

# The Washington Post

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Danny Devine  
Director, Public Relations  
EBRI  
2121 K Street, NW Suite 600  
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Via Fax: 202/775-6308

Dear Danny,

Following up on our meeting earlier this month with you and Dallas, we are pleased to present this proposal for EBRI's consideration. Bob Rawls and I are certain that *The Washington Post* will provide EBRI with a truly effective vehicle for making Washington area consumers aware of your savings education campaign.

As we discussed, a campaign designed to disseminate your savings education materials would qualify for our charity rate, as this is within our definition of delivering charitable services consistent with your IRS status. The charity rate is \$155.30 per column inch weekdays and \$241.10 Sundays -- a considerably better deal than the \$533/\$726 rates that apply to advocacy groups and other national advertisers.

The quarter-page ad unit (3 columns wide x 10.5 inches high) roughly corresponds to a standard magazine page and is a very effective size in our paper. There are a number of interesting options available for positioning an ad of this size. It would cost \$4891.95 weekday insertion, \$7,594.65 on Sundays.

Depending on the mix of weekday and Sunday ads, you could run as many as 20 quarter-page ads and stay within the \$100,000 budget you discussed. However, we would recommend going with a smaller number of print ads and adding some exposure on our website, [washingtontimes.com](http://washingtontimes.com).

You asked for our recommendation of a media schedule we suggest starting with a flight of six ads, one per week at the outset of the campaign which might start in early March and continue through income tax season in mid-April. You could then "go silent" for a short period and for similar bursts in early summer and the fall.