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And Reflect Economic Conditions**



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An Integrated Curriculum For The Washington Post Newspaper In Education Program

A Word About Get an Ad-Vantage

Rock paintings, papyrus posters and flyers with calligraphy and ink drawings have been used since ancient times to convey a commercial message. When the majority of the population was illiterate, signs and billboards with images associated with the trades conveyed information. From the 1500s, the printing press and newspapers changed society and advertising.

Today old and new media find ways to innovate and generate revenue through advertising. Washington Post Media gives businesses in the metropolitan area a reason to advertise with *The Post*. In the Washington Designated Market Area (DMA), 33% of adults read *The Post* daily, an additional 11% read on Sunday and within a 7-day period 58% of DMA adults read the newspaper, according to Scarborough 2009 figures.

Advertisements are essential to the financial health of a newspaper. They account for 80% to 90% of the revenue needed to print (ink, paper, presses) and deliver the newspaper, run bureaus (local, national and international) and pay for salaries and facilities. No matter how that percentage has shifted, one thing remains unchanged — it costs more to make a newspaper than it does to purchase one.

Activities in this guide introduce students to the different types of advertisements to be found throughout the newspaper and in inserts and special advertising sections. Legal and public notices provide a glimpse of economic and social conditions in a society. Students evaluate, write and design ads. In “Meet the Account Manager, National Retail Advertising,” Carolyn Monroe provides insight into another career option.

A reminder to Post INSIDE program teachers: If you plan to use articles in this guide in the e-Replica format more than three months after their publication date, remember to bookmark them. The e-Replica activity in this guide utilizes the picture gallery feature.



Lessons: Advertisements provide the largest percentage of revenue to run a newspaper and reflect the economic, social, legal and cultural conditions of a community.

Level: Low to High

Subjects: Art, English, Journalism

Related Activity: Social Studies, Photography, Media Studies

NIE Online Guide

Editor — Carol Lange

Art Editor — Carol Porter

Contributing to this guide: Carolyn Monroe, a *Washington Post* Account Manager, National Retail Advertising, graciously allowed us to interview her. She has provided background, distinguished rates and clarified current advertising practices.

Available Online

All *Washington Post* NIE guides may be downloaded at www.washpost.com/nie.

Send comments about this guide to:

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Through advertisements businesses highlight their products, services and community involvement. Readers learn the latest styles, sales and social issues. Suggested activities in this guide introduce the different types and purposes of ads and provide resources to evaluate, write and design ads.

Learn the Lingo

In "ABCs of Advertising" basic terms are defined. This is a reference file for activities suggested in this guide.

Distinguish Ads

Using the e-Replica edition and the Sunday *Washington Post*, have students locate and list all the places advertisements appear in *The Post*. This list will include:

- News or A section
- Metro
- Style
- Sports
- Classified
- Jobs (Sunday)
- Food (Wednesday)
- Inserts and Special Advertising Sections
- Automotive (Saturday)
- Homes & Condos (Saturday)
- Real Estate (Saturday)
- Where We Live (Saturday)

In what ways does the content and focus of the section influence the placement of the advertisement? Which section has the fewest ads? What products and services are most likely to appear in each section?

Classify Classified Ads

In "Get Acquainted With Classified Advertising" students are asked to find examples of ads that can fit within six categories of advertisements.

Teachers can determine the kind of information they want students to list under why they selected each example.

Write a Classified Ad

This activity is built upon a special ad offer to individuals: a 3-line, 3-day ad for free. Alert students to read the details of the offer. If they do not meet the guidelines, their ads are no longer free.

To prepare students for this assignment, teachers could ask students to skim the classified ads for ads that are no more than three lines. Do word counts and talk about the word choice and information provided in only three lines.

Meet the Account Manager

Carolyn Monroe, a *Washington Post* Account Manager, National Retail Advertising, answers our questions.

Responsible for more than \$22 million in advertising, Monroe opens the door to her career and the business side of *The Post*.

As she details her "selling" activities, she gives insight into the approach that has made her successful in her career. She explains the process from meeting a prospective client to agreeing on the best ad plan, confirming the ads in print and retaining the client.

Discuss the impact advertising has on the total number of pages in each day's newspaper, ad placement and in-newspaper versus insert advertising.

Economics and journalism students are provided the numbers

On the Web

<http://www.washingtonpostads.com/>

Washington Post Advertising

How to place a classified ad and quick links to the most visited pages (ad specifications, preparation guidelines and deadlines)

www.ftc.gov/bcp/guides/guides.shtm

Advertising Guidance

Federal Trade Commission guidelines and FAQs for advertisers and consumers. Topics include Bait Advertising, Deception, Environment, Food Advertising, Online Advertising (select Dot Com Disclosures PDF), Unfairness, Weight-Loss Products

www.bbb.org/us/code-of-advertising/

Code of Advertising

Better Business Bureau principles governing advertising

www.ftc.gov/opa/2009/10/endortest.shtm

Endorsements and Testimonials

FTC guides that affect testimonial advertisement, bloggers, celebrity endorsements

[www.ftccomplaintassistant.gov/](http://ftccomplaintassistant.gov/)

FTC Protecting America's Consumers

The consumer protection agency information on filing complaints, registering for Do Not Call and identifying consumer issues that affect members of the U.S. Armed Forces

<https://icpen.org/>

International Consumer Protection and Enforcement Network

Information about protecting consumers in cross-border commercial activities, avoiding scams, truthful advertising

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to crunch in questions 15 and 16. Compare these figures with selected advertisements appearing in a day's *Post*. Of course, the missing figures are the cost of producing that day's newspaper.

Monroe also provides advice for students who are considering a career in advertising. She suggests what they can do now as well as courses to take in college.

Study the Business Side

Use the "ABCs of Advertising" to introduce students to the different types of advertisements found in *The Post*. Five of these types are included in the e-Replica activity, "Study the Business Side | Advertisements."

Using e-Replica, students can drag their examples onto their pages or into a folder. Teachers may also use copies of the Sunday *Post* for this activity. Students can clip their examples and attach them behind the answers for each type of advertisement.

Trust Legal and Public Notices

The legal, public and official notices that are published daily may appear as columns of black and white, small typeface to be ignored. They do provide a treasure chest of information about your community and the nation — economic, social and legal snapshots are provided in the fine print.

The first section of "The Public's Right to Know" introduces students to the practice of publishing legal, official and public notices. This should give a lesson in government transparency and the right of citizens to be informed about actions that influence their lives.

Under "Legal Notices" students exercise their reading and critical

thinking skills as they categorize examples of legal notices. Because of the language involved, teachers may pair students for this portion of the activity. Discussion of what they find can give insight into the complexity of ownership, finance and economics, and meeting the demands of a civil society.

The third portion of "The Public's Right to Know," Official Notices, explains Trustee's Sales. Locate examples of Trustee's Sales after reading this section of the activity. Teachers should select examples that reflect diverse reasons for a Trustee's Sale to take place. In what ways do these reflect the economic situation of individuals? Of the community?

Assign students different days to do an e-Replica search for Trustee's Sale notices. Record the total number of notices per day and average the number per week and month. Armed with this information and class discussion, ask students to answer the assigned question on the activity sheet.

In assigning the last portion of this activity, teachers could require students do some research before they write the essay. What is happening in your state? Have any government agencies, courts or businesses requested an exemption from state law requiring that notices be published in newspapers? If so, what reasons have they given and what alternatives have they suggested? Were they permitted the exemption?

Debate the Issue

As many school districts face budget cutbacks, some systems have begun placing ads on the sides of school buses. The revenue is used for school programs that otherwise would have been cut. Use

Notice: Transparency In Government

<http://www.mypublicnotices.com/washingtonpost/PublicNotice.asp>

Legal Notices

Complete an advanced search to locate a legal notice, sign up for daily e-mail alerts of public notices and read notices of trustee's sales in Virginia, Maryland and D.C. Link to major categories of legal notices with the number of them published that day in parentheses.

<http://www.washingtonpost.com/wp-srv/admin/classifieds/>

Classifieds

Access all categories of *Post* classifieds ads, including legal notices

<http://www.rcfp.org/ogg/>

Open Government

The Reporters Committee for Freedom of the Press provides information on every state's open records and open meetings laws. User's Guide explains how to use this information efficiently. One interesting section explains record categories that are open or closed to the public.

<http://www.splc.org/foiletter.asp>

SPLC Letter Generator

The Student Press Law Center provides in its Resource Center a "Fully Automated, Fill-in-the-Blanks State Open Records Law Request Letter Generator." May be used to request public information.

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the e-Replica search feature and/or search the www.washingtonpost.com archives to locate schools that have implemented this program. List the pro/con of placing commercial advertisements on school buses. Hold a debate of the issue or have students write an editorial in which they take a stand.

Realize the Revenue Source

Review the diversity of information found in *The Washington Post*: local, national and international news; profiles, editorials and commentary; style and entertainment; sports, business, health and science; and all the information about goods, services, sales and coupons found in advertising. It is the best buy in town.

