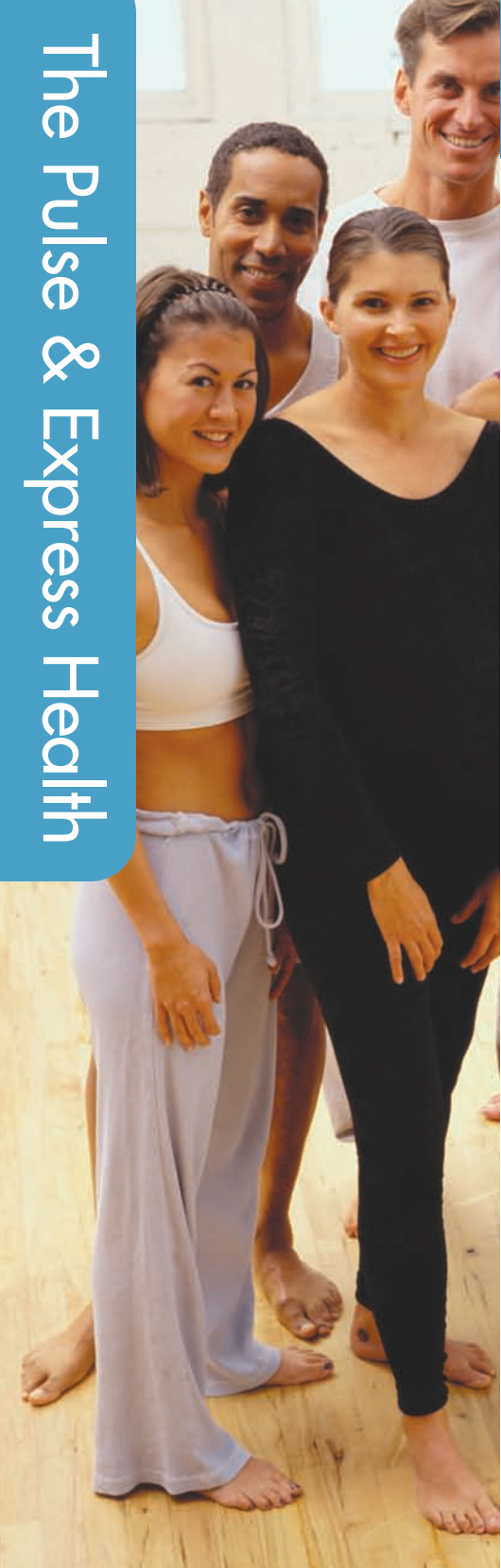


Tuesdays in The Washington Post's **Health** section and in **Express**

Highlight your health-related product or service for health-conscious readers

Like good habits, **The Pulse Health Guide** and **Express Health Directory** turn up every Tuesday, full of products and services from Alternative Care to Hypnosis, Podiatry to Weight Control. We will create your advertisement with graphics, pictures and layout at no extra cost. You'll reach 1.5 million metro market adults via The Pulse, and more than 280,000 readers with Express.

Source: Scarborough 2007, Release 2



Directory space reservations
 The Pulse and Express Health
 4 p.m. Wednesday
 (6 days prior)



The Washington Post's The Pulse Health Guide & Express Health Directory

It's all about Health!

Anything health related is welcome — if we don't have a banner for your topic, we will create one.

The Pulse Health Guide

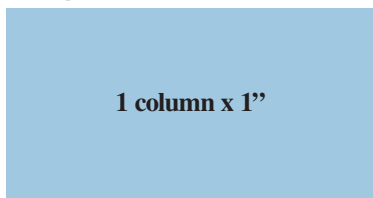
Number of Insertions in 31 days (rates are per column inch.)

	1x	2x	3x	4x	5x
Full Run	\$270.64	182.80	168.16	160.16	150.96
MD/DC	\$161.04	144.96	138.48	128.80	119.20
VA	\$131.44	118.32	113.04	105.20	97.28

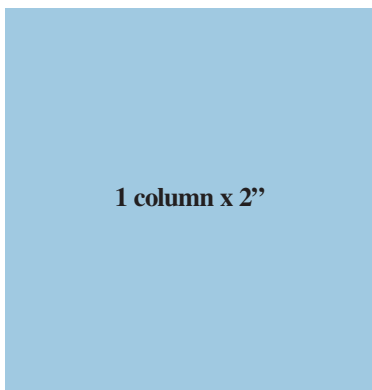
Express Health Directory

Annual frequency Insertions within 31 days	Open	10x Open	20x Open	35x Open	50x Open
Rates per column inch	\$61.25	55.00	51.50	45.75	43.25

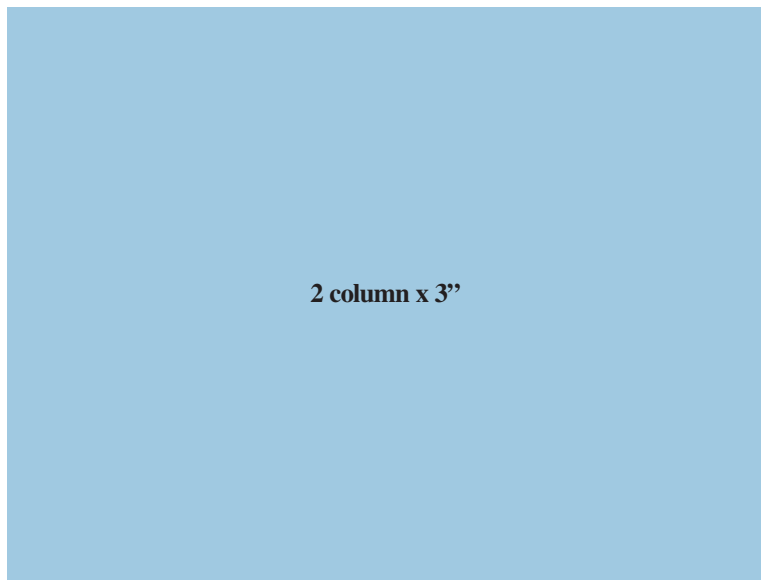
Sample Sizes



1 column x 1"



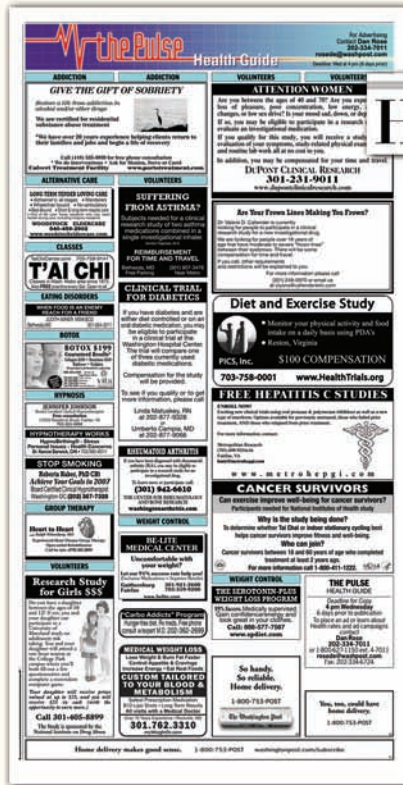
1 column x 2"



2 column x 3"

For more information please contact Celeste Costanza or The Washington Post Health team toll free at 1-800-206-1857 ext. 47009 or costanzac@washpost.com

SAMPLE DIRECTORIES



The Pulse Health Guide:
Every Tuesday in
The Washington Post



Express Health Directory:

Every Tuesday in
Express



Washington Post Media

The Washington Post | [washingtonpost.com](http://www.washingtonpost.com) | Express
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