



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

2012

PERIOD

1

February 6, 2012 - April 8, 2012

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

2012

PERIOD 1

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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 1 SUNDAY OPT-IN ESTIMATES

FEBRUARY 6, 2012 - April 8, 2012

MONTGOMERY COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Bethesda	20814Z	546
Chevy Chase	20815Z	395
Friendship Heights	20816Z	0
West Bethesda	20817Z	0
Cabin John	20818Z	0
Olney	20832Z	617
Brookeville	20833Z	0
Poolesville Cluster	20837W	0
Boyd's	20841Z	0
Rockville	20850Z	1,112
Twinbrook	20851Z	427
Pike	20852Z	927
Twinbrook	20853Z	558
Potomac	20854Z	0
Derwood	20855Z	0
Ashton Cluster	20861W	0
Burtonsville	20866Z	368
Clarksburg	20871Z	0
Damascus	20872Z	936
Germantown	20874Z	4,131
Germantown	20876Z	736
Gaithersburg	20877Z	1,666
Diamond Farms	20878Z	1,671
Laytonsville	20879Z	781
Gaithersburg	20882Z	0
Montgomery Village	20886Z	1,285
Kensington	20895Z	373
Woodmoor	20901Z	1,224
Wheaton	20902Z	1,591
Hillendale	20903Z	699
Colesville	20904Z	2,136
Colesville	20905Z	437
Wheaton	20906Z	2,087
Blair	20910Z	858
Takoma Park	20912Z	638

MC FULL RUN 26,199

HOWARD COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Laurel	20723Z	1,108
Highland Cluster	20777W	0
Jessup Cluster	20794W	370
Clarksville	21029Z	0
Ellicott City	21042Z	0
Ellicott City	21043Z	778
Columbia	21044Z	1,019
Columbia	21045Z	1,033
Columbia	21046Z	477
Baltimore	21075Z	579
Glenwood Cluster	21738W	0
Mt. Airy	21771Z	0

HO FULL RUN 5,364

DISTRICT OF COLUMBIA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Le Droit Park	20001Z	1,630
Kendall Green	20002Z	2,476
Southeast	20003Z	986
Central Cluster	20005W	469
Georgetown	20007Z	394
Cleveland Park	20008Z	420
Kalorama	20009Z	3,395
Columbia Heights	20010Z	1,051
Brightwood	20011Z	2,304
Walter Reed	20012Z	353
Northwest	20015Z	0
Friendship	20016Z	388
Brookland	20017Z	460
Customs House	20018Z	695
Benning	20019Z	2,310
Anacostia	20020Z	2,331
L' Enfant Plaza	20024Z	426
Congress Heights	20032Z	1,704
Twentieth Street	20036Z	116
Watergate	20037Z	187

DC FULL RUN 22,095

PRINCE GEORGES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Accokeek	20607Z	0
Brandywine Cluster	20613W	330
Beltsville	20705Z	883
Lanham-Seabrook	20706Z	1,394
Laurel	20707Z	1,412
Montpelier	20708Z	1,497
Bowie	20715Z	510
Mitchellville	20716Z	606
Bowie	20720Z	472
Bowie	20721Z	561
Clinton	20735Z	816
Riverdale	20737Z	599
College Park	20740Z	538
Capitol Heights	20743Z	1,370
Fort Washington	20744Z	1,379
Oxon Hill	20745Z	1,207
Suitland	20746Z	2,288
District Heights	20747Z	1,807
Temple Hills	20748Z	1,381
Glenn Dale	20769Z	0
Greenbelt	20770Z	2,346
Upper Marlboro	20772Z	1,100
Upper Marlboro	20774Z	1,263
Hyattsville Cluster	20781W	518
West Hyattsville	20782Z	1,347
Adelphi	20783Z	1,899
Capitol Plaza	20784Z	944
Cheverly	20785Z	2,141