Ads account for 80% to 90% of the revenue needed to print (ink, paper, presses) and deliver the newspaper, run bureaus (local, national and international) and pay for salaries and facilities.

In 2007 when a decline in revenue and circulation began to hit newspapers, *The Post* made a decision to allow ads on the front page of a section. Read "Post to Put Ad on First Page of Sports Section."

Do students notice when ads appear on the first page of a section? Do they support publishing only news content on the first page of sections or see no problem with ads appearing there also?

Assess Ads

This lesson provides many examples of advertisements that have appeared in *The Post*. Some illustrate definitions ("ABCs of Advertising," "Design a Display Ad," and "The Buzz of Business"). At the end of the guide we have included

examples, Advertisement 1-8, that may be used to compare and contrast with each other and ads in today's *Post*.

These examples may also be used to achieve different curriculum goals in English, art, media studies, journalism and social studies:

- Content. Is the message clear to every reader? Is all information necessary to buy the product, attain the service or respond to the political issue provided? Is the source of the ad clear, especially in advertorial and advocacy ads? What aspects and concerns of contemporary society are reflected in the ads?
- Design. Ask students to identify and discuss design principles utilized in the ads. Which ads could be improved?
- Diction. Words must be carefully chosen to convey the message directly and succinctly. Have students evaluate the words selected. Are any of the words unfamiliar to them? What is the emotional impact of the word choice? Experiment with changing diction as you change the target audience, tone and mood.
- Illustration. Does the art enhance the message and relate to the business or product? Does the illustration overpower the design and message? Is it in good taste? Is it well executed?
- Photography. Is the image appealing? Does it relate to the mood and tone as well as to the target audience and product or service?
- Typography. Does the font reflect the product and its branding? Does the font attract the reader? In what ways does font help to establish the mood, tone and credibility of the product or service?

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Past Post Guides

Keep the 'Ad'itude

INSIDE JOURNALISM

May 2003

As *The Washington Post* celebrated its 125th anniversary, a special series of guides was produced to highlight a different section of the newspaper and decade in D.C. history. Visit *The Post* INSIDE

program Web site, www.washpost.com/nie, and scan down the list of online guides to May 2003 to download this guide.



There are many resources and suggested activities in this guide that can be incorporated into an advertising unit of study.

- Meet the Ad Designer, Randy Mays. Students may be familiar with Mays' Second Glance that appears weekly in Sunday's *WP Magazine*.
- The Making of a (Fake) Ad. Advertising artist Donna McCullough created for KidsPost an ad for Hogwarts. In a series of sketches, she demonstrates the steps in creating a display ad and decisions made along the way.
- How to Design a Display Ad. This informational handout will work well with the "Design a Display Ad" activity in this guide.
- My Display Advertisement. Information about display ads for younger students, includes an assignment to design an advertisement.

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Do these elements work together to create an eye-appealing, persuasive advertisement?

Design a Display Ad

Ask students to become ad designers. Review examples of display ads found in *The Post* and in this guide. Which

ads attracted students to stop and read? Which features made a difference:

- Photograph or illustration
- Headline
- Typeface/font
- Product
- Price

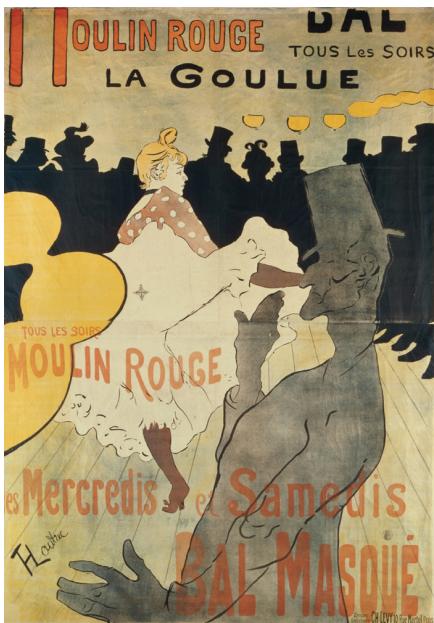
Whether in print, on air or online, fraud and deception in advertising is unlawful. The FTC, enforcing consumer

protection laws, and businesses have guidelines to ensure that products and services are presented truthfully. Review the guidelines that are given in "Design a Display Ad." As well as applying design principles and using different mediums, students need to be aware of the other responsibilities of the graphic artist. ■

Henri de Toulouse-Lautrec

Master of Advertising Posters

Advertising the chansonnier, Aristide Bruant and cabarets of Montmartre, Henri de Toulouse-Lautrec used his bold brushstrokes, colors and bright hues to promote the night life in Paris. His posters are recognized for their ability to capture the imagination of today's viewers as well as that of the clients of Le Chat Noir and the Moulin Rouge.



<http://www.princetonol.com/groups/iad/lessons/high/high3.html>

Too-Loose Posters

Lesson plan based on Toulouse-Lautrec's posters



www.nga.gov/press/exh/192/index.shtml
Henri de Toulouse-Lautrec
National Gallery of Art Exhibit background

Historic Perspective

<http://library.duke.edu/digitalcollections/adaccess/>

Ad*Access

Duke Endowment "Library 2000" Fund images and database for over 7,000 ads printed in North American newspapers and magazines; Subject areas: Radio, Television, Transportation, Beauty and Hygiene, and WWII

<http://adage.com/century/timeline/index.html>

Advertising History Timeline

Succinct, informative timeline of American advertising

<http://historymatters.gmu.edu/mse/ads/>

Making Sense of Advertisements

Interactive use of advertisements to introduce purpose, intended audience, strategies to sell products and reflection or concealment of an era.

[http://people.uvawise.edu/runaways/Virginia Runaways](http://people.uvawise.edu/runaways/Virginia%20Runaways)

Use primary documents, ads from 1736-1777, to study slavery, runaway servants and sailors and military deserters in what the University of Virginia projects calls "a unique look at the lower orders in eighteenth-century Virginia."

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Meet the Account Manager, National Retail Advertising

1. As one of *The Post's* National Retail Advertising Account Managers what do you do during your day?

No one day is ever like another. Naturally, my responsibilities begin and end with selling. But the definition of “selling” is more than just convincing a client to buy space. (Sometimes that’s the easiest part!) Let’s take apart my day and give the tasks some definition.

Selling includes:

- Qualifying the client
- Defining the goal of the client – i.e., what are they selling, for example. (Some ads may simply be about defining who the client is. Those ads are called Branding).
- Matching the client’s goal or needs to a *Post* product. This could include ROP ads (in *The Post*, *Express*, *WP Magazine*, a zoned product, *El Tiempo Latino* to name a few), preprinted inserts, Outerwraps (the bag the newspaper is delivered in), or a *Post* Special Section. The list of products in *The Post*’s portfolio is long. Yet because of the wide array of products available we are able to best match a client’s needs with a product.
- Pricing the product. In my case, all of my advertisers already have contracts in place. Arriving at the correct contract levels for all these products is done usually one time a year and dictates what an advertiser will pay throughout the year. The process takes some time, thought and many discussions!
- Placing the order. Eventually all ad orders end up in our SAP billing system.
- Setting deadlines and making sure the materials arrive on time.
- Checking the ad or insert has appeared. Sometimes supplying electronic tearsheets. (I also send these electronic tearsheets to competitors of the client on my individual account list. That’s to make them aware of what is going on in the market as well as subtly reminding them to run ads as well!) Most of my accounts are not based in the Washington market and would have no immediate access to *The Post*. Sending tearsheets is very helpful to them.
- Billing
- Payment
- Follow through. I believe this is the most important part of the sale. It keeps you in touch with the advertiser, sets up a follow-up sale, and gives you the opportunity to upsell for the future and so on.

This probably looks elementary until you factor in I handle more than just one advertiser and they are all in various stages of the processes above, not to mention they are running more than just one ad or one product. They are also planning into the future while simultaneously finalizing the ads that run soon. It’s very similar to juggling 20 raw eggs at the same time.

Let’s take a few minutes and also talk about preprinted inserts. For short – preprints. *The Post* can deliver preprints in 3 ways – in the paper, in the mail (or TMC – total market coverage), or in a new product we call Savings Now – a Sunday opt-in program.



Carolyn Monroe, Retail Account Manager

A 31-year veteran of *The Washington Post*, Carolyn is responsible for slightly more than \$22 million in National Retail Advertising each year. Her account list is primarily grocery stores although she does “handle” sporting goods, drug, warehouse clubs, big box pet stores as well as smaller accounts. The first 8 years of her tenure at The Post were in Automotive Advertising.

Carolyn is a graduate of the University of South Carolina with a degree in Advertising. She began her career as a copywriter for two local retail fashion stores then joined a local advertising agency where she held the position of Creative Director.

At *The Washington Post*, Carolyn has received 11 Publisher’s Awards and the coveted Eugene Meyer Award.

