

Health

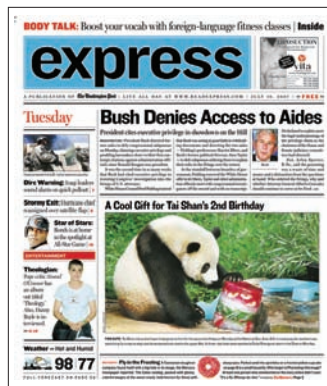
Effective February 1, 2008

express

readexpress.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.

Rates

| Annual frequency | Open | 10x | 20x | 35x | 50x |
|--------------------------|---------|---------|---------|---------|---------|
| Insertions within 7 days | Open | 2x | 3x | 4x | 5x |
| Rates (per column inch) | \$61.25 | \$55.00 | \$51.50 | \$45.75 | \$43.25 |

Combination Rate Discount

Advertisers that publish an ad in Express within a 7-day period before or after placing the same ad in Washington Post products (ROP, The Magazine, Extras, TV Week, special sections) are entitled to the Express 50x rate for the Express ad.

Color (per column inch) \$12.00

Premium Position Rates (per column inch)

| | |
|--------------------|---------|
| Back Page | \$15.00 |
| Inside Front | \$12.00 |
| Page 3 Strip | \$17.50 |
| Pages 4-11 | \$15.00 |
| Weekend Pass Strip | \$13.50 |
| Styles Strip | \$13.50 |
| Double Truck | \$12.00 |
| Any specified | \$12.00 |

Front Page Tile

| | |
|-----------------|------------|
| Front Tile only | \$1,100.00 |
| Tile with ad* | \$750.00 |

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

Health Rate Qualifications

Rates apply to businesses providing health services or medical procedures.

For more information

on health or online advertising opportunities, contact your Washington Post Account Manager, or call 202-334-6025.