PG FULL RUN 30,608

PERIOD 1 SUNDAY OPT-IN ESTIMATES

FAIRFAX COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Centreville	20120Z	1,102
Centreville	20121Z	994
Clifton	20124Z	0
Chantilly	20151Z	700
Herndon	20170Z	1,657
Herndon	20171Z	1,374
Reston	20190Z	901
Reston	20191Z	1,132
Reston	20194Z	316
Annandale	22003Z	2,019
Burke	22015Z	554
Dunn Loring	22027Z	0
Fairfax	22030Z	1,291
Pickett	22031Z	1,125
Fairfax Station	22032Z	431
Fairfax	22033Z	1,314
Fairfax Station	22039Z	0
Baileys Crossroads	22041Z	2,057
Mosby	22042Z	1,067
Pimmit	22043Z	796
Seven Corners	22044Z	633
Falls Church	22046Z	477
Fort Belvoir	22060Z	219
Great Falls	22066Z	0
Lorton	22079Z	905
Mc Lean	22101Z	338
Mc Lean	22102Z	427
Vienna	22124Z	0
Springfield	22150Z	929
North Springfield	22151Z	416
West Springfield	22152Z	516
West Springfield	22153Z	498
Vienna	22180Z	502
Vienna	22181Z	0
Vienna	22182Z	404
Potomac	22301Z	0
Parkfairfax	22302Z	591
Jefferson Manor	22303Z	475
Shirley Duke	22304Z	3,813
George Washington	22305Z	1,436
Community	22306Z	1,177
Belle View	22307Z	0
Wellington	22308Z	0
Engleside	22309Z	1,037
Franconia	22310Z	590
Seminary Heights	22311Z	877
Lincolnia	22312Z	2,745
Olde Town	22314Z	785
Kingstowne	22315Z	478

FA FULL RUN 39,098

LOUDOUN COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Aldie	20105Z	0
Purcellville	20132Z	0
Round Hill Cluster	20141W	0
Ashburn	20147Z	1,215
Ashburn	20148Z	496
Chantilly	20152Z	325
Hamilton Cluster	20158W	0
Sterling	20164Z	1,822
Sterling	20165Z	790
Sterling	20166Z	431
Leesburg	20175Z	403
Leesburg	20176Z	689
Lovettsville	20180Z	0

LO FULL RUN 6,171

ANNE ARUNDEL COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Lothian Cluster	20711W	0
Laurel	20724Z	0
Shady Side Cluster	20764W	0
Arnold	21012Z	561
Crownsville	21032Z	0
Davidsonville Cluster	21035W	0
Edgewater	21037Z	461
Gambrills	21054Z	0
Hanover Cluster	21076W	0
Lithicum Heights	21090Z	0
Millersville	21108Z	465
Odenton Cluster	21113W	0
Crofton	21114Z	535
Severn Cluster	21144W	0
Severna Park	21146Z	575
Annapolis	21401Z	878
Annapolis Eastport	21403Z	916
Annapolis Cluster	21409W	489

AA FULL RUN 4,880

CHARLES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Waldorf	20601Z	438
Waldorf	20602Z	528
Waldorf	20603Z	448
Bryans Road	20616Z	0
Hughesville Cluster	20637W	0
Indian Head Cluster	20640W	0
Issue Cluster	20645W	0
La Plata Cluster	20646W	449
Port Tobacco Cluster	20677W	0
White Plains	20695Z	0

CH FULL RUN 1,863

ARLINGTON COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY OPT-IN
Court House	22201Z	837
Eads	22202Z	416
Central	22203Z	886
South	22204Z	2,828
Preston King	22205Z	361
Shirlington	22206Z	561
North	22207Z	498
Rosslyn	22209Z	371
Preston King	22213Z	0

AR FULL RUN 6,758

PRINCE WILLIAM COUNTY VA

SALES ZONE/ZIP NAME	ZONE	SUNDAY
Manassas	20109Z	1,503
Manassas	20110Z	1,655
Manassas Park	20111Z	1,268
Manassas Park	20112Z	376
Bristow	20136Z	335
Gainesville	20155Z	450
Haymarket	20169Z	397
Nokesville	20181Z	0
Dumfries	22025Z	352
Dumfries	22026Z	461
Triangle Cluster	22172W	0
Woodbridge	22191Z	1,768
Woodbridge	22192Z	1,288
Dale City	22193Z	2,169

PW FULL RUN 12,022

	SUNDAY OPT-IN
TOTAL FULL RUN	155,058

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.