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IN PAPER is a preprint that is delivered with the newspaper itself to subscribers and often included in Single Copy or street sales.

IN MAIL OR TMC. Delivered via the Postal Service to *Post* non-subscribers, it arrives in mailboxes usually on Thursday and Friday of each week. An advertiser can select either daily non-subscribers or Sunday non-subscribers.

SAVINGS NOW - SUNDAY OPT-IN. This is a relatively new product for *The Post*. In key zip codes our Circulation Department has contacted total non-subscribers and asked them if they would like to receive *The Post's* Sunday inserts delivered to their home by our newspaper carriers on Sunday mornings. (There is no cost to the Sunday Opt-In households for this service.) To date, we have 92,500 households in the Washington metro area who have said yes – they want the Sunday preprints.

Think about the benefit to the advertiser! They reach households with their Sunday preprints that have said they WANT to see the ads. These preprints have been invited into the home. As opposed to a mail program that has not been invited. Make sense?

Okay, now it gets more complicated. *The Post* sells preprints by zip code and SUB ZIP CODE. That basically means an advertiser can really refine the area where their preprint will be distributed to nearly neighborhood blocks. (Of course they can always buy full zip codes. In my case with mass National Retail advertisers, they want the full zip.) If they are doing a grand opening, for example, that includes special pricing, they may want to narrow the reach area so "get 'em in the door prices" will not have an impact on their other stores. A small retail advertiser, say a dry cleaner who usually serves only his neighborhood, doesn't want an entire zip code. He only wants his neighborhood. We can do that for him.

MARKET SELECT. We create these preprint "buys" in a program called Market Select. It includes geo-coding by address so we can pinpoint the exact location of the retail outlet. Then we map the zip codes around it. Add in paper, TMC and Sunday Opt-In, calculate the cpm (cost per thousand to distribute), add demographics if needed and the buy is complete. It includes mapping down to street level. Very interesting.

2. For which accounts are you responsible?

Primarily grocery stores (Giant Food, Harris Teeter, Wegmans, for example) but also The Sports Authority and Dick's Sporting Goods, Rite Aid, Toys R Us, BJ's Wholesale Club, and Petco to name a few.

3. What classes might help prepare an individual to enter a career in advertising?

Computer courses naturally. Business. Psychology (helps to know what makes people tick). Public Speaking. Language skills – you are asked to write an awful lot of letters and presentations. Spelling! Don't rely on spell check! Advertising.

You can begin now. Observe. Make yourself aware of the media choices out there. Social networking is becoming huge. Mobile technology. The Internet of course. But also look at the newspaper. Take time to at least glance at all the sections and the preprints. Then look at the product on our Web site. Look at magazines, junk mail, bus backs, subway ads, rolling billboards. Listen to radio ads. Watch TV especially in this market where the TV audience has been fragmented due to cable. Then think what TIVO does to TV ads! When you look at ads try and figure out whom the advertiser is trying to reach and if they have done it.

4. You are part of the business side of the newspaper. What do you think we need to understand about advertising and its importance to the newspaper?

In simplest terms, advertising pays for the newspaper. The cover price or subscription cost to receive the newspaper barely scratches the surface of what it costs to produce *The Washington Post* each day.

5. How do the advertising, news and editorial departments at *The Post* relate to each other?

At *The Post*, we believe in the separation of "church and state." News cannot and will not be influenced by an advertiser. If you allow that to happen you remove the objectivity of our reporting.

6. What types of businesses advertise most often in *The Post*?

Because *The Washington Post* is located in the home of the Federal Government we carry a large proportion of ads directed at the Government. Any time there is a major issue facing Congress there will be advertising to influence the decision on that issue. Think about Health Care. Or banking. Or defense contracting. We are also fortunate to have a wide variety of retail in our market – virtually all

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major national chains. Because the retail marketplace is very competitive these chains must keep their messages “out there” to lure customers.

7. Does *The Post* or the clients design the ads?

The majority of ads are designed by advertising agencies. We do have a very creative Advertising Operations (in-house art department) that can create ads for those accounts that are too small to have an agency. Preprinted inserts are 99% created at an agency or by the client.

8. Who or what determines where ads are placed in *The Post*?

Ad placement is based on several factors. The advertiser can (1) pay a premium for a specified position. For example, a national advertiser who wants to make sure Congress sees the ad can pay extra for the ad to appear between A4 to A11. Or, (2) advertisers can request a specific section of the newspaper. Dick's Sporting Goods, for example, always wants to run in the Sports Section. And (3) the amount of advertising scheduled for each day determines the number of pages of each paper. Each section has an editorial staff who is told their “news hole” for the day. They prepare their copy to fit around the ads.

9. To what extent is the number of pages in a section influenced by ad sales?

Totally. Ads are placed as mentioned above by paid premium, section and position requests. Then news is strung into the space provided. One thing that is unique about newspapers is that the inventory of ad space is virtually unlimited. The more ads we sell, the bigger the newspaper. This is unlike all other mediums in that the FCC dictates how much commercial time is available on television or on the radio.

10. Do clients design ads for different demographics in *The Post's* circulation area or is their advertising more determined by their products, the season and holidays?

When you are dealing with a mass-reach product, which newspapers are, you might find it difficult to strictly design for demographics. (Of course you can do that with preprints since you can deliver to select high demo areas). Ads are designed to reach a specific group of customers rather than the strict definition of demographics (age, income, for example.) Let's say you want to sell tires. That's typically a male target audience so you might run in Sports. You are selling Cosmetics. You could opt for Main News (A Section) for the most exposure or Style. You're a bank. Sunday Business might be your choice. You are a business that directly influences

federal workers. Then you might pay a premium to be on the Federal Page.

11. For which holiday do most ads run? Valentine's Day, Mother's Day, Father's Day, Fourth of July or Christmas? Other?

The most ads run in the fourth quarter. That would include the major holidays.

12. What are the benefits and drawbacks of in-newspaper versus inserts?

I've touched on preprints in an earlier question so let's just hit the high points.

Newspaper

Benefits	Mass reach Editorial environment Message delivery day Cost (more affordable per thousand than other mediums such as electronics) Immediate message delivery – short turnaround to get message out Newspaper ad run within a few days Preprints at the printer weeks, sometimes a month, prior to publication
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Drawbacks	Somewhat limited targeting Cost (open rate versus contract rate, paid premium versus run of paper, for example) Reproduction of images (Preprints are printed on magazine-quality presses and often on better paper stock.)
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Preprints

Benefits	Demographic targeting Geographic targeting Cost per thousand to deliver (less expensive than mail/USPS) Multiple messages (different versions of the same advertiser preprint to different zip codes) Better reproduction (see above)
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Drawbacks	Lead time necessary to create, print and deliver a preprint for insertion Printing costs can be as high as the inserting cost
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13. How many days before going to press do you receive ads from companies like Macy's, Safeway and Giant?

I'm assuming you mean ROP so there are two deadlines. The first is the Space Reservation which tells the Make Up

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Department what size ad in what section is running each day. These are usually placed 5 to 7 days before publication. The second deadline is for materials. We like to have color ads about 3 to 5 days ahead. Black and white ads can get a little closer to publication. Perhaps 1 to 2 days prior. With digital transmission of advertising materials we can work fairly close to the deadline.

14. What has been the impact of the economy on advertising?

Advertising sales were heavily impacted by the economy last year. Virtually some entire categories of advertising dwindled down to nothing for the newspaper. Consider the real estate crisis for an example. Home sales were down. Foreclosures were up. New home construction nearly ceased. If there is nothing to sell there is no need to advertise. If there is no one in the marketplace, why advertise?

For retailers, you might have read that inventory control was key. In other words, don't buy more of anything than you can sell. Unsold merchandise is a loss. In the grocery industry, customer counts were strong but the value of the "basket" was reduced. Warehouse stores like Costco had sales increases. People bought for less and bought in bulk. The automobile industry was damaged by the recession. People simply were not making big ticket purchases. Even home improvement stores suffered. If you aren't buying a house, you probably are also not fixing up the old ones. Any spending was cautionary.

In the job market, if no one is hiring and the unemployment rates continued to rise, there were no classified ads for employment. And what has returned to advertising has moved to digital ads.

15. What does *The Post* charge for ads? Are there any discounts for multiple ads with clients?

Advertising rates are based on column inches. The newspaper is 6 columns wide or 12 inches. The pages are 21 inches deep. Therefore a full page is 6 cols x 21 inches or a total of 126 column inches. (Refer to the Washington Post Media Ad Book for lesser column widths and acceptable ad configurations). Retail advertising is at a NET rate. This means there is no commission to recognized advertising agencies on Retail Rates. If a column inch in the *Sunday Post* at open rate is \$567.50 then a full page costs \$71,505.00. If you want to add color to that full page ad then add \$9,970 for a total of \$81,475.00.

