



# The Washington Times

Digital | Print | Email | Social



2020

# About Us

Tell **The Washington Times** who you want to reach and we'll help put your message in front of the right audience at the right time. How?

- **Full-service design and marketing team for clients to use.**
- **Strategic digital, print, email and social marketing solutions, both nationally and internationally.**
- **Award-winning Washington Times and WashingtonTimes.com.**

The Washington Times experts will work closely with your team to understand your business, goals and unique challenges to develop a plan of action. Our goal is to deliver a customized solutions package that best fits your budget and obtains your marketing goals for your business or your clients' business.

With The Washington Times as your communications partner, you can reach readers in a respected, highly credible, award-winning newspaper whose impact extends throughout Washington, D.C., the United States and globally.

## **National Brand**

The Washington Times was recently declared one of the most trusted news outlets in America. The respected Simmons Research ranked The Times No. 5 among newspapers and No. 10 among all media platforms, including online, radio and television.

The Washington Times is America's preferred media source for award-winning investigative reporting, hard-hitting news and conservative commentary from the nation's capital delivered via print, digital, mobile, social and video platforms. WashingtonTimes.com draws over **30 million page views a month**, making it one of the most read newspaper sites in America.\*

The Times' distribution includes offices of all U.S. Senators and Congressmen, and it is read daily at the White House, the Pentagon, federal agencies, think tanks, industry and business associations, foreign embassies and the IMF and World Bank.

Its reach among U.S. opinion leaders makes The Washington Times one of the most influential news sources in the United States.



\*.comScore 2019

**The Washington Times**

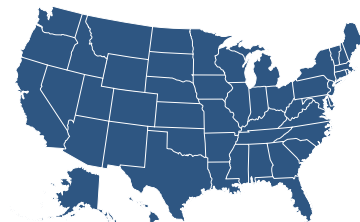
*Reliable Reporting. The Right Opinion.*

# Audience Profile

Our audience takes us to 195 different countries. Nationally, we reach over 3 million people weekly and 8.6 million monthly. We are built to deliver results.

## Across The Heartland

**8.1 Million**  
Average Number of Unique Visitors Per Month on [washingtontimes.com](http://washingtontimes.com)



**34K** Delivered to D.C. Thought Leaders & Policy Makers Daily!



**More Than 60% Say The Washington Times** highlights facts the mainstream media ignores.

\*Piano reader survey



**Top 3 Most Widely Read Newspapers** among our competitors on Capitol Hill!\*

## On The Hill

The Washington Times daily print edition is delivered to every office on Capitol Hill, every Federal office building in the District, inside the Pentagon and to a variety of Opinion Leaders across the D.C., Maryland, and Virginia area.



**News Outlet**  
**Washington Times ... #10**  
Politico ..... #22  
The Hill ..... #25

**Print**  
**Washington Times ..... #5**  
Politico ..... #8  
The Hill ..... #10



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# Advertising Solutions

social print

The Washington Times

Custom  
Special Sections

National Weekly

Facebook

Twitter

Instagram

digital email

National Database

Subscriber  
Dedicated Email

Newsletter Sponsorships

Retargeting

WashingtonTimes.com

Mobile

Programmatic

App

Web Native Placement

Audience Targeting



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# Digital Products

The Washington Times is ready to connect you or your clients' businesses to the millions of well-educated, financially established men and women who regularly visit the No. 10 most trusted news platform in America\*, WashingtonTimes.com. We use the most advanced technologies to gather demographics, geography behaviors and more, which allows us to create the best-tailored ad campaign for our clients.

- 30 million monthly page views
- 53% with a college degree
- \$125k median household income

## Display Advertising

**Be seen online 24/7.** Advertise with a standard or high-impact digital ad unit next to your target audience's favorite content on WashingtonTimes.com and tap into our more than 7 million unique monthly visitors.



## Mobile Display Advertising

**Be recognized everywhere.** Over 90% of adults have their mobile device within arm's reach 24/7. Mobile ads are a must for all advertisers who are building brand awareness, promoting a product or pushing a message.

## Programmatic Opportunities

**Skip the ad tags.** In addition to traditional web placement deals, The Washington Times can set up dedicated programmatic campaigns through Google Ad Manager, Private Auction or a Programmatic Guaranteed deal.

