



# NATIONAL

advertising  
rates



2012

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Effective January 1, 2006

## 1. Personnel

**Publisher and Editor-In-Chief:** John Robinson Block  
**General Manager:** Joseph H. Zerbey IV  
**Director of Advertising:** Jeri Norris  
**Advertising Manager:** Fred Temby  
**National Advertising Manager:** Kelly Schroder  
**Sales Development Manager:** Sheldon Kowalski  
**Events Manager:** Ron Shnider

## 2. National Representatives

Landon Media Group  
805 Third Ave., New York, NY 10022  
212-826-1388

Canadian Representatives American Publishers  
Representatives Limited  
41 Britain St., Toronto, Ontario M5A 1R7  
416-363-1388

Metro-Puck Comics Network  
260 Madison Avenue, New York, NY 10016

## 3. Commission

Agency commission: 15%  
All agency advertising billed net.

## 4. Advertising Policy

- a. Thirty (30) days notice given of any rate revision.
- b. Acceptability – All advertisements offered for publication in The Blade are subject to acceptance by The Toledo Blade Company. Questionable, misleading, controversial or fraudulent announcements are declined. The Toledo Blade Company reserves the right, at its option, to revise, reject or cancel any and all advertising which in its sole judgment may be deemed objectionable either in its subject matter, composition, or phraseology. Payment does not guarantee publication.
- c. The Blade reserves the right to add the word “Advertisement” above copy which simulates editorial content.
- d. Only authorized representatives of The Blade may accept or schedule any form of advertising in The Blade. All advertising must exclusively promote merchandise or services offered by the advertiser placing the ad.
- e. The advertiser and advertising agency agree to hold harmless and indemnify The Blade against any and all liability, loss or expense arising from claims for violation of rights of privacy, infringement of copyrights and property rights, libel, unfair competition, unfair trade practices, infringement of trademarks, trade names or patents, and from any other claims resulting out of or caused by the publication of the advertisement by The Blade.
- f. The Blade will not extend credit for advertising orders or space reservations that claim sequential liability, or if served notice “an Agent for a Disclosed Principal” requests that placement.
- g. All considerations for billing adjustments are limited to 30 days from original invoice.
- h. Special Holidays are New Year's, Memorial Day, July 4th, Labor Day, Thanksgiving Day, and Christmas. The Blade delivers additional papers based on Sunday home delivery. On those holidays, Sunday ROP rates are charged. (Preprints are not accepted on Memorial Day, July 4th or Labor Day.)
- i. The Blade shall have full latitude with respect to positioning all advertisements; provided, however, that The Blade will use its reasonable efforts to accommodate the advertiser's positioning

requests. No adjustments will be made because of position. No orders will be accepted on a “position or omit” basis.

