

THE BLADE

2015 Print Plus Rates

Effective January 1, 2015

Emphasize Your Message With Print Plus in the Blade!

The Blade readers look for savings. As the numbers below show, readers know that their Blade subscription can save them money on the things they buy every day – not simply groceries, but retail items and services as well. Print Plus is an eye-catching way to target your audience. Your Print Plus is a free-standing insert in The Blade that features only your products and services – in full color. Choose the amount you wish to distribute, and we'll do the rest!

Many people purchase The Blade simply for savings. As the numbers below show, readers know that their Blade subscription can save them money on the things they buy every day.

Newspaper inserts = Action

- 82% of readers used a preprinted insert in the past 30 days.
- 82% of newspaper readers took action as a result of a print newspaper ad in the past 30 days
- 61% clipped a coupon
- 50% bought something advertised
- 52% visited a store.

On average, adults keep inserts 4.4 days. Uses include

- 59% to compare prices
- 52% saved until visiting the store
- 43% showed it to a spouse, friend or family member
- 43% to make an unplanned purchase
- 42% took it to the store with them.

Source: Newspaper Association of America

Our Town Total Market Coverage

- Available Sunday only in select zip codes.

Specs and Pricing

- Full-page, two sided advertising piece
- 60# enamel paper available
- Minimum order of 5,000, order in 5,000 piece increments
- Camera-ready art needed 21 days prior to run date
- Design services included

Image Sizes

Non-bleed: 8" x 10 1/2"
Trim Size: 8 1/4" x 11 1/4"
Bleed: 8 1/2" x 11 1/8"
Trim Size: 8 1/4" x 10 7/8"

Over Runs

\$20 per thousand discount on over runs.

Print Plus Basic

Format: Single Sheet

Color: 2 colors on one side or 1 color on each side

Size: 8 1/2" x 11 1/8"

Image Area: No Bleed

Paper Stock: 70# Offset, white paper only

Insert Days: Wed., Thurs., Fri., and Sun. TMC (Based on availability)

Deadline: 21 days prior to run date (Space and copy)

Quantity

Cost Per Thousand (CPM) (Includes design, printing and insertion.)

5,000-15,000 \$ 72

15,001-30,000 67

30,001-60,000 57

60,001-105,000 49

105,001-245,000 48

Over 245,000 (Contact your Blade sales representative.)

Print Plus Professional

Format: Single Sheet

Color: 4 colors on each side

Size: 8 1/2" x 11 1/8"

Image Area: Bleed or No Bleed

Paper Stock: 60# Enamel

Insert Days: Wed., Thurs., Fri., and Sun. TMC (Based on availability)

Deadline: 21 days prior to run date (Space and copy)

Quantity

Cost Per Thousand (CPM) (Includes design, printing and insertion.)

5,000-15,000 \$ 107

15,001-30,000 90

30,001-60,000 72

60,001-105,000 60

105,001-245,000 58

Over 245,000 (Contact your Blade sales representative.)

Contact your Blade representative or call:

National Advertising 419-724-6400

Classified Advertising 419-724-6500

Retail Advertising 419-724-6350

Digital Advertising 419-724-6727

Toll Free 1-800-232-7253

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