



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

**2011**

*PERIOD*

**5**

NOVEMBER 7, 2011 - February 5. 2012

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

2011

## PERIOD 5

November 7, 2011 - February 5, 2012

### HOLIDAYS IMPORTANT NOTE

### 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.

# PERIOD 5 SUNDAY OPT-IN ESTIMATES

## NOVEMBER 7, 2011 - FEBRUARY 5, 2012

### MONTGOMERY COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Bethesda	20814Z	534
Chevy Chase	20815Z	379
Friendship Heights	20816Z	0
West Bethesda	20817Z	0
Cabin John	20818Z	0
Olney	20832Z	605
Brookeville	20833Z	0
Poolesville Cluster	20837W	0
Boyd's	20841Z	0
Rockville	20850Z	1,100
Twinbrook	20851Z	413
Pike	20852Z	922
Twinbrook	20853Z	532
Potomac	20854Z	0
Derwood	20855Z	0
Ashton Cluster	20861W	0
Burtonsville	20866Z	363
Clarksburg	20871Z	0
Damascus	20872Z	346
Germantown	20874Z	1,752
Germantown	20876Z	734
Gaithersburg	20877Z	1,121
Diamond Farms	20878Z	1,673
Laytonsville	20879Z	750
Gaithersburg	20882Z	0
Montgomery Village	20886Z	722
Kensington	20895Z	318
Woodmoor	20901Z	1,210
Wheaton	20902Z	1,288
Hillendale	20903Z	806
Colesville	20904Z	2,266
Colesville	20905Z	423
Wheaton	20906Z	1,959
Blair	20910Z	852
Takoma Park	20912Z	659

MC FULL RUN 21,727

### HOWARD COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Laurel	20723Z	1,066
Highland Cluster	20777W	0
Jessup Cluster	20794W	346
Clarksville	21029Z	0
Ellicott City	21042Z	0
Ellicott City	21043Z	759
Columbia	21044Z	1,003
Columbia	21045Z	998
Columbia	21046Z	460
Baltimore	21075Z	538
Glenwood Cluster	21738W	0
Mt. Airy	21771Z	0

HO FULL RUN 5,170

### DISTRICT OF COLUMBIA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Le Droit Park	20001Z	1,584
Kendall Green	20002Z	2,477
Southeast	20003Z	998
Central Cluster	20005W	398
Georgetown	20007Z	381
Cleveland Park	20008Z	397
Kalorama	20009Z	1,729
Columbia Heights	20010Z	1,005
Brightwood	20011Z	2,180
Walter Reed	20012Z	355
Northwest	20015Z	0
Friendship	20016Z	368
Brookland	20017Z	465
Customs House	20018Z	683
Benning	20019Z	2,222
Anacostia	20020Z	2,367
L' Enfant Plaza	20024Z	427
Congress Heights	20032Z	1,463
Twentieth Street	20036Z	115
Watergate	20037Z	188

DC FULL RUN 19,802

### PRINCE GEORGES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Accokeek	20607Z	0
Brandywine Cluster	20613W	330
Beltsville	20705Z	799
Lanham-Seabrook	20706Z	1,462
Laurel	20707Z	1,560
Montpelier	20708Z	1,546
Bowie	20715Z	411
Mitchellville	20716Z	535
Bowie	20720Z	428
Bowie	20721Z	525
Clinton	20735Z	737
Riverdale	20737Z	596
College Park	20740Z	408
Capitol Heights	20743Z	1,304
Fort Washington	20744Z	1,209
Oxon Hill	20745Z	1,243
Suitland	20746Z	1,210
District Heights	20747Z	1,930
Temple Hills	20748Z	1,337
Glenn Dale	20769Z	0
Greenbelt	20770Z	1,079
Upper Marlboro	20772Z	963
Upper Marlboro	20774Z	1,155
Hyattsville Cluster	20781W	518
West Hyattsville	20782Z	1,018
Adelphi	20783Z	1,744
Capitol Plaza	20784Z	914
Cheverly	20785Z	2,454

