



## A special section in The Blade Sunday, September 10, 2017

The University of Toledo football program will be marking its 100th anniversary season in 2017.

Don't miss this great opportunity to advertise and highlight your business in one of the top fall special sections spotlighting this monumental year. This special section will spotlight your business to a large audience of Toledo area families and fans.

**Publication Date:** Sunday, September 10, 2017

**Space Deadline:** Friday, August 18, 2017

**Creative Deadline:** Tuesday, August 29, 2017

**Call your Blade representative or  
Ron Shnider at 419-654-1823 today!**

**Get 2 FREE Tickets to  
Opening Game with purchase  
of 1/8th page or greater!**

# THE BLADE

## Advertising Rates

	Black & White	Full Color
<b>Sixteenth Page</b> .....	\$ 200	\$ 275
1 col (2.175") x 2.5"		
<b>Eighth Page</b> .....	\$ 400	\$ 500
2 col (4.5") x 2.5"		
<b>Quarter Page</b> .....	\$ 900*	
2 col (4.5") x 5.25"		
<b>Half Page</b> .....	\$1,600**	
Vertical, 2 col (4.5") x 10.75"		
Horizontal, 4 col (9.175") x 5.25"		
<b>Full Page</b> .....	\$3,000**	
4 col (9.175") x 10.75"		

### Premium Positions:

<b>Front Cover Strip</b> .....	\$1,250	
4 col (9.175") x 2"		
<b>Back Cover</b> .....	\$3,750**	
4 col (9.175") x 10.75"		
<b>Inside Front Cover</b> .....	\$3,450**	
4 col (9.175") x 10.75"		
<b>Inside Back Cover</b> .....	\$3,450**	
4 col (9.175") x 10.75"		

\*\* Includes 50,000 online digital impressions

\* Includes 25,000 online digital impressions