

express

expressnightout.com

Cover Wraps

Breakthrough

Express Cover Wraps put you out front



- 4 Page
- 2 Page

Available 5 days a week

See details other side.

Average Daily Readership

315,800

Average Daily Circulation

183,916

Sources: Scarborough 2009, Release 1; CAC Audit, September 2008



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Cover Wraps

Express readers wake up to your brand when you own an Express cover wrap.

- **Choose all four pages**
Front, inside front, inside back and back cover.
- **Or choose front & inside front only.**



Be Bold. Be on the cover.

Capture the active and fun-loving Express audience in a bold way. Cover wraps are the most prominent and highly visible positions in Express. You reach over 315,000 daily readers—and get great street exposure in over 1,900 news boxes and in the vests worn by Express distributors. Be bold. Be on the cover. Be the first message Washington sees in Express.

Cover Wrap Deadlines

Space Reservation:
30 days prior to publication

Digital Materials Due:
7 days prior to publication

Copy Due for Proof:
10 days prior to publication

Proof Due to Advertise:
10 days prior to publication

Release Due to Post:
7 days prior to publication

No Proof Copy Due:
7 days prior to publication

Rates

	Net	Commissionable
Full Cover		
4 page	\$29,000	\$39,000
2 page	\$20,000	\$27,000

*Wrap cover page will include Express masthead and the word "Advertisement".

Please note: Advertising materials must be received at least one week in advance for approval by Express management. Ad content restricted to brand messages and may not include price promotions.



Washington Post Media

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Powerful Reach. Powerful Results.

To find how Express Cover Wraps can work for your business, call Margie Meak at 202-334-4130 or e-mail meakm@washpost.com. Or contact your Washington Post Media Account Manager today.