PG FULL RUN 27,415

# PERIOD 5 SUNDAY OPT-IN ESTIMATES

## FAIRFAX COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Centreville	20120Z	1,035
Centreville	20121Z	949
Clifton	20124Z	0
Chantilly	20151Z	643
Herndon	20170Z	1,262
Herndon	20171Z	1,121
Reston	20190Z	832
Reston	20191Z	776
Reston	20194Z	260
Annandale	22003Z	1,953
Burke	22015Z	556
Dunn Loring	22027Z	0
Fairfax	22030Z	1,261
Pickett	22031Z	741
Fairfax Station	22032Z	418
Fairfax	22033Z	1,106
Fairfax Station	22039Z	0
Baileys Crossroads	22041Z	1,357
Mosby	22042Z	1,001
Pimmit	22043Z	743
Seven Corners	22044Z	628
Falls Church	22046Z	439
Fort Belvoir	22060Z	213
Great Falls	22066Z	0
Lorton	22079Z	954
Mc Lean	22101Z	354
Mc Lean	22102Z	431
Vienna	22124Z	0
Springfield	22150Z	911
North Springfield	22151Z	406
West Springfield	22152Z	487
West Springfield	22153Z	490
Vienna	22180Z	456
Vienna	22181Z	0
Vienna	22182Z	384
Potomac	22301Z	0
Parkfairfax	22302Z	606
Jefferson Manor	22303Z	413
Shirley Duke	22304Z	4,508
George Washington	22305Z	1,585
Community	22306Z	1,193
Belle View	22307Z	0
Wellington	22308Z	0
Engleside	22309Z	991
Franconia	22310Z	580
Seminary Heights	22311Z	851
Lincolnia	22312Z	3,306
Olde Town	22314Z	753
Kingstowne	22315Z	483

**FA FULL RUN** **37,436**

## LOUDOUN COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Aldie	20105Z	0
Purcellville	20132Z	0
Round Hill Cluster	20141W	0
Ashburn	20147Z	970
Ashburn	20148Z	425
Chantilly	20152Z	306
Hamilton Cluster	20158W	0
Sterling	20164Z	1,322
Sterling	20165Z	557
Sterling	20166Z	281
Leesburg	20175Z	371
Leesburg	20176Z	655
Lovettsville	20180Z	0

**LO FULL RUN** **4,887**

## ANNE ARUNDEL COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Lothian Cluster	20711W	0
Laurel	20724Z	0
Shady Side Cluster	20764W	0
Arnold	21012Z	539
Crownsville	21032Z	0
Davidsonville Cluster	21035W	0
Edgewater	21037Z	427
Gambrills	21054Z	0
Hanover Cluster	21076W	0
Lithicum Heights	21090Z	0
Millersville	21108Z	449
Odenton Cluster	21113W	0
Crofton	21114Z	523
Severn Cluster	21144W	0
Severna Park	21146Z	532
Annapolis	21401Z	814
Annapolis Eastport	21403Z	869
Annapolis Cluster	21409W	472

**AA FULL RUN** **4,625**

## CHARLES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Waldorf	20601Z	439
Waldorf	20602Z	496
Waldorf	20603Z	451
Bryans Road	20616Z	0
Hughesville Cluster	20637W	0
Indian Head Cluster	20640W	0
Issue Cluster	20645W	0
La Plata Cluster	20646W	454
Port Tobacco Cluster	20677W	0
White Plains	20695Z	0

**CH FULL RUN** **1,840**

## ARLINGTON COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Court House	22201Z	932
Eads	22202Z	376
Central	22203Z	1,042
South	22204Z	3,034
Preston King	22205Z	383
Shirlington	22206Z	621
North	22207Z	477
Rosslyn	22209Z	417
Preston King	22213Z	0

**AR FULL RUN** **7,282**

## PRINCE WILLIAM COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Manassas	20109Z	1,377
Manassas	20110Z	1,577
Manassas Park	20111Z	1,181
Manassas Park	20112Z	319
Bristow	20136Z	324
Gainesville	20155Z	412
Haymarket	20169Z	333
Nokesville	20181Z	0
Dumfries	22025Z	326
Dumfries	22026Z	450
Triangle Cluster	22172W	0
Woodbridge	22191Z	1,800
Woodbridge	22192Z	1,309
Dale City	22193Z	2,174

**PW FULL RUN** **11,582**

	<b>SUNDAY OPT-IN</b>
<b>TOTAL FULL RUN</b>	<b>141,766</b>

**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**  
 80 Stemmers Lane  
 Westampton, NJ 08060  
 Main Number (609) 534 - 7308

**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, 11:00 a.m.**  
 5 days in advance of insert date  
**THURSDAY IN-PAPER: Friday, 11:00 a.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.  
 Merge onto New Jersey Turnpike N on the left toward New York/Atlantic City.  
 Take Exit 5 toward Burlington/Mount Holly.  
 Turn left onto CR-541N/Burlington-Mount Holly Rd.  
 Turn left onto Irick Rd/CR-637.  
 Stay straight to go onto Woodlane Rd/CR-630.  
 Turn left on Stemmers Lane.

**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.