

ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

2.1 Billion Preprints

The Springfield Plant's Mailroom annually processes and inserts a staggering 2.1 billion preprints for

The Post's daily and Sunday newspapers. In addition to one-page fliers, there are millions of catalogs for stores like Hecht's and Home Depot, Giant and Safeway circulars, as well as the occasional compact disc or hand lotion sample.

Then it gets complicated. Advertisers want to send their catalogs and promotional pieces only to areas where they have stores or

where they expect the most return on their advertising investment. To accommodate the advertisers' needs, the mailroom creates zoned packages of inserts. There can be as many as 215 different variations of the plastic wrapped Sunday insert package – 197 distinctive home delivery zones and 18 for newsstand/street sales. The daily paper may have an equal number of different "recipes," (as the Mailroom staff refers to them) with up to 20 different preprints per zone. On Sunday, each of these different zones can have up to 70 different

preprints, with an average of five to 50 pieces, depending on the zone and time of year. Every Sunday zone also receives The Post's "house books" - the Magazine, *Parade*, TV Week and the comics.

Preprints account for 14 percent of total advertising revenue and the percentage is expected to grow, according to **Susan O'Leary**, vice president of advertising. The number of zones has increased 20 percent since 1998.

"The staff at the Springfield mailroom provide value to The Post's advertisers by consistently delivering high results and meeting or exceeding advertisers' expectations," she said.

The process begins with an insertion order from an advertising sales representative. The orders are merged with information from the Circulation Department to determine the number of preprints that will be needed and the number of zoned packages that will be created.

Monday through Saturday, trucks deliver skids of preprints to the Springfield loading dock beginning at 6:30 a.m. until 6 to 8 p.m. The Materials Handling Department staff weighs each skid and gets the count of the number of preprints. The skids are checked to make sure damage didn't occur in transit and to determine that the preprints meet the specifications needed by the Mailroom's inserting machines. Each skid gets a coded sticker that indicates the advertiser, the zone and the number of pieces. The skids are sent to the plant's warehouse until the preprints are scheduled to be inserted.

The daily and Sunday papers each have their own set of



Springfield staff responsible for the insertion of preprints includes (l-r) **Ty Hensell**, mailroom superintendent; **Lucia Boger**, asst. superintendent, Sunday packaging; **Dave Frank**, superintendent, Sunday Packaging and **Valerie Kenyon Gaffney**, asst. superintendent, daily inserting. Not pictured is **Malcolm Carroll**, asst. superintendent, Sunday packaging.

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Community Guides Debut Today

The Extras in today's Post feature comprehensive guides to the communities they cover, including special features that reflect the uniqueness of each area. The project has been a major undertaking by the local bureaus, Metro's Tab Desk staff led by **Jane Touzalin** and other Newsroom departments to pull together detailed information, photos, graphics and maps found in the 11 Community Guides.

"The work that has been done is amazing," explained **Jo-Ann Armao**, assistant managing editor for Metro. "Everyone has worked really hard to make the guides interesting, comprehensive and accurate. The staff have used their expertise and their imaginations to have the communities come alive for the readers."

Prince George's County Extra Editor **Miranda Spivack** oversaw the Community Guides project. The Prince George's Extra has produced a smaller version of a community guide for the last three years.

"It's part of a growing interest in providing readers with news you can use," said Spivack. "The guides have some neat features including a special KidsPost section and tons of information for families and kids."

Readers will also find essays about their communities written by Post staff and the Extra's weekly Voices section will include comments from residents on why they love living in their community. **John Kelly** provides a history of how several neighborhoods and streets got their names in his Washington column.

