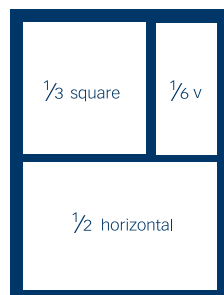
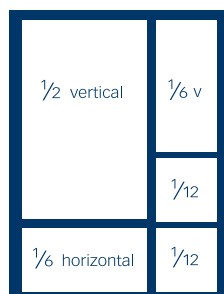
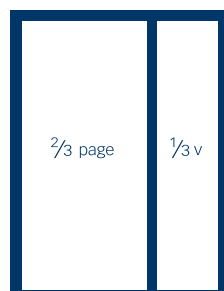


THE WASHINGTONIAN

RATE CARD

Effective January 1, 2008



Page is 3 columns wide; each column is 2 1/4" wide x 10" deep.

Ad Sizes

	inches	picas
Full page	7 x 10	42 1/2 x 60
2/3 page	4 5/8 x 10	28 x 60
1/2 page (vertical)	4 5/8 x 7 3/8	28 x 45
1/2 page (horizontal)	7 x 4 7/8	42 1/2 x 29 1/2
1/3 page (vertical)	2 1/4 x 10	13 1/2 x 60
1/3 page (square)	4 5/8 x 4 7/8	28 x 29 1/2
1/6 page (vertical)	2 1/4 x 4 7/8	13 1/2 x 29 1/2
1/6 page (horizontal)	4 5/8 x 2 3/8	28 x 14 1/2
1/12 page	2 1/4 x 2 3/8	13 1/2 x 14 1/2

Bleed Sizes

Page (full bleed)	8 3/8 x 11 1/8
Page (gutter bleed only)	7 3/4 x 10
Spread (full bleed)	16 3/4 x 11 1/8
Spread (gutter bleed only)	15 1/2 x 10

Trim & Safety

The magazine trim size is **8 1/4" x 10 7/8."**
Safety margin: Keep all live matter 1/4" from head and foot trim, and 1/4" from outer trim.

Additional Information

Black and one color: (Standard or matched color) \$800 additional.

Bleed charge: 10% additional.

Discounts: 10% discount for spreads, in addition to earned frequency discounts.

5% discount for 3 consecutive full pages, in addition to earned frequency and spread discounts.

Special rates: Available for inserts, merchants, associations, etc. Information available upon request.

Real estate and automotive rates are available.

One-inch advertisements available for restaurants only.

Book publishers, mail order, schools, and trade shows may run at the 6x rate for any insertion.

Bulk rates available on request.

The Audience

Mean Household Income

\$224,300

Mean Household Net Worth

\$1,715,900

Average Home Value

\$798,300

Paid Circulation

139,595

Guaranteed Rate Base

110,000

Demographics Source: 2007 subscriber study, MRI Custom Division Circulation figure source: ABC publisher's statement June 30, 2006

The Washingtonian magazine has remained the single most trusted and widely read publication in the nation's capital for over 40 years. While other magazines have come and gone over the decades, *The Washingtonian* not only has remained but has achieved unprecedented prestige within the journalism community. *The Washingtonian* has been, and will continue to be, the magazine that Washington lives by.

Display Advertising Rates

Black & White	1x	6x	12x	18x	24x
Full Page	\$14,185	\$11,850	\$8,855	\$8,625	\$8,430
2/3	\$10,640	\$8,885	\$6,840	\$6,680	\$6,505
1/2	\$8,680	\$7,260	\$5,565	\$5,435	\$5,315
1/3	\$5,865	\$4,915	\$3,765	\$3,675	\$3,580
1/6	\$3,245	\$2,725	\$2,090		
1/12	\$1,645	\$1,385	\$1,095		

Four Color

Full Page	\$21,745	\$18,155	\$13,545	\$13,230	\$12,910
2/3	\$16,305	\$13,645	\$10,460	\$10,220	\$9,970
1/2	\$13,270	\$11,105	\$8,545	\$8,320	\$8,120
1/3	\$8,965	\$7,490	\$5,750	\$5,600	\$5,490

Covers

2 nd	\$27,000	\$22,475	\$16,955
3 rd	\$27,000	\$22,475	\$16,955
4 th	\$30,425	\$25,540	\$18,665

WASHINGTONIAN

1828 L STREET, NW, SUITE 200, WASHINGTON DC 20036 202-296-1246

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Contract Regulations

Cancellations are not accepted after the first of the month preceding issue date.

