

## Washington Post Media Publications

**Washington Post Media** covers 75% of the Washington metro market in an average week, with a cumulative\* 7-day reach of 3 million readers in the Washington DMA, and nearly 2.7 million in the Washington metro market.



**The Washington Post** has the highest weekly reach of any single medium in Washington: 36% of Washington metro market adults read The Post daily; 48% read it on Sunday.

**TOTAL CIRCULATION: Daily: 562,108 Sunday: 780,849**

**AVERAGE ISSUE READERSHIP, WASHINGTON METRO MARKET: Daily: 1,299,878 Sunday: 1,728,298**

**AVERAGE ISSUE READERSHIP, WASHINGTON DMA: Daily: 1,394,533 Sunday: 1,947,521**

DMA — Designated Market Area

Sources: Scarborough 2011, Release 1; ABC Audit, 2010



**washingtonpost.com** reaches a higher percentage of local online adult population than any other local newspaper Web site in the top 10 DMAs — more than **1.3 million** adults in the Washington DMA each month — as well as **17.5 million** unique visitors across the U.S. Local, national and international readers rely on washingtonpost.com for award-winning, up-to-the minute news with unmatched insight. In addition, washingtonpost.com provides live online discussions, archived content from The Washington Post, and original video content.

Sources: Scarborough 2011, Release 1; Comscore Media Metrix, January-March 2011



**Express** is a free daily newspaper published in a convenient tabloid format to provide a fast read of the day's news. Express distributes copies from courtesy racks and by hawkers at key urban locations and Metro stations to active and upwardly mobile Washingtonians every business day.

**TOTAL CIRCULATION: 181,286**

**AVERAGE ISSUE READERSHIP, WASHINGTON METRO MARKET: 324,747**

Sources: Scarborough 2011, Release 1; CAC Audit, 12 months ending Sep. 30, 2010



**El Tiempo Latino** is a free Spanish language newspaper published on Fridays, and distributed from colorful news boxes in nearly 1,700 locations including Metro stations, bus stops, retail outlets, embassies, along highly traveled streets and in Hispanic neighborhoods. El Tiempo Latino is read by more adults than all other Washington-area Spanish language newspapers combined.

**TOTAL CIRCULATION: 49,204**

**AVERAGE ISSUE READERSHIP, WASHINGTON METRO MARKET: 83,806**

Sources: Scarborough 2011, Release 1; ABC Audit, 12 months ending Dec. 31, 2010



**Capital Business** is the weekly subscription-based publication covering Washington's emergence as a center of the nation's business, focusing on the critical industries and entrepreneurs steering this transformation locally, and leveraging the world-class reporting power of The Washington Post. Each page offers clear-eyed insight and no-nonsense analysis.

**TOTAL CIRCULATION: 16,979**

**AVERAGE ISSUE READERSHIP, WASHINGTON DMA: 67,500**

Sources: Scarborough 2011, Release 1; CAC Audit, 6 months ending March 31, 2011

**washingtonpostads.com** is your online connection to the latest information, including advertising rates, deadlines, sales contacts, new advertising opportunities and details about sending ad materials electronically.

# 2012 Automotive Industry Ad Rates

All rates gross.

Effective January 1, 2012

## Contacts

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Advertising General Hotline	Tel: 202-334-7642
Toll-Free	Tel: 1-800-627-1150 ext. 47642
Washington, D.C.	Tel: 202-334-7156 Fax: 202-334-5679
Advertising Web Site	washingtonpostads.com

## Automotive Industry Rate Qualifications

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The Automotive Industry rates apply to product advertising placed by manufacturers and dealer associations.

Agency commission of 15% is allowed on space, color premiums and position charges to recognized advertising agencies only. No cash discount. Payment of account is not dependent on receipt of tearsheet.

