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.**

*comScore 2019
**Bombora Insights 2021

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.

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.
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

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!*

Top 3
Washington Times .....#5
Politico ................... #8
The Hill .................... #10

Print

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

The Washington Times
America’s Newspaper
Advertising Solutions

print
- The Washington Times
- Custom Special Sections
- National Weekly

social
- Facebook
- Twitter
- Instagram

digital
- Mobile
- Programmatic
- App
- Web Native Placement
- Audience Targeting
- Podcast

National Database
Subscriber Dedicated Email
Newsletter Sponsorships

WashingtonTimes.com

The Washington Times
America’s Newspaper
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
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*
Digital Specs

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
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.

**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.

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*Simmons 2018

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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.

Thank you
for all you do
It's National Nurses Week and I not only want to take the time to thank you for all that you do, but also tell you and everyone else what you truly mean to us at Kaiser Permanente.

You are not only leaders, clinicians, researchers, innovators, and scientists, you are also heroes—heroes with courage, compassion, the ability to perform under pressure and provide the ultimate calling; true compassionate care.

Kaiser Permanente is honored to have you, and you mean so much to our organization and to our members. You help us all tell stories. I still recall, at my most vulnerable moment, when I was lying in a hospital bed, the touch of my nurse's hand on my hand. Without needing to say another word, my nurse gave me comfort, confidence and belief that I was going to recover, and everything was going to be all right.

My story is no different from others who have had similar experiences. We receive letters from thousands of our members who write to tell the story of how you made them feel better, how you gave them hope, how you calmed their fears and how you just cared for them.

At Kaiser Permanente, you are 59,000 strong, and I am proud you are part of the Kaiser Permanente family. Your voices and your presence inside the walls of Kaiser Permanente will never go unnoticed and the value you bring to us will never be understated.

I want to thank each one of you for living our mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve, and importantly, giving us the honor of being in our lives and part of the Kaiser Permanente family.

So, in the week in which the nation recognizes you, I want to express gratitude, and let you know all of us at Kaiser Permanente celebrate you, always. Thank you.

Sincerely,
Bernard J. Tyson
Chairman and CEO

Our strong patent system has kept America the leader in innovation for over 200 years. Efforts to weaken the system will undermine our inventors who rely on patents to protect their intellectual property and fund their research and development. Weaker patents means fewer ideas brought to market, fewer jobs and a weaker economy. We can't maintain our global competitive edge by detouring American innovation.

BROUGHT TO YOU BY THE INNOVATION ALLIANCE
We honor your legacy.
We will keep marching.
Remembering
Congressman John Lewis
1940–2020
America's Newspaper
Standard Units

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>11.5&quot; x 20.5&quot;</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>11.5&quot; x 10.167&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>5.667&quot; x 20.5&quot;</td>
</tr>
<tr>
<td>1/2 Page Corner</td>
<td>8.583&quot; x 13.611&quot;</td>
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<td>1/4 Page Corner</td>
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<td>1/8 Page Square</td>
<td>5.667&quot; x 5&quot;</td>
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<tr>
<td>1/8 Page Horizontal</td>
<td>11.5&quot; x 2.417&quot;</td>
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Special Units

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<th>Dimensions</th>
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<tbody>
<tr>
<td>Full Page Double Truck</td>
<td>24&quot; x 20.5&quot;</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>24&quot; x 10.167&quot;</td>
</tr>
<tr>
<td>Fireplace</td>
<td>18.167&quot; x 13.611&quot;</td>
</tr>
<tr>
<td>Front Page Bottom</td>
<td>11.5&quot; x 3&quot;</td>
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<tr>
<td>Front Page Jewel</td>
<td>3.722&quot; x 5&quot;</td>
</tr>
<tr>
<td>Spadea</td>
<td>5.25&quot; x 20.5&quot;</td>
</tr>
<tr>
<td>Pages 1 and 2</td>
<td>11.5&quot; x 20.5&quot;</td>
</tr>
<tr>
<td>Pages 3 and 4</td>
<td>11.5&quot; x 20.5&quot;</td>
</tr>
</tbody>
</table>

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.
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.
### 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.

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**Standard Units**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Tab</td>
<td>9.5” x 12.5”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>9.5” x 6”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>5.625” x 12.5”</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>9.5” x 2.83”</td>
</tr>
<tr>
<td>Double Truck</td>
<td>20.042” x 12.5”</td>
</tr>
<tr>
<td>Junior Page</td>
<td>7.562” x 10”</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>5.625” x 6.5”</td>
</tr>
</tbody>
</table>

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**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.
Email Products

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

National Database
Take advantage of The Washington Times 100% CAN-SPAM compliant database of email addresses to get your message directly in front 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.
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.
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jtaylor@washingtontimes.com

Meet The Team
America’s Newspaper