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# THE BLADE

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541 N. SUPERIOR STREET • TOLEDO, OHIO 43660

National Rates  
**2012**

Effective January 30, 2012 • Number 150

## Personnel

Chairman: Allan Block

Publisher and Editor-In-Chief: John Robinson Block

President & General Manager: Joseph H. Zerbey IV

Director of Sales and New Media: John Crisp

jcrisp@toledoblade.com 419-724-6279

Advertising Director: 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. 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.
- 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. 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. Erie County, which is not in the RTZ, receives a National Erie County (*Travel*) Rate.

- n. Any manufacturer or distributor, including any producer whose product or service is not directly sold to the consumer, will receive National rates.
- o. One product or brand that is sold at several dealer service locations will run at a National Co-op Rate.
- p. Ads from media will be billed at Retail Rates.
- q. Wireline communication ads will be billed at National Rates. Telecommunication ads with local dealer listings within our outside the 14 county RTZ will run at Retail Rates. Internet service providers located within the RTZ will be assessed Retail Rates.
- r. Advertisements with only toll-free telephone numbers, internet addresses and mail order will be billed at National Rates.
- s. Airlines, when advertising as stand-alone accounts, are National Travel Rate. When the service originates out of Toledo, Retail Rates apply.
- t. Casinos, when advertising as stand-alone accounts, are National.
- u. Local retail travel agencies will pay Retail Rates provided they advertise solely for their services or special packages unique to their agency. Travel agency advertising including national brands and/or packages that are funded directly or indirectly from a national travel company including but not limited to airlines, casinos or cruises will pay the National Travel Rates.
- v. Bus tour operators, tourism offices, convention and visitor bureaus, cruise lines, hotels, resorts, golf courses, tourist attractions and theme parks outside the RTZ will be eligible for the National Travel Rate.
- w. Energy suppliers will receive the National Rates.
- x. State and federal government agencies will receive the National government Rate.
- y. Any ad containing sponsorship logos or mentions national sponsors may be billed Retail Rates as long as the national sponsors or logos do not dominate the advertisement.
- z. Local free events and/or fundraisers placed by national corporations, will receive the National Community Service Rate.
- aa. Local free events and/or fundraisers placed by local corporations, as long as logos do not dominate the advertisement, will receive the Retail Community Service Rate.
- bb. Any advertiser with no permanent retail location, e.g., entertainment promoters (*a concert that comes to Toledo*), seminars, speakers and shows that come to Toledo, will be billed at the National Rates.

## 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

## National Black and White Rates

Level	Daily Column Inch	Sunday/Holiday Column Inch
Open (No contract rate)	\$141.62	\$188.10
Contract (Space discount) rates		
31"	138.80	184.34
63"	136.83	181.93
126"	134.85	179.52
252"	133.32	176.85
504"	130.38	174.29
756"	130.20	173.43
1,260"	129.40	173.34
1,638"	129.02	172.87

## Color Rates

	One Color	63" or less	Two Color	63" or less	Three Color	63" or less
Daily	\$1,341	\$1,120	\$1,887	\$1,573	\$2,372	\$1,979
Sunday	1,518	1,268	2,109	1,760	2,594	2,164

## Mini Color Rates

Ads up to 5"	\$ 88
Ads 5.25" to 12"	141

## National Neighbors Rates

Level	Michigan	East	South	West
Open	\$21.03	\$35.41	\$46.74	\$50.99
63"	20.53	34.21	45.15	49.26
126"	20.22	33.72	44.50	48.54
252"	20.00	33.33	44.00	48.00
504"	19.56	32.59	43.03	46.94
756"	19.53	32.55	42.97	46.87
1,260"	19.41	32.35	42.70	46.59
1,638"	19.35	32.26	42.58	46.45
Community Benefit	17.96	29.93	39.50	43.09
Government/ Education	18.39	30.64	40.44	44.11
Shopping/ Association	16.98	28.29	37.34	40.74

## Neighbor's Color Rates

	1 Color	2 Colors	3 Colors
1 Zone	\$ 361	\$ 506	\$ 651
2 Zones	650	796	939
3 Zones	869	1,090	1,156
4 Zones	1,084	1,227	1,373