- j. The Blade deals directly and individually with its local advertisers and does not accept local brokered advertising.
- k. Any business located outside The Blade's RTZ pays National rates. (Retail Trading Zone includes the following counties in Ohio: Defiance, Fulton, Hancock, Henry, Lucas, Ottawa, Putnam, Sandusky, Seneca, Williams, Wood, and Wyandot plus Lenawee and Monroe Counties in Michigan.) If a local location within the RTZ is listed on the ad in addition to locations outside the RTZ, retail rates would prevail.
- l. Erie County, which is not in the RTZ, receives a National Erie County (Travel) Rate.
- m. Any manufacturer or distributor, including any producer whose product or service is not directly sold to the consumer, will receive national rates.
- n. One product or brand that is sold at several dealer service locations will run at a National Co-Op rate.
- o. Ads from media will be billed at Retail Rates.
- p. Wireline communication ads will be billed at National Rates. Telecommunication ads with local dealer listings within or outside the 14 county RTZ will run at Retail rates. Internet service providers located within the RTZ will be assessed Retail rates.
- q. Advertisements with only toll-free telephone numbers, internet addresses and mail order will be billed at National Rates.
- r. Airlines, when advertising as stand-alone accounts, are National Travel Rate. When the service originates out of Toledo, Retail rates apply.
- s. Casinos, when advertising as stand-alone accounts, are National.
- t. Local retail travel agencies will pay retail rates provided they advertise solely for their services or special packages unique to their agency. Travel agency advertising including national brands and/or packages that are funded directly or indirectly from a national travel company including but not limited to airlines, casinos or cruises will pay the National Travel rates.
- u. Bus tour operators, tourism offices, convention and visitor bureaus, cruise lines, hotels, resorts, golf courses, tourist attractions and theme parks outside the RTZ will be eligible for the National Travel Rate.
- v. Energy suppliers will receive the National Rates.
- w. State and federal government agencies will receive the National Government Rate.
- x. Any ad containing sponsorship logos or mentions national sponsors may be billed Retail Rates as long as the national sponsors or logos do not dominate the advertisement.
- y. Local free events and/or fundraisers placed by national corporations, will receive the National Community Service Rate.
- z. Local free events and/or fundraisers placed by local corporations, as long as logos do not dominate the advertisement, will receive the Retail Community Service Rate.
- aa. Any advertiser with no permanent retail location, e.g., entertainment promoters (a concert that comes to Toledo), seminars, speakers and shows that come to Toledo, will be billed at the National Rates.

## 5. Black and White Rates

	Daily Blade	Sunday Blade
Open (No contract rates)	\$134.88	\$179.14
Contract (Space discount) rates		
31"	\$132.19	\$175.56
63"	130.31	173.27
126"	128.43	170.97
252"	126.97	168.43
504"	124.17	165.99
756"	124.00	165.17
1260"	123.24	165.09
1638"	122.88	164.64

## 5a. National Neighbors Rates

Level	North	West	South	East
Open	\$23.90	\$26.15	\$30.36	\$23.81
63"	21.26	23.29	27.03	21.22
126"	18.69	20.41	23.75	18.57
400"	18.45	20.25	23.43	18.43
800"	18.41	20.18	23.35	18.38
1600"	18.36	20.05	23.27	18.22
3000"	18.19	19.89	23.10	18.12
6000"	18.07	19.78	22.94	18.00
Community				
Benefit	18.36	20.05	23.27	18.22
Political	21.26	23.29	27.03	21.22
Government/ Education	18.07	19.78	22.94	18.00

## National Neighbors Color Rates

	1 color	2 colors	3 colors
1 Zone	\$344	\$482	\$620
2 Zones	619	758	894
3 Zones	828	1,038	1,101
4 Zones	1,032	1,169	1,308

## Sunday Blade Comics (4 Color)

Page	2/3	1/2	1/3	1/6
1x	\$12,575	\$8,443	\$6,419	\$4,390
6x (4% discount)	Frequency discounts available with signed contract.			
13x (5% discount)				
26x (7% discount)				
39x (9% discount)				
52x (11% discount)				
2-Page Spadea-Wrap, CPM	\$106.70			
1-Page Gatefold, CPM	\$59.29			

Rates subject to periodic adjustment due to change in production costs.

## 6. Multi-Insertion Frequency Discounts

Discounts apply to ROP weekday ads only (black and white with NO CHANGES). Discount sequence valid within a 7-day consecutive period. When a Sunday/Holiday insertion is involved, it will count as part of the sequential schedule but will not be discounted. For each 7-day ad series, at least one insertion shall be at non-discounted rates. Cannot be combined with other discounts. Discounts do not apply to scatter advertisements on the same day.

## Multi-Insertion Discounts (Pick-up rates)

1st Insertion	Contract Rate
2nd Insertion	15% Discount
3rd-4th Insertion	25% Discount

## 7. Color Rates

- ROP color daily and Sunday. Subject to availability.
- No space minimum required.

