



OUTERWRAP
ZIP CODES
ZIP CLUSTERS
&
SALES ZONES

2011

PERIOD

5

NOVEMBER 7, 2011 - February 5, 2012

PERIOD 5 OUTERWRAP ESTIMATES

November 7, 2011 - February 5, 2012

900 SERIES ZONES - OUTLYING AREAS

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Howard-North Cluster	ZCL903	800	1,200	N/A
Pennsylvania/Delaware/NY Cluster	ZCL909	N/A	N/A	N/A
Chesapeake/Eastern Shore Cluster	ZCL917	2,100	2,700	N/A
South Frederick County Cluster	ZCL918	2,900	4,200	N/A
North Frederick County Cluster	ZCL919	1,700	2,700	N/A
Frederick Cluster	ZCL920	N/A	N/A	N/A
West Frederick County MD Cluster	ZCL921	400	500	N/A
Hagerstown Cluster	ZCL922	700	1,000	N/A
East Frederick County MD Cluster	ZCL923	600	900	N/A
Winchester/Harrisonburg Cluster	ZCL924	3,300	7,100	N/A
NW Frederick County MD Cluster	ZCL926	300	500	N/A
Delaware Cluster	ZCL934	N/A	N/A	N/A
Jefferson/Berkley County Cluster	ZCL935	1,200	1,700	N/A
North Fauquier County Cluster	ZCL950	900	1,600	N/A
Culpeper/Orange Cluster	ZCL955	1,600	2,200	N/A
North Stafford County Cluster	ZCL970	1,800	3,700	N/A
South Stafford County Cluster	ZCL971	100	100	N/A
Richmond/Williamsburg/VA Beach Cluster	ZCL972	1,500	1,800	N/A
Spotsylvania County Cluster	ZCL973	1,000	1,700	N/A
Fredericksburg Cluster	ZCL975	600	900	N/A
Baltimore Cluster	ZCL985	N/A	N/A	N/A
900 SERIES FULL RUN		21,500	34,500	N/A

DISTRICT OF COLUMBIA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Le Droit Park	20001Z	1,400	1,400	1,600
Kendall Green	20002Z	2,900	4,000	2,500
Southeast	20003Z	2,200	2,800	1,000
Central Cluster	20005W	800	1,100	400
Georgetown	20007Z	3,500	3,800	400
Cleveland Park	20008Z	4,400	4,800	400
Kalorama	20009Z	2,600	3,500	1,750
Columbia Heights	20010Z	1,100	1,500	1,050
Brightwood	20011Z	3,900	5,000	2,200
Walter Reed	20012Z	1,700	1,800	400
Northwest	20015Z	3,300	3,600	0
Friendship	20016Z	5,300	5,700	400
Brookland	20017Z	1,400	1,800	500
Customs House	20018Z	1,300	1,600	700
Benning	20019Z	2,100	3,000	2,250
Anacostia	20020Z	2,100	2,800	2,400
L' Enfant Plaza	20024Z	1,200	1,400	450
Congress Heights	20032Z	1,100	1,300	1,500
Twentieth Street	20036Z	600	700	150
Watergate	20037Z	1,200	1,300	200
DC FULL RUN		44,100	52,900	20,250

HOWARD COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Laurel	20723Z	1,300	2,200	1,100
Highland Cluster	20777W	400	500	0
Jessup Cluster	20794W	300	400	350
Clarksville	21029Z	1,000	1,300	0
Ellicott City	21042Z	2,100	2,900	0
Ellicott City	21043Z	1,300	1,400	800
Columbia	21044Z	1,800	2,400	1,050
Columbia	21045Z	1,800	2,200	1,000
Columbia	21046Z	900	1,200	500
Baltimore	21075Z	700	900	550
Glenwood Cluster	21738W	900	1,100	0
Mt. Airy	21771Z	N/A	N/A	N/A
HO FULL RUN		12,500	16,500	5,350

