



2018

WHY US?



Tell **WT Media** 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.**

Our WT Media 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 package that best fits your budget and obtains your marketing goals for your business or your clients' business.

To learn more, contact **Tony Hill**, Advertising Director, at 202-636-3027 or thill@washingtontimes.com.

ABOUT US

With The Washington Times as your WT Media 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.

Comments from U.S. and World Leaders

"Get a copy of The Washington Times. You'll find some very interesting reading and, at the same time, you'll have a complete knowledge of what the history of our attempts has been down through the years."

Ronald Reagan
Former President of the United States

"For the last 25 years, The Washington Times covered the events that helped define the world as we know it today."

George W. Bush
Former President of the United States

"...They make their own news and try to force it into mainstream media. We don't have anything like that. We don't have a Washington Times..."

Bill Clinton
Former President of the United States

"I have found The Washington Times to be an excellent source of national and political news. It is an essential daily read for everyone in the nation's capital."

John McCain,
Former United States Senator

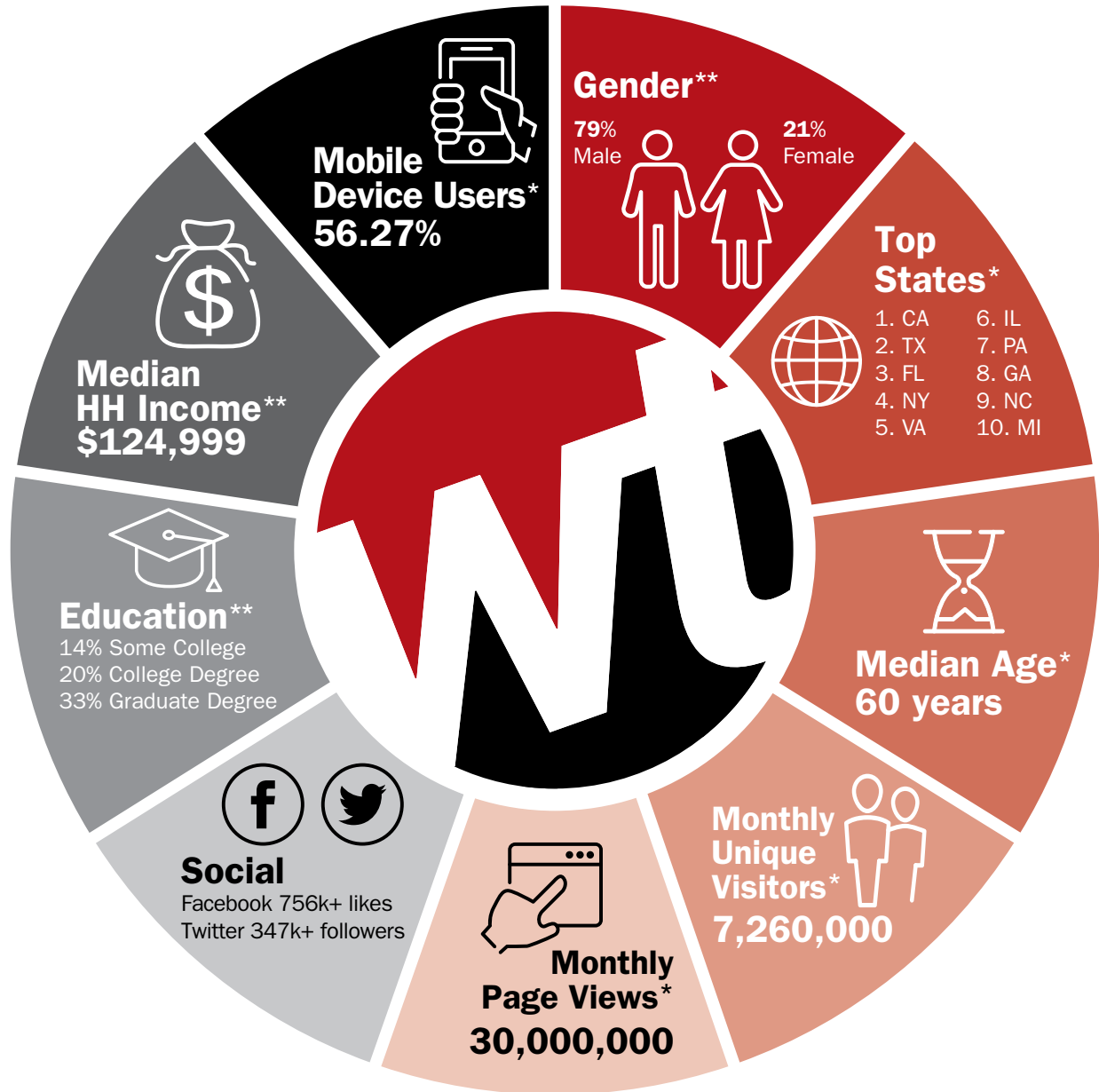
"A quarter century of first-rate reporting, sharp commentary and sound judgement is certainly something to celebrate..."

