



THE BLADE

541 N. SUPERIOR STREET • TOLEDO, OHIO 43660

Retail Rates
2012

Effective January 30, 2012 • Number 150

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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 ordered 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.

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"	9.75

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

Level	Daily Column Inch	Sunday/Holiday Column Inch
Open	\$ 77.47	\$ 98.82
31"	71.13	92.23
63"	70.52	91.56
126"	69.89	90.93
200"	68.86	90.01
400"	68.22	89.26
800"	67.35	88.92
1,600"	66.65	88.19
3,000"	66.24	86.82
6,000"	65.45	85.84
12,000"	64.65	84.91
25,000"	63.02	82.93
50,000"	62.56	82.83
90,000"	61.30	81.39
110,000"	60.96	81.09
130,000"	60.46	80.51

Color Rates

	One Color	63" or less	Two Color	63" or less	Three Color	63" or less
Daily	\$1,100.00	\$ 925.00	\$1,500.00	\$1,300.00	\$1,950.00	\$1,650.00
Sunday	1,250.00	1,050.00	1,750.00	1,450.00	2,100.00	1,750.00

Mini Color Rates

Ads up to 5"	75.00
Ads 5.25" to 12"	120.00

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.

Special Sections Rates

Daily	\$63.00 column inch
Sunday	84.00 column inch

Community Benefit Rate

Daily	\$66.53 column inch
Sunday	87.28 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	\$73.59 column inch
Sunday	93.87 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	\$ 84.89 column inch
Sunday	111.00 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	\$68.21 column inch
Sunday	89.26 column inch

Retail Neighbors Rates

Neighbors Black and White Rates

Level	North/Michigan	East	South	West
Open	\$11.62	\$19.37	\$25.57	\$27.89
63"	10.52	17.63	23.27	25.39
126"	10.48	17.47	23.06	25.16
400"	10.33	17.22	22.72	24.79
800"	10.10	16.84	22.23	24.24
1,600"	10.00	16.66	22.00	23.99
3,000"	9.93	16.56	21.86	23.85
6,000"	9.82	16.36	21.60	23.56
Community Benefit	9.98	16.63	21.96	23.95
Government/Education	10.23	17.05	22.51	24.56
Shopping/Association	11.04	18.40	24.29	26.49

Frequency Discounts with signed Neighbor's Frequency contract:

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

- 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.

Neighbor's Color Rates

	1 Color	2 Color	3 Color
1 Zone	\$ 305	\$ 430	\$ 550
2 Zones	550	675	800
3 Zones	740	860	985
4 Zones	920	1,040	1,165

Neighbor's Mini Color Rates

Ads up to 5"	75.00
Ads 5.25" to 12"	120.00

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 bonafide 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.

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. Back page 20% 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.

Other Special Classifications and 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"	\$11,092
1/2 page	10.5" x 9-3/4"	5,629
1/3 page	10.5" x 6-3/8"	3,845
1/6 page	10.5" x 3"	1,997

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	\$ 76 CPM
4 page standard	131 CPM
6 page standard	194 CPM
8 page standard	247 CPM
10 page standard	307 CPM

Sunday Blade Comics

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	\$ 80 CPM
1 page, gatefold, CPM	45 CPM

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.

Frequency Contracts 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"	\$ 66/inch	\$ 61/inch	\$ 54/inch
Over 4" to 8"	61/inch	54/inch	48/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%.

Internet Advertising Opportunities

Included in your rate is the benefit of having your display ad online. The ad will appear the same day in the Blade's E-Edition, 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 online measurements contact a Blade representative.

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, Master Card and Discover) and "check by phone" accepted.

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

79%

NEWSPAPER READERSHIP**

DAILY (MON-SAT)

225,847

SUNDAY

316,282

ONLINE***

UNIQUE MONTHLY USERS

873,693

MONTHLY PAGE VIEWS

8,554,392

TMC

DELIVERED EVERY SUNDAY TO ALL NON-SUBSCRIBER HOUSEHOLDS IN THE GREATER TOLEDO METRO AREA.

873,693

*Media Audit

**ABC Audit 2010

***Omniure Stats

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: 2009-2010 Media Audit