**Please refer to separate rate schedules for:**

- Education
- El Tiempo Latino
- Express
- Financial
- General
- Jobs
- Local Automotive Dealer
- Real Estate Broker
- Real Estate Builder
- Movie Distributor
- Residential Rentals (Property Management)
- Retail
- Special Industry (Including Travel/Resort & Co-op)
- The Washington Post Magazine
- washingtonpost.com

All positions are at the publisher's option. In no event will adjustments, reinstatements or refunds be made because of the position and/or section in which an advertisement has been published. The Washington Post will seek to comply with position requests and other stipulations that appear on insertion orders.

## Full-Run Advertising Rates

The following rates are based on gross contract year spending (before any commissions) across Washington Post Media products and all premiums (position and color included). An annual agreement must be signed in advance.

### Combination Discounts

Advertisers with an annual agreement may receive a discount from their agreement rate of:

- 15% on the second insertion of a full-run ad repeated within seven days.
- 30% on the third through seventh insertion of a full-run ad repeated within seven days.

Repeat ads must run within seven days of the first insertion. For example, if the first ad runs on a Friday, the second through the seventh ads must run before the following Friday. The discount applies only to charges for space; premiums, color charges, etc., are not discounted. All ads must be on the same order. Repeat insertions must use the original ad with only minor changes. Any and all changes to ad content must be requested on or before the space deadlines for a specific publication date.

### Full-Run Color Rates

	Daily	Sunday
<b>Broadsheet</b> (minimum 60 column inches)	\$9,691.00	\$11,963.00
<b>Tabloid</b> (minimum 30 column inches)	\$4,858.00	\$5,994.00

Rates shown are for standard color inks listed in the NAA ROP8.

- Smaller sizes are available at the publisher's option.
- Rates shown for color only, additional space charges apply.

### Color Frequency Discounts

- 15% for 12 insertions per contract year
- 25% for 26 insertions per contract year
- 30% for 52 insertions per contract year

A separate color agreement must be signed in advance to qualify for discounts.

### Display Rates (per column inch)

Contract	Daily	Sunday
<b>Open</b>	\$597.98	\$794.80
<b>\$50,000</b>	\$564.29	\$746.32
<b>\$100,000</b>	\$547.46	\$724.06
<b>\$150,000</b>	\$480.15	\$635.05
<b>\$250,000</b>	\$402.64	\$532.52
<b>\$350,000</b>	\$366.57	\$484.83
<b>\$500,000</b>	\$354.55	\$468.93
<b>\$750,000</b>	\$336.52	\$445.10
<b>\$1,000,000</b>	\$327.51	\$433.16
<b>\$1,500,000</b>	\$325.80	\$430.72
<b>\$2,000,000</b>	\$321.05	\$427.95
<b>\$2,500,000</b>	\$319.28	\$425.00
<b>\$3,000,000</b>	\$317.22	\$422.58

### Classified Rates (per agate line)

Contract	Daily	Sunday
<b>Open</b>	\$25.29	\$33.61
<b>\$50,000</b>	\$23.88	\$31.57
<b>\$100,000</b>	\$23.15	\$30.62
<b>\$150,000</b>	\$20.30	\$26.85
<b>\$250,000</b>	\$17.03	\$22.53
<b>\$350,000</b>	\$15.51	\$20.51
<b>\$500,000</b>	\$14.99	\$19.84
<b>\$750,000</b>	\$14.23	\$18.82
<b>\$1,000,000</b>	\$13.84	\$18.32
<b>\$1,500,000</b>	\$13.78	\$18.22
<b>\$2,000,000</b>	\$13.58	\$18.10
<b>\$2,500,000</b>	\$13.49	\$17.96
<b>\$3,000,000</b>	\$13.41	\$17.87

# 2012 Automotive Industry Ad Rates

All rates gross.