## Sunday Blade Comics (4 Color)

	Page	2/3	1/2	1/3	1/6
1x	\$13,204	\$8,865	\$6,740	\$4,610	\$2,393
<b>Frequency discounts available with signed contract.</b>					
6x	(4% discount)				
13x	(5% discount)				
26x	(7% discount)				
39x	(9% discount)				
52x	(11% discount)				
2-Page Spadea-Wrap, CPM		\$112.04			
1-Page Gatefold, CPM		62.25			

## Multi-Insertion Frequency Discounts

Discounts apply to ROP weekly ads only (black and white with NO CHANGES). Discount sequence valid within a 7-day consecutive period. When a Sunday/Holiday insertion is involved, it will count as part of the sequential schedule but will not be discounted. For each 7-day ad series, at least one insertion shall be at non-discounted rates. Cannot be combined with other discounts. Discounts do not apply to scatter advertisements on the same day.

### Multi-Insertion Discounts (Pick-up rates)

1st Insertion	Contract Rate
2nd Insertion	15% Discount
3rd-7th Insertion	25% Discount

## Special Classifications and Rates

### Community Benefit/Special Section Rates

Daily	\$119.70
Sunday	157.50

Merely being categorized as a non-profit does not in itself qualify an organization for this rate. The charitable Community Service Rate is available to 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, otherwise political rates apply.

### Co-op Action Plan

Daily	\$113.16
Sunday	147.96

Billing: the Blade will bill participating retailers for their 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 Rates

Daily	\$122.54
Sunday	165.22

### Political Rates

Standard National rates apply to legal, political and advocacy advertising. All political advertising will be so marked over each column and is accepted on the basis of cash with order. Acceptance of political ads depends on approval of copy content. Ads are prepaid.

### Travel Rates

Daily	\$ 85.47
Sunday	111.80

### Best Travel Days

Sunday	Arts/Travel Section
Thursday	Peach Weekender

### Legal Rates

Daily	\$136.47
Sunday	170.52

### Ad Flex Discounts for Special Classification

To qualify an ad must be 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: first insertion - full price; second - 15%; third through seventh - 25%.

Guaranteed special page positions, 50% premium; guaranteed section request, 15% premium. Back page, 20% premium.

All Sunday editions of The Blade feature Travel, Arts & Entertainment, and Real Estate Sections. Throughout the year, additional special interest sections are available. A list of these promotions can be obtained from National Advertising.

Box Reply Service \$55 each box, \$90 for mailed replies.

Split Run ROP black and white available daily and Sunday. Minimum space 20 inches. \$500 additional.

### Thursday Peach Weekender Frequency Discount

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

Frequency discounts, except for 52x, do not require consecutive insertions and are applied to advertisers' earned contract rates.

## National Preprint Rates

	CPM	CPM	CPM	CPM	CPM	CPM	CPM
Tabloid	1X	3X	6X	12X	24X	36X	48X
2 Pages	\$ 54	\$ 54	\$ 54	\$ 54	\$ 52	\$ 48	\$ 47
4 Pages	57	57	55	55	52	48	47
6 Pages	67	66	66	61	61	57	54
8 Pages	76	75	74	72	70	64	62
10 Pages	82	81	80	79	75	69	67
12 Pages	89	87	86	85	81	73	71
14 Pages	96	95	94	93	86	79	75
16 Pages	103	102	101	99	93	83	81
18 Pages	108	107	106	105	99	87	85
20 Pages	114	113	112	110	104	95	91
24 Pages	125	124	123	121	114	104	101
28 Pages	129	128	127	125	117	107	104
32 pages	133	132	131	128	122	110	107
36 Pages	137	135	134	132	125	114	110

Single Sheets (*minimum 70 lb stock*):

Tip-on card or return envelope, additional charge of two pages.

Inserts of 20 or more pages billed at four-page increments.

For sections large than 18 standard/36 tabloid, add \$2.25 per thousand for each additional standard or four tabloid pages.

Inserts of 20 standard pages or more a 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 at two-page increments.

## 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. Jackets cannot be scheduled day specific, but within a 2 week window except for Sunday TMC. Ad message needs to remain live for up to 30 days.

## Preprint Reservation/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.

Early reservations are required for holidays. 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. Weekend deliveries may 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 are 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., Building A

(Access is from Water Street)

Toledo, OH 43604

419-241-2118

Delivery hours: Monday-Friday 8 a.m. - 5 p.m.

## 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

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Toledo, OH 43660

[www.toledoblade.com](http://www.toledoblade.com)

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