

PRINT PLUS

2008 rates



THE BLADE
toledoblade.com

Effective January 1, 2008

Emphasize Your Message With Print Plus in The Blade!

- The Blade reaches 63% of homes in the Toledo market with a household income of \$50,000+.*
- 76% of Toledo working women read The Blade regularly.*

Reach 75% of market adults with your Sunday newspaper and toledoblade.com!*

* Source: Media Audit, 2007

The Blade readers look for coupon savings. As the numbers above show, readers know that their Blade subscription can save them money on the things they buy every day – not simply groceries, but retail items and services as well. Print Plus is an eye-catching way to target your audience. Your Print Plus is a free-standing insert in The Blade that features only your products and services – in full color. Choose the amount you wish to distribute, and we'll do the rest!

2008 Specs and Pricing

- Full-page, two-sided advertising piece
- 60# enamel paper available
- Minimum order of 5,000, order in 5,000 piece increments
- Camera-ready art needed 21 days prior to run date
- Design services included
- Submit artwork using Blade FTP site:
<http://advertising.toledoblade.com/>
Username: easy Password: upload

Image Sizes

Non-bleed: 8" x 10 1/2"

Trim Size: 8 1/4" x 11 1/4"

Bleed: 8 1/2" x 11 1/8"

Trim Size: 8 1/4" x 10 7/8"

Print Plus Basic

Format: Single Sheet

Color: 2 colors on one side or 1 color on each side

Size: 8 1/2" x 11"

Image Area: No Bleed

Paper Stock: 70# Offset, white paper only

Insert Days: Wed., Thurs., Fri. and Sun. TMC (Based on availability)

Deadline: 21 days prior to run date (Space and copy)

Quantity

Cost Per Thousand (CPM) (Includes design, printing and insertion.)

5,000-15,000 \$70

15,001-30,000 65

30,001-60,000 55

60,001-105,000 47

105,001-245,000 46

245,001 or more (Contact your Blade sales representative.)

Print Plus Professional

Format: Single Sheet

Color: 4 colors on each side

Size: 8 1/2" x 11"

Image Area: Bleed or No Bleed

Paper Stock: 60# Enamel

Insert Days: Wed., Thurs., Fri. and Sun. TMC (Based on availability)

Deadline: 21 days prior to run date (Space and copy)

Quantity

Cost Per Thousand (CPM) (Includes design, printing and insertion.)

5,000-15,000 \$105

15,001-30,000 88

30,001-60,000 70

60,001-105,000 58

105,001-245,000 56

245,001 or more (Contact your Blade sales representative.)

Over Runs

\$20 per thousand discount on over runs.

Creative Services

Our award-winning creative team will write ad copy and design a layout for your consideration.

Ad Co-op

If co-op is possible, our computerized recovery system can help locate available funds to cover as much as 50 to 100 percent of your advertising investment.

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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The Blade is represented nationally by Landon Media Group.