ANNE ARUNDEL COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Lothian Cluster	20711W	500	600	0
Laurel	20724Z	500	800	0
Shady Side Cluster	20764W	500	800	0
Arnold	21012Z	800	1,000	550
Crownsville	21032Z	500	600	0
Davidsonville Cluster	21035W	800	1,000	0
Edgewater	21037Z	900	1,200	450
Gambrills	21054Z	600	700	0
Hanover Cluster	21076W	300	300	0
Lithicum Heights	21090Z	N/A	N/A	N/A
Millersville	21108Z	400	500	450
Odenton Cluster	21113W	900	1,400	0
Crofton	21114Z	1,400	2,100	550
Severn Cluster	21144W	500	600	0
Severna Park	21146Z	1,000	1,300	550
Annapolis	21401Z	2,500	2,900	850
Annapolis Eastport	21403Z	1,500	1,500	900
Annapolis Cluster	21409W	800	1,000	500
AA FULL RUN		14,400	18,300	4,800

PERIOD 5 OUTERWRAP ESTIMATES

MONTGOMERY COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Bethesda	20814Z	4,200	4,700	550
Chevy Chase	20815Z	6,000	6,400	400
Friendship Heights	20816Z	3,500	3,800	0
West Bethesda	20817Z	6,400	7,000	0
Cabin John	20818Z	300	400	0
Olney	20832Z	2,700	3,600	650
Brookeville	20833Z	900	1,300	0
Poolesville Cluster	20837W	700	1,000	0
Boyd's	20841Z	600	800	0
Rockville	20850Z	4,500	5,500	1,100
Twinbrook	20851Z	800	1,200	450
Pike	20852Z	4,700	5,800	950
Twinbrook	20853Z	3,200	3,600	550
Potomac	20854Z	8,400	9,000	0
Derwood	20855Z	1,600	2,100	0
Ashton Cluster	20861W	500	600	0
Burtonsville	20866Z	800	1,200	400
Clarksburg	20871Z	600	1,100	0
Damascus	20872Z	800	1,300	350
Germantown	20874Z	2,700	4,000	1,800
Germantown	20876Z	1,100	1,700	750
Gaithersburg	20877Z	1,800	2,300	1,150
Diamond Farms	20878Z	5,300	7,000	1,700
Laytonsville	20879Z	1,300	1,800	750
Gaithersburg	20882Z	1,400	1,800	0
Montgomery Village	20886Z	1,800	2,500	750
Kensington	20895Z	3,100	3,600	350
Woodmoor	20901Z	3,100	3,800	1,250
Wheaton	20902Z	3,500	5,000	1,300
Hillendale	20903Z	700	900	850
Colesville	20904Z	4,700	6,100	2,300
Colesville	20905Z	2,100	2,600	450
Wheaton	20906Z	5,900	7,400	2,000
Blair	20910Z	3,600	4,500	900
Takoma Park	20912Z	1,600	1,700	700

MC FULL RUN 94,900 117,100 22,400

CHARLES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Waldorf	20601Z	1,500	2,400	450
Waldorf	20602Z	1,000	1,600	500
Waldorf	20603Z	1,700	2,600	500
Bryans Road	20616Z	200	400	0
Hughesville Cluster	20637W	500	700	0
Indian Head Cluster	20640W	500	800	0
Issue Cluster	20645W	400	500	0
La Plata Cluster	20646W	1,600	2,500	500
Port Tobacco Cluster	20677W	400	600	0
White Plains	20695Z	700	1,100	0