Multiple ads in a single issue are billed at the lowest collective space rate. (Example: Three 1/3 pages in an issue would be billed at the full-page rate.)

Advertisers under contract who run a total of 6 or 12 insertions, or equivalent space, can earn the corresponding frequency rate by running in a single issue, or any combination of issues.

All advertising material submitted for publication is subject to the publisher's approval. The advertiser warrants that the advertising material submitted to the publisher does not infringe any copyright, violate any property rights, or contain any scandalous, libelous, or unlawful matter. The advertiser will defend, indemnify, and hold harmless the publisher against all claims, suits, costs, damages, and expenses that the publisher may sustain by reason of any scandalous, libelous, or unlawful matter contained or alleged to be contained in the advertising material, by any infringement or violation by the advertising material of any copyright or property right, unless such claims, suits, costs, damages, or expenses arise from any editing, alterations or additions to the advertising material made by the publisher.

Issuance, Closing Dates & Proofs

2008 issue	space & material closing	on-sale date
Jan	Dec 3	Dec 22
Feb	Jan 2	Jan 24
Mar	Feb 1	Feb 21
Apr	Mar 1	Mar 20
May	Apr 2	Apr 24
Jun	May 1	May 22
Jul	Jun 1	Jun 19
Aug	Jul 2	Jul 24
Sep	Aug 1	Aug 21
Oct	Sept 3	Sept 25
Nov	Oct 1	Oct 23
Dec	Nov 1	Nov 20

Please note: Special deadlines apply for ads needing typesetting or design. Contact your sales representative for information regarding free in-house digital design deadlines.

Late Charges: Late copy may be subject to a late-processing fee of at least \$50.

Commissions & Terms

15% commission is paid only to recognized agencies.

Terms are Net 30. Accounts not paid within these terms are subject to a late-payment finance charge computed at 1 1/2% per month [18% annual percentage rate] on any balance 60 days after billing date. In the event that *The Washingtonian* magazine is required to refer an account for collection, the account will be responsible for collection costs regardless of whether a suit is instituted.

Advertisers and agencies are advised to visit www.washingtonian.com/advertise/guides.html for a comprehensive overview of file submission.

Electronic File Submission

Advertisers and agencies are advised to visit www.washingtonian.com/advertise/guides.html for a comprehensive overview of acceptable file formats, PDF requirements (including detailed settings for Adobe InDesign, Acrobat and Distiller, Photoshop, Illustrator, and QuarkXpress), images, fonts, what to submit, electronic transmission, compatible media, and phone numbers. In brief **PDFs** must meet PDF/X-1a standards. For quality-control purposes, advertisers who submit PDF files may be required to supply native files as well. For native applications submit: the digital

ad file, any support files such as logos or images, postscript screen and printer fonts, the most recent printed version of the ad, and a digital color proof for color ads. Advertisers using Windows systems are urged to call ahead to discuss compatibility.

A copy of the advertisement must be faxed whenever an ad is transmitted via e-mail or FTP. Failure to follow Washingtonian guidelines can result in loss of agency discount.

Production Charges

To agencies:

ANY disk intervention required by the magazine or its printer will result in charges to the advertiser. Charges will also be given for scans (4C or B&W), digital proofs, and photography fees.

To non-agency advertisers:

Space rates include in-house digital design and production services, excluding photography fees. Minimum charge for supplying a copy of a *Washingtonian*-produced advertisement to other publications is \$50 for black and white; \$100 for color.