

AUDIENCE

Total Readership

Weekly Cume (Print & Online)	1,572,376	
Average Sunday	298,450	
Average Thursday	525,445	
Power-Friday Street Edition	312,127	
M,T,W Street Edition	240,020	
Examiner Digital Network (Monthly Gross Uniques: July-Aug '10)	2,764,000	

Household Stats

	Non-Examiner HH's	Examiner HH's	Index vs. Non- Examiner HH's	
Avg. HH Income	\$94,493	\$134,857	143	
Home Ownership	65%	80%	123	
College Grad +	45%	61%	136	
Any Post Grad	18%	30%	167	

Annual Retail Expenditures

	Total Examiner Spending*	Examiner HH Average	Index vs Non-Examiner HH's	
Total Retail Sales	\$25.2 Billion	\$83,359	125	
Auto Dealers	\$4.1 Billion	\$9,226	112	
Beer Wine & Liquor	\$245.4 Million	\$679	121	
Children's Apparel	\$222.7 Million	\$615	123	
Electronics & Appliance Stores	\$582.7 Million	\$1,604	119	
Furniture & Furnishing Stores	\$616.4 Million	\$1,701	122	
Gasoline	\$4.0 Billion	\$11,220	129	
General Merchandise Stores	\$6.4 Billion	\$17,729	120	
Hardware & Home Centers	\$577.0 Million	\$1,632	145	
Pet Stores	\$176.7 Million	\$490	122	
Restaurants	\$3.4 Billion	\$9,675	162	
Shoe Stores	\$310.0 Million	\$860	126	
Sporting Goods Stores	\$295.0 Million	\$823	144	

Source: Examiner 2009 Thurs/Sun CBG distribution. *Total Examiner CBG spending

Washington D.C.—Third Quarter Thursday and Sunday Examiner Home Delivered Circulation by Zip Code

VIRGINIA

DC & MARYLAND

Zip Code	City	Thursday	Sunday
20109	Manassas	2,148	4,260
20110	Manassas	2,875	2,875
20111	Manassas Park	850	3,146
20112	Manassas Park	2,631	2,631
20120	Centerville	2,668	2,668
20121	Centerville	1,137	2,139
20147	Ashburn	6,611	6,611
20164	Sterling	2,751	2,751
20165	Sterling	3,755	3,755
20166	Sterling	987	987
20170	Herndon	2,750	3,465
20171	Herndon	2,967	2,967
20190	Reston	--	1,382
20191	Reston	1,492	2,177
20194	Reston	1,171	1,171
22003	Annandale	3,537	3,931
22015	Burke	4,457	4,457
22030	Fairfax	1,501	5,541
22031	Fairfax	1,850	1,850
22032	Fairfax	2,649	2,649
22033	Fairfax City	2,499	3,647
22041	Falls Church	824	824
22042	Falls Church	1,701	2,670
22043	Falls Church	1,532	1,532
22044	Falls Church	909	921
22079	Lorton	2,004	2,004
22101	McLean	--	3,419
22102	McLean	891	891
22124	Vienna/Oakton	1,353	1,353
22150	Springfield	1,795	1,795
22151	Springfield	1,498	1,498
22153	Springfield	3,486	3,486
22180	Vienna	2,259	2,259
22181	Vienna/Oakton	1,473	1,473
22182	Vienna	2,113	2,113
22192	Woodbridge	3,267	4,901
22193	Woodbridge	3,544	8,683
22201	Arlington	635	635
22202	Arlington	731	731
22203	Arlington	824	824
22204	Arlington	3,444	3,444
22205	Arlington	1,177	1,177
22207	Arlington	1,491	2,394
22301	Alexandria	1,002	1,002
22302	Alexandria	1,188	1,188
22303	Alexandria	531	531
22304	Alexandria	1,948	1,948
22305	Alexandria	663	663
22306	Alexandria	2,253	3,382
22307	Alexandria	813	813
22309	Alexandria	1,813	1,813
22310	Alexandria	2,002	2,002
22311	Alexandria	735	735
22312	Alexandria	1,182	1,182
22314	Alexandria	1,624	1,624
22315	Kingstowne	2,021	2,021
Home Delivery Totals		106,012	132,991
Street Edition Totals		26,361	4,696
VIRGINIA TOTALS		132,373	137,687

