

**b. Homes Prime Advertising Positions & Features**

**Homes Cover**

**Skybox**

- 2 Classified columns x 1.5" depth
- Online Rectangle

**Cover RH Strip**

- 2 classified columns x 6" depth
- Online Skyscraper

**Bottom Banner**

- 8 Classified columns x 2" depth
- Leaderboard

**Real Estate Transfers**

- Island Position + Online Rectangle
- Black & White
- 2 Classified columns x 3 1/2" depth
- 4 x 1.25 by availability only

**Featured Home Sidebar**

- 3 Classified columns x 11 1/2" depth
- Online Featured Home Banner

**Prime Position Pricing Guide** (Premium ads include color excluding Transfer Island position.)

**Frequency Levels**

	52x	26x	13x	6x	Open
Sky Box	\$187	\$ 219	\$ 244	\$ 296	\$ 322
RH Strip	\$365	\$ 658	\$ 755	\$ 901	\$ 974
Bottom Banner	\$538	\$ 711	\$ 841	\$ 988	\$1,061
Feature RH Strip	\$844	\$1,217	\$1,497	\$1,723	\$1,836
Transfers Island	\$228	\$ 282	\$ 322	\$ 385	\$ 417

**c. Open House Grid**

**Open House Listing**

This feature for real estate agents only.

Listing Only (Liner) \$25

**d. Classified In-Column Photos**

- Black & White
- 20 lines includes text & photo
- Each additional line: \$5.74.

\$125 for 6 days

Two consecutive Friday-Saturday-Sunday runs, includes Open House listing in Friday HOMES.

**e. Apartment Guide**

**Listings**

Include your complex name and a contact phone number.

\$19.95 per week

52x=25% discount

26x=10% discount

**f. Agents' Choice & Builders' Best**

Ads include a photo of the agent, property and a description of its features, as well as contact information.

- Black & White
- 2 Classified columns x 2" depth

Cost: \$75 each or \$110 for Friday/Sunday combo

**g. Community Locator Map**

**New Construction Showcase**

Includes company name and subdivision.

\$25

**h. Sunday Welcome Home ONLY Modular Rates**

These rates apply to the Sunday Welcome Home section only.

**Full Color or Spot Color Modular Ad Size Pricing**

	52x	26x	13x	6x	Open
Full Page + Skyscraper	\$4,644	\$6,503	\$7,897	\$8,825	\$9,291
Half Page + Leaderboard	\$2,437	\$3,413	\$4,145	\$4,632	\$4,877
Quarter Page + Rectangle	\$1,270	\$1,778	\$2,159	\$2,413	\$2,540
Eighth Page + Rectangle	\$ 863	\$1,208	\$1,468	\$1,641	\$1,727

**Black and White Modular Ad Size Pricing**

	52x	26x	13x	6x	Open
Full Page + Skyscraper	\$3,780	\$5,290	\$6,426	\$7,181	\$7,558
Half Page + Leaderboard	\$1,919	\$2,688	\$3,264	\$3,646	\$3,839
Quarter Page + Rectangle	\$1,054	\$1,476	\$1,792	\$2,002	\$2,107
Eighth Page + Rectangle	\$ 746	\$1,046	\$1,269	\$1,418	\$1,491

**i. Internet Options**

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**

	12 Month	8 Month	6 Month	3 Month	Open
*Consecutive months	\$400	\$525	\$550	\$575	\$600

**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

**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  
**Retail Advertising** 419/724-6350  
**Classified Advertising** 419/724-6500  
**Toll Free** 1/800/232-7253

**THE BLADE**

541 N. Superior St.

Toledo, OH 43660

www.toledoblade.com

*The Blade is represented nationally by Landon Media Group.*



## Real Estate/HOMES Advertiser Criteria

Advertiser acknowledges that this rate card, and the program under which it is entered into, is designed and intended for use only by (i) developers of residential single family and multi-family real estate and office, retail, commercial and light-heavy-industrial real estate, (ii) licensed real estate brokers, agencies and agents, (iii) real estate broker, agency and agent associations and (iv) home builders and home remodeler associations and/or general contractors, subcontractors, material suppliers and laborers, and/or retailers marketing home-related products and services.

### 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  
**National Advertising Manager:** Kelly Schroder  
**Sales Development Manager:** Sheldon Kowalski  
**Events Manager:** Ron Shnider

### 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.
- Special Holidays are New Year's, Memorial Day, July 4th, Labor Day, Thanksgiving Day, and Christmas. The Blade delivers additional papers based on Sunday home delivery. On those holidays, Sunday ROP rates are charged. (Preprints are not accepted on Memorial Day, July 4th or Labor Day.)
- 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.

### 5. Black and White Rates

#### Contract Rates

All classified liner ads are published in The Blade and on toledoblade.com. Display ads will include a \$55 processing fee.

	Daily		Sunday	
	Per Line	Per Inch	Per Line	Per Inch
21-line Weekly (52 weeks)	\$3.21	\$44.94	\$4.27	\$59.78

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 21-line weekly commitment is due.

