

CLASSIFIED

REAL ESTATE

*2008
rates*

The U.S. Brig Niagara passes under
Toledo's Veterans Glass City Skyway Bridge.

THE BLADE
toledoblade.com

CLASSIFIED REAL ESTATE

2008 rates

Effective January 1, 2008

Real Estate/HOMES Advertiser Criteria

Advertiser acknowledges that this rate card, and the program under which it is entered into, is designed and intended for use only by (i) developers of residential single family and multi-family real estate and office, retail, commercial and light-heavy-industrial real estate, (ii) licensed real estate brokers, agencies and agents, (iii) real estate broker, agency and agent associations and (iv) home builders and home remodeler associations and/or general contractors, subcontractors, material suppliers and laborers, and/or retailers marketing home-related products and services.

1. Personnel

Publisher and Editor-In-Chief: John Robinson Block
Vice President & General Manager: Joseph H. Zerbey IV
Director of Sales and Marketing: Philip F. Frebault
pfrebault@toledoblade.com 419-724-6491
Advertising Manager/Major Account Manager: Michael Mori
mmori@toledoblade.com 419-724-6380
Assistant Classified Advertising Manager: Rochelle Johnoff
rochellej@toledoblade.com 419-724-6407
Outside Classified Supervisor: Todd Deimling
tdeimling@toledoblade.com 419-724-6550
Sales Development Manager: Sheldon Kowalski
skowalski@toledoblade.com 419-724-6382
Events Manager: Ron Shnider
rshnider@toledoblade.com 419-724-6366
New Media Director: John Crisp
jcrisp@toledoblade.com 419-724-6279

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

- Thirty (30) days notice given of any rate revision.
- 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.
- The Blade reserves the right to add the word "Advertisement" above copy which simulates editorial content.
- 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.

- 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.
- 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.
- All considerations for billing adjustments are limited to 30 days from original invoice.
- 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.)
- 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.
- The Blade deals directly and individually with its local advertisers and does not accept local brokered advertising.

5. Deadlines - Classified

- Daily - black and white
Orders and printing materials should be at The Blade three (3) days in advance of publication date.
- Sunday - black and white
Orders and printing materials for Real Estate should be at The Blade by Tuesday preceding the Sunday publication date. Orders and printing materials for Recruitment should be at The Blade by Wednesday preceding the Sunday publication date.
- Classified color - Orders and printing materials should be at The Blade five (5) days in advance of publication date. Cancellation: Five (5) days in advance of publication date.
- Ads accepted beyond deadline subject to 10% surcharge. There will be no credit issued for errors in advertising, which was accepted beyond deadline.
- Cancellation fee may apply.

Real Estate Classified Edition Deadlines for display ads

Monday	Thursday at 4 p.m.
Tuesday	Friday at 4 p.m.
Wednesday	Friday at 4 p.m.
Thursday	Monday at 4 p.m.
Friday/Homes	Tuesday at 4 p.m.
Saturday	Wednesday at 4 p.m.
Sunday Welcome Home	Tuesday at 4 p.m.



6. Mechanical Specifications

Classified Column Widths

Column Widths	Inches (fractions)	Inches (decimals)	Picas/Points
1 column	1-1/16	1.1	67.2
2 columns	2-1/4	2.269	137.4
3 columns	3-7/16	3.439	207.6
4 columns	4-9/16	4.608	277.8
5 columns	5-3/4	5.778	348.0
6 columns	6-15/16	6.947	418.2
7 columns	8-1/16	8.117	488.4
8 columns	9-1/14	9.286	558.6
9 columns	10-7/16	10.456	628.8
10 columns	11-5/8	11.625	699.0
Double Truck Tab	20-15/16	20.98	1257.5
Double Truck Standard	24-1/8	24.125	1440.0
Full-length ads Tab	11-1/8	11.5	
Full-length ads Standard	21		

7. Black and White Rates

Contract Rates

All classified liner ads are published in The Blade and on toledoblade.com. Display ads will include a \$55 processing fee.