A special feature of the

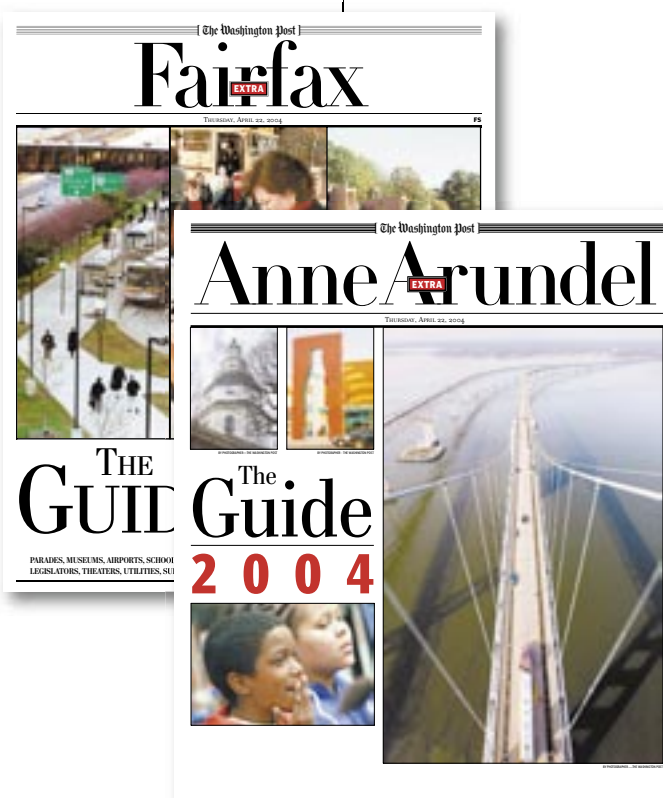
guides is a pullout folded broadsheet map of the metro area created by the News Art Department. To help readers traverse the area roads, the guides feature the popular Dr. Gridlock traffic advice column. For those heading out of the area, the pullout also includes maps of the three local airports: Reagan National, Dulles and BWI.

tional copies of the Community Guides which will be in the early Sunday Bulldog edition available on sale Saturday in retail outlets. In addition, the guides are posted on washingtonpost.com, where they will be updated as needed.

Advertising sales for the Community Guides was headed by **Joe Teipe**,

promotions manager.

Newsroom contributors to the Community Guide project include: **Erin Aigner, Lila Arzua, Cheney Baltz, Karlyn Barker, Jeff Baron, Barry Barriere, Susan Barton, Sue Beving, Kathy Bold, Matt Bonesteel, Mary Kate Cannistra, Michael Cava, Michele Clock, Sarah Crim, Bob Cronin, Alicia Cypress, Carrie Donovan, Pamela Feigenbaum, Anne Ferguson-Rohrer, Sean Flynn, Larry Fogel, Dick Furno, Gene Fynes, Michelle Gaps, Joseph Garaventa, JoAnn Goslin, Chris Garsson, Maria Glod, Charles Hall, Peter Hayes, Rosalind S. Helderman, Maria Henriques, Joseph Hillhouse, Barbara Hinton, Amy Hitt, Ed Holzinger, Matt Hood, Chris Hopfensperger, Ruthell Howard, Cory Howell, James Humes, Carol Hutchinson, C. Woodrow Irvin, Mark Jones, Thomas Kavanagh, Laris A. Karklis, Michael Keegan, Marcia Kramer, Sarah Lane, Michael Laris, David Little, Margaret Lord, Kevin McGowan, Alex MacCallum, Lisa McAllister, Mason McAllister, Liz McGehee, Jean Mack, Jeanne Maglaty, Ria Manglapus, Gerri Marmer, Sandy Mauck, Diane Mattingly, Scott Moore, Martha Murdock, Pat Myers, Doug Norwood, Eddy Palanzo, Karl Payne, Don Pohlman, Willie Pugh, J.C. Reed, Eileen Rivers, Bridget Roeber, Peggy Roth, Camille Ross, Craig Runyon, Linda Searing, Ian Shapira, Tom Shantz, Bonnie Smith, Mark Stewart, Jim Stinson, Christine Swerda-Poole, Julie Tate, Gene Thorp, Marylou Tousignant, Jane Touzalin, Liliane Vilmenay, Elizabeth Visser, Chanda Washington, Emily Watkins, Kathy Wenner, Mari-Jane Williams, Tim Wilson, Miya Wiseman, Bruce C. Wright. ■**



Each of the guides contains important community information for newcomers and life-long residents including government, civic association and service organization phone numbers and Web addresses; school and college directories, as well as the location of churches, libraries and senior centers. Event dates, restaurant listings and even details about trash collection costs and the median costs of homes are also listed.

