

classified real estate 2010 rates



 **blademediagroup**
READERS. REACH. RESULTS.

Effective January 1, 2010 • Number 148

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

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jcrisp@toledoblade.com 419-724-6279

National/Major Accounts Manager: Michael Mori
mmori@toledoblade.com 419-724-6380

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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
- 17 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 \$100 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 437,000 readers every week. Add Community Connections, and you reach an additional 140,000 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 76% of all homeowners. That includes:

- 63% of adults planning to buy a home in the next two years
- 84% of homeowners planning to buy in the next two years
- 88% of adults planning to buy a home in the next two years with household incomes of \$50,000+
- 76% of adults with household incomes of \$50,000+
- 66% of adults 18-24 • 70% of adults 25-44
- 78% of adults 44+ • 59% of renters
- 84% of adults with a home value of \$200,000

Source: 2008 Media Audit, Toledo Market Survey.

Friday Homes Tab

Black and White	Open Rate	6X	13X	26X	48X
Full Page	\$1,174	\$1,057	\$998	\$939	\$881
1/2 Page	641	577	545	513	481
1/4 Page	379	341	322	303	284
1/8 Page	214	193	182	171	161
Full Color or Spot Color	Open Rate	6X	13X	26X	48X
Full Page	\$1,474	\$1,327	\$1,253	\$1,179	\$1,106
1/2 Page	901	811	766	721	676
1/4 Page	499	449	424	399	374
1/8 Page	284	256	241.50	227	213.50

Community Connections*

Black and White	Open Rate	6X	13X	26X	48X
Full Page	\$763	\$687	\$649	\$610	\$572
1/2 Page	417	375	354	334	313
1/4 Page	246	221	209	197	185
1/8 Page	139	125	118	111	104
Full Color or Spot Color	Open Rate	6X	13X	26X	48X
Full Page	\$938	\$862	\$824	\$785	\$747
1/2 Page	577	535	514	494	473
1/4 Page	316	291	279	267	255
1/8 Page	179	165	158	151	144

*In order to advertise a display ad in Community Connections, it must be picked up from Friday or Sunday 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
Tenth Page	2 columns x 2.75" deep

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
- 12 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 \$100 for Friday/Sunday combo

d. Community Locator Map

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

Premium Ad Positions

Skybox

- 1 column x 2" depth
- Online Rectangle

Cover RH Strip

- 1 column x 6" depth
- Online Skyscraper

Bottom Banner

- 6 columns x 2" depth
- Leaderboard

Real Estate Transfers

- Island Position + Online Rectangle
- Black & White
- 1 column x 2 1/2" depth
- 2 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:

Connie Moore	419/724-6441
Linda Nusbaum	419/724-6437
Connie Zimmerman	419/724-6415
National Advertising	419/724-6400
Classified Advertising	419/724-6500
Retail Advertising	419/724-6350
Toll Free	1/800/232-7253

blademediagroup
READERS. REACH. RESULTS.

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