



The Washington Times

Digital | Print | Email | Social



2022

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 solution that best fits your budget and obtains your marketing goals.

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 readers from every state across the heartland each month, making it one of the most read newspaper sites in America.*

The Times print distribution includes all U.S. Senators and Congressmen offices, the White House, the Pentagon, federal agencies, think tanks, business associations, embassies 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 with more than 340,100 companies visiting WashingtonTimes.Com in 2021.**



The Washington Times
America's Newspaper

**Bombara Insights 2021

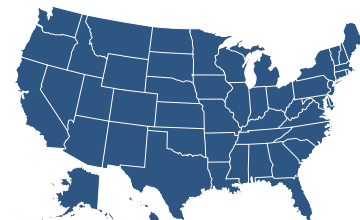
*comScore 2019

Audience Profile

Our audience takes you or your clients to 195 different countries. Nationally, we reach over 3 million people weekly and 10+ million monthly.

We are built to deliver results.

Read in All 50 States



10+ Million
Average Number of
Unique Visitors Per Month
on washingtontimes.com

34K

**Delivered to
Washington, 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



The Washington Times
America's Newspaper

Advertising Solutions

print

The Washington Times

Custom
Special Sections

National Weekly

social

Facebook

Twitter

Instagram

email

National Database

Subscriber
Dedicated Email

Newsletter Sponsorships

digital

WashingtonTimes.com

Mobile

Programmatic

App

Web Native Placement

Audience Targeting

Podcast



The Washington Times
America's Newspaper

Digital Products

The Washington Times is ready to connect you or your clients' businesses to the millions of well-educated, financially established readers 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.

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 10+ million unique monthly visitors.



Mobile Display Advertising

Be recognized. More than 90% of adults have their mobile device within arm's reach 24/7. Mobile ads are a must for all advertisers who want to build brand awareness, promote a product or push 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

The Washington Times
America's Newspaper

Digital Events

Events hosted by The Washington Times bring in-depth coverage to a virtual event platform by engaging thought leaders and decision-makers in Washington and across the country to face the most pressing issues on policy, politics and current events of our time.

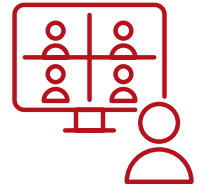
From idea to execution, our team builds an intriguing program on timely topics featuring top-level federal, state and local officials, private industry leaders and subject experts. Every event delivers an overall view of relevant perspectives on the topic.

The live event experience can be produced through various formats and opportunities, such as:

Roundtables

Livestreaming

- ▶ YouTube
- ▶ WashingtonTimes.com



Digital Reach

- ▶ Digital ads on WashingtonTimes.com
- ▶ Dedicated email sends
- ▶ Push notifications
- ▶ WashingtonTimes.com home page promotion



Social Media Platforms

- ▶ Our team uses Washington Times social media as a key component to drive event traffic to over 1.3 million followers

Print Ads

- ▶ Half and full-page ads

National Coverage from one of our reporters

Sponsorship opportunities available

- ▶ Digital and print ads
- ▶ Email
- ▶ Social media
- ▶ Podcast



*Simmons 2018

The Washington Times
America's Newspaper

Digital Specs



970 x 250



728 x 90



300 x 250



300 x 600

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 300 x 250 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
America's Newspaper

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

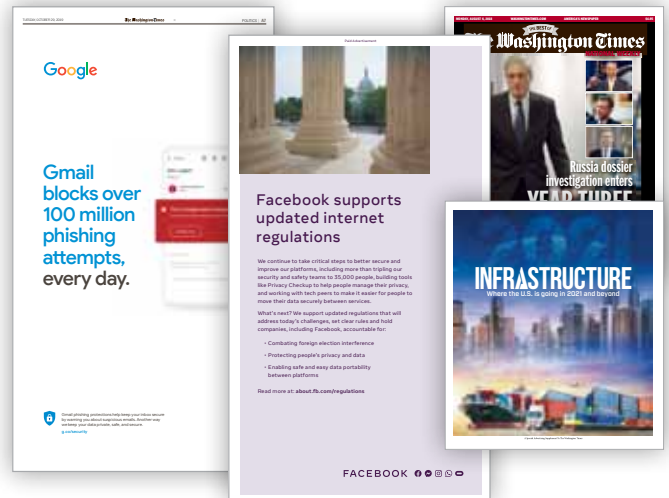
Tell your story. Showcase your unique message and content in a multi-page tabloid. Not only will this be printed and delivered with the daily newspaper, it is also posted for a full year on WashingtonTimes.com. Sponsored Special sections cover a variety of services and events and have included: Energy, Infrastructure 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

The Washington Times
America's Newspaper

Advocacy Advertising

Influence Policy

You reach policy makers when you advertise 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.

Bridge 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 from Capitol Hill. The Washington Times' award winning journalists break stories, often days before other publications or news outlets.

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 can make powerful statements to opinion leaders with greater frequency than you may have thought possible.



The Washington Times
America's Newspaper



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.