Margaret Thatcher
Former Prime Minister, United Kingdom

*Source: The Washington Times is ranked in the top 25 most read newspaper websites in America, Pew Research Center.

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.



Source: * Google Analytics 2018
** Piano 2018

ADVERTISING SOLUTIONS

digital

WashingtonTimes.com

Mobile

Programmatic

App

Web Native Placement

Audience Targeting

print

The Washington Times

Custom
Special Sections

National Weekly

email

National Database

Subscriber
Dedicated Email

Newsletter Sponsorships

Retargeting

social

Facebook

Twitter

Instagram



DIGITAL PRODUCTS

We can reach your audience wherever they are in a growing online world from desktops to smartphones.



WT Media 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, WT Media can set up dedicated programmatic campaigns through Google Ad Manager. Ask your account representative about setting up a 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 to time to write? We have a full-time content writer on staff that can take your idea and turn it into a professional, effective piece.



Source: *Simmons Research study, 2018

DIGITAL SPECIFICATIONS

Desktop Standard Ad Units

| Position | Size (pixels) |
|-------------|---------------|
| Leaderboard | 728x90 |
| Rectangle | 300x250 |
| Half-Page | 300x600 |
| Billboard | 970x250 |



970x250

Mobile Ad Units

| Position | Size (pixels) |
|-----------|---------------|
| SM Banner | 300x50 |
| MD Banner | 320x50 |
| LG Banner | 300x250 |

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.



300x250



300x600

Ad Requirements

RBG 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.*



728x90



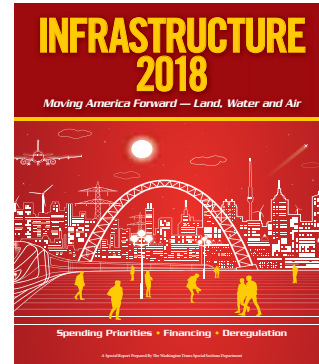
LG Banner Ad



MD Banner Ad

PRINT PRODUCTS

Print media has been the trusted backbone of marketing for centuries.



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 indefinitely on WashingtonTimes.com. Sponsored sections cover a variety of services and events and have included: CPAC, Rolling Thunder, Medicare 2018 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.



Source: *Simmons Research study, 2018

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.

PRINT SPECIFICATIONS

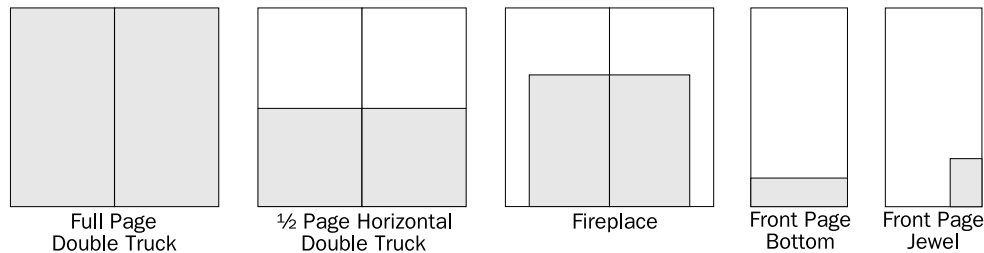
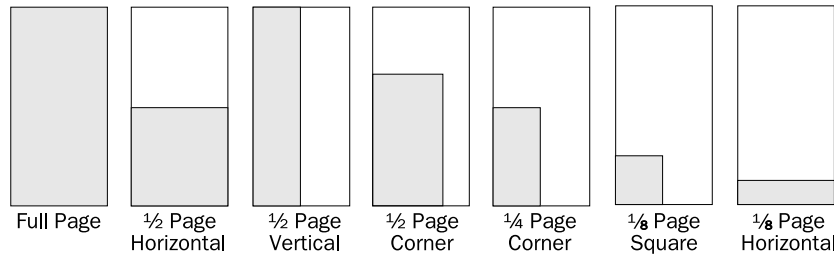
Daily Broadsheet

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 | 4" 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" |



