



1. Personnel

Publisher and Editor-In-Chief: John Robinson Block
General Manager: Joseph H. Zerbey IV
Director of Advertising: Jeri Norris
Advertising Manager: Fred Temby
Sales Development Manager: Sheldon Kowalski
Events Manager: Ron Shnyder

2. National Representatives

Landon Media Group
 805 Third Ave., New York, NY 10022
 212-826-1388
 Canadian Representatives
 American Publishers Representatives Limited
 41 Britain St., Toronto, Ontario M5A 1R7
 416-363-1388
 Metro-Puck Comics Network
 260 Madison Avenue, New York, NY 10016

3. Commission

Agency commission: 15%
 All agency advertising billed net.

4. Advertising Policy

- Thirty (30) days notice given of any rate revision.
- 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.
- The Blade reserves the right to add the word "Advertisement" above copy which simulates editorial content.
- 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.
- 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.
- 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.
- All considerations for billing adjustments are limited to 30 days from original invoice.
- 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.
- The Blade deals directly and individually with its local advertisers and does not accept local brokered advertising.

Skyscraper

Quantity	CPM rate
Up to 99,999	\$16
100,000 - 399,999	15
400,000 - 999,999	14
1,000,000 - 2,199,999	13
2,200,000 - 4,599,999	12
4,600,000 or greater	11

Unit Size	Weight Limit	Flash	Animation	Border
Pixels	.gif or .jpg			
160 x 600	20k	30k	15-second limit	None

Leaderboard

Quantity	CPM rate
Up to 99,999	\$13
100,000 - 399,999	12
400,000 - 999,999	11
1,000,000 - 2,199,999	10
2,200,000 - 4,599,999	9
4,600,000 or greater	8

Unit Size	Weight Limit	Flash	Animation	Border
Pixels	.gif or .jpg			
728 x 90	20k	30k	15-second limit	None

Medium Rectangle

Quantity	CPM rate
Up to 99,999	\$14
100,000 - 399,999	13
400,000 - 999,999	12
1,000,000 - 2,199,999	11
2,200,000 - 4,599,999	10
4,600,000 or greater	9

Unit Size	Weight Limit	Flash	Animation	Border
Pixels	.gif or .jpg			
300 x 250	20k	30k	15-second limit	None

Rectangle

Quantity	CPM rate
Up to 99,999	\$9
100,000 - 399,999	8
400,000 - 999,999	7
1,000,000 - 2,199,999	6
2,200,000 - 4,599,999	5
4,600,000 or greater	4

Unit Size	Weight Limit	Flash	Animation	Border
Pixels	.gif or .jpg			
180 x 150	15k	20k	15-second limit	None

The above are trafficked with DoubleClick DART tags. Ad links to Web URL of your choice. Advertising creative is available at no additional charge with paid ad schedule. All rates are gross. Agency commission is 15%, and agency advertising is billed net.

Micro Buttons

Section	Monthly	Contract	Duration
	3	6	12
Classified Automotive	\$280/mo.	\$245/mo.	\$210/mo.
Classified Employment	555/mo.	495/mo.	420/mo.
Classified Merchandise For Sale	420/mo.	370/mo.	315/mo.
Classified Notices	280/mo.	245/mo.	210/mo.
Classified Real Estate	280/mo.	245/mo.	210/mo.

Unit Size	Weight Limit	Animation	Border
Pixels	.gif or .jpg		
88 x 31	2k	5-second limit	None

Trafficked with SAXoTECH Pulicus ad tags. Ad links to Web URL of your choice. Advertising creative is available at no additional charge with paid ad schedule. All rates are gross. Agency commission is 15%, and agency advertising is billed net.

Email Newsletter

Ad Type	Monthly	Contract	Duration
	3	6	12
Leaderboard	\$130/mo.	\$105/mo.	\$80/mo.
Skyscraper	210/mo.	185/mo.	155/mo.
Text	105/mo.	80/mo.	55/mo.

Leaderboard and skyscraper ads are trafficked with DoubleClick DART tags and are published only on HTML newsletters. Standard mechanical specifications apply to leaderboard and skyscraper ads. Test ads are trafficked with SAXoTECH Pulicus ad tags and are published on both text and HTML newsletters. Text is limited to 150 characters plus link. Advertising creative is available at no additional charge with paid ad schedule. All rates are gross. Agency commission is 15%, and agency advertising is billed net.

Brick

Section	Monthly Rate
Latest News	\$2,800
Home	2,700
Jobs	2,100
Obituaries	1,500
Sports	1,200
Business	500
Opinion	500
Columnists	500
Arts/Entertainment	500
Archives/Search	400
General	400
Real Estate	300
Daily Log	300
Autos	200
Weather	150
TV Listings	150
Movie Showtimes	100
Horoscopes	100
All other sections	50

Unit Size	Weight Limit	Flash	Animation	Border
Pixels	.gif or .jpg			
160 x 60	5k	n/a	5-second limit	None

Trafficked with SAXoTECH Pulicus ad tags. Ad links to Web URL of your choice. Advertising creative is available at no additional charge with paid ad schedule. All rates are gross. Agency commission is 15%, and agency advertising is billed net.

