



Washington Post Media

# Market Select

Targeted Preprint Solutions

In the newspaper...by request...  
or opt-in... **Market Select**  
targeted preprints have a value  
all their own.



**Market Select preprints from Washington Post Media** are welcomed into homes across the Washington market for the values and consumer relevancy they deliver day after day.

**The Washington Post has created and maintained** a strong retail marketplace in the metro market. Inserted into **The Washington Post**...in the **Shopping Guide** in-mail program...and in the **Savings Now!** Sunday opt-in product, preprints are available to area adults when they want and where they want them.

**Take a moment to review and compare our products and services.** An efficient and cost-effective program can be designed for any advertiser. To find out how Market Select targeted preprint solutions can work for you, contact your Washington Post Media Account Manager.

## Coupon redemption is growing

Total coupon redemption increased 2.9% in the first half of 2011 compared to the same period in 2010, while the average face value offered was up by 5.4%. Coupon redemptions in the first half of 2011 were 5.7% higher than in the same period in 2009, and were 18.4% above the first half of 2008. And the total amount saved by consumers was up 5.3% from the first half of 2010.

The largest share of coupons, 89.6% in the first half of 2011, was allocated to Free-Standing Inserts (FSI)—up 2.1 share points from the first half of 2011.

**82%**

of Washington metro adults  
use cents-off coupons

**60%**

of DMA adults who use cents-off  
coupons usually obtain them in the  
Sunday Newspaper

## Market Select Preprints Are Effective

Washington Post inserts lead in instigating product research, shopping and purchasing decisions among its ad viewers. More than six in ten of those viewing Post inserts made a purchase decision as a result.

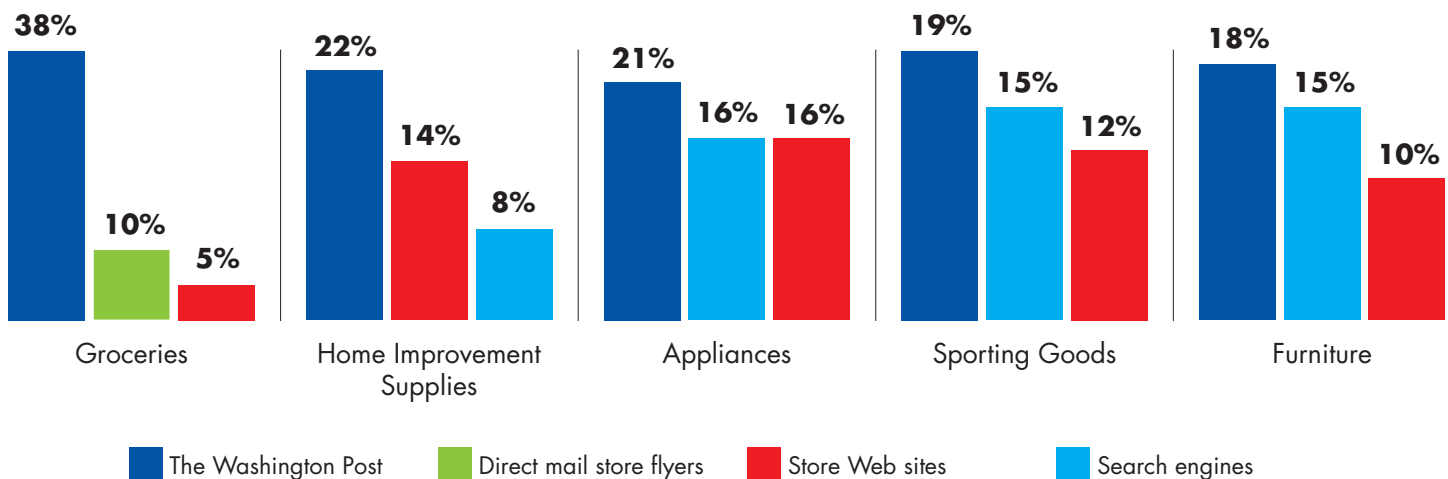
INSERTS	Awareness (% metro market)	Base: % of Aware		
		Researched a Product	Shopped for a Product	Made a Purchase Decision
<b>The Washington Post</b>	<b>65</b>	<b>48%</b>	<b>71%</b>	<b>62%</b>
Local community newspapers	42	35%	47%	42%
The Washington Examiner	13	29%	31%	29%
<b>Savings Now!</b>	<b>9</b>	<b>45%</b>	<b>46%</b>	<b>50%</b>

