

Recruitment

Effective January 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)	\$68.00	\$64.00	\$60.00	\$56.00	\$52.00

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.

Recruitment Upsell Rates (per column inch)

TWP	Express	Black & White Rates			Color Rates				
		Lines	Inches**	1x	5x	Cost of 5 Ads	1x	5x	Cost of 5 Ads
1-5	0.25			\$17.00	\$13.00	\$65.00	N/A	N/A	N/A
6-10	0.50			\$34.00	\$26.00	\$130.00	\$46.00	\$38.00	\$190.00
11-15	0.75			\$51.00	\$39.00	\$195.00	\$63.00	\$51.00	\$255.00
16-20	1.00			\$68.00	\$52.00	\$260.00	\$80.00	\$64.00	\$320.00
21-25	1.25			\$85.00	\$65.00	\$325.00	\$100.00	\$80.00	\$400.00
26-30	1.50			\$102.00	\$78.00	\$390.00	\$120.00	\$96.00	\$480.00
31-35	1.75			\$119.00	\$91.00	\$455.00	\$140.00	\$112.00	\$560.00
36-40	2.00			\$136.00	\$104.00	\$520.00	\$160.00	\$128.00	\$640.00
41-45	2.25			\$153.00	\$117.00	\$585.00	\$180.00	\$144.00	\$720.00
46-50	2.50			\$170.00	\$130.00	\$650.00	\$200.00	\$160.00	\$800.00
51-55	2.75			\$187.00	\$143.00	\$715.00	\$220.00	\$176.00	\$880.00
56-60	3.00			\$204.00	\$156.00	\$780.00	\$240.00	\$192.00	\$960.00
61-65	3.25			\$221.00	\$169.00	\$845.00	\$260.00	\$208.00	\$1,040.00
66-70	3.50			\$238.00	\$182.00	\$910.00	\$280.00	\$224.00	\$1,120.00
71-75	3.75			\$255.00	\$195.00	\$975.00	\$300.00	\$240.00	\$1,200.00
76-80	4.00			\$272.00	\$208.00	\$1,040.00	\$320.00	\$256.00	\$1,280.00
81-85	4.25			\$289.00	\$221.00	\$1,105.00	\$340.00	\$272.00	\$1,360.00
86-90	4.50			\$306.00	\$234.00	\$1,170.00	\$360.00	\$288.00	\$1,440.00
91-95	4.75			\$323.00	\$247.00	\$1,235.00	\$380.00	\$304.00	\$1,520.00
96-100	5.00			\$340.00	\$260.00	\$1,300.00	\$400.00	\$320.00	\$1,600.00

**Lines-to-inches conversion rates are approximate and can vary by ad, depending on font size, spacing and other factors. Contact your Washington Post Account Manager for exact pricing.

For more information

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



