



THE BLADE

541 N. SUPERIOR STREET • TOLEDO, OHIO 43660

Personnel

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Personnel

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 company shall not be liable for errors or omissions or the failure to run or deliver an ordered advertisement or for any losses or decreased profits sustained by the advertiser on any sale made because of such errors, nor for any damages resulting from any such failures, errors, or omissions. It shall be the responsibility of the advertiser to notify the company of any error or omission. The company will not be responsible for more than one correctional publication on advertisements ordered for more than one insertion.
- g. 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.
- h. All considerations for billing adjustments are limited to 30 days from original invoice.
- i. Special Holidays are New Year's, 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.*)

- j. 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.
- k. The Blade deals directly and individually with its local advertisers and does not accept local brokered advertising.
- l. Advertisements with only toll free telephone numbers, internet addresses and mail order will be billed at National Rates.
- m. 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 RTZ is listed on the ad in addition to locations outside the RTZ, Retail Rates would prevail.
- n. Classified Advertising is prepaid unless contract provisions are made.

Black and White Rates

Contract Rates

	Daily		Sunday	
	Per Line	Per Inch	Per Line	Per Inch
15-Line Weekly	\$ 4.78	\$ 78.65	\$ 6.35	\$104.62

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.

Yearly Bulk	Daily Column		Sunday Column	
	Per Line	Per Inch	Per Line	Per Inch
Open	\$ 8.35	\$137.45	\$10.64	\$175.18
700 lines	5.43	89.43	7.23	119.07
3,500 lines	5.17	85.02	7.04	115.89
7,000 Lines	4.92	81.09	6.80	111.97
10,000 Lines	4.88	80.36	6.64	109.27
17,500 Lines	4.77	78.40	6.34	104.37
35,250 Lines	4.71	77.67	6.31	103.89
70,500 Lines	4.60	75.71	6.14	101.19
105,850 Lines	4.56	74.97	6.11	100.70

Government Rates

	Daily Column		Sunday Column	
	Per Line	Per Inch	Per Line	Per Inch
	\$ 4.56	\$ 74.97	\$ 6.11	\$100.70

Classified Rates 2012

Effective January 30, 2012 • Number 150

Legal Rates

Daily Column		Sunday Column	
Per Line	Per Inch	Per Line	Per Inch
\$ 9.74	\$136.47	\$12.18	\$170.52

Classified National Rates (Gross)

Daily Column		Sunday Column	
Per Line	Per Inch	Per Line	Per Inch
\$ 10.88	\$179.10	\$14.34	\$236.11

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 the 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

Sunday/Monday Combo Discount

Run any size ad on Sunday at contracted rates and repeat the same ad the following Monday and receive a 50% discount.

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.

Saturday Church directory, Political, Community Service and Adult Oriented Business rates are available upon request.

Color Rates

	One Color	63" or less	Two Color	63" or less	Three Color	63" or less
Daily	\$1,100	\$ 925	\$1,500	\$1,300	\$1,950	\$1,650
Sunday	1,250	1,050	1,750	1,450	2,100	1,750

Mini Color Rates (when available)

Ads up to 8"	\$ 75.00
Ads 8.25" to 12"	120.00

Color Frequency 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

- 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 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.
- 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.

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 4:30 p.m.

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"	21.00

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

541 N. Superior St.

Toledo, OH 43660

www.toledoblade.com

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