

CHOOSE THE AD SIZE THAT FITS YOU BEST!

Full Page
9" x 11"

Vertical
Half Page
4.375" x 11"

Quarter Page
4.375" x 5.375"

Horizontal Half Page
9" x 5.375"

- Complete ad design, layout and proofing at no additional cost
- Digital and PDF files are also accepted. Ask your representative for details.

2010 Deadlines

INSERTION MONTH	INSERTION DATE	CLOSING DEADLINE FRIDAY AT 4 P.M.
January	Sun, Jan 3	Fri, Dec 11
February	Sun, Feb 7	Fri, Jan 15
March	Sun, Mar 7	Fri, Feb 12
April	Sun, Apr 4	Fri, Mar 12
May	Sun, May 2	Fri, Apr 2
June	Sun, June 6	Fri, May 7
July	Sun, July 4	Fri, June 4
August	Sun, Aug 1	Fri, July 2
September	Sun, Sept 5	Fri, Aug 6
October	Sun, Oct 3	Fri, Sept 3
November	Sun, Nov 7	Fri, Oct 8
December	Sun, Dec 5	Fri, Nov 5

To learn more about how your business can benefit from Snip & Save, call your Blade representative or Dave Barth at 419.724.6406

blademediagroup
READERS. REACH. RESULTS.

04/01/10

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2010 Rate Card

Snip & Save

toledoblade.com®



- Reach 221,978 households for less than 2¢ per household.
- Saturate the market or target from 1 - 4 zones.
- Enjoy the impact of full-color.
- Save money with FREE 4-color design services.
- Published monthly and delivered by carrier on the first Sunday of each month.
- Coupons available online at toledoblade.com for one month.
- Reach 3 Audiences with 1 Buy: Newspaper, Internet and Non-subscriber Households.

Target Your Message or Saturate the Market



TOTAL ALL ZONES: 221,978

NORTH ZONE

ZIP	TOWN
43602	Toledo
43604	Toledo
43608	Toledo
43610	Toledo
43611	Toledo
43612	Toledo
43613	Toledo
43620	Toledo
43624	Toledo
48133	Erie, MI
48140	Ida, MI
48144	Lambertville, MI
48145	LaSalle, MI
48157	Luna Pier, MI
48161	Monroe, MI
48182	Temperance, MI
49228	Blissfield, MI
49267	Ottawa Lake, MI
49270	Petersburg, MI
49276	Riga, MI

**TOTAL HOUSEHOLDS
69,025**

SOUTH ZONE

ZIP	TOWN
43402	Bowling Green
43403	Bowling Green
43522	Grand Rapids
43528	Holland
43537	Maumee
43542	Monclova
43551	Perrysburg
43558*	Swanton
43565	Tontogany
43566	Waterville
43571	Whitehouse
43609	Toledo
43614	Toledo
43615*	Toledo

**TOTAL HOUSEHOLDS
74,793**

WEST ZONE

ZIP	TOWN
43502	Archbold
43504	Berkey
43515	Delta
43521	Fayette
43533	Lyons
43540	Metamora
43553	Pettisville
43560	Sylvania
43567	Wauseon
43606	Toledo
43607	Toledo
43617	Toledo
43623	Toledo

**TOTAL HOUSEHOLDS
42,224**

EAST ZONE

ZIP	TOWN
43408	Clay Center
43412	Curtice
43416	Elmore
43430	Genoa
43432	Graytown
43443	Luckey
43445	Martin
43447	Millbury
43450	Pemberville
43460	Rossford
43463	Stoney Ridge
43465	Walbridge
43468	Williston
43469	Woodville
43605	Toledo
43616	Oregon
43618	Oregon
43619	Northwood

**TOTAL HOUSEHOLDS
35,936**

Smart Shoppers Snip & Save

It's true. Over 90% of consumers surveyed indicate they use coupons.* They use them to save money on a variety of items and services.

Nationally coupon users...

- Are 92.3% male and 95.7% female*
- Used by over 91.2% of all age groups*
- Used by 93.2% of those with incomes \$25k but less than \$50k; 92.9% of those with incomes \$50k but less than \$75k; 92.5% of those earning \$75k but less than 100k and 97.6% of those earning more than \$100k.*
- Used by 94.9% of those with some college or college grad and 94.9% of those with a post graduate degree.*

You can use Snip & Save coupons to

- Introduce a new product or service
- To maintain or increase market share
- Reduce your inventory
- Attract first-time customers

- Increase product awareness and to build your brand

Besides groceries here are some other top coupon categories:

- Pizza
- Fast food and inexpensive sit-down restaurants
- Auto maintenance services
- Beauty services
- Dry cleaning
- Carpet and upholstery cleaning
- Heating and air conditioning services
- Plumbing services
- Home improvement product and services

*2009 NCH (A Valassis Company) Consumer Survey

FULL RUN	1/4 PG.	1/2 PG.	FULL PG.
7-12 TIMES	\$550	\$1,050	\$1,595
4-6 TIMES	\$575	\$1,075	\$1,620
1-3 TIMES	\$600	\$1,100	\$1,645

WEST ZONE	1/4 PG.	1/2 PG.	FULL PG.
7-12 TIMES	\$127	\$241	\$367
4-6 TIMES	\$152	\$266	\$392
1-3 TIMES	\$177	\$291	\$417

NORTH ZONE	1/4 PG.	1/2 PG.	FULL PG.
7-12 TIMES	\$182	\$347	\$528
4-6 TIMES	\$207	\$372	\$553
1-3 TIMES	\$232	\$397	\$578

EAST ZONE	1/4 PG.	1/2 PG.	FULL PG.
7-12 TIMES	\$99	\$189	\$288
4-6 TIMES	\$124	\$214	\$313
1-3 TIMES	\$149	\$239	\$338

SOUTH ZONE	1/4 PG.	1/2 PG.	FULL PG.
7-12 TIMES	\$204	\$389	\$591
4-6 TIMES	\$229	\$414	\$624
1-3 TIMES	\$254	\$439	\$641

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