingtonpost.com](http://washingtonpost.com) | Express  
El Tiempo Latino | [washingtonpostmobile](http://washingtonpostmobile)

Powerful Reach. Powerful Results.