However, in nearly every case, an advertiser has a space contract with *The Post*. That means they agree to run a certain number of column inches within a 12-month period (to make it simpler although there are multiple contract levels and frequency discounts that can apply). Let's say Advertiser A has

decided he will run 12 ads per year at 126 column inches each. Every ad will appear on a Sunday. That gives me a total of 1512 column inches for the year.

Then I refer to the Dollar Volume Discount (DVD) Rate Table in the Retail Rate Card and calculate how much money 1512 column inches will generate at which DVD level. I have determined this advertiser needs to sign a \$500,000 DVD contract which reduces his cost per column inch (cpi) from \$567.50 to \$352.90. His total spent for his planned schedule is now \$533,584.80. Then he wants to add color. We look at the color rate table and find if he signs a 12x Color Frequency Agreement he will save 15% off the color cost for each ad. This reduces his color cost from \$9,970 to \$8,474.50 per ad. So, that ad that would have cost \$81,475.00 now cost \$52,939.90.

16. Since high school newspapers are moving online, teachers are trying to figure out what that means for advertising. What are their advertising rates? How long do ads stay up?

(We turn to Amanda McCartney and Lauren Taylor, online reps at washingtonpost.com for the answer to this online question.)

Amanda: Online ad rates are based on total campaign budget. These rates decrease as ad budgets increase. For example, a cpm (cost per thousand impressions) for a standard size unit (300x250 – Big Box or Square Ad) at the open rate is \$32.00 compared to a cpm on a \$25,000 ad campaign of a \$13.00 cpm. The campaign "stays up" as long as the client would like and can pay for it. These will run anywhere from one week to a full year. Online ads can be geo-targeted by age, sex, zip code and content. Targeting can increase the cpm of the advertising campaign.

Lauren: Because online advertising does not publish a rate card, online advertising is bought on a cost per thousand platform. This means that many thousands of ads, or impressions, can be purchased in an infinite number of ways. No two media plans are the same. These blocks of impressions will be displayed over a defined period of time, either in rotation on the site or as a fixed position within relevant content, or both.

An example: A local retailer is interested in promoting a weekend sale event. He could buy 500,000 impressions based on CPM (cost per thousand). These impressions would rotate through the site from Monday to Saturday that week to help build awareness and reach the readers of the site to influence them to come and experience the sale, or click on the ad to get more information about the sale or store. ■

Two good resources: www.online-publishers.org; www.marketingterms.com/dictionary/cpm

An Integrated Curriculum For The Washington Post Newspaper In Education Program

2010 General Ad Rates

All rates gross.

Effective January 1, 2010

Full-Run Advertising Rates

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.

Dollar Volume Discount Rates (per column inch)

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.

	Daily	Sunday
Open*	\$873	\$1,222
\$175,000	\$655	\$923
\$300,000	\$642	\$904
\$600,000	\$629	\$884
\$900,000	\$619	\$872
\$1,250,000	\$601	\$852
\$1,500,000	\$593	\$834
\$1,800,000	\$587	\$827
\$2,100,000	\$581	\$822
\$2,400,000	\$576	\$818
\$2,700,000	\$574	\$809
\$3,000,000	\$568	\$801

* Open rate agreements not accepted.

Full-run advertising running on Thanksgiving Day is subject to a 15% surcharge on both space and premiums.

Combination Discount Rate

The combination rate below applies to two insertions of the same ad (on the same order) published within 31 days. One of the two insertions must appear on a Sunday; the other must appear on a Saturday or a weekday. Both ads count toward fulfillment of annual agreements.

Per column inch, per insertion \$634

In the Loop Page/Congressional Page/ Outlook

Regular open or annual agreement rates apply for these preferred positions, plus the appropriate premium position charges shown on page 4. Premium position charge frequency discounts are available.

Frequency Rates

The following rates apply to signed annual agreements. Revenue under these agreements counts toward fulfillment of Dollar Volume Discount agreements.

Full Page Frequency Rates (per column inch)

Broadsheet*	Daily	Sunday
12 pages	\$587	\$829
24 pages	\$560	\$795
36 pages	\$542	\$769

* A full broadsheet page in The Washington Post is 6 columns x 21 inches.

Annual Frequency Rates (per column inch)

The following rates apply to signed annual agreements.

	Daily	Sunday
3 to 12 insertions	\$671	\$938
13 or more insertions	\$639	\$894

Monthly Frequency Schedule

The required insertions must run each week for a minimum of 4 consecutive weeks. There is a 2 column-inch minimum and up to a 65 column-inch maximum. All insertions must be the same size. Different copy is allowed but must be for the same product.

	Daily	Sunday
2 insertions per week	\$531	\$663
3 insertions per week	\$497	\$629
4 insertions per week	\$468	\$608

Full-Run Color Premiums

Broadsheet*	Daily	Sunday
Broadsheet*	\$10,364	\$12,804
Tabloid**	\$5,187	\$6,403

- Smaller sizes are available at the publisher's option.
- Rates shown are for standard color inks listed in the NAA ROP8.
- Rates shown are for color only. Additional space charges apply.

* Minimum 42 column inches.

** Minimum 36 column inches.

For the complete Washington Post Media Ad Book visit:

<http://www.washingtonpostads.com/adsite/how/page1238.html>



Washington Post Media

3

An Integrated Curriculum For The Washington Post Newspaper In Education Program

ABCs of Advertising

ABC: The Audit Bureau of Circulations (ABC) provides independent verification of circulation/data figures to facilitate the buying and selling of advertising space.

Ad/Advertisement: A commercial message targeted to an advertisers' customer or prospective client

Advertising Media: In advertising, the term "media" refers to magazines, journals, newspapers, radio, television, billboards, direct mail and new media (Internet, SMS, social networking sites). Advertisers use media to convey commercial messages to their target audiences.

Advertisorial: An advertisement using layout to resemble the editorial format and typeface of the media in which it runs. The content of the Advertisorial is not a Newsroom product.

Advocacy Advertisement: Advertising that communicates and promotes a political view, social cause, controversial issue or other point of view rather than a product, service or organization; concerned with the propagation of ideas and elucidation of social issues of public importance in a manner that supports the position and interest of the sponsor

Bait and Switch: When a company has no intention of selling the product advertised. It plans to present and sell the customer another product, usually at a higher price. This is an illegal practice.



Classified Advertisement: Individual or business ad using words, typeface and photos to convey information about services, employment and merchandise for sale

Corporate Advertisement: A category of non-product advertising aimed specifically at enhancing a company's image and increasing awareness of the company itself. Introduced in the 1980s, this approach is also called cause-related marketing. This is a form of branding.

Demographics: A set of statistics about a geographic population or group of people. Demographic information may include age, sex, marital status, ethnic background, education level, occupation, religion, household income, household size and other factual information. This information is used to target the advertising message, design and products.

WEDNESDAY, MARCH 17, 2010 The Washington Post A9

Corporate

Before he changed the world, or led a nation,
or governed a state...
He inspired our company.

Long before he ran for office, Ronald Reagan served as host of GE Theater. He also spent months each year traveling to GE factories, inspiring our employees with his optimism and a belief in innovation and entrepreneurial spirit. Now, GE is proud to be the presenting sponsor of the Ronald Reagan Centennial Celebration.

GE imagination at work

ge.com/reagan

An Integrated Curriculum For The Washington Post Newspaper In Education Program

ABCs of Advertising | *continued*

THE DAILY QUIZ How many minutes, per week, of House ad time do Centers for Prevention recommend for adults? (Hint: The answer is in today's Local Living.) EARN 5 POINTS: Find the answer, then go to washingtonpost.com/postpoints and click on "Quizzes" to enter the correct response.	POINTS EVENTS Claim Your Reward! It's easy to cash in those PostPoints you've been saving for a gift you will really enjoy. When you log in to your PostPoints account, you can track all the points you have earned, and browse through the huge online catalog of redemption rewards. Make the big decision, follow the instructions to check out, and we will send your reward. It's that simple!	POINTS & REWARDS CVS/pharmacy: You'll find candy eggs, plastic eggs, baskets and more at your nearby CVS. Check the specials at cvs.com. Kettler: Check out the Potomac Club, offering carefree condominium living in Northern Virginia. See kettler.com. K. Hovnanian Homes: How will you spend your \$8,000? See what K. Hovnanian offers first-time buyers at khov.com. Rosenthalauto.com: You can do a specialized search for just the pre-owned vehicle you want at rosenthalauto.com.	A complete list of PostPoints Spots can be found at washingtonpost.com/postpoints. PostPoints washingtonpost.com/postpoints Not a PostPoints member yet? Log onto washingtonpost.com/postpoints for more information about this exciting free program.
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House Ads: An advertisement placed by the publication in its own pages to promote an opportunity, offer or special section, for example. Some House Ads may be used to "fill" unsold space but more often they are designated as self-promotion. Web sites use banner and other advertisements for the same purpose.

On-Line Advertising: Advertising placed on Internet news, search and social networking sites.



