

Special Industry

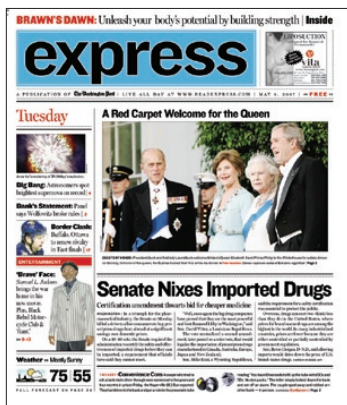
Effective January 1, 2009

express

expressnightout.com

Rates, Deadlines, Specifications

Advertising Rates



Express

- A free daily publication of The Washington Post
- Distributed in busy urban areas
- Available from bright boxes and friendly Express distributors
- Hits the street at dawn Monday-Friday

Free and easy.

All around Washington, Express is what everyone is reading in the coffee shops, at the gym and on the train. The manageable tabloid pages and bite-size stories make it easy to read cover-to-cover in less than half an hour. And it's free. What's not to like?

Our readers only have a few minutes to digest their breakfast and the morning's news. So Express is their perfect solution. By the time they get to work, they're caught up on the latest news. And there is eye-catching content that speaks to Washington's plugged-in lifestyle — sports, health, fashion, highlights from the blogosphere and the dirt on Hollywood scandals.

Express

Tabloid Ad Sizes

Page Size: 9.5" x 10.5" • 5 columns • Double truck billed as 10.5 columns
 Ads measuring over 8.5" will be billed at full depth

Modular Ad Units

	Width	Height	Columns	Width	Acceptable Sizes
Double Truck	19.5"	10.5"	Double truck	19.5"	4" or 6" or full depth
Full Page	9.5"	10.5"	5 columns	9.5"	3" or 4" or 6" to 8.5" or full depth
4/5 Vertical	7.58"	10.5"	4 columns	7.58"	6 to 8.5" or full depth
3/5 Vertical	5.66"	10.5"	3 columns	5.66"	4 to 8.5" or full depth
2/5 Vertical	3.74"	10.5"	2 columns	3.74"	2 to 8.5" or full depth
1/5 Vertical	1.82"	10.5"	1 column	1.82"	.75 to 8.5" or full depth

Ads 8.5" in depth or less

Deadlines

Publishing Day:	Monday	Tuesday	Wednesday	Thursday	Friday
Space Reservation	Fri. 5 p.m.	Fri. 5 p.m.	Mon. 5 p.m.	Mon. 5 p.m.	Tues. 5 p.m.
Copy Due for Proof	Wed. 3 p.m.	Thurs. 3 p.m.	Fri. 3 p.m.	Mon. 3 p.m.	Tues. 3 p.m.
No Proof Copy Due (and Proof Release)	Thurs. 3 p.m.	Fri. 3 p.m.	Mon. 3 p.m.	Tues. 3 p.m.	Wed. 3 p.m.
DAT Material Deadline	Fri. noon	Mon. noon	Tues. noon	Wed. noon	Thurs. noon

Special Industry Rate Qualifications

Rates apply to the following types of advertising: Auto Industry, Co-Op, Financial, Local Broadcast and Cable, Non-Local Museums and Theaters, Non-Local Retail, Travel and Resort.

Auto Industry: Rates apply to product advertising placed by manufacturers and dealer associations.

Financial: Rates apply to the following businesses whose location for consumer transactions are within The Washington Post local rate area: Banks and Trust Companies; Savings and Loan Associations; Stock, Bond, Investment and Commodity Brokers; Loan and Credit Organizations; Mortgage Companies; Investment Companies; Investment Opportunities; Currency Exchanges; Financial Planning Services; Direct Response Financial Products; Title Companies; Consumer Tax Advisory Services; Insurance Companies; Internet-based Financial Services Companies; HMOs. All other financial advertisers qualify for the General rates.

Travel and Resort: Rates apply to hotels and all resorts, chambers of commerce, tourist boards, tourist commissions, economic development offices, and visitor bureaus. These rates also apply to travel agents promoting their own services. Travel Agent single product advertising of a General rate brand (e.g., airline, train, car rental, etc.) is billed at the General rate. Travel Agent multi-product advertising that includes two or more General rate advertisers (e.g., cruise line, airline, train, car rental, etc.) is billed at the Special Industry rate.

