

# Retail

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

## Retail Rate Qualifications

**Retail and Local Automotive:** Only an advertiser engaged in retail-to-consumer business from its own permanent retail outlet(s) in the local rate area is eligible for retail rates contained in this schedule. The local rate area is comprised of the District of Columbia and the states of Maryland, Delaware, Virginia and West Virginia and the counties of Pennsylvania which border the state of Maryland (Chester, Lancaster, York, Adams, Franklin, Fulton, Bedford and Somerset).

**Local Real Estate:** Rates apply to advertising for the sale of real estate in the local rate area as defined above. Full-run advertising for real estate outside of the local rate area qualifies for the Special Industry rates.

**Local Residential Rentals:** Rates apply to classified advertising for the rental of apartments, houses and townhouses, as well as rental services in the local rate area.

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

# Retail 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
<b>Double Truck (19.5" w x 10.5" h)</b>					
Color	\$9,513.00	\$8,662.50	\$8,158.50	\$7,465.50	\$7,119.00
B&W	\$7,875.00	\$7,024.50	\$6,520.50	\$5,827.50	\$5,481.00
<b>Full Page (9.5" w x 10.5" h)</b>					
Color	\$4,530.00	\$4,125.00	\$3,885.00	\$3,555.00	\$3,390.00
B&W	\$3,750.00	\$3,345.00	\$3,105.00	\$2,775.00	\$2,610.00
<b>4/5 Vertical (7.58" w x 10.5" h)</b>					
Color	\$3,624.00	\$3,300.00	\$3,108.00	\$2,844.00	\$2,712.00
B&W	\$3,000.00	\$2,676.00	\$2,484.00	\$2,220.00	\$2,088.00
<b>3/5 Vertical (5.66" w x 10.5" h)</b>					
Color	\$2,718.00	\$2,475.00	\$2,331.00	\$2,133.00	\$2,034.00
B&W	\$2,250.00	\$2,007.00	\$1,863.00	\$1,665.00	\$1,566.00
<b>2/5 Vertical (3.74" w x 10.5" h)</b>					
Color	\$1,812.00	\$1,650.00	\$1,554.00	\$1,422.00	\$1,356.00
B&W	\$1,500.00	\$1,338.00	\$1,242.00	\$1,110.00	\$1,044.00
<b>1/5 Vertical (1.82" w x 10.5" h)</b>					
Color	\$906.00	\$825.00	\$777.00	\$711.00	\$678.00
B&W	\$750.00	\$669.00	\$621.00	\$555.00	\$522.00

## Position Premiums

	Double Truck	Back Page	Pgs 4-11	Other Specified
Full Page	\$1,679.00	\$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

## Charity Rate

Rate per column inch **\$45.25**

Available only to IRS-approved charities, for the express purpose of the solicitation of charitable contributions or the delivery of charitable services. Advocacy messages do not qualify. Advertiser status and advertising content are subject to prior review. Please check with your Post sales representative for details.

## 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	\$64.75	\$57.75	\$53.75	\$48.00	\$45.25
Color (per column inch)	\$13.00				

## Combination Rate Discount

Advertisers that publish an 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.

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

Ask your account manager for other Express Cover Wrap opportunities.

## 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 WePrints (cost per page)\*\*

	Broadsheet	Tab
B&W	\$4,000.00	\$2,200.00
Color	\$5,000.00	\$2,800.00

\*\*Rates are applicable for 8-to-20 page tab and 4-to-10 page broadsheet.



Washington Post Media

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

Powerful Reach. Powerful Results.