Preprinted Inserts: Advertiser-supplied catalogs or flyers inserted into the newspaper on specified days of the week.

Rate Card: The published rates, size and ad space configurations for a particular medium. Rate Cards are classified by type of advertiser (General, Special Industry, Retail for example.) Rates Cards are published annually.

Display Advertisement:
Print ad that is found throughout a publication. Illustrations, photographs, typography and size are designed to attract readers. Not a classified ad.

Target Audience: The reader whom an advertiser wishes to reach. This may be seasonal (winter, summer), holiday-focused (Valentine's Day, Fourth of July, Mother's Day), age-specific (for baby, elementary-school, senior citizen), circumstance/need (kitchen ware, white sale, particular medical condition) or special interest (political).



An Integrated Curriculum For The Washington Post Newspaper In Education Program



Study the Business Side | Advertisements

Advertisements are essential to the financial health of a newspaper. They account for 80% to 90% of the revenue needed to print (ink, paper, presses) and deliver the newspaper, run bureaus (local, national and international) and pay for salaries and facilities. No matter how that percentage has shifted, one thing remains unchanged — it costs more to make a newspaper than it does to purchase one.

In this activity, you take a closer look at five types of advertisements published in *The Washington Post*. They are found throughout the newspaper, in special sections and in inserts.

Use the Picture Gallery feature to locate all advertisements in each day's *Post*. Review the advertisements until you find the ads that you want to include in your answers to the following questions.

Advocacy Advertisement

Find an advocacy ad with which you agree.
 Date:
 Section and page number:
 Cause or organization:
 Summary of message:
 What design elements draw the reader to the ad?
 Do these elements make a statement about the issue or point being made? Explain your answer.

Classified Advertisement

Locate three classified ads for a particular automobile.
 Date:
 Section and page number(s):
 Automobile make and year:
 Compare and contrast the information that is provided in the ads.
 Identify the seller you would most likely call first and explain why.

Corporate Advertisement

Locate a corporate ad.
 Date:
 Section and page number:
 Business or cause:
 Summarize the idea conveyed about the company.
 In what ways is the ad successful in conveying its message?

Display Ad

Locate a display ad that targets a teenage demographic.
 Date:
 Section and page number:
 Business:
 Product:
 What features of the display ad indicate its intended consumer or target audience?

House Ad

Locate a *Washington Post* or www.washingtonpost.com house ad.
 Date:
 Section and page number:
 What product or service is *The Post* promoting?

Name _____

Date _____

Get Acquainted With Classified Advertising

Advertising is a commercial message that with words and images hopes to grab the attention of customers. Classified advertising is purchased by businesses and individuals to interest readers in services, employment and merchandise. These ads use primarily words and typeface to convey the information.

1. Locate two examples of each of these six categories of classified ads found in *The Washington Post*. Select examples that appeal to you. Tell why you selected each example.



EXAMPLE 1 and WHY SELECTED
Section of *The Post*:

EXAMPLE 2 and WHY SELECTED
Section of *The Post*:



EXAMPLE 1 and WHY SELECTED
Section of *The Post*:

EXAMPLE 2 and WHY SELECTED
Section of *The Post*:



EXAMPLE 1 and WHY SELECTED
Section of *The Post*:

EXAMPLE 2 and WHY SELECTED
Section of *The Post*:

Get Acquainted With Classified Advertising | *continued*



EXAMPLE 1 and WHY SELECTED
Section of *The Post*:

[apartments.com](#)

EXAMPLE 2 and WHY SELECTED
Section of *The Post*:



[washingtonpost.com/merchandise](#)

EXAMPLE 1 and WHY SELECTED
Section of *The Post*:

EXAMPLE 2 and WHY SELECTED
Section of *The Post*:



[washingtonpost.com/pets](#)

EXAMPLE 1 and WHY SELECTED
Section of *The Post*:

EXAMPLE 2 and WHY SELECTED
Section of *The Post*:

2. Classified advertisements use abbreviations to save space. Find an example of a classified ad with three or more abbreviations. List the abbreviations and tell what they mean.

- a.
- b.
- c.

3. Give an example of the same product that is priced differently by sellers. Is any information provided that might tell why the asking price is so different?

Write a 3-Line Classified Ad



In the Classified section of *The Washington Post*, you read: "If the merchandise you're selling is priced under \$250, your 3-line, 3-day ad is FREE!" This sounds like a good offer.

At washingtonpostads.com complete details are given. These include: A special offer is available to private individuals. This offer is limited to four per quarter. Only one item per ad. Offer limited to certain merchandise classifications only and excludes event ticket sales, garage/yard sales and pets & animals. The free add will run three lines and three days in print — Thursday, Friday & Saturday. You have the option of also appearing seven days online at www.washingtonpost.com.

- 1** Decide what you might sell for under \$250 in order to add to your savings account.

- ITEM:
- Your asking price:
- Why would someone want to buy this item?

- Can you find classified ads for items in the same merchandise category? What are the items and the asking prices?

- What description or information will make your merchandise stand out?

- After comparing similar items currently for sale, do you think you are competitively priced?

- Why will/won't you accept the 7-day online option?

- 2** Write a 3-line advertisement. In addition to your phone number and price of item, you have approximately 12 words to tell about the item and appeal to the potential buyer. If you go over this limit, you have to pay for the ad.

Merchandise Categories for 3-Line Ads

Antiques
Appliances
Art
Books, Music & Movies
Cameras & Photos
Collectibles
Clothing, Shoes & Accessories
Crafts & Hobbies
Electronics
Furniture
Home & Garden
Jewelry & Watches
Musical Instrument
Sporting Goods
Toys

An Integrated Curriculum For The Washington Post Newspaper In Education Program

Design a Display Ad

Display advertisements are found throughout a newspaper. They are the ads that tell you and show you what is on sale or available for purchase. While working within a square or rectangular module, you have the freedom to use varied display fonts, eye-appealing photographs and intriguing illustrations while communicating key information.

Design a display advertisement for one of these categories:

- Automobiles & Trucks
- Education
- Entertainment & Lifestyle
- Fashion
- Food
- Home & Garden
- Recruitment
- Special Event

Keep these guidelines in mind as you design your display ad:



- The Federal Trade Commission Act specifies that advertising must be “truthful,” “non-deceptive” and “fair.” Be accurate. Show the products that are really available, don’t manipulate images and do stand behind your quality.
- The Federal Trade Commission Act states “advertisers must have evidence to back up their claims.” Don’t say your product can do something you cannot demonstrate and avoid unfounded comparisons with competitors.
- Know whom you want to respond to your advertisement. Select photographs, illustrations and typeface and write copy that will attract the attention of your target audience.
- Provide necessary information. Who is selling the product at which location? Where and when does the event take place? Information such as specials, cost or percent of discount, entry fees and range of tickets can be helpful to the consumer. Give phone numbers and/or Web addresses for more information when appropriate.
- Design should be appealing. Highlight items that will attract your targeted consumer. Do not clutter the space with too much copy or too many items.
- Select typeface that is appropriate for display uses and that communicates the mood and attitude toward products and services that you are trying to create.
- Headlines and copy should reflect a knowledge and understanding of the product or service and the problem it solves.
- If several items are in the ad, group them to be eye-appealing and logical by use.
- Verify information and proofread copy. You do not want to mislead readers. You do not want to lower the esteem held for your client or product with weak word choice, incorrect spelling or poor sentence structure.

Name _____

Date _____

The Public's Right to Know

The phrase "of the people, by the people and for the people" capsulizes a long-standing premise of American democracy. In this form of government the public has a right to know what its elected officials, courts and government agencies are doing.

The government, businesses and individuals are required by local and state laws to publish specified notices in newspapers. These notices are usually found in the classified advertising section in small print. Newspapers provide a non-government database to which all may have access.

Although they vary some by states and publications, they are frequently categorized as legal, official and public notices.

- **Legal Notices** include decisions of the Department of Justice and courts, articles of incorporation and LLC formation, foreclosure and liquidation announcements, and unclaimed funds.
- **Official Notices** include invitations for bids and proposals, availability of competitive grants and Trustee's Sales.
- **Public Notices** include announcements of meetings open to the public, minutes, and proposals to town ordinances, taxes and laws.

Legal Notices

Legal notices in *The Washington Post* reflect Washington, D.C., as a center of national government, the home of the U.S. Department of Justice and a community in which citizens reside. *The Post* uses eleven categories for legal notices:

Auction and Sale
Business and Corporate
Court Proceeding
Election and Legislation
Foreclosure-Sale
Forfeiture
License and Permit
Planning & Land-Use
Probate, Guardianship and Adoption
Public Finance and Taxation
Purchasing and Procurement

Assignment

Review the Classified section to find examples of five different categories of legal notices. Label each notice by category and provide the date of publication, page reference and a summary of the notice.