DIRECT MAIL				
Val-Pak	53	32%	42%	42%
The Merchandiser	33	30%	33%	30%
<b>The Shopping Guide</b>	<b>31</b>	<b>29%</b>	<b>42%</b>	<b>35%</b>
Red Plum	31	28%	48%	44%
Clipper Magazine	31	29%	37%	32%
Penny Saver	19	37%	35%	34%

## The leading source: The Washington Post

The Washington Post is the leading single source for metro adults for advertisements in a wide variety of product categories.

### Source Relied on Most by Shoppers



# The Washington Post Catalog of Products and Services

Category	Product, Positioning or Service	Distributed Within	Issue or In-Home Day	Size	Custom Sizes Available	Maximum Coverage	Minimum Required	Premium Charge	Space Reservation	Materials Due By
<b>In-Paper</b>	Preprint	The Washington Post	Wed, Thurs, Fri, Sun		yes	Full Run	1 Sales Zone	None	14 days prior	7 days prior - Daily 10 days prior - Sunday
	Preprint	The Washington Post	Tuesday		yes	Full Run	350,000	See Sales Representative for details and rates	30 days prior	7 days prior
	Preprint	El Tiempo Latino	Friday		no	Full Run	Full Run	None	14 days prior	5 days prior
	Top of the Stack	The Washington Post	Sunday		yes	Full Run	400,000	Varies by date	14 days prior	10 days prior
	Topper	The Washington Post	Mon, Wed, Thurs, Fri		no	Full Run	100,000	See Sales Rep	14 days prior	7 days prior
	Outer Wrap	The Washington Post	Daily and Sat/Sun		no	Most Home Delivery Zones	115,000	None	See Sales Rep	See Sales Rep
	Capitol Hill Wrap	The Washington Post	Tues-Fri when Congress is in session	12X15	no	1,000	1,000	None	See Sales Rep	See Sales Rep
	Pentagon Wrap	The Washington Post	Tues-Fri	12X15	no	600	600	None	See Sales Rep	See Sales Rep
	Microzoning	The Washington Post	Wed, Sun	any	yes	Full Run	n/a	\$5 per thousand	14 days prior	7 days prior
<b>In-Mail</b>	Preprint	Shopping Guide/US Mail	Thurs/Fri		yes	Newspaper Designated Market	1 Sales Zone	None	14 days prior	7 days prior
	Jacket	Shopping Guide/US Mail	Thurs/Fri		no	Newspaper Designated Market	1 Shopping Guide Zone	Front and Back Page	See Sales Rep	See Sales Rep
	Microzoning	Shopping Guide/US Mail	Thurs/Fri		yes	Newspaper Designated Market	n/a	\$5 per thousand	14 days prior	7 days prior
<b>Savings Now!</b>	Preprint	Savings Now! Sunday Opt-in	Sunday		yes	See Sales Rep	1 Sales Zone	None	14 days prior	10 days prior
	Jacket	Savings Now! Sunday Opt-in	Sunday		no	See Sales Rep	See Sales Rep	None	12 days prior	10 days prior
<b>Print &amp; Deliver (P&amp;D)</b>	Half Sheet	The Washington Post	Wed-Fri, Sun	5.5X8.5	no	Full Run	1 Sales Zone	None	30 days prior	See Sales Rep
		Shopping Guide/US Mail	Thurs/Fri	5.5X8.5	no	Newspaper Designated Market	1 Sales Zone	None	30 days prior	See Sales Rep
		Savings Now! Sunday Opt-in	Sunday	5.5X8.5	no	See Sales Rep	1 Sales Zone	None	30 days prior	See Sales Rep
		El Tiempo Latino	Friday	5.5X8.5	no	Full Run	Full Run	None	30 days prior	See Sales Rep
	Single Sheet	The Washington Post	Wed-Fri, Sun	8.5X11 or 8.5X10.875	no	Full Run	1 Sales Zone	None	30 days prior	See Sales Rep
		Shopping Guide/US Mail	Thurs/Fri	8.5X11 or 8.5X10.875	no	Newspaper Designated Market	1 Sales Zone	None	30 days prior	See Sales Rep
		Savings Now! Sunday Opt-in	Sunday	8.5X11 or 8.5X10.875	no	See Sales Rep	1 Sales Zone	None	30 days prior	See Sales Rep
		El Tiempo Latino	Friday	8.5X11 or 8.5X10.875	no	Full Run	Full Run	None	30 days prior	See Sales Rep
	Wide Body	The Washington Post	Wed-Fri, Sun	9.375X11.125	no	Full Run	1 Sales Zone	None	30 days prior	See Sales Rep
		Shopping Guide/US Mail	Thurs/Fri	9.375X11.125	no	Newspaper Designated Market	1 Sales Zone	None	30 days prior	See Sales Rep
		Savings Now! Sunday Opt-in	Sunday	9.375X11.125	no	See Sales Rep	1 Sales Zone	None	30 days prior	See Sales Rep
		El Tiempo Latino	Friday	9.375X11.125	no	Full Run	Full Run	None	30 days prior	See Sales Rep
	Four Page Flexie	The Washington Post	Wed-Fri, Sun	17X11 or 17X10.875	no	Full Run	1 Sales Zone	None	30 days prior	See Sales Rep
		Shopping Guide/US Mail	Thurs/Fri	17X11 or 17X10.875	no	Newspaper Designated Market	1 Sales Zone	None	30 days prior	See Sales Rep
		Savings Now! Sunday Opt-in	Sunday	17X11 or 17X10.875	no	See Sales Rep	1 Sales Zone	None	30 days prior	See Sales Rep
		El Tiempo Latino	Friday	17X11 or 17X10.875	no	Full Run	Full Run	None	30 days prior	See Sales Rep
	Market Values	The Washington Post	Sunday	8.5X10.875	no	Full Run	Full Run in 60 Days	None	30 days prior	See Sales Rep
		Savings Now! Sunday Opt-in	Sunday	8.5X10.875	no	See Sales Rep	1 Sales Zone	None	30 days prior	See Sales Rep
	Market Values Plus	Shopping Guide/US Mail	Thurs/Fri	8.5X10.875	no	Newspaper Designated Market	Newspaper Designated Market in 60 Days	None	30 days prior	See Sales Rep
	Outer Wrap	The Washington Post	Daily and Sat/Sun			no	Most Home Delivery Zones	115,000	None	See Sales Rep