## Native Content

**Tell your story.** Let us be your solution for native content online. We'll host your article, drive internal referrals with banner and native ads and spread your message directly to our dedicated readers. Don't have time to write? We have content writers on staff that can take your idea and turn it into a professional, effective piece.

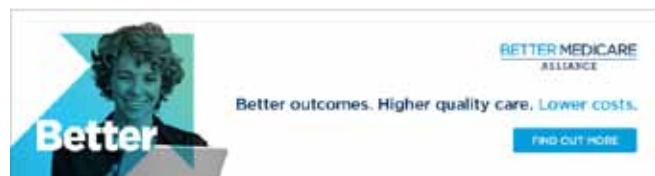


\*Simmons 2018

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# Digital Specs



970x250



728x90



300x250



300x600

## High-Impact Ad Units

Contact us for sizes and pricing for placing interactive rich-media ads in high-impact positions, such as sliding billboards and interstitial advertisements. Section and site sponsorship opportunities are also available.

## Ad Requirements

RGB or web safe colors. We accept GIF, JPG, PNG, HTML 5, or third-party tag formats.

## Email Ad Units

Newsletter 300x250 - JPG or GIF with click through, or third-party email tag

Dedicated Email - JPG or GIF with click through (max width 600 pixels) or custom HTML. Creative design services also available.

*Rates customized by package.  
Volume discounts available.*



## The Washington Times

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# Print Products

**Built on traditional American values.** The Washington Times, ranked the No. 5 most trustworthy newspaper in America\*, delivers breaking news and commentary on the issues that affect the future of our nation. The broadsheet-size publication is filled with the latest news, hard-hitting investigative reporting and detailed coverage of politics, policies, sports and culture.

## Special Sections

**Tell your own story.** Take this opportunity to shine by showcasing your unique message and content in a multi-page tabloid. Not only will this be printed and delivered with the daily newspaper, but it is also posted for a full year on WashingtonTimes.com. Sponsored sections cover a variety of services and events and have included: Energy 2019, Infrastructure 2019, CPAC, Rolling Thunder and more.

## National Weekly

**The Best of The Washington Times.** The Washington Times National Weekly is a multi-page tabloid published every Monday and mailed directly to like-minded readers from California to New England and everywhere in between. The National Weekly is comprised of the most popular Washington Times news stories and conservative commentary of the week.

## Custom Print Advertising

**Stand out from the crowd.** Ask about our spadea, preprinted inserts and more. By using one or a combination of these custom advertising opportunities, your message will capture the attention of our readers in the District of Columbia, Maryland and Virginia.



\*Simmons 2018

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# Special Sections Calendar

## January

Data Privacy / Cybersecurity

## February

CPAC

## March

Healthcare

## April

Environment

## May

Energy

US Army Museum

## June

Infrastructure

Immigration

## July

Healthcare

Future of 5G

## August

Aging in America

## September

Smart Cities

Innovation

## October

Cybersecurity / Defense

## November

Aging in America

## December

Made in America



\*Special Sections publication dates subject to change.



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# Advocacy Advertising

## Influencing Policy

It's what you're looking for with every advocacy advertising message you place. You need the power to capture attention when and where it can be most effective, the ability to stand out before an audience that's forever being lobbied and the opportunity to be associated with one of the nation's most reliable and respected voices of accurate and trusted news. By advertising in The Washington Times, you will reach the most powerful decision-makers on Capitol Hill, the White House, the Pentagon and every Cabinet office and Agency of the Federal Government.

## Bridging The Gap

The Washington Times newsroom leadership and staff strive for the highest standard of journalism with original reporting on government and political accountability, national security, politics and international affairs.

The Washington Times offers comprehensive coverage of political agendas, events, decisions and ground-breaking news taking place on Capitol Hill. The Washington Times' award winning journalists break stories, often days before other publications and news outlets.

## It Pays To Reach The Leaders

The Washington Times is the most cost-effective vehicle to get your message seen. Every discretionary dollar offers a valuable opportunity to influence perception and policy. With careful planning and efficient use of The Washington Times, you will be able to make more powerful statements to opinion leaders with greater frequency than you may have thought possible.

