

classified recruitment 2009 rates

THE BLADE
toledoblade.com

Effective February 24, 2009

Personnel

Chairman: Allan Block

Publisher and Editor-In-Chief: John Robinson Block

President & General Manager: Joseph H. Zerbey IV

Director of Sales and Marketing: Philip F. Frebault
pfrebault@toledoblade.com 419-724-6491

New Media Director: John Crisp
jcrisp@toledoblade.com 419-724-6279

National/Major Accounts Manager: Michael Mori
mmori@toledoblade.com 419-724-6380

Retail Advertising Manager: Jeff Pezzano
jpezzano@toledoblade.com 419-724-6280

Advertising Operations & Development Manager: Sheldon Kowalski
skowalski@toledoblade.com 419-724-6382

Commission

Agency commission: 15%
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.

k. Advertisements with only toll free telephone numbers, internet addresses and mail order will be billed at National Rates.

l. 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.

m. Classified Advertising is prepaid unless contract provisions are made.

Local Recruitment Rates

	Daily Blade		Sunday	
	Per Line	Per Inch	Per Line	Per Inch
Open	\$8.33	\$137.20	\$10.46	\$172.20
700 lines	5.68	93.57	7.27	119.70
1,050 lines	5.26	86.57	6.80	112.00
3,500 lines	5.10	84.00	6.59	108.50

National Recruitment Rates

	Daily Blade		Sunday	
	Per Line	Per Inch	Per Line	Per Inch
	\$12.94	\$213.04	\$16.79	\$276.51

Box Reply Service: \$55 each box, \$90 for mail replies.
5 line minimum per ad.

Frequency Discounts

Frequency discounts are valid repeating the same ad 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	50% Discount

Offer valid on Local Recruitment Rates only.
50% valid on National Rate frequency.
4 lines minimum per ad.

Color

	One Color	63" or Less	Two Color	63" or Less	Three Color	63" or Less
Daily	\$1,005	\$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
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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

- 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 Edition 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.

Internet Options

toledoblade.monster.com

toledoblade.com Premium Position

Searching for new employees? Premium positions of toledoblade.com are an excellent way for you to directly recruit qualified and experienced people.

Contact the Blade's Recruitment Team for any specials and package pricing.

419/724-6500 or email toledoblade.com/advertise

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"	10.00
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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541 N. Superior St.
Toledo, OH 43660
www.toledoblade.com