



OUTERWRAP
ZIP CODES
ZIP CLUSTERS
&
SALES ZONES

2012

PERIOD

2

April 9, 2012 - June 24, 2012

PERIOD 2 OUTERWRAP ESTIMATES

April 9, 2012 - June 24, 2012

900 SERIES ZONES - OUTLYING AREAS

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Howard-North Cluster	ZCL903	800	1,300	N/A
Pennsylvania/Delaware/NY Cluster	ZCL909	N/A	N/A	N/A
Chesapeake/Eastern Shore Cluster	ZCL917	1,900	2,700	N/A
South Frederick County Cluster	ZCL918	2,600	4,300	N/A
North Frederick County Cluster	ZCL919	1,600	2,700	N/A
Frederick Cluster	ZCL920	N/A	N/A	N/A
West Frederick County MD Cluster	ZCL921	300	500	N/A
Hagerstown Cluster	ZCL922	600	1,000	N/A
East Frederick County MD Cluster	ZCL923	600	900	N/A
Winchester/Harrisonburg Cluster	ZCL924	3,300	6,900	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	900	1,700	N/A
North Fauquier County Cluster	ZCL950	900	1,500	N/A
Culpeper/Orange Cluster	ZCL955	3,600	5,000	N/A
North Stafford County Cluster	ZCL970	1,800	3,700	N/A
South Stafford County Cluster	ZCL971	0	100	N/A
Richmond/Williamsburg/VA Beach Cluster	ZCL972	1,300	1,800	N/A
Spotsylvania County Cluster	ZCL973	1,000	1,700	N/A
Fredericksburg Cluster	ZCL975	600	1,000	N/A
Baltimore Cluster	ZCL985	N/A	N/A	N/A

900 SERIES FULL RUN 22,100 37,300 N/A

HOWARD COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Laurel	20723Z	1,200	2,000	1,150
Highland Cluster	20777W	300	400	0
Jessup Cluster	20794W	200	400	400
Clarksville	21029Z	1,000	1,300	0
Ellicott City	21042Z	1,900	2,400	0
Ellicott City	21043Z	1,000	1,500	800
Columbia	21044Z	1,700	2,200	1,050
Columbia	21045Z	1,600	2,200	1,050
Columbia	21046Z	800	1,100	500
Baltimore	21075Z	500	700	600
Glenwood Cluster	21738W	800	1,000	0
Mt. Airy	21771Z	N/A	N/A	N/A

HO FULL RUN 11,000 15,200 5,550

DISTRICT OF COLUMBIA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Le Droit Park	20001Z	2,000	2,300	1,650
Kendall Green	20002Z	2,500	3,800	2,500
Southeast	20003Z	1,700	2,300	1,000
Central Cluster	20005W	800	1,000	500
Georgetown	20007Z	3,300	3,600	400
Cleveland Park	20008Z	4,200	4,900	450
Kalorama	20009Z	2,400	3,400	3,400
Columbia Heights	20010Z	1,100	1,600	1,100
Brightwood	20011Z	3,600	4,800	2,350
Walter Reed	20012Z	1,600	1,800	400
Northwest	20015Z	3,200	3,500	0
Friendship	20016Z	4,900	5,300	400
Brookland	20017Z	1,300	1,700	500
Customs House	20018Z	1,100	1,500	700
Benning	20019Z	1,900	2,700	2,350
Anacostia	20020Z	1,900	2,600	2,350
L' Enfant Plaza	20024Z	1,000	1,300	450
Congress Heights	20032Z	900	1,300	1,750
Twentieth Street	20036Z	600	600	150
Watergate	20037Z	1,100	1,200	200

DC FULL RUN 41,100 51,200 22,600

ANNE ARUNDEL COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Lothian Cluster	20711W	400	600	0
Laurel	20724Z	500	800	0
Shady Side Cluster	20764W	500	700	0
Arnold	21012Z	700	900	600
Crownsville	21032Z	400	600	0
Davidsonville Cluster	21035W	700	1,000	0
Edgewater	21037Z	800	1,100	500
Gambrills	21054Z	600	700	0
Hanover Cluster	21076W	200	300	0
Lithicum Heights	21090Z	N/A	N/A	N/A
Millersville	21108Z	400	500	500
Odenton Cluster	21113W	800	1,400	0
Crofton	21114Z	1,300	2,000	550
Severn Cluster	21144W	500	600	0
Severna Park	21146Z	900	1,200	600
Annapolis	21401Z	2,200	2,700	900
Annapolis Eastport	21403Z	1,400	1,800	950
Annapolis Cluster	21409W	700	900	500