Zip Code	City	Thursday	Sunday
20002	Capitol Hill	1,954	1,954
20003	Eastern Market/Navy Yard	993	993
20007	Georgetown/Glover Park	2,035	2,035
20008	Cleveland Park/Van Ness	1,236	1,236
20009	Adam Morgan/Kalorama	340	340
20011	Petworth	2,099	3,190
20012	Shepard Park	1,073	1,073
20016	Tenleytown/Palisades	2,713	2,713
20716	Bowie	2,019	2,019
20720	Bowie	1,662	1,662
20721	Bowie	3,524	3,524
20744	Fort Washington	5,746	5,746
20774	Upper Marlboro	5,207	5,207
20814	Bethesda	1,823	2,069
20815	Chevy Chase	2,253	2,253
20816	Bethesda	1,041	1,041
20817	Bethesda	2,769	3,550
20850	Rockville	2,596	2,596
20851	Rockville	1,042	1,557
20852	Rockville	2,983	2,983
20853	Rockville	2,660	2,660
20854	Rockville	3,240	3,240
20855	Rockville	1,503	1,503
20874	Germantown	1,403	4,716
20876	Germantown	1,101	1,101
20877	Gaithersburg City	2,588	3,563
20878	Gaithersburg	4,958	4,958
20879	Gaithersburg	2,003	2,292
20882	Laytonsville	1,413	1,413
20886	Gaithersburg	2,342	3,401
20901	Silver Spring	2,233	2,233
20902	Silver Spring	2,764	2,764
20904	Silver Spring	3,169	4,657
20906	Silver Spring	2,894	5,698
20910	Silver Spring	1,958	1,958
Home Delivery Totals		81,337	93,898
Street Edition Totals		80,385	8,498
DC & MARYLAND TOTALS		161,722	102,396

CIRCULATION TOTALS

HD by County	Thursday	Sunday
Prince William / Loudoun	33,224	45,407
Fairfax	46,711	59,475
Alexandria / Arlington	26,077	28,109
Washington DC	12,443	13,534
Prince Georges	18,158	18,158
Montgomery	50,736	62,206
Home Delivery	187,349	226,889
Single Copy	106,746	13,194
GRAND TOTAL	294,095	240,083

DISPLAY RATES (NET)

ROP Rates

The Examiner delivers two print audience channels: home-delivery and single-copy. These channels can be purchased in combination or separately.

Dollar Volume	Home & Street Edition		Street Edition	
	Sunday	Thursday	Wednesday & Friday	Monday & Tuesday
Open	\$89.25	\$103.00	\$48.27	\$39.18
\$5,000	\$69.61	\$80.33	\$37.65	\$30.56
\$25,000	\$64.25	\$74.15	\$34.74	\$28.21
\$50,000	\$62.47	\$72.10	\$33.78	\$27.42
\$75,000	\$60.69	\$70.05	\$32.82	\$26.63
\$150,000	\$57.13	\$65.92	\$30.89	\$25.07

For annual programs larger than \$250,000, please consult your Account Executive.

2010 CAC Fall Audit - Updated 1/1/11

Advertising Positions, Adjacencies, and Color

	Sunday	Thursday	Wed & Fri	Mon & Tues
Page 1 – Front Page (1x)	\$1,931	\$2,106	\$1,024	\$761
Strip (26x)	\$1,580	\$1,737	\$837	\$620
Page 1 – Sky Box	\$585	\$702	\$293	\$234
Page 2 – 4 x 1.25 (1x)	\$750	\$850	\$475	\$350
(12x)	\$675	\$750	\$300	\$225
Pop Up Ads (1x)	\$4,171	\$4,740	\$2,701	\$2,317
(Limited Availability) (4x)	\$3,879	\$4,498	\$2,512	\$2,155

Color Charges

	SUN/THURS	M,T,W,F
Full Page	\$920	\$460
Per Inch	\$20	\$10

Advocacy rate: \$6,843 - Full page, full color - Everyday

Premium position charges 25%

Premium positions are subject to availability (Page 3, Back Page, Op-ed, Section Pages)

Ask your account executive about special placement opportunities.