	Daily		Sunday	
	Per Line	Per Inch	Per Line	Per Inch
Yearly Bulk Open Rate	\$5.61	\$78.54	\$7.15	\$100.10
1,000 lines	\$3.65	\$51.10	\$4.86	\$68.04
5,000 lines	\$3.47	\$48.58	\$4.73	\$66.22
10,000 lines	\$3.31	\$46.34	\$4.57	\$63.98
15,000 lines	\$3.28	\$45.92	\$4.46	\$62.44
25,000 lines	\$3.20	\$44.80	\$4.26	\$59.64
50,000 lines	\$3.17	\$44.38	\$4.24	\$59.36
100,000 lines	\$3.09	\$43.26	\$4.13	\$57.82
150,000 lines	\$3.06	\$42.84	\$4.11	\$57.54
250,000 lines	\$2.95	\$41.30	\$3.97	\$55.58

### 14. 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 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.

#### Real Estate Classified Edition Deadlines for display ads

Monday	Thursday at 4 p.m.
Tuesday	Friday at 4 p.m.
Wednesday	Friday at 4 p.m.
Thursday	Monday at 4 p.m.
Friday/Homes	Tuesday at 4 p.m.
Saturday	Wednesday at 4 p.m.
Sunday Welcome Home	Tuesday at 4 p.m.

### 15. Mechanical Specifications

#### Classified Column Widths

Column Widths	Inches (fractions)	Inches (decimals)	Picas/Points
1 column	1 1/6	1.1	6/7.2
2 columns	2 1/4	2.269	13/7.4
3 columns	3 7/16	4.608	20/7.6
4 columns	4 9/16	5.778	27/7.8
5 columns	5 3/4	6.947	34/8.0
6 columns	6 15/16	8.117	41/8.2
7 columns	8 1/6	9.286	48/8.4
8 columns	9 1/4	10.456	55/8.6
9 columns	10 7/16	11.625	62/8.8
10 columns	11 5/8	12.9375	69/9.0
Double Truck Tab	20 15/16	24.125	125/7.5
Double Truck Standard	24 1/8		144/0
Full-length ads Tab	11 1/2		
Full-length ads Standard	21		

#### Homes Modular Advertising Sizes (Classified measure)

Full Page	8 columns x 11.5" deep
Half Page Horizontal	8 columns x 5.69" deep
Half Page Vertical	4 columns x 11.5" deep
Quarter Page	4 columns x 5.69" deep
Quarter Page Vertical	2 columns x 11.5" deep
Eighth Page	2 columns x 5.69" deep

#### Sunday Welcome Home Modular Advertising Sizes

Full Page	10 columns x 21" deep
Half Page Horizontal	10 columns x 10.25" deep
Half Page Vertical	5 columns x 21" deep
Quarter Page	5 columns x 10.25" deep
Eighth Page Vertical	2 columns x 5.69" deep
Eighth Page Horizontal	4 columns x 6.5" deep

### 16. Special Classifications/Rates

#### a. Friday Homes

#### Modular Advertising Rates & Information

#### Full Color or Spot Color Modular Ad Size Pricing

	52x	26x	13x	6x	Open
Full Page	\$2,330	\$2,992	\$3,490	\$3,902	\$4,108
Half Page	\$1,238	\$1,569	\$1,818	\$2,044	\$2,157
Quarter Page	\$ 696	\$ 862	\$ 986	\$1,121	\$1,188
Eighth Page	\$ 381	\$ 463	\$ 525	\$ 602	\$ 640

#### Black and White Modular Ad Size Pricing

	52x	26x	13x	6x	Open
Full Page	\$1,536	\$2,198	\$2,696	\$3,108	\$3,314
Half Page	\$ 838	\$1,169	\$1,418	\$1,644	\$1,757
Quarter Page	\$ 496	\$ 662	\$ 786	\$ 921	\$ 988
Eighth Page	\$ 280	\$ 362	\$ 424	\$ 501	\$ 539

#### Sunday Repeat Rates For Ads of the Same Size

These rates are to be used for modular ads repeated from Friday to Sunday in the same size.

#### Color Modular Ad Size Pricing

	Size	52x	26x	13x	6x	Open
Full Page + Skyscraper	92"	\$1,335	\$1,868	\$2,268	\$2,536	\$2,669
Half Page + Leaderboard	45.5"	\$ 810	\$1,133	\$1,377	\$1,538	\$1,658
Quarter Page + Rectangle	22.75"	\$ 529	\$ 740	\$ 901	\$1,006	\$1,058
Eighth Page + Rectangle	11.125"	\$ 253	\$ 357	\$ 433	\$ 483	\$ 508

#### Black and White Modular Ad Size Pricing

	Size	52x	26x	13x	6x	Open
Full Page + Skyscraper	92"	\$1,097	\$1,534	\$1,864	\$2,084	\$2,194
Half Page + Leaderboard	45.5"	\$ 631	\$ 884	\$1,074	\$1,200	\$1,264
Quarter Page + Rectangle	22.75"	\$ 447	\$ 625	\$ 761	\$ 849	\$ 895
Eighth Page + Rectangle	11.125"	\$ 222	\$ 314	\$ 381	\$ 425	\$ 447