



## 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

## 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 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.

## Retail 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	21.00

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

## Black and White Retail Rates

	Daily Column Inch	Sunday/Holiday Column Inch
Open	\$73.78	\$94.11
31"	67.74	87.84
63"	67.16	87.20
126"	66.56	86.60
200"	65.58	85.72
400"	64.97	85.01
800"	64.14	84.69
1,600"	63.48	83.99
3,000"	63.09	82.69
6,000"	62.33	81.75
12,000"	61.57	80.87
25,000"	60.02	78.98
50,000"	59.58	78.89
90,000"	58.38	77.51
110,000"	58.06	77.23
130,000"	57.58	76.68

## Retail Neighbors Rates

### Neighbors North Black and White Rates

Level	Michigan	East	South	West
Open	\$11.07	\$18.45	\$24.35	\$26.56
63"	10.07	16.79	22.16	24.18
126"	9.98	16.64	21.96	23.96
400"	9.84	16.40	21.64	23.61
800"	9.62	16.04	21.17	23.09
1,600"	9.52	15.87	20.95	22.85
3,000"	9.46	15.77	20.82	22.71
6,000"	9.35	15.58	20.57	22.44
Community Benefit	9.50	15.84	20.91	22.81
Government/ Education	9.74	16.24	21.44	23.39
Shopping/ Association	10.51	17.52	23.13	25.23

### Frequency Discounts with signed Neighbor's Frequency contract:

13 weeks	5%
26 weeks	10%
39 weeks	16%
52 weeks	20%

- If multiple zones are run, earn an additional 5% discount in each zone.
- Ads must run consecutive weeks.
- 2" minimum per week required.
- Frequency contract inches are also applicable to signed Neighbor's bulk contract.
- Failure to provide an ad insertion at contracted frequency will result in shortrate for space actually used.

### Neighbors Color Rates

	1 color	2 color	3 color
1 zone	\$292	\$410	\$527
2 zones	526	644	760
3 zones	702	822	936
4 zones	877	994	1112

### Neighbors Mini Color Rates

Ads up to 5"	\$70
Ads 5.25" to 12"	115

Based on availability. No frequency discounts applicable.  
 Color choice may be preempted without notice.

## Neighbors Community Benefit Rate Policy

The Community Benefit Rate is available to local accounts meeting the following criteria:

- The entity must be a charitable local organization providing non-commercial services for the benefit of the local 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.
- Merely being categorized as non-profit does not in itself qualify an organization for this rate.

## Neighbors Shopping Center/Association Rate

Advertising will be accepted from bona fide retail groups ONLY when it is the sole purpose to promote (*advertise*) the group as a whole. Association members must share unique common traits such as a location or business type. A single billing shall be sent to the promotion manager of said group. No brokered advertising will be accepted.

Neighbor's rates are extended to retail ROP contract advertisers at a crossover rate equal to their retail ROP contract commitment. 25% of Neighbor's inches will apply to ROP contract fulfillment. Neighbor's frequency discounts will not apply.

## Frequency Contacts Business Builder Plan

Daily only. Must be consecutive weeks. Copy changes permitted weekly. Excludes the following categories: adult entertainment, escort services, movies and restaurants. No other discounts apply. One ad per week required.

Ad Size	13x	26x	52x
2 to 4"	\$63/inch	\$58/inch	\$51/inch
Over 4 to 8"	58/inch	51/inch	46/inch

## Grand Opening/Anniversary

A 20% discount on space and color is offered to advertisers who have a local grand opening or anniversary. "Grand opening" or "anniversary" must appear in the headlines. No further discounts allowed.