**America's Infrastructure Must Be American-Made**

**Thank you for all you do**

**INGENUITY IS AMERICA'S MOST VALUABLE RESOURCE.**  
DON'T TREAT IT LIKE A CHEAP COMMODITY.

**SAVE THE AMERICAN INVESTOR**

**TAKE ACTION AT SAVETHEINVESTOR.COM**



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# Print Specs

**Space Reservations:** 48 hours before publication date  
**Artwork Deadlines:** 24 hours before publication date  
**Ad Requirements:** CMYK. No bleeds. 100 dpi line screen. Ink density + 260 max dot gain = 23%. Minimum 600 dpi B&W line art (higher if fine detailed art), 240 dpi grayscale photos and 300 dpi color photos. Preferred file formats: 1) Acrobat PDF/X-1a, 2) InDesign CS5-CC EPS.

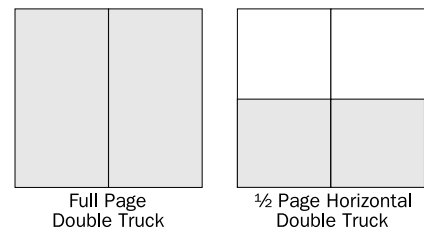
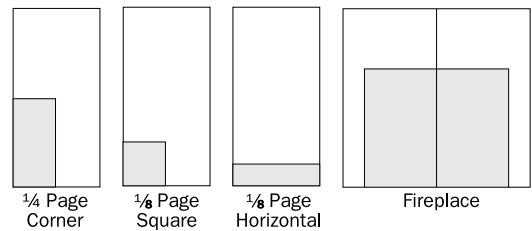
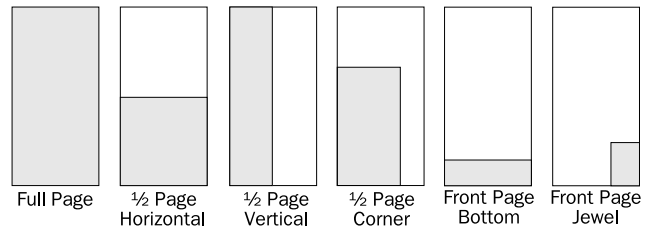
## Daily Broadsheets (Publishes Monday - Friday)

### Standard Units

Size	Dimensions
Full Page .....	11.5" x 20.5"
1/2 Page Horizontal .....	11.5" x 10.167"
1/2 Page Vertical .....	5.667" x 20.5"
1/2 Page Corner .....	8.583" x 13.611"
1/4 Page Corner .....	5.667" x 10.167"
1/8 Page Square.....	5.667" x 5"
1/8 Page Horizontal .....	11.5" x 2.417"

### Special Units

Size	Dimensions
Full Page Double Truck .....	24" x 20.5"
1/2 Page Horizontal Double Truck .....	24" x 10.167"
Fireplace .....	18.167" x 13.611"
Front Page Bottom .....	11.5" x 3"
Front Page Jewel .....	3.722" x 5"
Spadea	
Pages 1 and 2.....	5.25" x 20.5"
Pages 3 and 4.....	11.5" x 20.5"



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# Print Specs

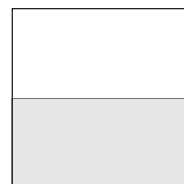
## Special Sections (Publishes Monday - Friday)

### Standard Units

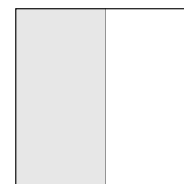
Size	Dimensions
Full Tab Page .....	9.556" x 11.5"
1/2 Tab Horizontal .....	9.556" x 5.667"
1/2 Tab Vertical .....	4.694" x 11.5"
1/4 Tab Vertical .....	2.264" x 11.5"
1/4 Tab Horizontal .....	9.556" x 2.75"
1/4 Tab Square.....	4.694" x 5.667"
Double Truck Tab.....	20" x 11.5"



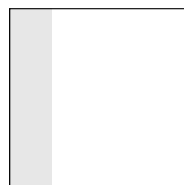
Full Tab



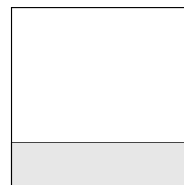
1/2 Tab Horizontal



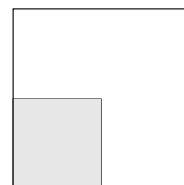
1/2 Tab Vertical



1/4 Tab Vertical



1/4 Tab Horizontal



1/4 Tab Square



Double Truck Tab

- Space Reservations:** 48 hours before publication date
- Artwork Deadlines:** 24 hours before publication date
- Ad Requirements:** CMYK. No bleeds. 100 dpi line screen. Ink density + 260 max dot gain = 23%. Minimum 600 dpi B&W line art (higher if fine detailed art), 240 dpi grayscale photos and 300 dpi color photos. Preferred file formats: 1) Acrobat PDF/X-1a, 2) InDesign CS5-CC EPS.