	One Color	63" or Less	Two Color	63" or Less	Three Color	63" or Less
Daily	\$1,277	\$1,067	\$1,797	\$1,498	\$2,259	\$1,885
Sunday	\$1,446	\$1,208	\$2,009	\$1,676	\$2,470	\$2,061

## Mini Color Rates

Ads up to 5"	\$85	Ads 5.25" to 12"	\$140
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Based on availability. No frequency discounts applicable.

Color choice may be preempted without notice. Also applicable to National Neighbors.

## 8. Preprint Rates

	CPM	CPM	CPM	CPM	CPM	CPM	CPM
Tabloid	1x	3x	6x	12x	24x	36x	48x
2 Pages	\$52	\$52	\$52	\$52	\$50	\$46	\$45
4 Pages	55	55	53	53	50	46	45
6 Pages	65	64	64	59	59	55	52
8 Pages	74	73	72	70	68	62	60
10 Pages	80	79	78	77	73	67	65
12 Pages	87	85	84	83	79	71	69
14 Pages	94	93	92	91	84	77	73
16 Pages	101	100	99	97	91	81	79
18 Pages	106	105	104	103	97	85	83
20 Pages	112	111	110	108	102	93	89
24 Pages	123	122	121	119	112	102	99
28 Pages	127	126	125	123	115	105	102
32 Pages	131	130	129	126	120	108	105
36 Pages	135	133	132	130	123	112	108

Single Sheets (minimum 70 lb. stock):

Tip-on card or return envelope, additional charge of two pages. Inserts of 20 or more pages billed at four-page increments. For sections larger than 18 standard/36 tabloid, add \$2.25 per thousand for each additional two standard or four tabloid pages. Inserts of 20 standard pages or more are billed at two-page increments.

## Preprint Guidelines Policies and Procedures

- Preprint distribution is available Wednesday, Thursday, Friday, and Sunday.
- A sample of 300 pieces should be furnished in advance for a test run.
- Preprints are billed at the quantity and size delivered to The Blade. Full run billing based on estimated full-run press run. Full run quantities should be sent at 10,000 plus ABC audit quantities to ensure single copy coverage.
- Preprint reservations are accepted or scheduled on an availability basis.
- Sunday preprints are mechanically inserted into the comics or a supplement section of the Sunday Blade.
- All discounts subject to audit for rate adjustment at end of 12-month period.
- The word "advertisement" must be used in 8-point type on sections and pages that resemble news matter. Layout and copy are subject to regular Blade advertising policies.

Jackets cannot be scheduled day specific, but within a 2 week window except for Sunday TMC. Ad message needs to remain live for up to 30 days.

## Preprint Reservation/Cancellation Policy

Preprints must be reserved at least two weeks prior to the desired distribution date. To help ensure specific delivery dates, reservations should be made as early as possible. The number of zoned inserts acceptable on Daily/Sunday is affected by mechanical limitations.

Early reservations are required for holidays. The number of inserts needed for New Year's Day, Thanksgiving, and Christmas is based on Sunday home delivery of The Blade.

### Delivery Instructions

It is important to The Blade, and to the advertiser, to know when a supplement shipment cannot arrive as scheduled because of road conditions, accidents, mechanical breakdowns or any other reason. Please ask drivers to report any delay immediately by calling the Preprint Coordinator at 419-724-6511 or 419-724-6508. Weekend deliveries must be prearranged with Toledo Harbor Warehouse and will be assessed a \$100 cash fee.

Deadlines for Receipt of Materials

Sunday Preprints: 9 days prior to distribution

Daily Preprints: 5 days prior to distribution

Exceptions: New Year's, Thanksgiving, and Christmas

14 days prior to distribution

### All Preprints are due at the warehouse by stated deadlines:

Preprints not received at the warehouse by stated deadlines may not be inserted as requested. Situations requiring a deadline extension must be cleared by The Blade preprint coordinator in advance, and will be assessed a \$500 special handling fee.