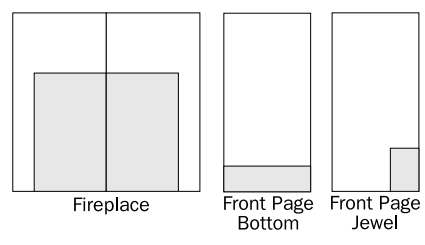
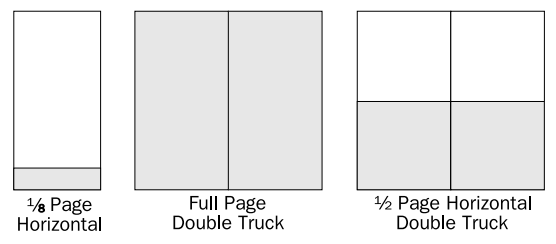
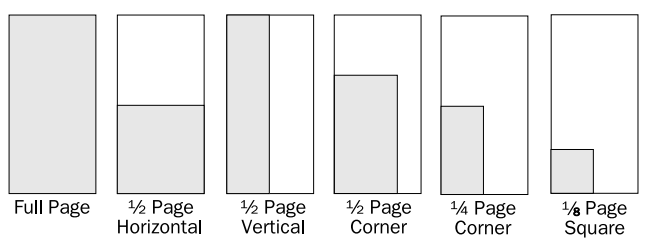
Daily Broadsheets (Publishes Monday - Friday)

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"





Print Specs

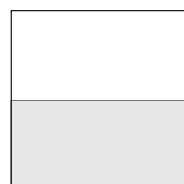
Special Sections (Publishes Monday - Friday)

Standard Units

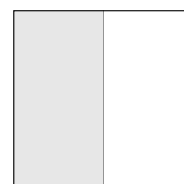
Size	Dimensions
Full Tab Page	9.556" x 11.5"
1/2 Tab Horizontal	9.556" x 5.667"
1/2 Tab Vertical	4.694" x 11.5"
1/4 Tab Vertical	2.264" x 11.5"
1/4 Tab Horizontal	9.556" x 2.75"
1/4 Tab Square.....	4.694" x 5.667"
Double Truck Tab.....	20" x 11.5"



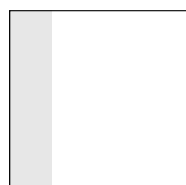
Full Tab



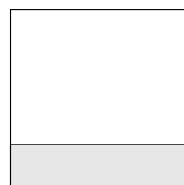
1/2 Tab Horizontal



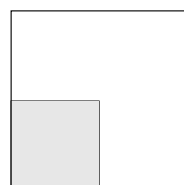
1/2 Tab Vertical



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.



The Washington Times
 America's Newspaper



Print Specs

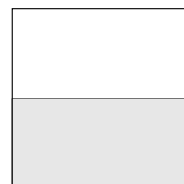
National Weekly Edition (Publishes Monday)

Standard Units

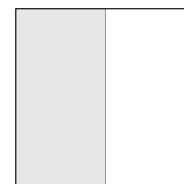
Size	Dimensions
Full Page Tab	9.5" x 12.5"
1/2 Page Horizontal	9.5" x 6"
1/2 Page Vertical	5.625" x 12.5"
1/4 Page Horizontal	9.5" x 2.83"
Double Truck	20.042" x 12.5"
Junior Page	7.562" x 10"
1/3 Page	5.625" x 6.5"



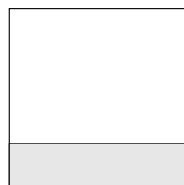
Full Tab



1/2 Tab Horizontal



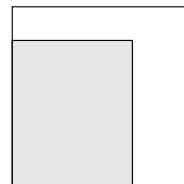
1/2 Tab Vertical



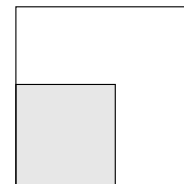
1/4 Tab Horizontal



Double Truck Tab



Junior Page



1/3 Tab Page

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.



The Washington Times
 America's Newspaper

Email Products

National Database

Take advantage of The Washington Times 100% CAN-SPAM compliant database of email addresses to get your message directly in from of your target audience. 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.

The Times 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: Custom HTML (max-width 600 pixels). Or work with our creative design team.

Newsletter Sponsorship

Be noticed. Reach our highly-engaged subscribers alongside the very best of The Washington Times news, opinion and news content. We offer 300 x 250 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: 300 x 250 JPG or GIF with click through or third-party email tag



The Washington Times
America's Newspaper

Social Audience Extension

The Washington Times's social media outreach helps 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 1.4 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, and help spread 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.



The Washington Times
America's Newspaper

Meet The Team

Tony Hill

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

Adam VerCammen

Sr. Director of Digital Strategy & Audience Development
202-636-3062
avercammen@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

Sarah Evans

Sr. Manager of Marketing & Audience Engagement
202-636-4935
sevans@washingtontimes.com

Jill Taylor

Director of Publisher Partnerships &
Group Subscriptions
202-636-3314
jtaylor@washingtontimes.com



The Washington Times
America's Newspaper