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# Print Specs

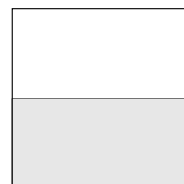
## National Weekly Edition (Publishes Monday)

### Standard Units

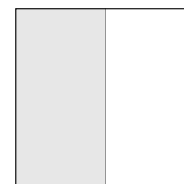
Size	Dimensions
Full Page Tab .....	9.5" x 12.5"
1/2 Page Horizontal .....	9.5" x 6"
1/2 Page Vertical .....	5.625" x 12.5"
1/4 Page Horizontal .....	5.625" x 4"
Double Truck .....	20.042" x 12.5"
Junior Page .....	7.562" x 10"
1/3 Page .....	5.625" x 6.5"



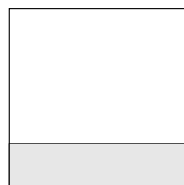
Full Tab



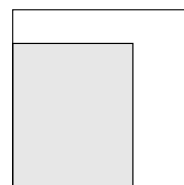
1/2 Tab Horizontal



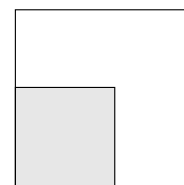
1/2 Tab Vertical



1/4 Tab Horizontal



Junior Page



1/3 Tab Page



Double Truck Tab

- Space Reservations:** 48 hours before publication date
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# Email Products

## National Database

Our 100% CAN-SPAM compliant database of email addresses allows you to get your message directly in front of your target audience without waste. Our system can geo-target down to the ZIP code and offers nearly 750 demographic and lifestyle selects to tailor a precise list of targets to meet your needs. Add in professional customer service with a focus on quick turnarounds and active optimization and you will find our national database is an effective tool to reach your audience and maximize your results.

## Subscriber Dedicated Email

Send your message directly to Washington Times subscribers with a dedicated email. Send us your creative, and we'll send it directly to our highly-engaged readers under our brand. Ideal for fundraising, lead generation and direct sales.

**Specifications:** JPG or GIF with click through (max width 600 pixels) or custom HTML. Creative design services also available.

## Newsletter Sponsorship

**Be noticed.** Reach our highly-engaged subscribers alongside the very best of The Washington Times news, opinion and news content. We offer 300x250 sponsorships on our Daily, Evening, Weekly, Opinion and Breaking newsletters. We can also embed sponsored links to integrate special offers within our Daily and Evening newsletters.

**Specifications:** 300x250 JPG or GIF with click through or third-party email tag

## Retargeting

Online display ads will be served to those users who opened an email within your broadcast. Email retargeting is a simple and effective way to complement an email marketing campaign with display advertising. This technique works the same way as traditional site retargeting, but allows you to target email openers rather than website visitors. Email retargeting shows ads across various display networks.



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# Social Audience Extension

The Washington Times's social media outreach will continue to grow and help you reach a larger number of targeted audiences within a smaller amount of time. Using social media platforms to share your message provides a unique avenue to be seen. With our verified accounts having over one million followers across Facebook, Twitter and Instagram, we can help your message go viral.

## **In-Feed Sponsored Posts**

**Our followers are your followers.** With in-feed sponsored posts, we can get your message in front of our followers. Provide us with your social media handles and we'll be sure to tag you in each post, spreading your reach even farther.

## **Advertisements**

**Target specific customers.** If you're trying to reach a specific audience through social media, we can help. With targeted advertisements, we can make sure you are seen at the right time by the right people.

## **Live**

**Let's go live.** With audiences increasingly responding to video posts, we can take your message or event to the next level with live video. Additionally, we can send members of our team to cover your events on social media as they occur.



