

# Restaurant

Effective February 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
Double Truck	19.5"	10.5"	Double truck
Full Page	9.5"	10.5"	5 columns
4/5 Vertical	7.58"	10.5"	4 columns
3/5 Vertical	5.66"	10.5"	3 columns
2/5 Vertical	3.74"	10.5"	2 columns
1/5 Vertical	1.82"	10.5"	1 column

#### Ads 8.5" in depth or less

Width	Acceptable Sizes
19.5"	4" or 6" or full depth
9.5"	3" or 4" or 6" to 8.5" or full depth
7.58"	6 to 8.5" or full depth
5.66"	4 to 8.5" or full depth
3.74"	2 to 8.5" or full depth
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 restaurant 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

## Express readers' home plans in next 12 months:

- 22%** plan to move
- 9%** plan to purchase a home

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

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# Restaurant Advertising (Continued)

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## Modular Ad Rates

<b>Double Truck</b>	
Color	\$5,386.50
B&W	\$3,748.50
<b>Full page</b>	
Color	\$2,565.00
B&W	\$1,785.00
<b>4/5 Vertical</b>	
Color	\$2,052.00
B&W	\$1,428.00
<b>3/5 Vertical</b>	
Color	\$1,539.00
B&W	\$1,071.00
<b>2/5 Vertical</b>	
Color	\$1,026.00
B&W	\$714.00
<b>1/5 Vertical</b>	
Color	\$513.00
B&W	\$357.00

## Premium Position Rates

Double Truck	Back Page	Pgs 4-11	Other Specified
	\$1,638.00		
<b>Full Page</b>	\$960.00	\$960.00	\$780.00
<b>4/5 Vertical</b>		\$768.00	\$624.00
<b>3/5 Vertical</b>		\$576.00	\$468.00
<b>2/5 Vertical</b>		\$384.00	\$312.00
<b>1/5 Vertical</b>		\$192.00	\$156.00

## Ads up to 8.5" in height

	<b>Open</b>
Rates per column inch	\$29.75
Color (per column inch)	\$13.00

### 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.

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

### Premium Position Rates (per column inch)

Back Page	\$16.00
Inside Front	\$13.00
Page 3 Strip	\$19.00
Pages 4 - 11	\$16.00
Weekend Pass Strip	\$14.50
Styles Strip	\$14.50
Double Truck	\$13.00
Other specified	\$13.00

09-138 RESTAURANT



**Washington Post Media**

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El Tiempo Latino | washingtonpostmobile

Powerful Reach. Powerful Results.

