

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 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
toledoblade.com®

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