Effective January 1, 2012

## Automotive Position Premiums

### Position Premiums (per agate line)

Broadsheet	Daily	Sunday
Front/Back	\$5.14	\$5.37
Page 2, 3	\$2.59	\$2.59
Page 5	\$1.86	\$1.86
Other	\$1.61	\$1.61

### Position Premiums (per column inch)

Section	Daily	Sunday
<b>A Section</b>		
Pages A2, A3 or A5	\$212.00	\$220.00
Page A4	\$164.00	\$171.00
Back Page (flat rate) <sup>1</sup>	\$29,536.00	\$32,089.00
The Fed Page	\$174.00	N/A
<b>First Business Page Strip Ad<sup>2</sup></b>	\$4,121.00	N/A
Stock Table Strip (flat rate) <sup>3</sup>	\$4,121.00	N/A
<b>Health &amp; Science</b>		
Pages 2 to 11 and Back Page	\$143.00	N/A
Other Specified Pages	\$107.00	N/A
<b>Metro</b>		
Inside Back Page	\$105.00	\$112.00
Opposite Inside Back	\$105.00	\$112.00
Lottery Adjacency	\$105.00	\$112.00
<b>Outlook Section</b>	N/A	\$164.00
<b>TV Grid – Opposite</b> (Style section)	\$105.00	N/A
<b>Weekend</b>		
Pages 2 to 11 and Back Page	\$144.00	N/A
Other pages, if specified	\$107.00	N/A
<b>Weather Page</b> (flat rate) <sup>4</sup>	\$3,795.00	\$3,795.00
<b>Sports Tile Ad</b> (flat rate) <sup>5</sup>	\$3,387.00	\$4,040.00
<b>Style Tile Ad</b> (flat rate) <sup>5</sup>	\$3,387.00	N/A
<b>Other Specified Pages/Sections</b>	\$105.00	\$112.00

<sup>1</sup> Premium includes both position and color charges. Minimum size is 6 columns by 18".

<sup>2</sup> Premium includes both position and color charges. Ad size is 6 columns by 3". Frequency discounts are available.

<sup>3</sup> Premium includes both position and color charges. Ad size is 6 columns by 2". Frequency discounts are available.

<sup>4</sup> Premium includes both position and color charges; runs on the back page of the Metro section. Available size is 6 columns by 10.5".

<sup>5</sup> Premium includes both position and color charges. Ad size is 2.5" x 1.5". Flat space rate is \$2,455 Daily and \$3,460 Sunday (Sports only).

## Section Front Ads

Frequency pricing available. Contact your Account Manager for details.

Section	Day	Broadsheet/Tabloid*
<b>Arts</b>	Sunday	Broadsheet
<b>Business</b>	Sunday	Broadsheet
<b>Extras</b>	Sunday	Tabloid
<b>Food</b>	Wednesday	Broadsheet
<b>Health &amp; Science</b>	Tuesday	Broadsheet
<b>Local Living</b>	Thursday	Tabloid
<b>Sports</b>	Daily/Sunday	Broadsheet
<b>Style</b>	Daily	Broadsheet
<b>Weekend</b>	Friday	Tabloid
<b>Main News**</b>	Daily/Sunday	Broadsheet

\*Broadsheet size: 6 columns x 3" / Tabloid size: 5 columns x 2"

\*\*Main News: 6 broadsheet columns x 2"

## Specialty Products

These specialty products enhance impact and value, available on Main News and other sections. Consult your Account Manager for details.

- Gatefolds and Spadeas
- Stickers

# 2012 Automotive Industry Ad Rates

All rates gross.

Effective January 1, 2012

## Express

Publishes Monday through Friday.

