

classified auto 2009 rates

THE BLADE
toledoblade.com

Effective February 24, 2009

Personnel

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Publisher and Editor-In-Chief: John Robinson Block
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 jcrisp@toledoblade.com 419-724-6279
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Advertising Operations & Development Manager: Sheldon Kowalski
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National Representatives

Landon Media Group
 805 Third Ave., New York, NY 10022
 212-826-1388
 Metro-Puck Comics Network
 260 Madison Avenue, New York, NY 10016

Commission

All agency advertising billed net.

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 Memorial Day, July 4th, Labor Day, Thanksgiving Day, Christmas and New Year's. The Blade delivers additional papers based on Sunday home delivery. On those holidays, Sunday 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.

Black and White Rates

Contract Rates

	Daily		Sunday	
	Per Line	Per Inch	Per Line	Per Inch
15-line Weekly	\$4.55	\$74.90	\$6.05	\$99.64

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 15-line weekly commitment is due.

	Daily		Sunday	
	Per Line	Per Inch	Per Line	Per Inch
Yearly Bulk				
Open Rate	\$7.95	\$130.90	\$10.13	\$166.84
700 lines	5.17	85.17	6.89	113.40
3,500 lines	4.92	80.97	6.70	110.37
7,000 lines	4.69	77.23	6.48	106.64
10,000 lines	4.65	76.53	6.32	104.07
17,500 lines	4.54	74.67	6.04	99.40
35,250 lines	4.49	73.97	6.01	98.94
70,500 lines	4.38	72.10	5.85	96.37
105,850 lines	4.34	71.40	5.82	95.90
176,400 lines	4.18	68.83	5.63	92.64

Group Combination Rates

Auto Dealer Association Rates

	Daily		Sunday	
	Per Line	Per Inch	Per Line	Per Inch
	\$4.45	\$73.27	\$5.98	\$98.47

Display Frequency Discounts

Frequency discounts are valid within a seven-day period. Discounts do not apply to scattered ads run on the same day and may not be combined with other discounts. Ads run on Sunday or a Holiday will not be discounted, even when scheduled as part of a discounted sequence.

Progressive Frequency Discounts

1st Insertion	Contract Rate
2nd Insertion	25% Discount
3rd-7th Insertion	50% Discount

Excludes DVC Contracts.

Special Rates

Special page positions, when available, are 50% extra. Guaranteed section requests are 15% extra. Some positioning requests may require purchase of the gutter if available.

Color

	One Color	63" or Less	Two Color	63" or Less	Three Color	63" or Less
Daily	\$1,055	\$882	\$1,484	\$1,238	\$1,866	\$1,558
Sunday	\$1,193	\$998	\$1,659	\$1,385	\$2,039	\$1,703

Mini Color Rates (when available)

Ads up to 8" - \$70 Ads 8.25" to 20" - \$115

Color Frequency

Color Frequency	Contract Discounts
13 ads per year	5% discount
26 ads per year	10% discount
52 ads per year	20% discount
104 ads per year	30% discount

A signed color addendum required. A 20% discount incentive is offered to advertisers who have a local grand opening or anniversary. Grand opening or anniversary must appear in the headline. (No further discounts allowed) Multi-color ads have positioning preference.

Deadlines - Classified

- a. Daily - black and white.** Orders and printing materials should be at The Blade three (3) days in advance of publication date.
- b. Sunday - black and white.** Orders and printing materials for Automotive and 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.
- c. 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.
- d.** Ads accepted beyond deadline subject to 10% surcharge. There will be no credit issued for errors in advertising, which was accepted beyond deadline.
- e.** Cancellation fee may apply.

Classified Display Deadlines

Monday	Thursday at 4:30 p.m.
Tuesday	Friday at 4:30 p.m.
Wednesday	Monday at noon
Thursday	Tuesday at noon
Friday	Wednesday at noon
Saturday	Thursday at noon
Sunday Recruitment	Wednesday at 4:30 p.m.
Sunday Real Estate	Tuesday at 4:30 p.m.
Sunday Automotive	Wednesday at 2:30 p.m.

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.

Classified Column Measurements

Column	Inches (fractions)	Inches (decimals)
1	1-9/16"	1.5833
2	3-1/4"	3.2667
3	4-15/16"	4.95
4	6-5/8"	6.6333
5	8-5/16"	8.3167
6	10"	10.000
Double Truck 13	21"	21.00
Tab Double Truck 13	21"	9.75

Fractions are rounded down to the nearest sixteenth of an inch
Classified Broadsheet (6 columns) 10" wide X 21" deep
Classified Tabloid Page (6 columns) 10 wide" x 9.75" deep

Contact your Blade representative or call:

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

THE BLADE
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All major credit cards (Visa, Master Card and Discover) and "check by phone" accepted.