Preprinted Insert Rates

Rate per 1,000 pieces*	Drop Days: Thursday and Sunday					
	Open	3x	6x	13x	26x	52x
Single-sheet	\$33	\$32	\$31	\$30	\$29	\$28
4-8 Pages	\$39	\$38	\$37	\$36	\$35	\$34
12-28 Pages	\$41	\$40	\$39	\$38	\$37	\$36
32-56 Pages	\$43	\$42	\$41	\$40	\$39	\$38

*Minimum Quantity: 25,000 Multi-option Print & Deliver prices available

Over 56 pages call publisher

\$50,000 volume level, charity rates

Ads larger than 9.5" deep will be charged for the full depth of 11.5"

SPECIFICATIONS

Deadlines

EDITION	SPACE RESERVATION	AD MATERIAL TO PRODUCTION	CAMERA-READY ADS
Display Ads			
Monday	Friday - Noon	Friday - Noon	Friday - 3pm
Tuesday	Friday - 5pm	Friday - 5pm	Monday - Noon
Wednesday	Monday - 5pm	Monday - 5pm	Tuesday - Noon
Thursday	Tuesday - 5pm	Tuesday - Noon	Wednesday - 10am
Friday	Wednesday - 5pm	Wednesday - 5pm	Thursday - Noon
Sunday	Thursday - 5pm	Thursday - 5pm	Friday - Noon
Classified Liners		Classified Display	
Thursday	Wednesday - 9:30am	Tuesday - Noon	Tuesday - 5pm
Sunday and Monday	Friday - 5pm	Friday - Noon	Friday - 3pm
Daily Street (T, W, F)	1 day prior - 2pm	1 day prior - 8am	1 day prior - Noon
Pre-printed Inserts			
Thursday	10 business days prior	7 business days prior	
Sunday	10 business days prior	10 business days prior	
Insert Wraps			
Thursday	9 business days prior	9 business days prior	7 business days prior - Noon
Sunday	12 business days prior	12 business days prior	7 business days prior - Noon
Tab Ons, P&D's		15 business days prior	

Ad Sizes

Display

Columns	Inches
1	1.81
2	3.80
3	5.78
4	7.76
5	9.75

Classified

Columns	Inches
1	1.08
2	2.31
3	3.55
4	4.79
5	6.02
6	7.26
7	8.50
8	9.75

Full-Page Dimensions:

Width 9.75", Depth 11.5"

Double-Track Dimensions:

Width 19.623", Depth 11.5"

Preparing and Sending Digital Art

Color Specifications

CMYK only, No Pantone colors

No OPI images

Black text should be 100% black only

Screen Ruling: 85 lines per inch

Total Ink Saturation: 240%

Image Resolution

Photographic Images: 170–250 dpi at full size

Line Art: 600–1200 dpi at full size

Highlight Dot: 5%–7% is the smallest highlight dot achievable

Mid-tone Dot: Material should be prepared to compensate for between 28%–30% dot gain in this area. A 50% dot can reproduce up to 80%

Shadow Dot: 80%–85%

Reverse Type: No type smaller than 10 points should be used when reversing type in one single color. When reversing two or more colors, use a type no smaller than 14 point.

Colored Type: Any type requiring two or more colors should be a least 24 point.

Registration: Press registration will not exceed any one color, or combination of colors, by more than 0.015 inches.

Ads subject to 2.5% shrinkage during printing process.

Send Final, Embedded Pdf Files To

- Email to ads@washingtonexaminer.com
- AP AdSend code is vaajn (PDF preferred)
- Or call to set up a folder on our FTP site.

Preprint

Mechanical Specs

Minimum insert size: 6" x 9"

Maximum folded size: 11.5" x 12.5"

Minimum Buy and Additional Charges

Minimum buy of 10,000 inserts per drop.

There is an extra charge for inserts that require folding or restocking.

Shipping Address

Inserts: Washington Examiner Inserting c/o Gannett Offset, 6885 Commercial Drive, Springfield, VA 22159

Tab-ons: Frederick News Post, 351 Ballenger Drive, Frederick, MD 21703 (info on shipping label: Customer Name, c/o FNP Printing & Publishing)

Deliveries are accepted between 7:30am and 4pm Monday thru Friday

Contact

Production (8:30-5:30pm): 443-690-8339

Advertising Department (8:30am–5:30pm): 703-560-4000

Identification

- All shipments must include pallet markers and a bill of lading.
- Inserts may be packaged in cartons, bundled neatly on skids, or bulk-strapped with invoice indication quantity enclosed.
- When ordering inserts with multiple run dates, the quantities for different dates must be wrapped separately with each run date clearly marked.

Insertion Guidelines

- Publisher cannot be responsible for supplements that are poorly printed, badly bundled, or damaged.
- The Examiner Newspapers, Inc. shall not be responsible for physical damage an/or consequential loss of supplements.
- Inserts cannot contain an indicia.
- Format on the first page shall not create the impression of a third class mail piece.
- All inserts must comply with U.S. postal regulations.