

Washington Briefing



Packages

Every **Washington Briefing** package includes a high-level event at a prestige location in Washington and high-impact, high-quality editorial products produced and distributed with *The Washington Times*. Additional exposure can be achieved by expanding packages with optional elements designed to broaden and deepen your reach.

Sample Package

I Event

- Prestigious location
(A major hotel or The Washington Times Ballroom)
- Moderated by Washington Times editors or executives
- Keynote by main sponsor or leading expert
- Reception for guests
- Up to 150 guests
- High-level panel of experts
- Senior Washington officials
- Senior business executives
- Diplomats
- Media

II Editorial products

- Series of 3 full-page inserts in *The Washington Times*
- Series of 4 quarter-page ads to promote Event
- Copies of paper distributed to all target audiences

Options

- Color magazine dedicated to your issues
(Inserted in the Times and mailed to target audiences)
- Video production, presentation and distribution
- Sponsored dinners or lunches
- Booths or tables for sponsors
- Sponsorship packages

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4640 Reservoir Road NW
Washington, DC 20007
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The Washington Times

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Washington Briefing



Magazine

Every **Washington Briefing Magazine** is dedicated to a specific issue, or set of issues, that concern Washington policy-shapers and decision-makers. It contains articles and images that set out the issues in an attractive and articulate presentation.

Editorial Content

- Written by seasoned journalists
- Professional photographs
- Input from experts
- Interviews with senior officials and CEOs
- Minimum 24 color pages
- Attractive design

Distribution

- Inserted in *The Washington Times* (170,000 readers)
- The White House
- Department of State
- Department of Defense
- Department of Commerce
- Department of Energy
- Every Congressman
- Every Senator
- Think tanks
- 170 foreign embassies
- Major media organizations
- Relevant industry associations
- Fortune 1000 CEOs
- Extra copies for sponsors

Online

- Posted on www.WashingtonTimes.com
- Posted on www.DiplomaticTraffic.com
- Linked to sponsor sites

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Video

Every **Washington Briefing Video** is dedicated to a specific issue, or set of issues, that concern Washington policy-shapers and decision-makers. It contains images and messages that set out the issues in an attractive and articulate presentation.

Editorial Content

- Written by experts
- Professional filming in quality formats
- Interviews with experts
- Interviews with senior officials and CEOs
- Minimum 10 minutes
- Professional presentation

Distribution

- Inserted in *The Washington Times*
- The White House
- Department of State
- Department of Defense
- Department of Commerce
- Department of Energy
- Every Congressman
- Every Senator
- Think tanks
- 170 foreign embassies
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