Department of Justice Antitrust Division

Take notice that a proposed Final Judgment has been filed in a civil antitrust case, *United States of America v. Daily Gazette Company and MediaNews Group, Inc.*, No. 2:07-cv-0329. On May 22, 2007, the United States filed a Complaint alleging that the Defendants violated Section 7 of the Clayton Act, 15 U.S.C. § 18, and Sections 1 and 2 of the Sherman Act, 15 U.S.C. §§ 1 & 2, by entering into a May 2004 transaction that consolidated ownership and control of the only two daily newspapers in Charleston, West Virginia under the Daily Gazette Company and eliminated competition between the Defendants. The proposed Final Judgment, filed on January 20, 2010, requires the Defendants to restructure their joint operating arrangement to provide MediaNews Group with governance rights and independent control over the editorial operations of the *Charleston Daily Mail*; prohibits the Defendants from discriminating against the *Daily Mail* in circulation and advertising sales and other key aspects of newspaper operations; requires the Defendants to take remedial action to rebuild the circulation of the *Daily Mail* by offering specially-discounted subscriptions for a period of six months; establishes various economic incentives for MediaNews to compete with the Daily Gazette Company for readers; prevents the unjustified termination of publication of the *Daily Mail* unless it is financially failing and the United States approves; and specifies procedures for the disposition of the *Daily Mail's* intellectual property in the event that the newspaper ceases publication. A Competitive Impact Statement filed by the United States on January 20, 2010, describes the Complaint, the proposed Final Judgment, the industry, and the remedies available to private litigants who may have been injured by the alleged violation.

Copies of the Complaint, proposed Final Judgment and Competitive Impact Statement are available for inspection at the Department of Justice, Antitrust Division, Antitrust Documents Group, 450 5th Street, N.W., Room 1010, Washington, DC 20530 (telephone: 202-514-2481), on the Department of Justice's Web site at <http://www.usdoj.gov/atr>, and at the Office of the Clerk of the United States District Court for the Southern District of West Virginia.

Interested persons may address comments to John R. Read, Chief, Litigation III Section, Antitrust Division, U.S. Department of Justice, 450 5th Street, N.W., Suite 4000, Washington, DC 20530, (202) 307-0468, within 60 days of the date of this notice.

Name _____

Date _____

The Public's Right to Know | *continued*

Official Notices

Currently, there are pages of Trustee's Sales in the Classified section. A Trustee's Sale is a public auction of property that is open to all bidders. The property is usually awarded to the highest bidder who meets all the criteria set by the trustee.

In a Trustee's Sale notice, you should expect to find: Owners on the deed to the property, property address, a legal description of the property, how much is owed on the property, the time and location where the sale is to take place, settlement information, and the opening bid amount requested by the trustee of the property. Online, the dates the notices appeared in *The Washington Post* are listed.

Property address	Properties are sold to we purchase N.A. RICO RATION IPA-ITE, drive VA Call p.m. NPC 1998	TRUSTEE'S SALE OF 3941 SAN LEANDRO PL, Alexandria, VA 22309	EAM me COI 308 WO ANI COI TEN ITE SPA LISI ME 7, 2 PAC AN TIO REC AM FAIL ANI Dee 241 THI DEF TER bid 109 is lo cer tler of for to typ No. PRC COI stit Bur Hig 22C WA 22C Us pa Po Vis su
Amount owed		In execution of a Deed of Trust in the original principal amount of \$160,000.00, with an annual interest rate of 5.2500% from RIZAL R. DOMADAG AND MARGARITA MENDOZA-YALUNG dated October 29, 2004, recorded among the land records of the Circuit Court for the COUNTY OF FAIRFAX as Deed Book/Instrument # 16664 AT PAGE 0794 RECORDED NOVEMBER 2, 2004, the undersigned appointed Substitute trustee will offer for sale at public auction on the courthouse steps at the front of the Circuit Court building for the County of Fairfax located at 4110 Chain Bridge Road, Fairfax, Virginia on March 23, 2010 at 11:30 AM, the property with improvements to wit:	
Owners		R. DOMADAG AND MARGARITA MENDOZA-YALUNG dated October 29, 2004, recorded among the land records of the Circuit Court for the COUNTY OF FAIRFAX as Deed Book/Instrument # 16664 AT PAGE 0794 RECORDED NOVEMBER 2, 2004, the undersigned appointed Substitute trustee will offer for sale at public auction on the courthouse steps at the front of the Circuit Court building for the County of Fairfax located at 4110 Chain Bridge Road, Fairfax, Virginia on March 23, 2010 at 11:30 AM, the property with improvements to wit:	
Time and location of property sale		Residence 92 E, Phase III, SEQUOYAH, a condominium in accordance with the Declaration of a Master Deed duly recorded in Deed Book 3698 at page 414, and any and all subsequent amendments thereto, recorded in the land records of the County of Fairfax County, Virginia.	
Description of property		Subject to the provisions of the aforesaid Master Deed and subsequent amendments thereto; and is further subject to conditions, restrictive covenants, agreements, rights, of ways and easements contained in the deeds forming the chain of title to this property.	
Deposit and settlement information		AND further described in the above Deed of Trust. (Tax Map No. 1012 10 0092E)	
		THIS COMMUNICATION IS FROM A DEBT COLLECTOR.	
		TERMS OF SALE: ALL CASH. A bidder's deposit of \$15,000.00 or 10% of the sale price, whichever is lower, will be required in cash, certified or cashier's check. Settlement within fifteen (15) days of sale, otherwise Trustees may forfeit deposit. Additional terms to be announced at sale. Loan type: Conventional. Trustee's File No. 09-170877D.	
		PROFESSIONAL FORECLOSURE CORPORATION OF VIRGINIA, Substitute Trustees, C/O Shapiro & Burson, LLP, 13135 Lee Jackson Highway, Suite 201, Fairfax, VA 22033 (703-449-5800)3115 WAYNE ROAD, Falls Church, VA 22042	

Name _____

Date _____

The Public's Right to Know | *continued*

The identity of the trustee is usually clear in the notice. A trustee is an individual or company chosen to administer the assets of the beneficiary and to facilitate the foreclosure process.

Assignment

1. Identify the kind of information found in the following Trustee's Sale notice.

- Amount owed
- Deposit, settlement
- Legal description of property
- Owner(s)
- Property address
- Time, location of property sale

<p>ees, iser. ove- s is, nar- e is um- ents xior rust per- y to iser. suc- 1 of y be T: 1 st 237 — 4502 VA the inci- from 2005 e of ty of book hav- it of d at said titute e at main nty idge arch erty rust, the iefly TION OVE- ALE: 0.00, I be with days onal the Fed- tices are col-</p>	<p>WAYNE ROAD, Falls Church, VA 22042</p> <p>TRUSTEE'S SALE OF 13924 PREACHER CHAPMAN PLACE, Centreville, VA 20121</p> <p>In execution of a Deed of Trust in the original principal amount of \$251,900.00, with an annual interest rate of 6.3750% from MARIA TERESA MORAN dated January 5, 2007, recorded among the land records of the Circuit Court for the COUNTY OF FAIRFAX as Deed Book/Instrument # 19043 AT PAGE 0650 RECORDED JANUARY 9, 2007, the undersigned appointed Substitute Trustee will offer for sale at public auction on the courthouse steps at the front of the Circuit Court building for the County of Fairfax located at 4110 Chain Bridge Road, Fairfax, Virginia on March 23, 2010 at 11:30 AM, the property with improvements to wit:</p> <p>LOT NUMBERED 524, SECTION FOUR(4), SINGLETON'S GROVE, AS THE SAME APPEARS DULY DEDICATED, PLATTED AND RECORDED IN DEED BOOK 7046 AT PAGE 300, INCLUDING A RESUBDIVISION OF OUTLOT "B", SINGLETON'S GROVE, SECTION 1, PHASE 3-A, RECORDED IN DEED BOOK 6650 AT PAGE 1353, AMONG THE LAND RECORDS OF FAIRFAX COUNTY, VIRGINIA.</p> <p>AND further described in the above Deed of Trust. (Tax Map No. 0652 05 0524)</p> <p>THIS COMMUNICATION IS FROM A DEBT COLLECTOR.</p> <p>TERMS OF SALE: ALL CASH. A bidder's deposit of \$15,000.00 or 10% of the sale price, whichever is lower, will be required in cash, certified or cashier's check. Settlement within fifteen (15) days of sale, otherwise Trustees may forfeit deposit. Additional terms to be announced at sale. Loan type: Conventional. Trustee's File No. 09-151807D.</p> <p>PROFESSIONAL FORECLOSURE CORPORATION OF VIRGINIA, Substitute Trustees, C/O Shapiro & Burson, LLP, 13135 Lee Jackson Highway, Suite 201, Fairfax, VA 22033 (703-449-5800)3115 WAYNE ROAD, Falls Church, VA 22042</p> <p>TRUSTEE'S SALE OF</p>	<p>VIR 11: imp ALI SIT CO MC KN DO IV, UM TIO 64/ LAI TY, SUI AN Dec 19 THI DEI TEF bid 10/ is I cer ter of for to typ No PR CO stit Bur Hig 220 WA 220</p> <p>l In in t \$20 est M. 200 rec the Bo 16/ 20/ Sul sal thc Cir Co Ch gin AV me co</p>
--	--	--

2. Answer this question: In what ways does the number of Trustee's Sales and the reasons for them provide an indicator of the economic condition of a community?