Custom products are also available for advertisers whose needs fall outside the standard product offering guidelines. **Please speak to your Account Manager for more information.**

# Customized, efficient **solutions**

**Market Select in-paper, in-mail and Savings Now! targeted solutions put advertisers in touch with their customers anywhere in the Washington, D.C., market with maximum efficiency.**

Our proprietary planning tool proves it, delivering solutions based on store location, geographic reference points, demographics and more. So the plan you get is the one you want: customized, economical and free of waste. Take a moment to review and compare our products and services—and see how Market Select can put the powerful reach of Washington Post Media to work for your business.



## IN-PAPER

Preprints or Free-Standing Inserts (FSI's) are visible, cost-effective advertising and reader favorites. Every week, The Washington Post delivers the promotional and branding messages from a wide variety of sales categories including:

- Grocery and Drug Stores
  - Home Furnishings
  - Department and Specialty Stores
  - Consumer Electronics
  - Cell Phone Service Providers
- Preprints are either printed by the advertiser or printed by

The Washington Post under the Print & Deliver (P&D) program. Preprints are inserted into the newspaper on various days and can be zoned to meet the targeted needs of our advertisers. We also offer preprints in El Tiempo Latino (ETL), an established and highly targeted free weekly Spanish-language newspaper for the growing area Latino population. Advertisers must buy the full circulation of ETL.

## Outer Wraps

The subscriber home delivery bag (where available), envelops the entire newspaper. Outer wraps offer an unlimited opportunity for creativity.

- Available 7 days a week
- Targeted by ZIP code

## IN-MAIL

Market Select's in-mail program offers additional coverage of your target market by supplementing Post reach with direct mail. Subscriber households receive your FSI in their home-delivered Post; non-subscriber homes receive it in the mailbox wrapped by our Shopping Guide product.

