

Health

Effective February 1, 2010

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
Double Truck	19.5"	10.5"
Full Page	9.5"	10.5"
4/5 Vertical	7.58"	10.5"
3/5 Vertical	5.66"	10.5"
2/5 Vertical	3.74"	10.5"
1/5 Vertical	1.82"	10.5"

Ads 8.5" in Depth or Less		
Columns	Width	Acceptable Sizes
Double Truck	19.5"	4" or 6" or full depth
5 Columns	9.5"	3" or 4" or 6" to 8.5" or full depth
4 Columns	7.58"	6" to 8.5" or full depth
3 Columns	5.66"	4" to 8.5" or full depth
2 Columns	3.74"	2" to 8.5" or full depth
1 Column	1.82"	.75" to 8.5" or full depth

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

For more information

on health or online advertising opportunities, contact your Washington Post Account Manager, or call 202-334-6732.



MEET OUR READERS **express** **FACTS**

Average Daily Readership
315,800

Average Daily Circulation
183,916

- 47%** are women
- 53%** are men
- 59%** are 18-44
- 83%** are employed
- 67%** have attended college
- 27%** have post-graduate education
- 76%** have household income of \$50,000+
- 43%** have household income of \$100,000+

Median Household
Income: \$88,159

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

Sources: Scarborough 2009, Release 1; CAC Audit, September 30, 2008

For more information

on health or online advertising opportunities, contact your Washington Post Account Manager, or call 202-334-6732.

Health Advertising (Continued)

Effective February 1, 2010

Modular Ad Rates

Annual Frequency	Open	10x	20x	35x	50x
Insertions within 7 days	Open	2x	3x	4x	5x
Double Truck (19.5" w x 10.5" h)					
Color	\$9,670.50	\$8,851.50	\$8,379.00	\$7,623.00	\$7,308.00
B&W	\$8,032.50	\$7,213.50	\$6,741.00	\$5,985.00	\$5,670.00
Full Page (9.5" w x 10.5" h)					
Color	\$4,605.00	\$4,215.00	\$3,990.00	\$3,630.00	\$3,480.00
B&W	\$3,825.00	\$3,435.00	\$3,210.00	\$2,850.00	\$2,700.00
4/5 Vertical (7.58" w x 10.5" h)					
Color	\$3,684.00	\$3,372.00	\$3,192.00	\$2,904.00	\$2,784.00
B&W	\$3,060.00	\$2,748.00	\$2,568.00	\$2,280.00	\$2,160.00
3/5 Vertical (5.66" w x 10.5" h)					
Color	\$2,763.00	\$2,529.00	\$2,394.00	\$2,178.00	\$2,088.00
B&W	\$2,295.00	\$2,061.00	\$1,926.00	\$1,710.00	\$1,620.00
2/5 Vertical (3.74" w x 10.5" h)					
Color	\$1,842.00	\$1,686.00	\$1,596.00	\$1,452.00	\$1,392.00
B&W	\$1,530.00	\$1,374.00	\$1,284.00	\$1,140.00	\$1,080.00
1/5 Vertical (1.82" w x 10.5" h)					
Color	\$921.00	\$843.00	\$798.00	\$726.00	\$696.00
B&W	\$765.00	\$687.00	\$642.00	\$570.00	\$540.00

Position Premiums

Double Truck	Back Page	Pgs 4-11	Other Specified
\$1,679.00			
Full Page	\$984.00	\$984.00	\$800.00
4/5 Vertical		\$788.00	\$640.00
3/5 Vertical		\$591.00	\$480.00
2/5 Vertical		\$394.00	\$320.00
1/5 Vertical		\$197.00	\$160.00

Ads up to 8.5" in height

Annual Frequency	Open	10x	20x	35x	50x
Insertions within 7 days	Open	2x	3x	4x	5x
Rates per column inch	\$66.00	\$59.50	\$55.50	\$49.25	\$46.75
Color (per column inch)	\$13.00				

Combination Rate Discount

Advertisers that publish the same ad in Express within a 7-day period of placing the same ad in The Washington Post are entitled to the 50-time rate in Express.

All ads must be on the same order. Insertions must use the original ad with only minor changes.

Front Page Tile

Front Tile only \$1,200.00
Tile with ad* \$850.00

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

Position Premiums (per column inch)

Back Page	\$16.50
Inside Front	\$13.50
Page 3 Strip	\$19.50
Pages 4 - 11	\$16.50
Weekend Pass Strip	\$15.00
Double Truck	\$13.50
Other specified	\$13.50

Express Cover Wrap (4-page tab wrapping Express) \$29,000 per 4-page wrap including color.

Health Rate Qualifications

Rates apply to institutions and companies providing educational services.

09-311 HEL



Washington Post Media

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

Powerful Reach. Powerful Results.