Co-op: The advertisement must be paid for in part or in whole by supplier (manufacturer and/or distributor) funds and must establish the local point of purchase by listing one or more independent retailers with retail outlets in The Washington Post retail trading area. The dealer listing is limited to participating retailers only. Advertisements offering products strictly for commercial use do not qualify. Automotive aftermarket dealer association advertisers qualify for Special Industry rates.

For more information on retail or online advertising opportunities, contact your Washington Post Account Manager, or call 202-334-6732.



MEET OUR READERS **express** FACTS

Average Daily Readership
310,900

Average Daily Circulation
183,916

- 55%** are women
- 45%** are men
- 61%** are 18-44
- 80%** are employed
- 66%** have attended college
- 24%** have post-graduate education
- 74%** have household income of \$50,000+
- 39%** have household income of \$100,000+

Median Household Income: \$81,200

Over 1,900 distribution points throughout Maryland, Virginia and DC

Sources: Scarborough 2008, Release 2; CAC Audit, September 30, 2008

For more information on retail or online advertising opportunities, contact your Washington Post Account Manager, or call 202-334-6732.

Special Industry Advertising (Continued)

Effective January 1, 2009

Modular Ad Rates

Annual Frequency Insertions within 7 days	Open Open	10x 2x	20x 3x	35x 4x	50x 5x
Double Truck					
Color	\$11,844.00	\$10,836.00	\$10,363.50	\$9,639.00	\$9,355.50
B&W	\$9,828.00	\$8,820.00	\$8,347.50	\$7,623.00	\$7,339.50
Full page					
Color	\$5,640.00	\$5,160.00	\$4,935.00	\$4,590.00	\$4,455.00
B&W	\$4,680.00	\$4,200.00	\$3,975.00	\$3,630.00	\$3,495.00
4/5 Vertical					
Color	\$4,512.00	\$4,128.00	\$3,948.00	\$3,672.00	\$3,564.00
B&W	\$3,744.00	\$3,360.00	\$3,180.00	\$2,904.00	\$2,796.00
3/5 Vertical					
Color	\$3,384.00	\$3,096.00	\$2,961.00	\$2,754.00	\$2,673.00
B&W	\$2,808.00	\$2,520.00	\$2,385.00	\$2,178.00	\$2,097.00
2/5 Vertical					
Color	\$2,256.00	\$2,064.00	\$1,974.00	\$1,836.00	\$1,782.00
B&W	\$1,872.00	\$1,680.00	\$1,590.00	\$1,452.00	\$1,398.00
1/5 Vertical					
Color	\$1,128.00	\$1,032.00	\$987.00	\$918.00	\$891.00
B&W	\$936.00	\$840.00	\$795.00	\$726.00	\$699.00

Premium Position Rates

Double Truck	Back Page	Pgs 4-11	Other Specified
\$1,890.00	\$1,140.00	\$1,140.00	\$900.00
Full Page	\$1,140.00	\$912.00	\$720.00
4/5 Vertical	\$684.00	\$540.00	\$360.00
3/5 Vertical	\$456.00	\$360.00	\$180.00
2/5 Vertical	\$228.00	\$180.00	
1/5 Vertical			

Ads up to 8.5" in height

Annual Frequency Insertions within 7 days	Open Open	10x 2x	20x 3x	35x 4x	50x 5x
Rates per column inch	\$78.00	\$70.00	\$66.25	\$60.50	\$58.25
Color (per column inch)	\$16.00				

Combination Rate Discount

Advertisers that publish an ad in Express within a 7-day period before or after placing the same ad in Washington Post products (ROP, The Magazine, Extras, TV Week, special sections) are entitled to the Express 50x rate for the Express ad.

Front Page Tile

Front Tile only \$1,400.00
Tile with ad* \$950.00

Color (per column inch) \$16.00

Premium Position Rates (per column inch)

Back Page \$19.00
Inside Front \$15.00
Page 3 Strip \$21.00
Pages 4 - 11 \$19.00
Weekend Pass Strip \$17.00
Styles Strip \$17.00
Double Truck \$15.00
Other specified \$15.00

*Minimum size for the ad (with Tile) in Express is a quarter-page, or 15 column inches.

Express Cover Wrap (4-page tab wrapping Express) \$39,000 per 4-page wrap including color. Agency commission of 15% is allowed on space, color, premiums and position charges to recognized advertising agencies only.



Washington Post Media

The Washington Post | washingtonpost.com | Express
El Tiempo Latino | washingtonpostmobile

Powerful Reach. Powerful Results.

