

# Retail

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)	\$60.00	\$53.50	\$49.75	\$44.50	\$41.75

#### 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.

#### 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.

**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

### Retail Rate Qualifications

**Retail and Local Automotive:** Only an advertiser engaged in retail-to-consumer business from its own permanent retail outlet(s) in the local rate area is eligible for retail rates contained in this schedule. The local rate area is comprised of the District of Columbia and the states of Maryland, Delaware, Virginia and West Virginia and the counties of Pennsylvania which border the state of Maryland (Chester, Lancaster, York, Adams, Franklin, Fulton, Bedford and Somerset).

**Local Real Estate:** Rates apply to advertising for the sale of real estate in the local rate area as defined above. Full-run advertising for real estate outside of the local rate area qualifies for the Special Industry rates.

**Local Residential Rentals:** Rates apply to classified advertising for the rental of apartments, houses and townhouses, as well as rental services in the local rate area.

### For more information

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