## Special Combo Frequency Discounts

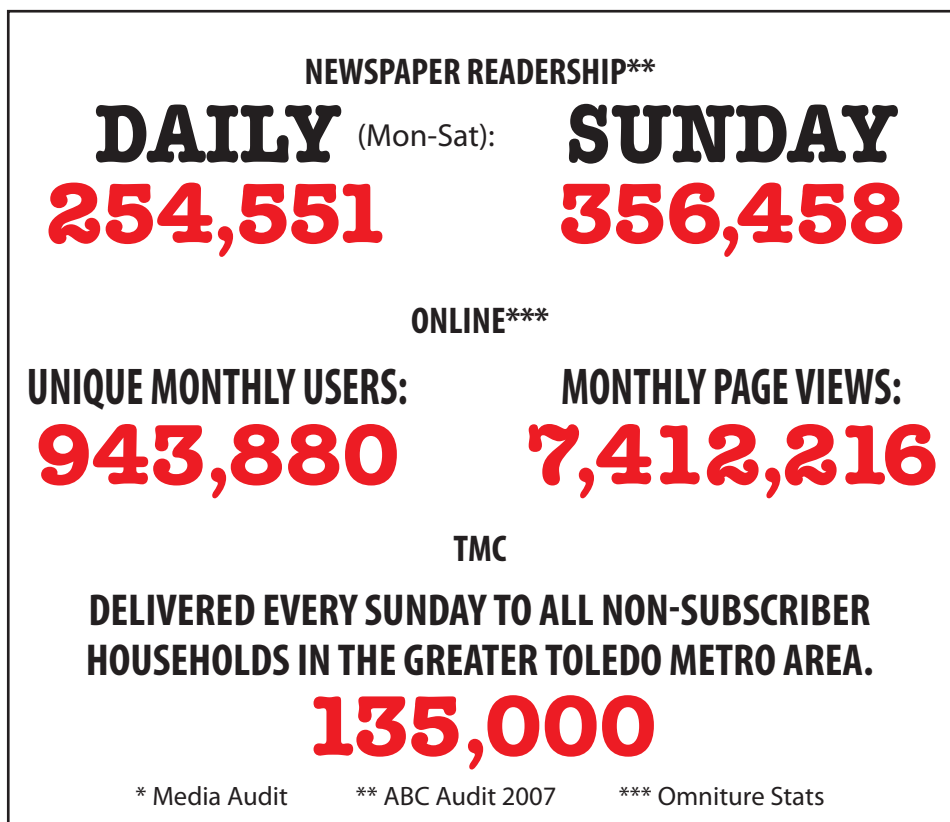
**a. Sunday/Monday Combo Rates**—Run any size ad on Sunday at contracted rates and repeat that same ad Monday and receive 50% off Monday ad. Cannot be combined with other insertions.

**b. ROP/Neighbors Combo Rates**—Run a full-run daily or Sunday ROP ad and repeat that same ad within 7 days in any Neighbors zone and receive 25% off first zone and 50% off additional zones. Neighbors rates are extended to Retail ROP contract advertisers at a crossover rate equal to their Retail ROP contract commitment. Neighbors' frequency discounts will not apply.

**c. Ad Flex Discounts**—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: full price, second insertion: 25%, third through sixth insertion: 50%.

On average every week, The Blade and toledoblade.com reach of all adults 18+ in the Newspaper Designated Market.\*

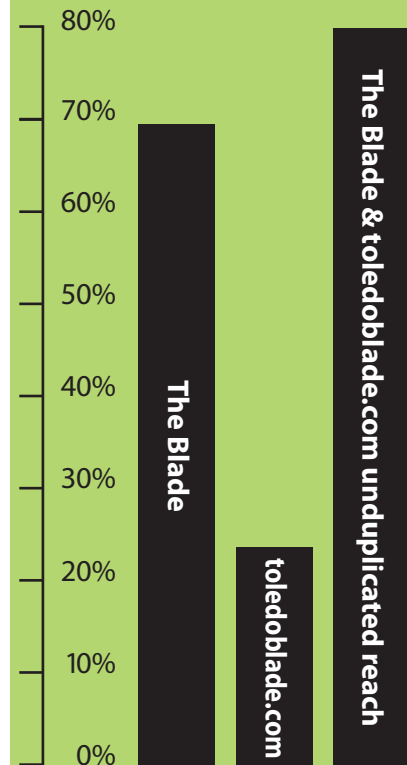
# 80%



This information represents combined unduplicated reach of The Blade and toledoblade.com over a week.

It is using the greater metro Toledo area and targeting households with \$55,000+ household income.

Source: 2006-2007 Media Audit



## Special Classifications and Rates

### Special Section Rates

Daily	\$60.00 column inch
Sunday	80.00 column inch

### Community Benefit rate

Daily	\$63.36 column inch
Sunday	83.12 column inch

Local Community Benefit Rate is available to local accounts meeting the following criteria:

- The entity must be a charitable local organization providing non-commercial services for the benefit of the local 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 promote an advocacy position.
- Merely being categorized as non-profit does not in itself qualify an organization for this rate

### Association Rates

Daily	\$70.09 column inch
Sunday	89.40 column inch

Advertising will be accepted from bona fide retail groups ONLY when it is the sole purpose to promote (*advertise*) the group as a whole. Association members must share unique common traits such as a location or business type. A single billing shall be sent to the promotion manager of said group. No brokered advertising will be accepted.

