GET AN AD-VANTAGE

Advertisements Persuade Readers And Reflect Economic Conditions

INSIDE

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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:
Margaret Kaplow, Educational Services Manager, kaplowm@washpost.com
Get an Ad-Vantage
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.

Responsibly 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 continued on page 4

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/
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
Continued from page 3

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.

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.

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.
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?

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.
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.

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.

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


Advertising History Timeline
Succinct, informative timeline of American advertising

http://historymatters.gmu.edu/mse/ad/

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.uwawise.edu/runaways/

Virginia Runaways
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.”
Meet the Account Manager, National Retail Advertising

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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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
CONTINUED FROM PAGE 8

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.

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

<table>
<thead>
<tr>
<th>Preprints</th>
<th>Benefits</th>
<th>Drawbacks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Demographic targeting</td>
<td>Lead time necessary to create, print and deliver a preprint for insertion</td>
</tr>
<tr>
<td></td>
<td>Geographic targeting</td>
<td>Printing costs can be as high as the inserting cost</td>
</tr>
<tr>
<td></td>
<td>Cost per thousand to deliver (less expensive than mail/USPS)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Multiple messages (different versions of the same advertiser preprint to different zip codes)</td>
<td></td>
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<tr>
<td></td>
<td>Better reproduction (see above)</td>
<td></td>
</tr>
</tbody>
</table>

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

CONTINUED ON PAGE 10
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 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
### 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.

<table>
<thead>
<tr>
<th>Daily</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open*</td>
<td>$873</td>
</tr>
<tr>
<td>$175,000</td>
<td>$655</td>
</tr>
<tr>
<td>$300,000</td>
<td>$642</td>
</tr>
<tr>
<td>$600,000</td>
<td>$629</td>
</tr>
<tr>
<td>$900,000</td>
<td>$619</td>
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<tr>
<td>$1,250,000</td>
<td>$601</td>
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<td>$1,500,000</td>
<td>$593</td>
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<td>$1,800,000</td>
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<td>$2,100,000</td>
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<td>$576</td>
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<td>$574</td>
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<tr>
<td>$3,000,000</td>
<td>$568</td>
</tr>
</tbody>
</table>

* 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)**

<table>
<thead>
<tr>
<th>Daily</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 pages</td>
<td>$587</td>
</tr>
<tr>
<td>24 pages</td>
<td>$560</td>
</tr>
<tr>
<td>36 pages</td>
<td>$542</td>
</tr>
</tbody>
</table>

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

**Annual Frequency Rates (per column inch)**

<table>
<thead>
<tr>
<th>Daily</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 to 12 insertions</td>
<td>$671</td>
</tr>
<tr>
<td>13 or more insertions</td>
<td>$639</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Daily</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 insertions per week</td>
<td>$531</td>
</tr>
<tr>
<td>3 insertions per week</td>
<td>$497</td>
</tr>
<tr>
<td>4 insertions per week</td>
<td>$468</td>
</tr>
</tbody>
</table>

### Full-Run Color Premiums

<table>
<thead>
<tr>
<th>Daily</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadsheet*</td>
<td>$10,364</td>
</tr>
<tr>
<td>Tabloid**</td>
<td>$5,187</td>
</tr>
</tbody>
</table>

* 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
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.

**Advertorial:** An advertisement using layout to resemble the editorial format and typeface of the media in which it runs. The content of the Advertorial 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.
ABCs of Advertising

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).
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.

**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?

**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.

**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?
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*:
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.
   a. ITEM:
   b. Your asking price:
   c. Why would someone want to buy this item?
   d. Can you find classified ads for items in the same merchandise category? What are the items and the asking prices?
   e. What description or information will make your merchandise stand out?
   f. After comparing similar items currently for sale, do you think you are competitively priced?
   g. 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.
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.
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.
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.
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

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?
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?
Post to Put Ad on First Page Of Sports Section

BY FRANK AHRENS
Washington Post Staff Writer

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.
The Buzz in Business

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.

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.

Corporate Advertisement: 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.

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).
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.
An Integrated Curriculum For The Washington Post Newspaper In Education Program

Advertisement 3

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, technologies, 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 sensible 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.

This is the power of Human Energy.
Adolescence.
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 the nation's 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 surgeons in the surgical battlefield of brain tumors and epilepsy. Even today, our surgeons use pioneering technologies that can transform a child having several seizures an hour into someone who is seizure free.

Advancements in neurosurgery: another example of why the nation's top doctors recommend this center 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)685-DEAN or for more information, go to www.childrensnational.org.

Children's National Medical Center
The nation's children deserve nothing less.
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.

TOYOTA To get the facts, visit Toyota.com/recall or call 800-331-4331
An Integrated Curriculum For The Washington Post Newspaper In Education Program

Advertisement 7

Advertisement 8
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)

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)

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 countergarguments (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)

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

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.

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