CH FULL RUN 8,500 13,200 1,950

PRINCE GEORGES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Accokeek	20607Z	700	1,000	0
Brandywine Cluster	20613W	800	1,200	350
Beltsville	20705Z	1,200	1,700	800
Lanham-Seabrook	20706Z	1,400	2,200	1,500
Laurel	20707Z	1,500	2,000	1,600
Montpelier	20708Z	900	1,100	1,550
Bowie	20715Z	3,100	3,600	450
Mitchellville	20716Z	1,400	1,600	550
Bowie	20720Z	1,400	1,800	450
Bowie	20721Z	2,100	2,600	550
Clinton	20735Z	2,000	2,900	750
Riverdale	20737Z	500	600	600
College Park	20740Z	1,400	1,800	450
Capitol Heights	20743Z	1,800	2,200	1,350
Fort Washington	20744Z	3,300	4,500	1,250
Oxon Hill	20745Z	1,100	1,500	1,250
Suitland	20746Z	1,200	1,900	1,250
District Heights	20747Z	1,700	2,700	1,950
Temple Hills	20748Z	2,100	2,800	1,350
Glenn Dale	20769Z	500	800	0
Greenbelt	20770Z	1,200	1,600	1,100
Upper Marlboro	20772Z	2,500	3,700	1,000
Upper Marlboro	20774Z	2,700	3,600	1,200
Hyattsville Cluster	20781W	1,100	1,700	550
West Hyattsville	20782Z	1,400	1,900	1,050
Adelphi	20783Z	1,100	1,600	1,750
Capitol Plaza	20784Z	1,000	1,400	950
Cheverly	20785Z	1,600	2,300	2,500

PG FULL RUN 42,700 58,300 28,100

SAINT MARY'S COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Charlotte Hall	20622Z	300	400	0
Hollywood Cluster	20636W	700	1,300	0
Leonardtwn Cluster	20650W	1,100	1,700	0
Lexington Park Cluster	20653W	1,200	2,200	0
Mechanicsville	20659Z	1,200	1,900	0

SM FULL RUN 4,500 7,500 N/A

CALVERT COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Huntingtown	20639Z	1,000	1,500	0
Lusby Cluster	20657W	1,000	1,600	0
Prince Frederick Cluster	20678W	600	1,100	0
Saint Leonard Cluster	20685W	400	600	0
North Beach	20714Z	200	300	0
Chesapeake Beach Cluster	20732W	600	900	0
Owings	20736Z	700	1,000	0
Dunkirk	20754Z	600	800	0

CA FULL RUN 5,100 7,800 N/A

PERIOD 5 OUTERWRAP ESTIMATES

FAIRFAX COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Centreville	20120Z	2,600	3,500	1,050
Centreville	20121Z	1,000	1,600	950
Clifton	20124Z	1,700	2,200	0
Chantilly	20151Z	1,400	2,200	650
Herndon	20170Z	2,500	3,700	1,300
Herndon	20171Z	3,500	5,100	1,150
Reston	20190Z	1,600	2,000	850
Reston	20191Z	2,800	3,500	800
Reston	20194Z	1,400	2,000	300
Annandale	22003Z	4,900	6,200	2,000
Burke	22015Z	4,400	5,800	600
Dunn Loring	22027Z	300	300	0
Fairfax	22030Z	3,800	5,000	1,300
Pickett	22031Z	2,300	2,700	750
Fairfax Station	22032Z	3,700	4,900	450
Fairfax	22033Z	2,600	3,600	1,150
Fairfax Station	22039Z	2,900	2,900	0
Baileys Crossroads	22041Z	1,900	2,200	1,400
Mosby	22042Z	2,200	2,900	1,050
Pimmit	22043Z	2,100	3,000	750
Seven Corners	22044Z	900	1,100	650
Falls Church	22046Z	2,000	2,800	450
Fort Belvoir	22060Z	500	700	250
Great Falls	22066Z	2,200	2,700	0
Lorton	22079Z	1,800	2,600	1,000
Mc Lean	22101Z	5,300	5,600	400
Mc Lean	22102Z	2,700	3,900	450
Vienna	22124Z	2,400	3,200	0
Springfield	22150Z	2,200	2,400	950
North Springfield	22151Z	1,600	1,800	450
West Springfield	22152Z	3,000	4,100	500
West Springfield	22153Z	3,100	4,200	500
Vienna	22180Z	2,700	3,300	500
Vienna	22181Z	2,000	2,700	0
Vienna	22182Z	3,400	3,900	400
Potomac	22301Z	1,500	2,200	0
Parkfairfax	22302Z	1,900	2,500	650
Jefferson Manor	22303Z	1,000	1,400	450
Shirley Duke	22304Z	3,000	4,000	4,550
George Washington	22305Z	1,000	1,100	1,600
Community	22306Z	1,600	2,000	1,200
Belle View	22307Z	1,500	1,700	0
Wellington	22308Z	2,300	2,500	0
Engleside	22309Z	2,200	2,900	1,000
Franconia	22310Z	2,500	3,300	600
Seminary Heights	22311Z	900	1,200	900
Lincolnia	22312Z	1,700	2,200	3,350
Olde Town	22314Z	3,500	4,600	800
Kingstowne	22315Z	2,300	3,000	500

