

# Special Industry

Effective January 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			Ads 8.5" in Depth or Less		
	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

### 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  
315,900  
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

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# Special Industry Advertising (Continued)

Effective January 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	\$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
<b>Full Page (9.5" w x 10.5" h)</b>					
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
<b>4/5 Vertical (7.58" w x 10.5" h)</b>					
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
<b>3/5 Vertical (5.66" w x 10.5" h)</b>					
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
<b>2/5 Vertical (3.74" w x 10.5" h)</b>					
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
<b>1/5 Vertical (1.82" w x 10.5" h)</b>					
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

## Position Premiums

Double Truck	Back Page	Pgs 4-11	Other Specified
\$1,938.00	\$1,169.00	\$1,169.00	\$923.00
Full Page			
4/5 Vertical		\$935.00	\$738.00
3/5 Vertical		\$702.00	\$554.00
2/5 Vertical		\$468.00	\$369.00
1/5 Vertical		\$234.00	\$185.00

## 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	\$80.75	\$72.50	\$68.75	\$62.75	\$60.50
Color (per column inch)	\$16.00				

## 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 \$1,400.00  
Tile with ad\* \$950.00

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

## Position Premiums (per column inch)

Back Page \$19.50  
Inside Front \$15.50  
Page 3 Strip \$21.50  
Pages 4 - 11 \$19.50  
Weekend Pass Strip \$17.50  
Double Truck \$15.50  
Other specified \$15.50

**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.