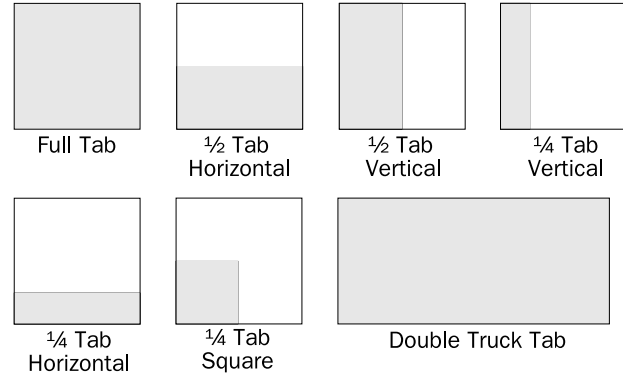
- Publication Dates:** Monday through Friday
- Space Reservations:** 48 hours before publication date
- Artwork Deadlines:** 24 hours before publication date
- Ad Requirements:** CMYK. No bleeds. 100 dpi line screen. Ink density + 225 max dot gain = 23%. Minimum 600 dpi B&W line art (higher if fine detailed art), 240 dpi grayscale photos and 300 dpi color photos. Preferred file formats: 1) Acrobat PDF, 2) InDesign CS2-CC EPS.

PRINT SPECIFICATIONS

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" |

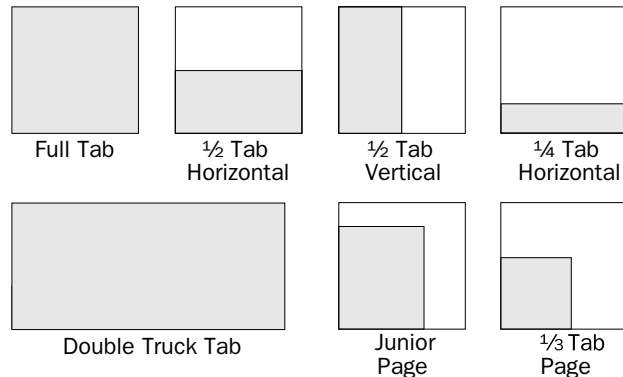


Space Reservations: 48 hours before publication date **Artwork Deadlines:** 24 hours before publication date
Ad Requirements: CMYK. No bleeds. 100 dpi line screen. Ink density + 225 max dot gain = 23%.
 Minimum 600 dpi B&W line art (higher if fine detailed art), 240 dpi grayscale photos, and 300 dpi color photos. Preferred file formats: 1) Acrobat PDF, 2) InDesign CS2-CC EPS.

National Weekly Edition (Publishes Monday)

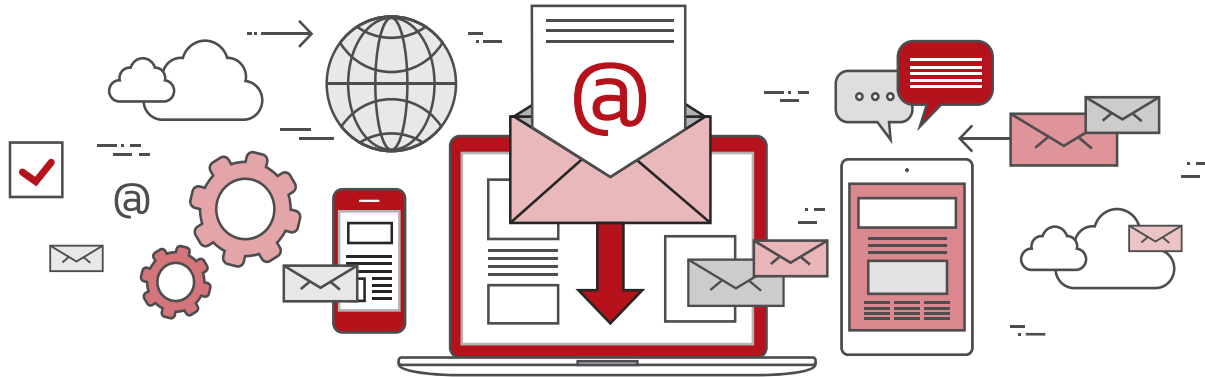
Standard Units

| 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" |



Space Reservations: 5 p.m. Tuesday prior to publication date **Artwork Deadlines:** 12 p.m. Thursday prior to publication date
Ad Requirements: CMYK. No bleeds. 100 dpi line screen. Ink density + 225 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, 2) InDesign CS2-CC EPS.

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

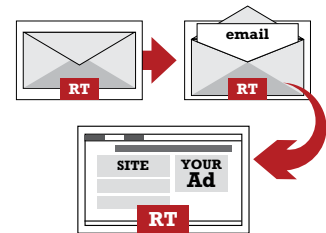
Be noticed. Reach our highly-engaged subscribers alongside the very best of The Washington Times news, opinion and news content. We offer 300x250 sponsorships on our Daily, Evening, Weekly, Opinion and Breaking newsletters. We can also embed sponsored links to integrate special offers within our Daily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



OUR TEAM

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