



THE BLADE
toledoblade.com
4
YELLOW print plus

One weekday each month a **Yellow 8.5 x 11 inch flyer** will be inserted inside the newspaper in **20,000** households that you select based on zip codes around your store location.

THE BLADE
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YELLOW polybag



One weekday each month, the newspaper will be delivered to **20,000** households with your **logo and copy** printed on the outside of the bag.



Advertising ■ Program

Deliver Your **YELL-LOW** Page Message At A Rate That Will Make You Flip!

Make Your Yellow Page Dollars Work Harder!

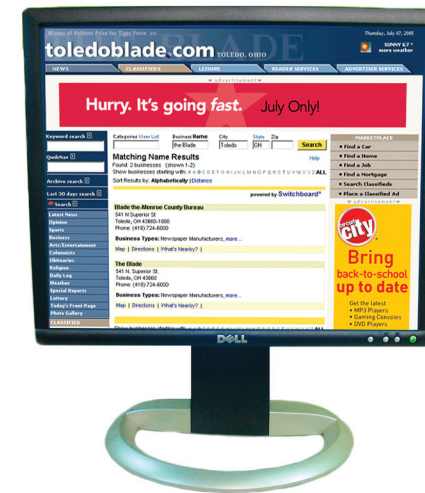
Their Idea.



Their idea of working hard? Sell you an ad that can't change all year long in a book with more than **1,500 pages**, and where they want you to pay to have it run in as many classifications that they can think of. Then they throw it in the consumer's driveway and you don't hear from them again for another 12 months. And, they only promote the use of their product to consumers when they're trying to renew your contract.

Our Idea?

Our idea for making your yellow page dollars work harder? **Multiple vehicles** and **messages** for you to reach your customers and for them to reach you. Our ideas include products and services where ad messages can be **changed monthly** and be **distributed right near your store**. Don't buy a message for every household — only the ones that are likely to buy your products and services.



An online, searchable directory of all businesses can be found at www.toledoblade.com/YELLOW. You can enhance your listing with these features:

- Converted to an enhanced listing advertisement
- Will be among the top of the list in search results of your business category
- Links to your email, website and location map can be added
- Displays your company logo










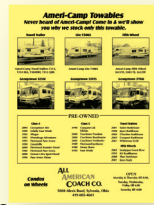


The first Tuesday of each month, beginning September 27th, we'll feature a **4-page pullout inside** the middle of the **Business/Classified** section. It will be printed on yellow newsprint. Your **10-inch display ad** will be included under your business category for easy reference by your customers. And your business will be featured in a **spotlight story** during the year.



One day, each month, when 20,000 selected households get their newspaper, your **BladeNote** will be on the front page of **The Blade** or **Neighbors** section. There are several styles you can choose from, including one that can be mounted on the refrigerator!





Product/Service	Bronze Plan	Silver Plan	Gold Plan	Platinum Plan	Titanium Plan
 YELLOW online Your enhanced listing available at www.toledoblade.com/YELLOW will include additional search features. 	●	●	●	●	●
 YELLOW advertising directory Your business will receive a 2 col x 5-inch display advertisement every Tuesday that will be printed on a yellow paper as a four-page pullout inside one of that day's sections. 		●	●	●	●
 YELLOW BladeNote Your business will receive a one color advertisement that fits onto a 3-inch x 3-inch BladeNote (20,000) that will be placed on page one of The Blade or the front page of the Neighbors section one Thursday each month. 			●	●	●
 YELLOW print plus Your business will receive a one-color, two side 8.5-inch x 11-inch flyer on yellow color stock (20,000 copies) to be zoned one weekday each month. Available Thursday and Friday only. 				●	●
 YELLOW polybag Your business will have its logo and one line of copy printed onto 20,000 delivery bags that will be used to insert the daily newspaper throughout the month in the geographic area of your choice. 					●



Advertiser agrees to purchase the advertising program as designated by the authorized initials adjacent to the program selected. Plan is for 52 weeks and will be invoiced @ four weeks each month with November, February, May and August being billed @ five weeks. Select one of the **YELL ■ LOW** plans below. Customized packages are also available.

Weekly Investment	\$22.85	\$138.23	\$415.15	\$530.54	\$645.92
Bronze Plan	●				
Silver Plan		●			
Gold Plan			●		
Platinum Plan				●	
Titanium Plan					●

Start Date _____ Email _____

Website: <http://www> _____

Business Name _____

Blade Account Number _____

Address _____

City _____ State _____ Zip _____

Phone _____

Advertiser Signature _____

Blade Sales Representative _____