

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.

Personnel

Chairman: Allan Block

Publisher and Editor-In-Chief: John Robinson Block

President & General Manager: Joseph H. Zerbey IV

Director of Sales and Marketing: Philip F. Frebault
pfrebault@toledoblade.com 419-724-6491

New Media Director: John Crisp
jcrisp@toledoblade.com 419-724-6279

National/Major Accounts Manager: 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

National Representatives

Landon Media Group
805 Third Ave., New York, NY 10022
212-826-1388

Metro-Puck Comics Network
260 Madison Avenue, New York, NY 10016

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. 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.)

i. 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.

j. The Blade deals directly and individually with its local advertisers and does not accept local brokered advertising.

Deadlines - Classified

a. Daily - black and white. Orders and printing materials should be at The Blade three (3) days in advance of publication date.

b. 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.

c. 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.

d. Ads accepted beyond deadline subject to 10% surcharge. There will be no credit issued for errors in advertising, which was accepted beyond deadline.

e. 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. |

Mechanical Specifications

Classified Column Widths

| 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

Classified Broadsheet (6 columns) 10" wide X 21" deep

Classified Tabloid Page (6 columns) 10" x 9.75" deep

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 |
| 15-line Weekly | \$4.55 | \$74.90 | \$6.05 | \$99.64 |

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 15-line weekly commitment is due.

| | Daily | | Sunday | |
|---------------|----------|----------|----------|----------|
| | Per Line | Per Inch | Per Line | Per Inch |
| Yearly Bulk | | | | |
| Open Rate | \$7.95 | \$130.90 | \$10.13 | \$166.84 |
| 700 lines | 5.17 | 85.17 | 6.89 | 113.40 |
| 3,500 lines | 4.92 | 80.97 | 6.70 | 110.37 |
| 7,000 lines | 4.69 | 77.23 | 6.48 | 106.64 |
| 10,000 lines | 4.65 | 76.53 | 6.32 | 104.07 |
| 17,500 lines | 4.54 | 74.67 | 6.04 | 99.40 |
| 35,250 lines | 4.49 | 73.97 | 6.01 | 98.94 |
| 70,500 lines | 4.38 | 72.10 | 5.85 | 96.37 |
| 105,850 lines | 4.34 | 71.40 | 5.82 | 95.90 |
| 176,400 lines | 4.18 | 68.83 | 5.63 | 92.64 |

Sunday Welcome Home Modular Advertising Sizes

| | |
|------------------------|------------------------|
| Full Page | 6 columns x 21" deep |
| Half Page Horizontal | 6 columns x 10.5" deep |
| Half Page Vertical | 3 columns x 21" deep |
| Quarter Page | 3 columns x 10.5" deep |
| Eighth Page Vertical | 2 columns x 7.75" deep |
| Eighth Page Horizontal | 3 columns x 5.25" deep |

Full Color or Spot Color Modular Ad Size Pricing

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

Black and White Modular Ad Size Pricing

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

Miscellaneous Rates

a. Open House Grid

Open House Listing
Listing Only (Liner): \$25

b. Classified In-Column Photos

- Black & White
- 15 lines includes text & photo
- Each additional line: \$8.13.

\$125 for 6 days

Two consecutive Friday-Saturday-Sunday runs.

c. 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

d. 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

| | Open | 3 Month | 6 Month | 9 Month | 12 Month |
|--------------------|-------|---------|---------|---------|----------|
| Consecutive Months | \$600 | \$575 | \$550 | \$525 | \$400 |

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

It's Not Really "For Sale" Unless It's For Sale in HOMES.

The Blade reaches more potential homebuyers than any other real estate publication or marketing tool available in the area. When combined with toledoblade.com, The Blade reaches over 400,000 readers every week. Add Community Connections, and you reach an additional 147,000 homes of non-Blade subscribers who receive this free publication every Sunday. That's more – much more – than any other home-selling advertising publication in the region. More than a postcard mailing from a realtor. More than an open house. More than a "For Sale" sign on a lawn.

People Who Are Ready, Willing and Able to Buy!

In the core metro area, Blade real estate advertising reaches 73% of all homeowners. That includes:

- 61% of adults planning to buy a home in the next two years
- 77% of adults planning to buy a home in the next two years with household incomes of \$50,000+
- 74% of adults with household incomes of \$50,000+
- 68% of adults 18-24 • 65% of adults 25-44
- 76% of adults 44+ • 62% of renters
- 77% of adults with a home value of \$200,000

Source: 2006 Media Audit, Toledo Market Survey.

Friday Homes 2009 Rates

It's Not Really "For Sale"
Unless It's For Sale in HOMES.

The Blade reaches more potential homebuyers than any other real estate publication or marketing tool available in the area. When combined with toledoblade.com, The Blade reaches over 400,000 readers every week. Add Community Connections, and you reach an additional 147,000 homes of non-Blade subscribers who receive this free publication every Sunday. That's more – much more – than any other home-selling advertising publication in the region. More than a postcard mailing from a realtor. More than an open house. More than a "For Sale" sign on a lawn.

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In the core metro area, Blade real estate advertising reaches 73% of all homeowners. That includes:

- 61% of adults planning to buy a home in the next two years
- 77% of adults planning to buy a home in the next two years with household incomes of \$50,000+
- 74% of adults with household incomes of \$50,000+
- 68% of adults 18-24 • 65% of adults 25-44
- 76% of adults 44+ • 62% of renters
- 77% of adults with a home value of \$200,000

Source: 2006 Media Audit, Toledo Market Survey.

Friday Homes Tab

| Black and White | 63" or Less | Two Color | 63" or Less | Three Color | 63" or Less |
|-----------------|-------------|-----------|-------------|-------------|-------------|
| Daily | \$1055 | \$882 | \$1484 | \$1238 | \$1866 |
| Sunday | 1193 | 998 | 1659 | 1385 | 2039 |

Community Connections

| Black and White | 63" or Less | Two Color | 63" or Less | Three Color | 63" or Less |
|-----------------|-------------|-----------|-------------|-------------|-------------|
| Daily | \$1055 | \$882 | \$1484 | \$1238 | \$1866 |
| Sunday | 1193 | 998 | 1659 | 1385 | 2039 |

In order to advertise a display ad in Community Connections, it must be picked up from Friday Homes.

The above rates are to be used for modular ads repeated from Friday Homes to Community Connection, same size.

Sizing

Homes Modular Advertising Sizes (Classified measure)

| | |
|----------------------|------------------------|
| Full Page | 6 columns x 9.75" deep |
| Half Page Horizontal | 6 columns x 4.75" deep |
| Half Page Vertical | 3 columns x 9.75" deep |
| Quarter Page | 3 columns x 4.75" deep |
| Eighth Page | 3 columns x 2.25" deep |
| Sixteenth Page | 2 columns x 2.75" deep |

Contact your Blade representative or call:

| | |
|------------------|--------------|
| Thelma Haggard | 419/724-6358 |
| Connie Moore | 419/724-6441 |
| Linda Nusbaum | 419/724-6437 |
| Connie Zimmerman | 419/724-6415 |

Frequency Levels

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

a. Open House Grid

Open House Listing
This feature for real estate agents only.
Listing Only (Liner): \$25

b. 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.

c. 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

d. Community Locator Map

New Construction Showcase
Includes company name and subdivision.
\$25

Premium Ad Positions

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 2 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.)
See your representative for rates and terms.

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
toledoblade.com®

541 N. Superior St.
Toledo, OH 43660
www.toledoblade.com

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