

express

2018 Combined Federal Campaign Advertising



Special CFC editorial sections and
high pledge week advertising opportunities



Express is a powerhouse

461,500
Weekly Readership

134,568
Average Daily Circulation

2018 Combined Federal Campaign Advertising

CFC Special Editorial Sections

Express will publish three special editorial sections about the CFC campaign and featured charities. Express charity advertisers purchasing 6 or more ads qualify to submit a CFC-themed story for Express publication. These CFC special pull-out sections are inserted inside Express and distributed at Metro stations and at over 1,400 distribution points throughout the region.

CFC High Pledge Dates

Special CFC charity sections are published on six additional dates during peak CFC donor pledge weeks. Advertise when more federal workers are completing and returning their CFC pledge cards.

DEADLINES

CFC Special Editorial Sections

Issue Date	Space Close	Ads and Advertorial Due
October 10	September 14	September 17
November 7	October 5	October 8
December 5	November 2	November 5

Six Additional CFC High-pledge Dates

Issue Date	Space Close	Ad Materials Due
October 17	October 10	October 15
October 24	October 17	October 22
October 31	October 24	October 29
November 14	November 7	November 12
November 28	November 16	November 20
December 12	December 5	December 7

Giving Tuesday Special Section

Publication Date: Tuesday, November 27

Space Close: Tuesday, November 16

Materials Due: Tuesday, November 20



#GIVINGTUESDAY

Rates and sizes are the same as CFC 1x rates. See next page.

RATES

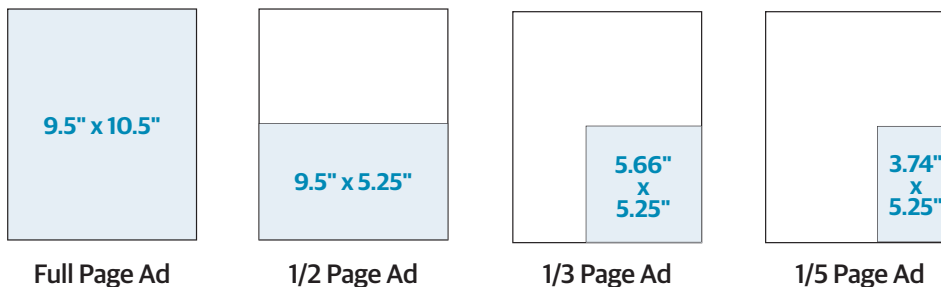
Size	1x	6 Ad Value Package* (Buy 5, Get 1 Free)	10 Ad Value Package** (Buy 7, Get 3 Free)
Full Page: 5 col. (9.5") x 10.5"			
Color	\$3,817	\$19,085	\$26,719
B&W	\$2,962	\$14,810	\$20,734
1/2 Page: 5 col. (9.5") x 5.25"			
Color	\$1,843	\$9,215	\$12,901
B&W	\$1,489	\$7,445	\$10,423
1/3 Page: 3 col. (5.66") x 5.25"			
Color	\$1,210	\$6,050	\$8,470
B&W	\$934	\$4,670	\$6,538
1/5 Page: 2 col. (3.74") x 5.25"			
Color	\$766	\$3,830	\$5,362
B&W	\$602	\$3,010	\$4,214

* Includes 1 free CFC ad ** Includes Thank You section

CFC Packages:

- Buy 5 Express CFC ads, get 1 ad free, plus free story space and photo
- Buy 7 Express CFC ads, get 3 ads free (1 ad will run in the Giving Tuesday edition) plus free story space and photo
- Ask about special add-on opportunities

SIZES



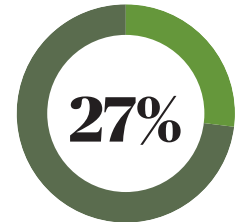
Digital Ad Opportunities

Extend Your Reach to Our Digital Audience

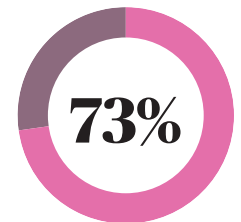
Sample Targeting includes: People with .gov/.mil domain, charitable donors, military employees, military retirees, people with occupations in government or work in the government industry, content targeting around military, government, charitable giving, CFC.

Targeting customized to your target audiences.

No other newspaper reaches Federal Employees like **Express**.



of all Express readers work for the Federal Government or Military.



In the past 12 months, of all Express readers made a charitable contribution.

Over 1,400
Distribution points throughout Maryland, D.C. and Northern Virginia

\$108,000
Average Household Income

42 Median Age

Sources: Nielsen Scarborough 2017, Release 2;

CAC Quarterly Data Report, Q3

Express has more readers than any daily newspaper distributed in the Washington market except for the daily Washington Post.



Pop-Up Ad



Cover Wraps Ad



CFC Special Section Front Cover Strip



Advertorial

Additional Charity Advertising Opportunities

Express Pop-Up Ad—Place your organization's CFC pledge message on an eye-catching ad that rises above the Express publication, which makes it visible on every page.

CFC Special Section Front Cover Strip—In the editorial section, enjoy premium exposure with strip ads that put your message right on the front strip on the cover of CFC special sections.

Express Cover Wraps Ads—2 or 4 page cover wraps are available for purchase.

Advertorial Submission Instructions

- **Text:** With 1 photo, 450 words; without photo 550 words.
- **Photo:** 170 dpi for 3" x 3" minimum. Photo must be CMYK color in PDF File.
- **Photo Credit:** We require a photo credit and a caption. If you are not able to submit a photo caption, please provide information on what is occurring in the photo and we will write one for you.
- **Author of Article:** We require the name of the article's author. We will also require the CFC headline, a headline for your advertorial and your CFC number.

Expanded Distribution to Federal Agencies

Reach federal workers during their commute and after with expanded distribution to the agencies where they work. Express also has expanded content of interest to federal decision-makers and rank-and-file alike.

Agencies Include:

- Access Housing Inc.
- NASA
- Federal Trade Commission
- Smithsonian Institution
- Environmental Protection Agency
- General Services Administration
- Office of Personnel Management
- Securities and Exchange Commission
- Federal Reserve
- Small Business Administration
- Federal Communication Commission
- U.S. Agency for International Development
- Department of Transportation
- Commodity Futures Trading Commission
- National Foundation on the Arts and the Humanities

CONTACT US | *The Washington Post*

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