



THE BLADE PEACH
Weekender

A special publication every Thursday in The Blade with an additional 2,500 copies distributed throughout the Toledo area.

Advertise your entertainment venue, restaurant, upcoming event and more in the area's most-read entertainment publication!

Inside Peach Weekender:

- ▶ Movie Preview – what opens in Toledo tomorrow
- ▶ Movie Guide – theaters and times
- ▶ Concert Previews and Artist Interviews
- ▶ Sounds Column – reviewing newly released CDs
- ▶ Local events, musical performances and festival
- ▶ Club/local music scene
- ▶ Society – local country club scene
- ▶ Annie's Mailbox – advice column
- ▶ Local restaurant reviews
- ▶ Theatre performances and reviews
- ▶ Calendar of local events
- ▶ DVD reviews

Not only is The Peach Weekender delivered to the full circulation of The Blade, but each week, an additional 2,500 copies are distributed throughout the Toledo area.

To place your ad, or for more information, please contact your Blade advertising representative or 419-724-6350.

THE BLADE

Rates and Sizes

SIZE	BLACK & WHITE	COLOR
Full Page <i>5 columns (9.175") x 10.75"</i>	\$615	\$725
Sr. Half Page, <i>3 columns (5.4417") x 10.75"</i>	\$516	\$580
Half Page, horizontal. <i>5 columns (9.175") x 5.25"</i>	\$420	\$475
Jr. Half Page <i>3 columns (5.4417") x 8"</i>	\$344	\$387
Sr. Quarter Page <i>3 columns (5.4417") x 5.25"</i>	\$252	\$285
Jr. Quarter Page <i>2 columns (3.575") x 5.25"</i>	\$168	\$189
Sr. Eighth Page <i>3 columns (5.4417") x 2.50"</i>	\$120	\$135
Jr. Eighth Page <i>2 columns (3.575") x 2.50"</i>	\$ 80	\$ 90
Front Page Strip <i>5 columns (9.175") x 2.00"</i>		\$1,250

Space deadline: Monday at 5 p.m. prior to publication.

Print-ready deadline: Wednesday at noon prior to publication.