13. Contract and Copy Regulations

- A signed contract must be on file in The Blade office before contract rates will be applicable. The terms of the contract may not be altered by oral agreement. Cancellation of contract is requested in writing. Advertising space run prior to signing of a valid new contract will be discounted at the contract rate for a maximum of 30 days prior to the new contract signing.
- Advertisers signing contracts will be billed at the appropriate discount rate and re-billed at higher rate if contract is not fulfilled, or given a space rebate if lower rate is earned. Rebates will be limited to two (2) contract levels. Rebates will be credited for advertising space only. No monetary refunds.
- Advertiser and advertising agency agree that The Toledo Blade Company shall be under no liability whatsoever by reason of any error for which we may be responsible, in any advertisement, beyond the cost of the space actually occupied by the error.
- In the event of flood, fire, strike or other emergencies which prevent the fulfillment of the contract, the contract shall be suspended by agreement and neither the publisher nor the advertiser held liable in damages.
- Retail rates apply only to advertisers with permanent retail establishments within the Toledo ABC Retail Trading Zone, offering merchandise or services directly to the consumer. Otherwise general rates will apply. Space contracted for must be used within one year, except frequency space, which must be used, as stated in the contract.
- All advertising is accepted under terms and conditions of The Toledo Blade Company, publishers of The Blade, as stated on The Blade advertising contract. For non-contract advertisers, copies of the terms and conditions are available on request and will apply to that non-contract advertising as well. By submitting an advertisement for publication, the advertiser accepts all terms and conditions set forth in this rate card.
- Any adjustments in billing are limited to those received within 30 days of original invoice.
- Credits/make-good adjustments will not be given, if ad materials are not submitted to correct mechanical/electronic specifications.

14. Deadlines

- Orders and printing materials should be received in advance of publication date according to the following schedule:
- Creative required: five business days in advance of publication
 - Rich media creative required: three business days in advance of publication
 - Creative provided: one business day in advance of publication

16. Special Classifications/Rates

a. toledoblade.com/jobs

Print to Online Options

Recruitment ads published in The Blade and on toledoblade.com/jobs

Job Posting—Automatically included

Post a job on toledoblade.com/jobs for 7-days with your scheduled display or liner ad in The Blade.

Feature Job—\$69 each, add-on to Posting Online “Top Jobs” posting adding exposure with promotion for 7 days in a rotating skyscraper ad to the right of the marketplace rail on toledoblade.com content pages, helping advertisers reach the passive job seeker. Plus—we’ll make the online posting stand out from the crowd with a colored background.

Online-Only Options

Job Posting

\$99 each

\$247 3-job pack

\$396 5-job pack

All postings are for seven days.

Featured Job \$69 each, add-on to posting

A seven-day rotating “skyscraper” ad to the right of the marketplace rail on the toledoblade.com content pages. Colored background.

Company Profile

\$99 per month

A personalized feature providing details about your company and a direct link to your corporate Web site. The profile includes your company’s address and contact information, a company overview and lists all the online-only positions currently available. Links to your profile in both the search results and individual job listing pages.

Featured Employer

\$99 per month, add-on to profile.

Receive priority placement and recognition on the company profile pages with enhancement making your company stand out on our pages.

Resume Searching

\$299 per month

Receive 24-hour access to The Blade’s database of local candidates.

Auto Posting

\$999 per month

Automatic updates of job postings from your Web site.

Qualifying Questions

\$49, add-on to posting.

A series of questions to gauge candidate suitability.

Internet Options Package Pricing

The Emerald \$1,599 per month

Company Profile

Featured Employer

Unlimited Job Postings

Unlimited Resume Searching

15 Featured Jobs

Auto Posting

Qualifying Questions

The Ruby \$1,199 per month

Company Profile

Featured Employer

15 Job Postings

Unlimited Resume Searching

5 Featured Jobs

The Sapphire \$499 per month

Company Profile

5 Job Postings

Unlimited Resume Searching

Additional contract discounts:

6-month contract 10% discount

12-month contract 15% discount

b. toledoblade.com/homes

Online Broker Boxes

130 x 75 pixels,

7.5K max file size,

no animation.

Note: Brokers must have IDX or compatible Web sites to participate. This option is online only and sold independent of any modular or lineage contract and integrated into DVC packages, as appropriate. A maximum of six Broker Boxes are available for purchase.

toledoblade.com Broker Boxes

DVC Commitment	Monthly Rate
\$75,000	\$500
50,000	525
30,000	550
15,000	575
3,500	600
or less	

toledoblade.com Mechanical Specifications

Skyscraper

160 x 600 pixels,

20K max file size,

15-second animation

Leaderboard

728 x 90 pixels,

20K max file size,

15-second animation

Medium Rectangle

300 x 250 pixels,

20K max file size,

15-second animation

Rectangle

180 x 150 pixels,

20K max file size,

15-second animation

Featured Home Banner

414 x 102 pixels,

20K max file size,

15-second animation

c. Add toledoblade.com/CARS

Ask your auto representative for details.

Featured Dealer Package \$1,499

Select Dealer Package \$999

Pre-owned Dealer Package \$499

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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www.toledoblade.com

The Blade is represented nationally by Landon Media Group.