### MODULAR AD RATES

	Open	10x	20x	35x	50x
<b>Double Truck</b>					
Color	\$12,242	\$11,207	\$10,721	\$9,977	\$9,685
B&W	\$10,100	\$9,065	\$8,579	\$7,835	\$7,543
<b>Full Page</b>					
Color	\$5,830	\$5,337	\$5,105	\$4,751	\$4,613
B&W	\$4,810	\$4,317	\$4,085	\$3,731	\$3,593

### Position Premiums (modular ads)

	Double Truck	Back Page	Pages 4-11	Other Specified	Sponsorship Premium
	\$2,017				
<b>Full Page</b>	\$1,219	\$1,219	\$963	\$1,303	

### PER COLUMN INCH RATES

Annual	Open	10x	20x	35x	50x
<b>Within 7 days</b>	<b>Open</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>	<b>5x</b>
<b>Rates</b>	\$87	\$78	\$74	\$68	\$65

### Color Premium (per column inch) \$17

### Position Premiums (per column inch)

Inside Front	\$20
Page 3 Strip	\$22
Pages 4-11	\$20
Weekend Pass Strip	\$18
Other Specified	\$16
Sponsorship Premium	\$22

### Cover Wrap (4-page tab wrapping Express)

Per 4-page wrap, including color	\$39,000
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### Sticky Notes

Printing and application	\$8,050
Application only	\$6,900

### Express Combination Rate Discount

Advertisers that publish an ad in Express within a 7-day period of placing the same ad in Washington Post products (ROP, The Magazine, Local Living, the Extras, TV Week, Special Sections and Preprints) are entitled to the 50x rate in Express. All ads must be on the same order.

For more information about Express opportunities, see your Account Manager.

## El Tiempo Latino

Publishes Friday. Rates include color.

### Deportes Sports and Automotive tab section (per column inch)

		Online Fee
<b>Front Page</b>	\$900	\$30
<b>Full Page</b>	\$900	\$30
<b>Double Truck</b>	\$1,900	\$35
<b>1/2 Page Horizontal</b>	\$450	\$20
<b>1/4 Page</b>	\$250	\$15

### Position Premium 15% (per ad)

### Translation Fee \$83.00 (per hour)

Agency commission of 15% is allowed to recognized advertising agencies only.



Washington Post Media

# 2012 Automotive Industry Ad Rates

All rates gross.

Effective January 1, 2012

## The Washington Post Magazine

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Publishes Sunday.

	Open Rate	3 Issues	6 Issues	12 Issues	26 Issues	51 Issues
Full page	\$33,999	\$30,599	\$28,899	\$27,199	\$23,799	\$20,399
1/2 page	\$21,999	\$19,799	\$18,699	\$17,599	\$15,399	\$13,199
1/3 page	\$15,999	\$14,399	\$13,599	\$12,799	\$11,199	\$9,599
1/6 page	\$4,999	\$4,499	\$4,249	\$3,999	\$3,499	\$2,999
1/12 page	\$2,399	\$2,159	\$2,039	\$1,919	\$1,679	\$1,439

## washingtonpost.com

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washingtonpost.com reaches a local and national audience. For online advertising opportunities contact your Account Manager or call 202-334-7778.



## Market Select

### Preprinted Insert Rates

Size	Number of Pages							
<b>Flexie</b> [6" x 7" to 9" x 11"]	2	4-8	10-16	18-24	26-32	34-56	58-80	
<b>Tab</b> [over 9" x 11" up to 11" x 13"]		Up to 4	6-8	10-12	14-16	18-28	30-40	42-52
<b>Standard</b> [over 11" x 13"]		Up to 2	4	6	8	10-14	16-20	22-26
<b>Rates Per 1,000 Pieces</b> (Based on number of pages selected)								
<b>Open Rate</b>	\$76.71	\$85.23	\$116.34	\$144.31	\$171.95	\$199.26	\$251.31	\$272.51
<b>Total Pieces Per Year</b>								
<b>1,000,000</b>	\$74.75	\$83.63	\$114.27	\$141.43	\$169.44	\$197.42	\$249.25	\$270.32
<b>2,500,000</b>	\$74.06	\$80.51	\$110.46	\$139.38	\$164.36	\$191.66	\$244.65	\$265.73
<b>5,000,000</b>	\$73.94	\$77.52	\$108.50	\$134.43	\$160.57	\$186.60	\$238.78	\$262.15
<b>10,000,000</b>	\$69.10	\$74.75	\$103.66	\$126.81	\$151.00	\$179.68	\$218.29	\$244.65

Each additional increment of 2 pages in excess of those shown above is \$3.92 per thousand pieces. For preprints over 80 pages, ask your Washington Post Account Manager for details.