	Daily		Sunday	
	Per Line	Per Inch	Per Line	Per Inch
21-line Weekly (52 weeks)	\$3.21	\$44.94	\$4.27	\$59.78
Contracts must be fulfilled weekly or will be short-rated to the open rate. A rate-holder ad must be provided at contract inception to be used when the 21-line weekly commitment is due.				

	Daily		Sunday	
	Per Line	Per Inch	Per Line	Per Inch
Yearly Bulk Open Rate	\$5.61	\$78.54	\$7.15	\$100.10
1,000 lines	\$3.65	\$51.10	\$4.86	\$68.04
5,000 lines	\$3.47	\$48.58	\$4.73	\$66.22
10,000 lines	\$3.31	\$46.34	\$4.57	\$63.98
15,000 lines	\$3.28	\$45.92	\$4.46	\$62.44
25,000 lines	\$3.20	\$44.80	\$4.26	\$59.64
50,000 lines	\$3.17	\$44.38	\$4.24	\$59.36
100,000 lines	\$3.09	\$43.26	\$4.13	\$57.82
150,000 lines	\$3.06	\$42.84	\$4.11	\$57.54
250,000 lines	\$2.95	\$41.30	\$3.97	\$55.58



8. Sunday Welcome Home Modular Advertising Sizes

Full Page	10 columns x 21" deep
Half Page Horizontal	10 columns x 10.25" deep
Half Page Vertical	5 columns x 21" deep
Quarter Page	5 columns x 10.25" deep
Eighth Page Vertical	2 columns x 13" deep
Eighth Page Horizontal	4 columns x 6.5" deep

Full Color or Spot Color Modular Ad Size Pricing

	Open	6x	13x	26x	52x
Full Page + Skyscraper	\$9,291	\$8,825	\$7,897	\$6,503	\$4,644
Half Page + Leaderboard	\$4,877	\$4,632	\$4,145	\$3,413	\$2,437
Quarter Page + Rectangle	\$2,540	\$2,413	\$2,159	\$1,778	\$1,270
Eighth Page + Rectangle	\$1,727	\$1,641	\$1,468	\$1,208	\$0,863

Black and White Modular Ad Size Pricing

	Open	6x	13x	26x	52x
Full Page + Skyscraper	\$7,558	\$7,181	\$6,426	\$5,290	\$3,780
Half Page + Leaderboard	\$3,839	\$3,646	\$3,264	\$2,688	\$1,919
Quarter Page + Rectangle	\$2,107	\$2,002	\$1,792	\$1,476	\$1,054
Eighth Page + Rectangle	\$1,491	\$1,418	\$1,269	\$1,046	\$0,746

Miscellaneous Rates

a. Open House Grid

Open House Listing
Listing Only (Liner) \$25

b. Classified In-Column Photos

- Black & White
- 20 lines includes text & photo
- Each additional line: \$5.74.

\$125 for 6 days

Two consecutive Friday-Saturday-Sunday runs.

c. Agents' Choice & Builders' Best

Ads include a photo of the agent, property and a description of its features, as well as contact information.

- Black & White
- 2 Classified columns x 2" depth

Cost: \$75 each or \$110 for Friday/Sunday combo

d. Internet Options

toledoblade.com/homes

Online Broker Boxes

130 x 75 pixels, 7.5K max file size, no animation.

Note: Brokers must have IDX or compatible Web sites to participate. This option is online only and sold independent of any modular or lineage contract and integrated into DVC packages, as appropriate. A maximum of six Broker Boxes are available for purchase.

toledoblade.com Broker Boxes

	Open	3 Month	6 Month	8 Month	12 Month
*Consecutive months	\$600	\$575	\$550	\$525	\$400

toledoblade.com Mechanical Specifications

Skyscraper:

160 x 600 pixels, 20K max file size, 15-second animation

Leaderboard:

728 x 90 pixels, 20K max file size, 15-second animation

Medium Rectangle:

300 x 250 pixels, 20K max file size, 15-second animation

Rectangle:

180 x 150 pixels, 20K max file size, 15-second animation

Featured Home Banner:

414 x 102 pixels, 20K max file size, 15-second animation

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.