Name _____

Date _____

The Public's Right to Know | *continued*

Where to Publish Notices?

As communities grew and newspapers took the place of the page posted in the public square, public notices were published in newspapers. Research of readers of newspapers consistently indicates that the public expects to find and reads legal and official notices. The printed notice provides a permanent record with verifiable dates and frequency of official notification.

Some argue that it is time for a change. More and more individuals have access to the Internet in their homes and public libraries. They say there is no longer need to use newspapers for posting of these notices. For example, citing budget savings, the Obama administration in May 2009 announced that it would begin publishing property forfeiture notices on a government Web site instead of paying newspapers to publish them.

Who needs this information? Consider different careers individuals might have. What reasons would each have to review public, legal and official notices?

Assignment

Newspapers for decades have received government income from publishing public notices. These notices inform the public of proposals and actions of their government. Some have questioned the newspaper as the best media to use. They propose the use of the Internet in place of the newspaper for such notices.

In a well-reasoned essay, take a stand. Agree, disagree or qualify your position on the proposal to allow public notices to be posted on the Internet rather than in newspapers. In your response, include the following: What are the benefits and drawbacks of posting legal notices in newspapers and on government Web sites? Which approach do you think best meets the goal and purpose of publishing public notices?

An Integrated Curriculum For The Washington Post Newspaper In Education Program

Post to Put Ad on First Page Of Sports Section

By FRANK AHRENS
Washington Post Staff Writer

• Originally Published March 17, 2007

The Washington Post is publishing an advertisement at the bottom of tomorrow's Sports section, the first time in decades the newspaper has given over part of the front page of a daily news section to advertising.

The appearance of a Comcast SportsNet ad that spans the width of the section's front page tomorrow, and again Monday, is another sign of tough times in the newspaper industry, as papers look for new revenue to help offset declining circulation and advertising.

"We in the newsroom feel like the space on the front of sections has traditionally been sacred space for us, so it's with some reluctance that we make it available to advertisers," said Philip Bennett, the paper's managing editor. "But we've seen what these ads look like and we're comfortable with them."

There were no plans to sell ads on the front page of *The Post*, Bennett said. *The Wall Street Journal* and *USA Today* sell front-page display ads. *The New York Times* sells ads in small type at the bottom of its front page.

The Post, which has sold ads on its weekly Real Estate and Health section fronts, plans to accept such ads for its Home, Business, Sports and Travel sections, said Katharine Weymouth, *The Post*'s vice president for newspaper advertising. She would not reveal how much Comcast paid for the ad, but said section-front advertisers pay a premium over standard ad rates.

Front-page advertising was a mainstay of American newspapers during the industry's first few centuries. It was not until the 20th century that Page One, and later individual section fronts, became sacrosanct, news-only domains at many large newspapers, and later smaller newspapers.

Editor's Note: Katharine Weymouth is currently The Washington Post's Publisher and Chief Executive Officer.

SPORTS

SUNDAY, MARCH 18, 2007

NCAA TOURNAMENT
SECOND ROUND

In Just a Minute, Terrapins' Season Comes to an End

■ Mike Ehrle | The Terrapins were frustrated as unheralded Butler picked the pass, three in the trees. See TERRAPINS, E16, Col. 1

Patrick Ewing Jr. throws down a reverse jam in front of BC's Jared Dudley with 42 seconds left in the game to give Georgetown a 65-55 lead.

Despite His Many Rants, Cavs' Leitao Draws Raves

For Hokies' Collins, It's Been a Season of Cope

IN THE GAME IN THE KNOW

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THE NEW GAME IN TOWN FOR SPORTS TALK
PREMIERES TOMORROW AT 5PM Comcast SportsNet

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Date _____

The Buzz in Business

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Consider:
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Who will pay the \$2 Trillion?
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Help us educate the country on this issue—donate online at DefeatTheDebt.com or call Defeat the Debt at 202-420-7807.

Advocacy Advertisement: This advertising communicates and promotes a political view, social cause, controversial issue or other point of view rather than a product, service or organization. Advocacy ads are concerned with the propagation of ideas and elucidation of social issues of public importance in a manner that supports the position and interest of the sponsor.

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This ad is a non-product promotion aimed specifically at enhancing a company's image and increasing awareness of the public service of or "good neighbor" that the company is. If anything, it is selling image and awareness.

Together, we've replaced full-calorie soft drinks in schools with lower-calorie choices.

America's beverage companies have teamed up to remove full-calorie soft drinks from schools. And we've replaced them with lower-calorie and small portion-sized options like juices, teas and waters — reducing beverage calories by 88%. Together with schools, we're helping kids make more balanced choices every day. Learn more at AmericanBeverage.org.

The Coca-Cola Company DR PEPPER SUNKIST PEPSICO AMERICAN BEVERAGE ASSOCIATION

+5-day specials TODAY-SUNDAY, MARCH 21

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Only 19.99! Turn the Tide Basic
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SPECIAL 24.99
Your choice
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Only 19.99! Turn the Tide Basic
Dishwasher Detergent.

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10 pc. set
Only 19.99! Turn the Tide Basic
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SPECIAL 19.99
Your choice
of 10 pc. set
Only 19.99! Turn the Tide Basic
Dishwasher Detergent.

SPECIAL 39.99 4pc. set
Only 19.99! Turn the Tide Basic
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of 10 pc. set
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of 10 pc. set
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SPECIAL 59.99
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Commercial Advertisement: This print ad, also known as a display ad, is found throughout a publication. Illustrations, photographs, typography and size are designed to attract readers. Through brand familiarity — a well-recognized logo, product name or spokesperson — these ads make immediate associations with readers. Not a classified ad.

Public Service Advertisement: Also known as public interest advertising, PSAs inform readers and listeners about non-commercial issues. They hope to educate the public and, in many cases, to motivate them to act. Issues have included HIV/AIDs and STDs, conservation and pollution, forest fires (Smoky the Bear) and automotive safety (for seat belt use and car seats for children; against drinking and texting while driving).

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HEALTH CARE REFORM IS ABOUT **SAVING LIVES, NOT DESTROYING THEM.**

For over 30 years, the Hyde Amendment and other longstanding and widely supported laws have prevented federal funding of elective abortions.

Yet the Senate health care reform bill violates this policy — and fails to protect the life, dignity and conscience of all.

It will appropriate billions of dollars in new funds not covered by the Hyde Amendment, and subsidize health plans that make their enrollees pay for elective abortions.

Americans would be forced to subsidize other people's abortions through their taxes and health insurance premiums.

We need genuine health care reform — reform that helps save lives, not destroy them.

**Congress: Oppose the Senate
Health Care Reform Bill
Until Abortion Funding
and Threats to Conscience
are Removed!**

The U.S. bishops strongly oppose abortion funding and threats to conscience, and call for critical improvements in affordability for the poor and access to health care for immigrants
For more info: www.usccb.org/healthcare.



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Advertisement 2

MILLION
American jobs

...and sound public policies could help us
create even more

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THE IMPACT
OF AMERICA'S OIL
& NATURAL GAS
INDUSTRY

The U.S. oil and natural gas industry supports more than 9.2 million American jobs and contributes more than \$1 trillion annually to the U.S. economy.* With sound public policies, we can create even more high-quality jobs. Together, let's put more Americans back to work.

Learn more at EnergyTomorrow.org

*Source: The Economic Impacts of the Oil and Natural Gas Industry on the U.S. Economy: Employment, Labor Income and Value Added, PricewaterhouseCoopers, September 2009 (Sponsored by API)

THE people OF AMERICA'S
OIL AND NATURAL GAS INDUSTRY

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**Every dollar put into the economy helps speed its growth.
Imagine what \$59 million a day can do.**

That's how much we invest in the people, technology, and projects which supply the energy the world needs today – and the kinds of energy we'll need tomorrow.

This year, we're funding some of the world's most ambitious projects to bring energy to market, from one of the deepest producing fields off the coast of Louisiana to one of the largest natural gas projects in Australia. We're also funding technologies that will help produce ultra-clean diesel fuel, as well as start-ups unlocking new forms of renewable energy.

The energy we supply to the world keeps every sector of the economy – from agriculture to healthcare – in motion. Energy has always fueled the progress of people around the world. And will for generations to come. Jobs. Ideas. Innovations.