### Co-op Action Plan

Daily	\$80.85 column inch
Sunday	105.71 column inch

The Blade will bill each participating retailer for its 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.

### Government/Education Rate

Daily	\$64.96 column inch
Sunday	85.01 column inch

### Adult Oriented Advertising

We accept adult entertainment advertising. This category includes show bars, night clubs, cabarets, gentlemen's clubs, massage parlors, escort services, adult themed television programming and adult rated movie theaters. Copy and art restrictions apply. Rates available on request.

### Position

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

Web Advertising, Direct to Customer Advertising or 1-800 numbers are subject to National rates.

### Peach Weekender

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

### Sunday Blade Color Comics

Full page	10.5" x 19-7/8"	\$10,564
1/2 page	10.5" x 9-3/4"	5,361
1/3 page	10.5" x 6-3/8"	3,662
1/6 page	10.5" x 3"	1,902

Available in 4-color. Color separations not included.

### Sunday Comic Press Insert Program

Separate freestanding sections, standard or tabloid form printed in 4-color. Color separations not included.

2 page standard	\$74 CPM
4 page standard	129 CPM
6 page standard	192 CPM
8 page standard	245 CPM
10 page standard	305 CPM

### Sunday Blade Comics

Frequency	Discount
6x per year	3%
12x per year	6%
24x per year	9%
36x per year	12%
48x per year	15%

### Spadea

2 page wrap, CPM	\$75.97
1 page, gatefold, CPM	42.75

Frequency Discounts Annually; same as Comics (m.)

### Comics Copy Deadline

Six weeks preceding publication date. Reservations and cancellations six weeks in advance. For full page, the advertiser must furnish complete color proofs. If the advertisement is less than full page in size, which must be combined with a comic to make up a full page, cost of these full-page engravings is to be paid by the advertiser.

## Color Rates

	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

Ads up to 5"	\$70
Ads 5.25" to 12"	\$115

Based on availability. No frequency discounts applicable. Color choice may be preempted without notice. Also applicable to Neighbors

### 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

Signed color contract required.

## Internet Advertising Opportunities

Included in your 2009 rate is the benefit of having your display ad online. The ad will appear the same day within the Shopper's Advantage, which can be accessed through toledoblade.com. Your display ad is presented just as it is in print with full graphics, color and text.

The Blade offers many different online advertising options. For more information, or to obtain Internet advertising rates and Retail Column Measurements

## Retail Preprint Rates

### Full Run Preprint Rates

Card		CPM 1X	CPM 6X	CPM 12X	CPM 18X	CPM 24X	CPM 36X	CPM 48X	CPM 76X	CPM 90X	CPM 100X	CPM 105X
<b>Standard</b>	<b>Tabloid</b>	\$41.00	\$40.00	\$39.00	\$38.00	\$36.00	\$35.00	\$34.00	\$33.00	\$32.00	\$32.00	\$32.00
2 Pages	4 Pages	\$53.00	\$51.00	\$50.00	\$48.00	\$46.00	\$45.00	\$44.00	\$43.00	\$40.00	\$38.00	\$36.00
3 Pages	6 Pages	56.50	54.50	53.50	52.00	49.50	48.50	47.50	46.00	43.50	41.50	39.50
4 Pages	8 Pages	60.00	58.00	57.00	56.00	53.00	52.00	51.00	49.00	47.00	45.00	43.00
5 Pages	10 Pages	63.50	61.50	60.00	59.00	56.00	54.50	53.00	51.00	49.00	47.00	45.00
6 Pages	12 Pages	67.00	65.00	63.00	62.00	59.00	57.00	55.00	53.00	51.00	49.00	47.00
7 Pages	14 Pages	71.00	68.00	66.00	65.00	61.50	60.00	58.00	56.00	53.50	51.00	48.50
8 Pages	16 Pages	75.00	71.00	69.00	68.00	64.00	63.00	61.00	59.00	56.00	53.00	50.00
9 Pages	18 Pages	79.00	74.00	72.00	71.00	66.50	65.00	63.00	61.00	58.00	55.00	52.00
10 Pages	20 Pages	83.00	77.00	75.00	74.00	69.00	67.00	65.00	63.00	60.00	57.00	54.00
11 Pages	22 Pages	85.50	79.00	76.50	75.50	70.50	69.00	67.00	64.50	61.50	58.50	55.50
12 Pages	24 Pages	88.00	81.00	78.00	77.00	72.00	71.00	69.00	66.00	63.00	60.00	57.00
13 Pages	26 Pages	90.00	85.00	81.50	80.00	74.00	72.50	70.50	68.00	64.50	61.50	59.00
14 Pages	28 Pages	92.00	89.00	85.00	83.00	76.00	74.00	72.00	70.00	66.00	63.00	61.00
15 Pages	30 Pages	93.50	90.00	87.00	85.00	77.50	75.00	73.00	71.00	68.00	65.50	63.50
16 Pages	32 Pages	95.00	91.00	89.00	87.00	79.00	76.00	74.00	72.00	70.00	68.00	66.00
17 Pages	34 Pages	96.50	92.50	90.50	88.50	81.00	77.50	75.50	73.50	71.50	69.50	67.50
18 Pages	36 Pages	98.00	94.00	92.00	90.00	83.00	79.00	77.00	75.00	73.00	71.00	69.00