The Post is printing addi-

community advertising general manager. Marketing for the guides began the week of April 8 and included in-paper ads in the Extras, Express and The Post. Radio spots for the Community Guides are airing today, April 22. The Marketing Department has also created zoned point of purchase signage to promote each of the Community Guides in the specific areas they cover. The marketing efforts were led by **Susan Heyman**, consumer media manager and **Linda Haskins-Wrenn**, consumer



The long line of hoppers on one of the collators used for the Sunday preprint package.

machines, processes, and deadlines for handling preprints. Daily preprints are included in the Wednesday, Thursday and Friday papers. The weekly sections that appear on those days are called advance runs because they are printed before the rest of the newspaper goes to press at night. These sections act as "jackets" for the preprints. For example, on Tuesday morning, the Springfield presses will print Wednesday's Food section. The Food section will go from the presses to the Mailroom on conveyor clips called "birdies." The Mailroom has seven SLS (Straight Line System) inserting machines and each machine runs one zone at a time. The largest SLS has 20 hoppers. A hopper is a part of the machine that holds a quantity of the preprints until they are inserted into the jacket. One hopper may hold Kohl's catalogs, another the

Giant circulars, and so on. The SLS machine opens the Food section and as it runs beneath each hopper, an insert is deposited into the section. Each SLS can process up to 14,000 jackets an hour.

That evening the distributors will pick up their advance runs and then get back in line to pick up the main section of the newspaper as it comes off the presses.

Post trucks will deliver skids of advance runs to the College Park Plant's Mailroom to await being hand inserted that night into the newspapers bound for Maryland and D.C. newsstands.

Other skids will be picked up by distributors whose agents will also hand-insert the advance run into that night's paper. The remaining skids will stay at the Springfield Plant and will be hand inserted into that night's press run before being delivered to Virginia newsstands.

Collating preprints for the Sunday newspaper is a week-long process. There are four collators

used for the Sunday preprint package and the largest has 72 hoppers. These collators can produce 6,000 preprint packages an hour. Like the daily inserting process, each collator will handle one zone at a time. The preprints are "built up," one on top of the next, beginning with TV Week and ending with The Washington Post Magazine. At the end of the line the packages are sealed in plastic and put through the palletizer, which wraps each pallet of finished Sunday insert packages with plastic. These skids receive a code indicating the zone, the amount and where they are headed. As a zone is completed, another zone goes on the collator and they are sent to the warehouse until the distributors pick up their designated skids.

The busy Mailroom gets even more frenetic during heavy advertising periods, especially Mother's Day and

the back-to-school sales leading up to September. The Thanksgiving Day package, the largest daily insert run of the year, long ago outgrew the SLS machines. It is now inserted by the Sunday Packaging crew over the course of 11 collator shifts and in 2003 totaled more than 30 million inserts.

The complicated process of handling the preprints is handled by two teams of staff in Springfield:

Daily Inserting Staff

Valerie Kenyon Gaffney –
Asst. Superintendent

Daily Inserting Foremen:

Wayne Berbig
Colby Frey
Jim Horseman
Buddy McClanahan
James McKinley
Liz Smith
Charles Wert

Sunday Packaging Staff

Dave Frank - Superintendent
Lucia Boger -
Asst. Superintendent
Malcolm Carroll -
Asst. Superintendent

Sunday Packaging Foremen:

Tom Brennan
Tom Foley
Mike Galope
Bob Galvin
Jim Garrison
Roswell Hatcher
Pat Hensell
Abdol Izadpanah
Max Jones
Tom Kallas
Joe Malenab
Jim Phipps
Jan Pastor
Fernando Rodriguez
Fernando Torres
Dave Vassel
Rob Wehrle



The Sunday preprints are wrapped in plastic and sealed.

Long Term Care Enrollment Ends April 26

Post employees should note that the deadline for enrolling or making changes to your long term care insurance coverage is Monday, April 26. If you have any questions about your options for long term care, call the insurance carrier, CNA directly at 1-877-777-9072 between 8 a.m.- 6 p.m., Monday through Friday. Identify yourself as an employee of The Washington Post or a relative of an employee. Please note that employees should have received a letter from CNA describing long term care insurance options. If you did not receive a letter, please contact CNA directly at the number listed above.

Race For Cure Deadline is May 5

The deadline is Wednesday May 5 to be a member of The Post's team participating in this year's Komen National Race for the Cure® scheduled

for Saturday, June 5 at the National Mall. All Post team members will receive a Post Team T-Shirt and a pre-race breakfast at the Northwest Building. For more information contact one of the following team captains:

Gayle Giger, Public Relations, x4-7743

Milene Purdy-Kent, Accounting, x4-5997

Valerie Kenyon Gaffney, Springfield Plant, x6-2409

Patti Aluise, College Park Plant, x6-1106.