FA FULL RUN 112,300 144,900 38,600

ARLINGTON COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Court House	22201Z	2,600	3,200	950
Eads	22202Z	2,100	2,400	400
Central	22203Z	1,900	2,900	1,050
South	22204Z	2,500	3,600	3,050
Preston King	22205Z	2,500	3,100	400
Shirlington	22206Z	1,700	2,000	650
North	22207Z	5,000	5,500	500
Rosslyn	22209Z	1,000	1,200	450
Preston King	22213Z	500	500	0

AR FULL RUN 19,800 24,400 7,450

PRINCE WILLIAM COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Manassas	20109Z	1,000	1,200	1,400
Manassas	20110Z	1,900	2,900	1,600
Manassas Park	20111Z	1,100	1,500	1,200
Manassas Park	20112Z	1,900	2,500	350
Bristow	20136Z	1,400	2,200	350
Gainesville	20155Z	2,300	3,500	450
Haymarket	20169Z	1,600	2,200	350
Nokesville	20181Z	500	700	0
Dumfries	22025Z	1,300	2,000	350
Dumfries	22026Z	300	600	450
Triangle Cluster	22172W	300	500	0
Woodbridge	22191Z	1,600	2,200	1,800
Woodbridge	22192Z	3,200	4,700	1,350
Dale City	22193Z	2,100	3,800	2,200

PW FULL RUN 20,500 30,500 11,850

LOUDOUN COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Aldie	20105Z	500	900	0
Purcellville	20132Z	1,300	1,700	0
Round Hill Cluster	20141W	800	1,100	0
Ashburn	20147Z	3,500	5,300	1,000
Ashburn	20148Z	1,300	2,200	450
Chantilly	20152Z	1,100	1,900	350
Hamilton Cluster	20158W	500	700	0
Sterling	20164Z	1,500	2,400	1,350
Sterling	20165Z	2,600	3,600	600
Sterling	20166Z	300	500	300
Leesburg	20175Z	1,800	3,200	400
Leesburg	20176Z	3,100	4,500	700
Lovettsville	20180Z	500	600	0

LO FULL RUN 18,800 28,600 5,150

FAUQUIER COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Marshall	20115Z	400	500	0
Catlett Cluster	20119W	200	300	0
Broad Run Cluster	20137W	300	300	0
Warrenton	20186Z	900	1,200	0
Warrenton	20187Z	1,100	1,600	0
Bealeton Cluster	22712W	200	500	N/A

FQ FULL RUN 3,100 4,400 N/A

TOTAL FULL RUN	DAILY	SUNDAY	SAVINGS NOW
	422,700	558,900	145,900

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.

MATERIALS DEADLINES:

Distribution Only –

Saturday, Sunday, & Monday – 10 days

Tuesday through Friday – 8 days

Print & Deliver –

Artwork must be received 6 weeks before run date; please contact your Washington Post sales representative for specific dates.

CLOSING SCHEDULE: Space Reservation/Insertion Order due 6 weeks in advance of the distribution date. 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:

Must be an 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 • 7171 Wimsatt Road • Springfield, VA 22151

Hours: Mon.- Fri. 7:00 AM - 6:00 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.