Deliver to: Toledo Harbor Warehouse  
1400 N. Summit St. Bldg. A  
(Access is from Water Street)  
Toledo, OH 43604  
419-241-2118

Delivery hours: Monday-Friday 6 a.m.-6 p.m.

## 16. Special Classifications and Rates

### a. Community Benefit/Special Section Rates

Daily	\$114 column inch
Sunday	\$150 column inch

Merely being categorized as a non-profit does not in itself qualify an organization for this rate. The Charitable Community Service Rate is available to accounts meeting the following criteria:

- The entity must be a charitable organization providing non-commercial services for the benefit of the community.
- The advertisement must relate to a specific activity, which is held for the purpose of benefiting or improving the community.
- Subject matter may not be political or controversial in nature.

### b. Co-op Action Plan

Daily	\$107.77 column inch
Sunday	\$140.91 column inch

Billing: The Blade will bill participating retailers for their share of the cost of the advertising program. Arrangements can be made should a manufacturer's co-op plan require billing to be sent to an advertising agency, distributor, or any of their agents.

### c. Government/Education Rate

Daily	\$116.70 column inch
Sunday	\$157.35 column inch

### d. Political Rates

Daily	\$130.31 column inch
Sunday	\$173.20 column inch

Standard National rates apply to legal, political and advocacy advertising. All political advertising will be so marked over each column and is accepted on the basis of cash with order. Acceptance of political ads depends on approval of copy content. Ads are prepaid and are exempt from contract rates.

### e. Travel Rates

Daily	\$81.40 column inch
Sunday	\$106.48 column inch

### Best Travel Days

SundayArts/Travel Section

Thursday Peach Weekender

### Online Travel Guide Rates

(Includes logo/photo, contact information, Web site link and description)

1 Month	3 Months	6 Months	12 Months
\$115/mo.	\$95/mo.	\$85.50/mo.	\$76/mo.

(\$57/mo with prepay option of \$684) All rates shown gross.

- Some business classifications may not be eligible. Call for details.

### f. Legal Rates

Daily	\$129.97 column inch
Sunday	\$162.40 column inch

**g. Ad Flex Discounts for Special Classification** –To qualify an ad must be a part of a schedule that includes a full price ad, repeated, with no copy changes within a seven-day period. Sunday/Holidays are always full price but can be a step toward the next Ad-Flex Discount. Ad-Flex discounts are for full-run display advertising. Ads in special sections do qualify for discounts and may count as a step to the next Ad-Flex discount. Ad-Flex discounts are applied the following way: first insertion-full prices; second - 25%; third through seventh - 50%.

**h.** Guaranteed special page positions, 50% premium; guaranteed section request, 15% Premium

**i.** All Sunday editions of The Blade feature Travel, Arts & Entertainment, and Real Estate Sections. Throughout the year, additional special interest sections are available. A list of these promotions can be obtained from National Advertising.

**j.** Box Reply Service \$55 each box, \$90 for mailed replies.

**k.** Split Run ROP black and white available daily and Sunday. Minimum space 20 inches. \$500 additional

### l. Thursday Peach Weekender Frequency Discount

Frequency	Discount
7x	5%
13x	10%
26x	20%
39x	25%
52x	35%

Frequency discounts, except for 52x, do not require consecutive insertions and are applied to advertisers' earned contract rates.

### Creative Services

Our award-winning creative team will write ad copy and design a layout for your consideration.

### Ad Co-op

If co-op is possible, our computerized recovery system can help locate available funds to cover as much as 50 to 100 percent of your advertising investment.

Contact your Blade representative or call:

National Advertising	419/724-6400
Retail Advertising	419/724-6350
Classified Advertising	419/724-6500
Toll Free	1/800/232-7253

**THE BLADE**  
541 N. Superior St.  
Toledo, OH 43660  
www.toledoblade.com

The Blade is represented nationally by Landon Media Group.