

National Advertising

The Washington Times



**2009
Advertising Rates**

National Advertising Rate Card

Effective August 1, 2009 (Card No. 26)

These rates apply to sections in *The Washington Times*

Black & White Rates

1. Open, per column inch \$107.64
2. Newsplan Volume Contract Discounts.

Inches	Rate	Inches	Rate
252"	\$104.41	4914"	\$88.26
756"	\$101.18	6552"	\$86.11
1638"	\$96.87	8190"	\$80.73
3276"	\$91.49		

Color Rates & Data

Use of color can greatly increase the effectiveness of an ad. Studies show one color can increase readership by up to 64%, and full color can double the impact. The following net charges are made for color, regardless of the ad size per page, in addition to the regular space rates. Color changes are non-commissionable.

Black and One Color	\$1250
Black and Two Colors	\$1500
Black and Three Colors	\$1750

The standard Ad Pro ANPA process colors blue, red or yellow must be used. Special color mixes require additional charges. Minimum ad size: quarter page.

National Weekly Combo Rate

25% off any pickup ad that runs in the National Weekly Edition. Contact your account executive for details.

Preprinted Insert Rates

Number of Pages			Cost per Thousand Full Run Rate
Standard	Tabloid	Flexie	
Card Insert Rates			\$73.50
2	4	8	\$73.50
4	8	16	\$82.00
6	12	24	\$85.00
8	16	32	\$94.00
10	20	40	\$99.00
12	24	48	\$104.00
14	28	56	\$118.00
16	32	64	\$124.00
18	36	72	\$132.00
20	40	80	\$141.00

Frequency Discount	
3 to 11 insertions	5%
12 to 35 insertions	7%
36 to 59 insertions	10%
60 to 83 insertions	12%
84 to 107 insertions	15%
108 and over insertions	20%

1. Preprint agreements must be signed in advance to obtain discounts
2. Add \$4 to CPM for each additional 2 standard pages.
3. One and two year contracts are available. Preprinted insert rates and discounts are protected for period of contract. Advertiser signing contract will be billed at applicable contract rate for entire contract period unless contract is amended.
4. Insert sections count toward ROP volume contract fulfillment, but are not subject to volume discounts or rebates. Preprints are measured in column inches to conform with the SAU program.

Special Units ROP Units Double Truck (Broadsheet Only)

Size	Measurement	Inches
12.5 X Full depth	22.833" x 20.5"	256.25
12.5 X 18	22.833" x 18"	225
12.5 X 14	22.833" x 14"	175
12.5 X 10.25	22.833" x 10.25"	128.13

Scotch double trucks available on request (broadsheet only)

ROP Broadsheet & Tabloid Depth Requirements

Broadsheet: 20.5 inches.

Special Section Tabloid: 11 inches

Minimum sizes: all ads must be as many inches deep as they are columns wide. Broadsheet ads over 18 inches will be charged at full depth. Magazine (tabloid) ads over 10 inches will be charged at full depth. The depth of the ad can be increased by increments of .25 inches (1/4") per column.

Closing Times

Color Reservations: 24 hours in advance of all deadlines.

Copy for proof 24 hours in advance of copy deadline.

Sunday through Friday Space Reservations, Camera Ready

Due: Two business days prior to publication.

Copy (No Proof): Three business days prior to publication.

* Deadlines for Sunday Magazine, Autoweekend, Friday Home Guide and special sections available upon request.

Mechanical Specifications

Broadsheet and tabloid display advertising

Full page broadsheet measures 6 columns x 20.5" high.

Full page tabloid measures 5 columns x 11" high

Column	Inches	Picas	Points
1	1.708"	10p3	125
2	3.542"	21p3	255
3	5.375"	32p3	387
4	7.208"	43p3	518
5	9.042"	54p3	651
6	10.875"	65p3	783

Electronically Submitted Ads

Send your camera-ready ads to one of the following:

twmarket@washingtontimes.com

FTP Upload Info:

Server: mercury.washtimes.com

Please contact your sales representative for your username and password.

Special Classification Rates

Remnant Rates & Classified rates available upon request.

Publisher reserves the right to classify all business according to publisher terms.

Circulation

The Washington Times is published daily.

Established 1982. Latest circulation figures available upon request. Member, Audit Bureau of Circulation.

Commission

15% to recognized agencies.

Policy - All Classifications

30-day notice given on any rate revision. Alcoholic beverage, tobacco, health products and package goods advertising accepted.

Contact Information

Art Crofoot, Director of National and International Sales

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Contract & Copy Regulations

1. The Washington Times reserves the right to edit, revise or reject any advertising.
2. Contracts must be signed in advance to qualify for discounts. Open rate contracts are not accepted.
3. All size space units will accrue for contract fulfillment.
4. In absence of a contract, all advertising billed at open rate.
5. Linage may be accrued on a corporate basis through multiple agencies toward fulfillment of contract.
6. Blanket contracts for an agency's list will not be accepted.
7. Advertiser will be billed monthly at applicable contract rate for entire contract year.
8. All insertion orders must refer to the master contract in effect.
9. The subject matter, form, size, wording, illustrations and typography of all advertising is subject to the approval of The Washington Times.
10. No objectionable medical, personal, matrimonial, clairvoyant, or palmistry advertising accepted; no stock promotions or financial advertising, other than those of securities of known value will be accepted.
11. Contracts must be completed within one year of date of contract, not from first insertion.
12. The Washington Times reserves the right to cancel or amend contracts on which space has not been used within 90 days of date of contract.
13. Contracts not completed will be short rated.
14. Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is sold at the time by The Washington Times. Failure to make order correspond in price, or otherwise, with the rate card is regarded only as a clerical error and publication is made and charged for upon the rates and terms of the rate card.
15. The Washington Times is not responsible for orders, cancellations or corrections given over the telephone. Written confirmation of orders, cancellations, or corrections must be received in time to follow.
16. The Washington Times assumes no financial responsibility for typographical errors in advertisements but, if at fault, will reprint that part of an advertisement in which such error has occurred.
17. Claims for errors in advertisements allowed for the first insertion only. All claims must be made within 90 days.
18. Not responsible for key numbers unless included in printing material.
19. The right is reserved to lighten heavy black display, solid backgrounds, borders or reverse plates.
20. The word "Advertisement" will be printed at the top in each column occupied by advertisement which, in The Washington Times' judgment, resembles news matter. Or, the right is reserved to insert the word "Advertisement" above or below any copy.
21. Not responsible for advertising materials unless instructions to return at advertiser's expense are furnished with order.
22. Specifications on orders for the use, or barring the use of any page, or relating to the kind of news or advertising on the page are as requests only.
23. Late copy, not received in time for all editions, will not be carried over on the following day, and no credit will be given for any portion of run of editions missed.
24. Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisement printed, and also assume responsibility for any claims made against The Washington Times related to the contents.
25. The advertiser and/or agency shall designate the width in columns and exact depth in inches, in which case the news paper agrees to publish and bill the advertisement in exact space ordered; measurement to be from cut-off rule. Where ads are positioned at the bottom of the page a dash or dot may be substituted for the cut-off rule to designate the true bottom of the type page.
26. Signed contracts not received within normal billing cycle (calendar month) will result in any advertising appearing during this period at open rate rather contract rate.
27. Special clauses in insertion orders or contracts not accepted.
28. Contracts are not assignable or transferable by advertiser.
29. The Washington Times shall have the right to determine the classification of any advertising copy.
30. No representative of The Washington Times is authorized to make any oral modifications to the rates and regulations contained herein.

**The
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Times**

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