Rec Association Brown Bag on May 5

The Rec Association is holding a meeting on Wednesday, May 5 for interested volunteers and to discuss the future

of the Rec Association. The meeting will take place from noon to 1 p.m. in the 2nd floor auditorium. Drinks and dessert will be provided and you are welcome to bring your lunch. Attendees will receive one free movie ticket good through May for Loews Cineplex theaters. For more information call **Dean Felten** at x4-7853.

Stages for All Ages

The League of Washington Theatres, with lead sponsorship from The Post, is presenting the Sixth Annual "Stages for All Ages." The program is designed to introduce thousands of young people, 17 and under, to live,

Mosk MoCo Move



On April 8, staff from the Montgomery County Bureau gathered for cake and to send off reporter **Matt Mosk** (second from left) who relocated to the Annapolis Bureau to begin covering the Maryland government on Monday, April 19. Attendees included (l-r) **Cameron Barr**, **Mark Jones** and **David Snyder**.

professional theatre in the Washington area. For select performances, more than 20 area theatres are offering a free ticket to a child 17 or under, with each adult ticket purchased. For detailed information on performances offered, to request a brochure or to check current availability of specific performances, call the Stages for All Ages hotline at x4-5885, or, go online to www.lowt.org/stages.

Marketplace

INVITATION – Post staff are invited to attend the modern dance performance of "Isolation" by the MSDC Dance Company on Saturday, May 1 at the Chesapeake Arts Center in Brooklyn Park, Md. The company's artistic director is Eileen Rivers in the Anne Arundel County Bureau. Ticket prices range from \$15 to \$5. For more information, contact Eileen at (410) 903-7695, or e-mail riverse@washpost.com.

FOR SALE: Vacation time at The Villas of Boardwalk Resort in Virginia Beach. Oceanfront, indoor pool, kitchen, 1 BR, 2 sofa beds. For the week of Sept. 4. Call Trinh at x4-4021 or (703) 658-2120.

FOR RENT: Large upstairs room in single family house in McLean, Va., mutual use of kitchen, lr/dr, w/d & bath. Great for IT personnel in new location. \$600 mo. + dep. Call Diane at x4-5689 or (703) 448-1977.

FOR RENT: Beach home rental - Sandbridge/Va. Beach: Huge, gorgeous home, one block from ocean w/amazing views and direct beach access. 9 BR, 7.5 BA, sleeps 22. Every imaginable feature from a well-equipped gourmet kitchen w/center island to a spacious game room w/2nd mini-kitchen, foosball/air hockey & access to private pool. Many TVs, VCRs, DVDs, fax, stereo/CD and more, MBR w/jacuzzi tub, plenty of open & covered decking. Avail. weeks: May 8 (\$1,360); May 15 (\$2,590); June 12 & Aug. 14 (\$4,620); Aug. 28 (\$3,470). Call Gayle at x4-7679; (301) 570-9032.

FOR SALE: Cleaning out my basement and in-home office - selling IBM computer and monitor (\$150), weightlifting bench w/ weights (\$50) and exercise bike (\$40). Call Imani at x4-7894 or (202) 583-5538.

FOR SALE: Roll-top desk and chair. Solid wood; 2 file-size storage drawers plus 5 other drawers; storage cubicles and built in light. Like new condition, \$150. Call Pat at (703) 204-3420 or x4-5211.

FOR SALE: Air hockey table complete with pucks and paddles. Dimensions are 6 1/2' x 3 1/2' Practically new condition. New furniture being delivered so it must go. Paid \$300. U-haul it for \$75. Call Donna x4-5823 or (301) 868-3493.

FOR RENT: Apartment in Kalorama/ Dupont/ Adams Morgan area. Large, bright 2BR, 1BA corner apartment, on quiet, beautiful street, mall building features large rooms, big windows, spacious closets. Available May 15. \$2,250/month. Call Mitch at (202) 462-9027.

FOR SALE: A dozen 100-year-old, seven-foot, wooden doors. Chestnut or oak. Horizontal raised panels, \$50 each. Call Marty at x4-7384 or (301) 871-8640.

FREE ADS!

Reach more than 2,000 Post employees with your free ad in Marketplace. The deadline for ads is Friday at noon and your ad will appear in the next Thursday's ShopTalk. Send your ad via email to ShopTalk@washpost.com or fax to x4-4963. Ads are for Post employees only and must include your name, extension and home phone number. Ads run two issues unless otherwise requested. One ad per employee per issue, please.

Questions? Call Lisa Connors at x4-6803.