## Shopping Guide

The Shopping Guide is an extremely efficient way to reach the Washington market. This 4-color tabloid is our in-mail wrap, arriving at non-subscriber homes Thursday–Friday. Each page features a single advertiser and can be zoned up to three ways to reach your prime trading area.





## SAVINGS NOW!

Savings Now! is a weekly package of preprints delivered every weekend to opt-in, non-subscriber households in select areas. Delivered by Washington Post carriers on Sundays, the inserts are wrapped with a full-color editorial broadsheet featuring quick-read shopping information for consumers with a stated desire to

receive coupon and insert advertising.

### ROP Advertising in Savings Now!

The Savings Now! broadsheet—which wraps the preprint package—is an eye-catching, full-color editorial product featuring light, quick-read shopping and consumer news. Full- and half-page advertising positions are available in this highly visible publication.

### PRINT & DELIVER (P&D)

The Washington Post offers creative, printing and distribution services to advertisers who may not have an agency or the resources to produce materials. The Washington Post strives to meet the needs of the FSI advertiser with a mix of standard products. All P&D products may run both in the paper and in the mail. Standard P&D products include:

#### Half Sheet

Half sheet flyers are printed on offset paper or light weight card stock on a single side or front and back. Use up to four color inks on one side and two on the other (4 over 2). Ideal for smaller advertisers and ads that have heavy text messages and simple graphic images.

#### Single Sheet

The single sheet is available in two standard paper stocks: Offset is a full sheet version of the half sheet flyer; gloss coated uses 4-color process and is best for creative that uses photos and images requiring crisper definition. Heavier paper stocks, special inks (on the offset paper) and L-perforations for a reply card or coupon can be provided at additional cost.

### Four-Page Flexie

This is the largest standard P&D product offered. It has the same specifications as the single sheet products, but is printed as an 11" x 17" and folded. This product is ideal for brochure style presentations of products and descriptions.



### Market Values

Market Values is an inexpensive way to reach a large portion of the market. Formatted as a glossy two-sided sheet featuring advertisers on both sides, Market Values is distributed in the Sunday Post newspaper full-run and in-mail with the rest of the preprint marketplace.

### SERVICES

Advertisers of all sizes may order their preprinted inserts at a microzone or sub-Zip level. Microzoning allows you to create the most cost-effective buy to reach your customers in the Washington region. Advertisers can choose from 475 Zip codes and microzones in the newspaper on Sunday or Wednesday and from over 500 Zip codes and Microzones in-mail Thursday/Friday. It's our latest enhancement to the value of preprint advertising.

### PREMIUM POSITIONS

#### Top of the Stack

Take the top spot in Sunday's popular insert package and be the first advertiser readers see when they're planning to shop. Premium Top of the Stack is available most Sundays and Thanksgiving Day, full or part run.

#### Topper

A topper is the ultimate in premium positions, a preprinted advertisement placed on top of the newspaper and delivered to home-delivery subscribers on select days.

Market Select in-paper days	
<b>Sunday</b>	In the plastic pack along with the Comics, Parade, national food coupons, The Washington Post Magazine and TV Week
<b>Tuesday</b>	With Health & Science*
<b>Wednesday</b>	With Food
<b>Thursday</b>	With Local Living
<b>Friday</b>	With Weekend

Microzoning available Sunday and Wednesday. • \*At a premium.



**Period 5  
2011**

Nov. 7, 2011–Feb. 5, 2012  
**13 wks**

November 2011						
S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

**Period 1  
2012**

Feb. 6, 2012–Apr. 8, 2012  
**9 wks**

February 2012						
S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

**Period 2  
2012**

Apr. 9, 2012–June 24, 2012  
**11 wks**

April 2012						
S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**Period 3  
2012**

June 25, 2012–Sept. 2, 2012  
**10 wks**

June 2012						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**Period 4  
2012**

Sept. 3, 2012–Nov. 4, 2012  
**9 wks**

September 2012						
S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

**Period 5  
2012**

Nov. 5, 2012–Feb. 7, 2013  
**13 wks**

November 2012						
S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2011						
S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

March 2012						
S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

May 2012						
S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

July 2012						
S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

October 2012						
S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

December 2012						
S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2012						
S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2012						
S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

June 2012						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

August 2012						
S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November 2012						
S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

January 2013						
S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February 2012						
S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

September 2012						
S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

February 2013						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		