



**OUTERWRAP**  
**ZIP CODES**  
**ZIP CLUSTERS**  
**&**  
**SALES ZONES**

**2012**

*PERIOD*

**1**

February 6, 2012 - April 8, 2012



# PERIOD 1 OUTERWRAP ESTIMATES

## MONTGOMERY COUNTY MD

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

**MC FULL RUN** 92,900    116,200    26,700

## CHARLES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Waldorf	20601Z	1,500	2,400	450
Waldorf	20602Z	700	1,500	550
Waldorf	20603Z	1,700	2,500	450
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	1,500	2,500	450
Port Tobacco Cluster	20677W	400	600	0
White Plains	20695Z	700	1,000	0

**CH FULL RUN** 8,100    12,900    1,900

## 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	1,100	1,600	900
Lanham-Seabrook	20706Z	1,300	1,900	1,400
Laurel	20707Z	1,500	2,200	1,450
Montpelier	20708Z	900	1,200	1,500
Bowie	20715Z	2,800	3,200	550
Mitchellville	20716Z	1,200	1,600	650
Bowie	20720Z	1,400	2,000	500
Bowie	20721Z	2,000	2,700	600
Clinton	20735Z	1,900	2,900	850
Riverdale	20737Z	500	600	600
College Park	20740Z	1,200	1,500	550
Capitol Heights	20743Z	1,700	2,200	1,400
Fort Washington	20744Z	3,300	4,600	1,400
Oxon Hill	20745Z	1,100	1,600	1,250
Suitland	20746Z	1,000	1,700	2,300
District Heights	20747Z	1,600	2,400	1,850
Temple Hills	20748Z	1,900	2,900	1,400
Glenn Dale	20769Z	600	800	0
Greenbelt	20770Z	1,200	1,500	2,350
Upper Marlboro	20772Z	2,500	3,600	1,100
Upper Marlboro	20774Z	2,500	3,600	1,300
Hyattsville Cluster	20781W	1,100	1,600	550
West Hyattsville	20782Z	1,200	1,700	1,350
Adelphi	20783Z	1,000	1,400	1,900
Capitol Plaza	20784Z	1,000	1,400	950
Cheverly	20785Z	1,500	2,100	2,150

**PG FULL RUN** 40,500    56,700    31,150

## 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	1,800	0
Lexington Park Cluster	20653W	900	2,100	0
Mechanicsville	20659Z	1,100	1,900	0

**SM FULL RUN** 4,100    7,500    N/A

## CALVERT COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Huntingtown	20639Z	900	1,500	0
Lusby Cluster	20657W	1,100	1,800	0
Prince Frederick Cluster	20678W	700	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** 5,200    8,000    N/A

# PERIOD 1 OUTERWRAP ESTIMATES

## FAIRFAX COUNTY VA

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

**FA FULL RUN** 109,500    142,300    40,100

## ARLINGTON COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Court House	22201Z	2,400	3,400	850
Eads	22202Z	2,000	2,500	450
Central	22203Z	2,000	2,400	900
South	22204Z	2,600	3,400	2,850
Preston King	22205Z	2,300	2,900	400
Shirlington	22206Z	1,600	2,000	600
North	22207Z	5,000	5,700	500
Rosslyn	22209Z	800	1,100	400
Preston King	22213Z	500	500	0

**AR FULL RUN** 19,200    23,900    6,950

## PRINCE WILLIAM COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Manassas	20109Z	800	1,300	1,550
Manassas	20110Z	1,700	2,700	1,700
Manassas Park	20111Z	1,100	1,600	1,300
Manassas Park	20112Z	1,700	2,600	400
Bristow	20136Z	1,300	2,300	350
Gainesville	20155Z	2,100	3,200	450
Haymarket	20169Z	1,700	2,300	400
Nokesville	20181Z	500	700	0
Dumfries	22025Z	1,400	2,000	400
Dumfries	22026Z	300	500	500
Triangle Cluster	22172W	300	500	0
Woodbridge	22191Z	1,300	2,500	1,800
Woodbridge	22192Z	3,100	4,700	1,300
Dale City	22193Z	2,200	3,800	2,200

**PW FULL RUN** 19,500    30,700    12,350

## LOUDOUN COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Aldie	20105Z	500	900	0
Purcellville	20132Z	1,000	1,600	0
Round Hill Cluster	20141W	800	1,000	0
Ashburn	20147Z	3,600	5,500	1,250
Ashburn	20148Z	1,200	2,200	500
Chantilly	20152Z	1,300	2,100	350
Hamilton Cluster	20158W	500	700	0
Sterling	20164Z	1,600	2,500	1,850
Sterling	20165Z	2,600	3,700	800
Sterling	20166Z	300	500	450
Leesburg	20175Z	1,700	2,700	450
Leesburg	20176Z	2,900	4,300	700
Lovettsville	20180Z	400	600	0

**LO FULL RUN** 18,400    28,300    6,350

## 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	400	0
Warrenton	20186Z	900	1,200	0
Warrenton	20187Z	1,000	1,600	0
Beaeton Cluster	22712W	200	500	N/A

**FQ FULL RUN** 3,000    4,500    N/A

TOTAL FULL RUN	DAILY	SUNDAY	SAVINGS NOW
	414,000	553,300	158,750

**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.