

# Special Industry

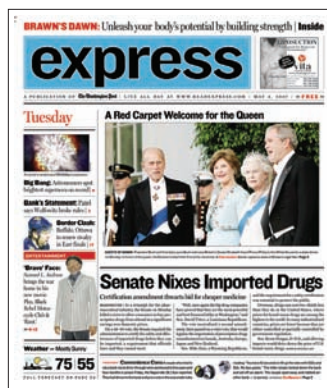
Effective January 1, 2008

# 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)	\$75.00	\$67.25	\$63.75	\$58.25	\$56.00

Agency commission of 15% is allowed on space, color premiums and position charges to recognized advertising agencies only.

### 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) \$15.00

### Premium Position Rates (per column inch)

Back Page	\$18.00
Inside Front	\$14.00
Page 3 Strip	\$20.00
Pages 4-11	\$18.00
Weekend Pass Strip	\$16.00
Styles Strip	\$16.00
Double Truck	\$14.00
Any specified	\$14.00

### Front Page Tile

Front Tile only	\$1,300.00
Tile with ad*	\$850.00

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

### Special Industry Rate Qualifications

Rates apply to the following types of advertising: Auto Industry, Co-Op, Financial, Local Broadcast and Cable, Non-Local Museums and Theaters, Non-Local Retail, Travel and Resort.

**Auto Industry:** Rates apply to product advertising placed by manufacturers and dealer associations.

**Financial:** Rates apply to the following businesses whose location for consumer transactions are within The Washington Post local rate area: Banks and Trust Companies; Savings and Loan Associations; Stock, Bond, Investment and Commodity Brokers; Loan and Credit Organizations; Mortgage Companies; Investment Companies; Investment Opportunities; Currency Exchanges; Financial Planning Services; Direct Response Financial Products; Title Companies; Consumer Tax Advisory Services; Insurance Companies; Internet-based Financial Services Companies; HMOs. All other financial advertisers qualify for the General rates.

**Travel and Resort:** Rates apply to hotels and all resorts, chambers of commerce, tourist boards, tourist commissions, economic development offices, and visitor bureaus. These rates also apply to travel agents promoting their own services. Travel Agent single product advertising of a General rate brand (e.g., airline, train, car rental, etc.) is billed at the General rate. Travel Agent multi-product advertising that includes two or more General rate advertisers (e.g., cruise line, airline, train, car rental, etc.) is billed at the Special Industry rate.

**Co-op:** The advertisement must be paid for in part or in whole by supplier (manufacturer and/or distributor) funds and must establish the local point of purchase by listing one or more independent retailers with retail outlets in The Washington Post retail trading area. The dealer listing is limited to participating retailers only. Advertisements offering products strictly for commercial use do not qualify. Automotive aftermarket dealer association advertisers qualify for Special Industry rates.

### For more information

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