AA FULL RUN 13,000 17,800 5,100

PERIOD 2 OUTERWRAP ESTIMATES

MONTGOMERY COUNTY MD

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

MC FULL RUN 89,600 115,000 26,700

CHARLES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Waldorf	20601Z	1,400	2,300	450
Waldorf	20602Z	800	1,600	550
Waldorf	20603Z	1,500	2,500	450
Bryans Road	20616Z	200	400	0
Hughesville Cluster	20637W	400	700	0
Indian Head Cluster	20640W	400	700	0
Issue Cluster	20645W	300	400	0
La Plata Cluster	20646W	1,500	2,500	450
Port Tobacco Cluster	20677W	300	600	0
White Plains	20695Z	600	1,000	0

CH FULL RUN 7,400 12,700 1,900

PRINCE GEORGES COUNTY MD

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Accokeek	20607Z	600	900	0
Brandywine Cluster	20613W	800	1,200	350
Beltsville	20705Z	1,100	1,700	900
Lanham-Seabrook	20706Z	1,300	1,800	1,400
Laurel	20707Z	1,400	2,200	1,450
Montpelier	20708Z	800	1,400	1,500
Bowie	20715Z	2,600	3,100	550
Mitchellville	20716Z	1,200	1,500	650
Bowie	20720Z	1,300	2,000	500
Bowie	20721Z	1,900	2,800	600
Clinton	20735Z	1,900	2,900	850
Riverdale	20737Z	500	700	600
College Park	20740Z	1,200	1,700	550
Capitol Heights	20743Z	1,700	2,200	1,400
Fort Washington	20744Z	3,100	4,500	1,400
Oxon Hill	20745Z	900	1,300	1,250
Suitland	20746Z	1,000	1,700	2,300
District Heights	20747Z	1,500	2,200	1,850
Temple Hills	20748Z	2,000	2,800	1,400
Glenn Dale	20769Z	500	700	0
Greenbelt	20770Z	1,100	1,600	2,350
Upper Marlboro	20772Z	2,300	3,600	1,100
Upper Marlboro	20774Z	2,400	3,800	1,300
Hyattsville Cluster	20781W	1,000	1,500	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	2,200	2,150

PG FULL RUN 38,800 56,500 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
Leonardtown Cluster	20650W	900	1,600	0
Lexington Park Cluster	20653W	1,000	1,900	0
Mechanicsville	20659Z	1,100	1,800	0

SM FULL RUN 4,000 7,000 N/A

CALVERT COUNTY MD

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

CA FULL RUN 5,100 8,100 N/A

PERIOD 2 OUTERWRAP ESTIMATES

FAIRFAX COUNTY VA

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

FA FULL RUN 105,200 141,600 40,100

ARLINGTON COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Court House	22201Z	2,500	3,500	850
Eads	22202Z	1,900	2,700	450
Central	22203Z	1,800	2,400	900
South	22204Z	2,400	3,400	2,850
Preston King	22205Z	2,300	2,800	400
Shirlington	22206Z	1,500	2,200	600
North	22207Z	4,900	5,700	500
Rosslyn	22209Z	900	1,100	400
Preston King	22213Z	400	500	0

AR FULL RUN 18,600 24,300 6,950

PRINCE WILLIAM COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Manassas	20109Z	800	1,400	1,550
Manassas	20110Z	1,700	2,800	1,700
Manassas Park	20111Z	900	1,600	1,300
Manassas Park	20112Z	1,700	2,700	400
Bristow	20136Z	1,200	2,300	350
Gainesville	20155Z	2,100	3,100	450
Haymarket	20169Z	1,500	2,300	400
Nokesville	20181Z	400	700	0
Dumfries	22025Z	1,300	1,900	400
Dumfries	22026Z	300	500	500
Triangle Cluster	22172W	200	500	0
Woodbridge	22191Z	1,400	2,500	1,800
Woodbridge	22192Z	3,000	4,900	1,300
Dale City	22193Z	2,000	3,700	2,200

PW FULL RUN 18,500 30,900 12,350

LOUDOUN COUNTY VA

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

LO FULL RUN 17,100 27,600 6,350

FAUQUIER COUNTY VA

SALES ZONE/ZIP NAME	ZONE	DAILY	SUNDAY	Savings Now
Marshall	20115Z	300	500	0
Catlett Cluster	20119W	200	300	0
Broad Run Cluster	20137W	200	300	0
Warrenton	20186Z	800	1,200	0
Warrenton	20187Z	1,000	1,600	0
Beaeton Cluster	22712W	100	500	N/A

FQ FULL RUN 2,600 4,400 N/A

TOTAL FULL RUN	DAILY	SUNDAY	SAVINGS NOW
	394,100	549,600	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.