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# Real. Trusted. News.

## On The Hill

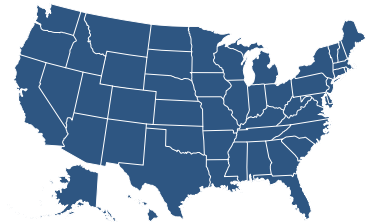
The Washington Times daily print edition is delivered to every office on Capitol Hill, every Federal office building in the District, inside the Pentagon and to a variety of Opinion Leaders across the D.C., Maryland, and Virginia area.



## Across The Heartland

**8.1 Million**

Average Number of Unique Visitors Per Month on [washingtontimes.com](http://washingtontimes.com)



### Digital Washington Times ....#10

Politico ..... #22\*\*  
The Hill ..... #25\*\*

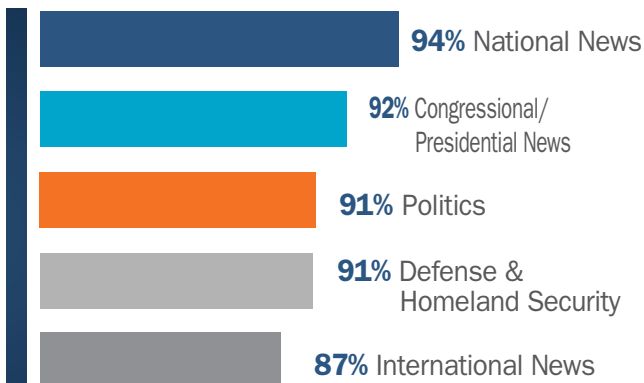


### Print

Washington Times ..... #5

Politico ..... #8\*\*  
The Hill ..... #10\*\*

## Here's why people read The Washington Times



More Than 60% Say The Washington Times highlights facts the mainstream media ignores.

\*Piano reader survey



**Top 10 Most Credible News Organizations on Capitol Hill!\***



**Top 3 Most Widely Read Newspapers** among our competitors on Capitol Hill!\*

**34K**

**Delivered to D.C. Thought Leaders & Policy Makers Daily!**

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\*Erdos & Morgan Opinion Leaders Study 2015



The Washington Times is the most trusted political publication on Capitol Hill. In 2018, Simmons Research ranked us No.5 among print and No. 10 among all media platforms, including online, radio and television, ahead of POLITICO and The Hill. For over 35 years, presidents, lawmakers and world leaders rely on our coverage.



## Total Page Views 393,568,827

Annual page views were split **30% desktop** and **70% mobile** (phone/tablet)  
Total Sessions = 166,841,068

## Breaking News You Can Trust!

The Washington Times sends out over **335,000+** breaking news emails each day!



Every day we connect with Americans across the heartland through our email newsletters.



**45K**

Mobile app downloads

**Over 2 Million** sends weekly – newsletter



## Over 1 Million Followers Across All Socials



**Facebook – 818k**

@TheWashingtonTimes  
@WashingtonTimesOpinion  
@WashingtonTimesSports  
@WashingtonTimesLocal



**Twitter – 374k**

@WashTimes  
@WashTimesOpEd  
@WashTimesSports  
@WashTimesLocal



**83%** of Our Subscribers Read Our Print Edition Every Day!\*\*\*



Congressional leaders consider us among the **Top 25 most influential news media outlets anywhere!**\*

**The Washington Times**

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\*\* Simmons Research 2018



# Our Team

## **Joseph E. Teipe, Jr.**

Executive Vice President  
202-636-3118  
202-674-4902 (mobile)  
jteipe@washingtontimes.com

## **Adam VerCammen**

Digital Sales & Marketing Director  
202-636-3062  
avercammen@washingtontimes.com

## **Tony Hill**

Advertising Director  
202-636-3027  
thill@washingtontimes.com

## **Linda Ricca**

National Sales Manager  
202-636-3061  
lricca@washingtontimes.com

## **Chris Doyle**

Senior Account Executive  
202-636-4732  
cdoyle@washingtontimes.com

## **Jud Almond**

Classified & Legal Advertising Director  
202-636-3102  
jalmond@washingtontimes.com

## **Nicole Kosar**

Sr. Marketing Communications Specialist  
202-636-4935  
nkosar@washingtontimes.com



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