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

### Preprint Measurement Flexi Sections

Any section up to and including 80 square inches is called a flexi section or mini tab. Two pages in a flexi section will be billed as one tabloid page. Sections larger than 80 square inches up to and including 151.5 square inches will be billed as a tabloid section.

**Zone charges Daily or Sunday:** \$5 per thousand

### Rates/Quantities

Rates are based on the number of pages in the preprint and the quantity distributed. Frequency contracts available. Quantities may also vary based on time of distribution. The number of daily custom zones is limited and offered on a first reservation basis. The minimum quantity for daily circulation is 20,000 and 50,000 for Sunday and TMC. Zoned distribution areas may be selected by zip codes. Preprints are not accepted on Memorial Day, July 4th or Labor Day.

## 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.

### Preprint Reservations/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.

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.

## Leaderboard 728 x 90

**Skyscraper**  
160 x 600

**Medium Rectangle**  
300 x 250

**Rectangle**  
180 x 150

### DEADLINES

Orders and printing materials should be received in advance of publication date according to the following schedule: Creative should be submitted 5 days prior to publication. Rich Media creative requires 3 business days from receipt of approval and ad order to appear online. Rich Media that is agency submitted requires 1 business day to appear online.

## GRAB AND GO PRICING

*30 Day Run-of-Site Online Bulk Rates*

### Skyscraper

\$450 – 25,000 impressions ROS  
\$1,000 – 55,000 impressions ROS  
\$1,400 – 100,000 impressions ROS  
\$2,600 – 200,000 impressions ROS

### Leaderboard

\$375 – 25,000 impressions ROS  
\$770 – 55,000 impressions ROS  
\$1,200 – 100,000 impressions ROS  
\$2,200 – 200,000 impressions ROS

### Medium Rectangle

\$375 – 25,000 impressions ROS  
\$770 – 55,000 impressions ROS  
\$1,200 – 100,000 impressions ROS  
\$2,200 – 200,000 impressions ROS

### Rectangle

\$275 – 25,000 impressions ROS  
\$550 – 55,000 impressions ROS  
\$900 – 100,000 impressions ROS  
\$1,800 – 200,000 impressions ROS

- All online ads include initial design artwork, run of site delivery schedule and click-to-call\* – online call-back technology.
- Impressions can be delivered by day, week or month depending upon availability.
- The above are trafficked with Double-Click DART tags. Ad links to Web URL of your choice. Advertising creative is available at no additional charge with paid ad schedule.

*\* Click-to-call allows online users to receive a free call to the phone number entered into the interactive text box inserted into the advertisement (above). The call is then sent from the users phone directly to the advertiser. Provides a "Call to Action" for the online user to contact the advertiser immediately.*

### Contact your Blade representative or call:

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

**THE BLADE**  
**toledoblade.com**

541 N. Superior St.  
Toledo, OH 43660  
[www.toledoblade.com](http://www.toledoblade.com)

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