

THE BLADE  
**COUPONS**  
*Plus*



# Coupons Plus Perks



## Continued Special Pricing

*Coupons Plus* special pricing.

- **25% OFF**, a 13, 9, 6, or 3 week buy for all new customers.



## Online Printable Coupons

We will be placing **ALL** ads online at [toledoblade.com](http://toledoblade.com). They will be **printable** to all of our online readers for the **duration** of the clients coupon. *This is at no additional charge.*



## Social Media Blasts

Digital upgrade on Facebook.

We will post to **Facebook**, the clients *Coupons Plus* offer, in the zip code of their choice. Along with the **selects** they want to include –

- **Gender, age range, interests.**

A \$100 value **\$75** per week  
for only



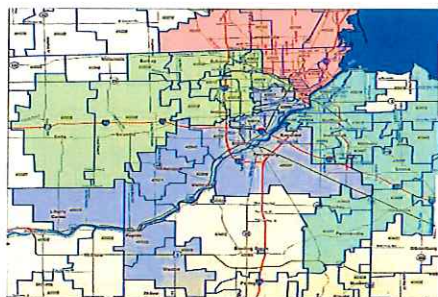


# THE BLADE COUPONS *Plus*



## Blade Coupon Saver Rates - Bundled Prices\*

		1	2	3	4
		40-60+HH	85-125+HH	155-175+HH	215+HH
HOUSEHOLD REACH POTENTIAL					
<b>Full Page</b> 4 col. (9.175") x 10.75"	Frequency	1 Zone	2 Zones	3 Zones	4 Zones
	3	\$800	\$1,334	\$1,866	\$2,224
	6	\$700	\$1,168	\$1,632	\$1,944
	9	\$600	\$1,000	\$1,398	\$1,668
	13	\$500	\$834	\$1,167	\$1,388
<b>Half Page</b> 4 col. (9.175") x 5.25"	Frequency	1 Zone	2 Zones	3 Zones	4 Zones
	3	\$480	\$800	\$1,119	\$1,332
	6	\$420	\$700	\$978	\$1,168
	9	\$360	\$600	\$840	\$1,000
	13	\$300	\$500	\$699	\$832
<b>Quarter Page</b> 2 col. (4.5") x 5.25"	Frequency	1 Zone	2 Zones	3 Zones	4 Zones
	3	\$280	\$468	\$654	\$780
	6	\$245	\$408	\$573	\$680
	9	\$210	\$350	\$489	\$584
	13	\$175	\$292	\$408	\$488



## Metro Toledo Zip Code

	North Zone
	South Zone
	East Zone
	West Zone

## Coupon **Plus** Sizes

Size	Columns	Dimensions
Full Page	4	9.175" x 10.75"
Half Page - Horizontal	4	9.175" x 5.25"
Quarter Page	2	4.5" x 5.25"

## Coupon **Plus** Deadlines

	Calendar Days To Publication	Day of Week
Space Reservation:	16	Friday
Layout:	13	Monday
Ad Materials Due:	12	Tuesday
First Proof Due:	12	Tuesday
Print Ready Ads:	10	Thursday
Ad Approval/Release:	10	Thursday
Page Upload:	7	Sunday