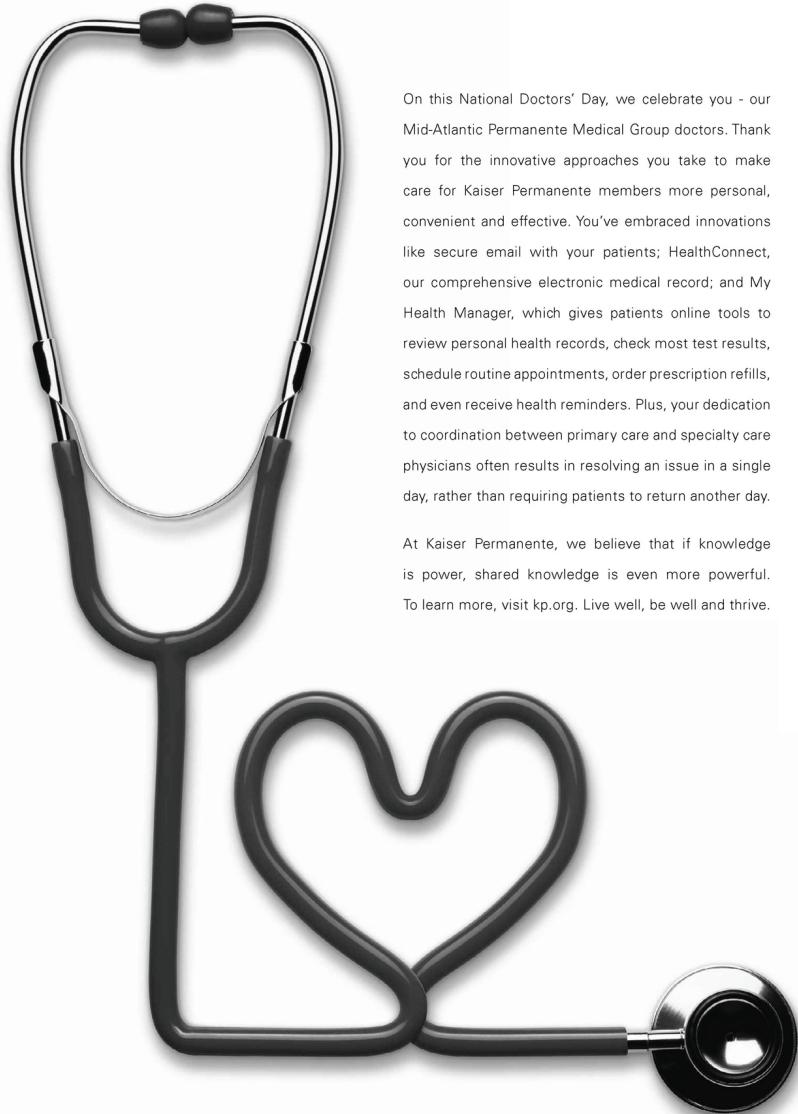
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Advertisement 4**THANK YOU FOR ANOTHER DAY TRANSFORMING AMERICAN MEDICINE.**

On this National Doctors' Day, we celebrate you - our Mid-Atlantic Permanente Medical Group doctors. Thank you for the innovative approaches you take to make care for Kaiser Permanente members more personal, convenient and effective. You've embraced innovations like secure email with your patients; HealthConnect, our comprehensive electronic medical record; and My Health Manager, which gives patients online tools to review personal health records, check most test results, schedule routine appointments, order prescription refills, and even receive health reminders. Plus, your dedication to coordination between primary care and specialty care physicians often results in resolving an issue in a single day, rather than requiring patients to return another day.

At Kaiser Permanente, we believe that if knowledge is power, shared knowledge is even more powerful. To learn more, visit kp.org. Live well, be well and thrive.

KAIER PERMANENTE.*thrive*Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc./Mid-Atlantic Permanente Medical Group, PC./2101 East Jefferson St., Rockville, MD 20852 AD-10201 (3/30/10)

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Advertisement 5

CORNER
OF THE AD



Through the Parent's Letter Project, parents of children who have been patients at the Children's National Medical Center provide support to families undergoing similar treatments. If you would like to read their letters or write one that could help a family, please visit www.AParentsLetter.org.



At the nation's children's hospital, neurosurgeons write textbooks used across the country to teach advanced techniques in surgery of the central nervous system.

At the Children's National Medical Center, some of these same physicians are also part of a national effort to standardize outcomes data in brain and spine surgery. So parents can make more informed decisions.

And here, we have among the nation's best outcomes in the surgical treatment of brain tumors and epilepsy. Even now, our surgeons are pioneering techniques that can transform a child having several seizures an hour, into someone who is seizure free.

Advancements in neurosurgery, another example of why the moment your doctor mentions the need for a specialist, of any kind, make sure you get your child to the Children's National Medical Center.

To make an appointment, call (202)476-BEAR or for more information, go to www.ChildrensNational.org.



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REST OF THE AD



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Advertisement 6

**“I WANT TO KNOW THAT
TOYOTA IS IMPROVING
SAFETY AND THAT THEY
STAND BEHIND THEIR
PRODUCTS”** — Carol P.

Carol, we appreciate your comment. We want you to know that your safety is our first priority. And our goal is not simply to meet safety standards, but to go beyond them. That's why we're sending out teams of technicians to investigate consumer complaints as quickly as possible. And we're introducing new safety features, like an advanced brake override system. We do stand behind our products. And assure you that we're committed to your safety, now and in the future.

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From our Handcrafted Steaks to your favorite New Orleans Seafood and Fork-Tender Ribs, Ruby Tuesday is your place for variety, value, freshness and quality.

Fresh taste. Fresh place.

**BUY ONE
GET ONE
FREE**
(up to \$10)

Purchase a Specialty, Seafood, Ribs, Steak or Brunch* entrée and receive any entrée of your choice FREE of equal or lesser value (up to \$10). Not valid with Tuesday specials, Dinner for Two, other coupon, holiday offers or for alcoholic beverages. Limit one coupon per table. No cash value. Coupons will not be accepted. Tax and gratuity excluded. Coupons cannot be resold, traded or used multiple times and have no cash value.
*Brunch available at participating locations.
Valid: March 10 - 21, 2010
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Ruby Tuesday

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The elegance of French Style.

Experience onboard comfort, gourmet cuisine, and complimentary Champagne in all classes, details that define traveling in French style. Whether you are flying First, Business, Economy, or our new Premium Voyager class, we provide you with multiple non-stop flights a day from Washington, D.C. to Paris at attractive prices. Together with our SkyTeam partners, Air France provides you with value that only one of the largest global networks can extend, offering a frequent flyer program and over 800 destinations worldwide.

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Academic Content Standards

This lesson addresses academic content standards of Maryland, Virginia and the District of Columbia.

Maryland

Reading: Read, use and identify the characteristics of functional documents such as sets of directions, science investigations, atlases, posters, flyers, forms, instructional manuals menus, pamphlets, advertisements, other functional documents (2.0 Comprehension of Informational Text, A. b, grade 6)

Writing: Compose oral, written and visual presentations that express personal ideas, inform and persuade (4.0, indicator 2, grade 8)

Visual Arts: Students will demonstrate the ability to organize knowledge and ideas for expression in the production of art (3.0)

Visual Arts: Analyze why artists may select specific design concepts to convey meaning in artistic exemplars (1.0, grade 8)

The Maryland Voluntary State Curriculum Content Standards can be found online at <http://mdk12.org/assessments/vsc/index.html>.

Virginia

Visual Arts: The student will identify and analyze the uses of typography in graphic arts. (8.7, Visual Communication and Production)

Visual Arts: The student will analyze the attributes of a work of art in terms of its ability to evoke a viewer response and command sustained attention. (AIII.22, Judgment and Criticism)

Visual Arts: The student will describe criteria affecting quality in a work of art, including concept, composition, technical skills, realization of perceived intentions, and the work as a whole (AI.24, Judgment and Criticism)

English: The student will read and analyze a variety of informational materials.

- c) Apply concepts and use vocabulary in informational and technical materials to complete a task.
- e) Analyze information from a text to draw conclusions. (11.4, Reading Analysis)

English: The student will develop expository and informational writings.

- b) Consider audience and purpose when planning for writing. (12.7, Writing)

Standards of Learning currently in effect for Virginia Public Schools can be found online at www.pen.k12.va.us/VDOE/Superintendent/Sols/home.shtml.

Washington, D.C.

Reading/English Language Arts:

Produce functional texts that

- address audience needs;
- state purpose and context; and
- adopt a customary format (Expository Writing, 9.W-E.2)

Reading/English Language Arts: Write persuasive [pro/con] essays that

- include a well-defined thesis that sets forth a clear and knowledgeable position, theory or generalization;
- arrange details, reasons, and examples effectively, anticipating and answering reader concerns and counterarguments (Expository Writing, 8.W-E.5)

Visual Arts: Connect and apply what is learned in the visual arts to other art forms and subject areas and to careers.

- Identify and design icons, logos and other graphic devices as symbols for ideas and information. (grade 5)
- Design an advertising campaign for a theatre or dance production held at a school (high school)

Learning Standards for DCPS are found online at www.k12.dc.us/dcps/Standards/standardsHome.htm.