

Realtor

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

	B&W	Color*
Rate (per column inch)	\$29.00	\$41.00

Available Sizes

	B&W	Color*
Full Page	\$1,740	\$2,460
Half Page	\$870	\$1,230
3 col. x 6"	\$522	\$738
2 col. x 3"	\$174	\$246

Other sizes available.

*includes **Color Charge** (per column inch) \$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.

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

For more information

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



MEET OUR READERS **express** FACTS

Average Daily Readership
283,737

Average Daily Circulation
182,743

- 50%** are women
- 50%** are men
- 64%** are 18-44
- 87%** are employed
- 66%** have attended college
- 30%** have post-graduate education
- 63%** have household income of \$75,000+
- 43%** have household income of \$100,000+

Median Age: 38

Median Household Income: \$91,100

1,860 distribution points throughout Maryland, Virginia and DC

Express readers' home plans in next 12 months:

- 24%** plan to move
- 9%** plan to purchase a home

Express readers' real estate agent use in past 12 months:

- 16%** used real estate agent
- 7%** used real estate agent to sell home
- 14%** used real estate to buy or rent

Sources: Scarborough 2007, Release 1; 2006 Express Reader Attitude Study by Scarborough Research; CAC Audit as of Sept. 30, 2006.

Realtor Advertising (Continued)

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Ad Size Specifications

Acceptable Ad Sizes

Page size: 10" x 12"

5 columns x 12" = 60 column inches

Double Truck billed as 10.5 columns

Minimum display ad size is 2 column inches

Minimum classified ad size is 1 column (width) x .25" (depth)

Columns	Width	Depth (Display Ads)
1 column	1.92"	2 to 10" or 12"
2 columns	3.94"	2 to 10" or 12"
3 columns	5.96"	2 to 10" or 12"
4 columns	7.98"	2 to 10" or 12"
5 columns	10.00"	2 to 10" or 12"
Double Truck	20.50"	3 to 6" or 12"

Ads should be prepared to exact specifications and ordered by designating width in columns and depth in inches (in .25" increments). The above sizes may be adjusted during production by approximately 2%. Ads will be billed at the size ordered. In the event that materials are received larger than ordered, Express reserves the right to publish and bill at the larger size.

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 retail or online advertising opportunities, contact your Washington Post Account Manager, or call 202-334-4130. For Real Estate classified advertising, call 202-334-5800.



Washington Post Media

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

Powerful Reach. Powerful Results.