- A separate preprint agreement must be signed in advance to qualify for annual agreement rates. Shared mail and El Tiempo Latino quantities count toward fulfillment of annual preprint agreements.
- Inserts with editorial content will be charged a 30% premium and require the words "Advertisement" or "Advertising Supplement" to appear on each page.
- Page size is determined by the way an insert reads as an advertising panel — not by its final folded size. Billing is based on actual size, weight and page count as verified by the publisher at time of insertion.
- The Washington Post reserves the right to determine the page equivalent of free-standing inserts, including envelopes, cards, flaps or other inserts.
- Distribution: Preprints are inserted into Tuesday, Wednesday, Thursday, Friday and Sunday newspapers. El Tiempo Latino preprints are inserted on Fridays. Minimum quantities apply, contact your Account Manager.
- Different rates apply for Tuesday preprints.
- Space reservations must be made before preprinted inserts are shipped to The Washington Post.
- Preprints distributed on Thanksgiving Day are subject to a 10% premium surcharge.
- The above rates are based on inserts meeting the published insert specifications. Please refer to the Washington Post Media Ad Book or washingtonpostads.com for details.
- Preprint advertisers are billed based on the ordered quantity, which is at the advertiser's discretion, and is reflected on the accepted insertion order. The ordered quantity may be equal to, greater or less than the estimates provided by The Washington Post. Provided, however, that if an advertiser ships a quantity greater than the ordered quantity, such advertiser may be required by The Post to pay for any overage up to the applicable quantity set forth in The Post's estimates. Those period estimates, as published by The Washington Post, may vary from the number of inserts distributed on a particular day. The Washington Post will not be responsible, nor provide billing or rate adjustments, for shortages or overages resulting from these variances, including variances due to errors in the insertion or distribution process, shortages in the advertiser's delivery of preprints, and inserts that are not within The Post's insert specifications.
- A \$5 CPM premium will be applied to all microzones ordered.
- Topper position available, contact your Account Manager.

### Shared Mail Program

The Post's shared mail program allows advertisers to reach non-subscribers on Thursday and Friday via direct mail. Comparable size preprint rates apply for inserts weighing up to 0.75 ounces. For pieces weighing more than 0.75 ounces contact your Washington Post Account Manager for rates.

### Print & Deliver

The Washington Post offers creative, printing and distribution services (P&D) to advertisers who do not have an agency or the necessary resources themselves. Custom quotes can be requested for nonstandard products. All P&D products may run both in the paper and in the mail.

### Microzoning

The Washington Post's Market Select program offers an opportunity for highly targeted coverage of the market using preprints in-paper and in-mail. Work with your Account Manager to tailor advertising distribution to your business needs, by Zip code or by over 400 sub-Zip code microzones.

### El Tiempo Latino

Reach the Hispanic community in the Washington area through our Spanish-language paper. The same preprint rates apply and El Tiempo Latino preprints count toward Washington Post preprint contracts.

# 2012 Automotive Industry Ad Rates

All rates gross.

Effective January 1, 2012



Washington Post Media

All advertising is accepted subject to the terms and conditions and specifications of The Washington Post. For complete terms, conditions and specifications please refer to The Washington Post Media Ad Book or [washingtonpostads.com](http://washingtonpostads.com), in addition to the information contained on this rate card. There will be a penalty charged for all ads cancelled or killed after the applicable deadline specified in The Washington Post Media Ad Book. The charge will be 10% of the price of the cancelled ad (had it run). The rates contained in this document are subject to change.

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11/2011