

2009 DISTRIBUTION

TOLEDO FREE PRESS

120,000 DISTRIBUTED EVERY WEEK THROUGH HOME DELIVERY, CONVENIENT RACKS AND MAIL SYSTEMS.

■ **106,000 Home Delivered**
 ■ **7,000 distributed through in-house mail systems to employees of area companies such as:**

- Toledo Edison
- 5/3 Bank
- Rudolph/Libbe
- Shumaker, Loop & Kendrick
- many others

■ **Available at over 500 locations in stores, restaurants, & high traffic areas such as:**

- All ProMedica hospitals and facilities
- All Mercy Health Partners' hospitals
- All Meijer — 4 stores
- All Frisch's Big Boy Restaurants
- Barney's Convenience Mart — 35 stores
- Toledo Express Airport
- Toledo/Lucas County Libraries
- All YMCA facilities
- University of Toledo
- Owens Community College
- Lourdes College and many more



FULL RUN

ZIP	CITY	HOUSEHOLDS	ZIP	CITY	HOUSEHOLDS
43460	ROSSFORD	1,748	43615	TOLEDO	10,959
43528	HOLLAND	4,586	43616	OREGON	2,325
43537	MAUMEE	7,691	43617	TOLEDO	2,174
43542	MONCLOVA	899	43618	OREGON	472
43551	PERRYSBURG	9,798	43619	NORTHWOOD	2,303
43560	SYLVANIA	10,721	43623	TOLEDO	7,146
43566	WATERVILLE	2,058	48144	LAMBERTVILLE	3,082
43571	WHITEHOUSE	1,537	48182	TEMPERANCE	7,406
43606	TOLEDO	2,948			
43611	TOLEDO	2,648	TOTAL HOME DELIVERY		106,520
43612	TOLEDO	8,441	TOTAL SINGLE COPY		13,500
43613	TOLEDO	9,966			
43614	TOLEDO	7,612	TOTAL CIRCULATION		120,020

PERSONNEL

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2009 RETAIL DISPLAY RATES

TOLEDO
FREE*PRESS

FULL RUN PRICING {CIRCULATION OF 120,000}

PREMIUM PRICING

FRONT PAGE BANNER	\$1,400.00
INSIDE FRONT	\$3,500.00
BACK PAGE	\$3,500.00
INSIDE BACK	\$3,500.00

FULL COLOR \$100.00
FREQUENCY DISCOUNTS AVAILABLE

ANNUAL BULK RATES

PER COLUMN INCH

OPEN RATE	\$62.00
250 INCHES*	\$57.00
500 INCHES*	\$54.00
1,000 INCHES*	\$50.00
2,000 INCHES*	\$44.00

*WITH SIGNED AGREEMENT

MODULAR PRICING

FREQUENCY	1x	6x	13x	26x	52x
FULL	\$3,410.00	\$3,135.00	\$2,970.00	\$2,750.00	\$2,420.00
HALF	\$1,705.00	\$1,567.50	\$1,485.00	\$1,375.00	\$1,210.00
QUARTER	\$868.00	\$798.00	\$756.00	\$700.00	\$616.00
EIGHTH	\$434.00	\$399.00	\$378.00	\$350.00	\$308.00
SIXTEENTH	\$217.00	\$199.50	\$189.00	\$175.00	\$154.00

CLASSIFIED LINE ADS \$27.50 FOR 20 WORDS/3 LINES, \$1.00 PER EXTRA WORD

READER PROFILE

GENDER

45% MALE
55% FEMALE

AGE

READERS	MARKET	AGE
00%	05%	18-20
01%	08%	21-24
22%	17%	25-34
30%	23%	35-44
02%	30%	45-54
32%	28%	55-64
35%	17%	65-74
17%	11%	75 +

HOUSEHOLD INCOME

READERS	MARKET	INCOME
02%	30%	UNDER \$25,000
32%	28%	\$25,001 - \$49,999
35%	17%	\$50,000 - \$74,999
17%	11%	\$75,000 - \$99,999
10%	08%	\$100,000 - \$149,999
04%	06%	OVER \$150,000

SOURCE: CVC AUDIT 9-30-07

WEBSITE ADVERTISING

Opportunities are available.
Contact your Advertising Executive for details.

AD SIZES/MECHANICAL SPECS

FULL PAGE	9.5" X 10.5"
HALF PAGE HORIZONTAL	9.5" X 5.25"
HALF PAGE VERTICAL	5.625" X 8.75"
QUARTER PAGE HORIZONTAL	5.625" X 4.25"
QUARTER PAGE VERTICAL	3.6875" X 6.5"
EIGHTH PAGE HORIZONTAL	3.6875" X 3.25"
EIGHTH PAGE VERTICAL	1.75" X 6.5"
SIXTEENTH PAGE HORIZONTAL	3.6875" X 1.5"
SIXTEENTH PAGE VERTICAL	1.75" X 3.25"
BANNER	9.5" X 1.25"
COLUMN WIDTH	
1 - 1.75"	2 - 3.6875"
3 - 5.625"	4 - 7.56"
5 - 9.5"	

AD DEADLINE AND FINAL ART

**DUE NOON
WEDNESDAY**
(PRIOR TO PUBLICATION DATE)

DIGITAL AD SUBMISSIONS

1 | Preferred Programs

- InDesign 1.5 or above
- Adobe Illustrator 9 and above, .eps or .ai files
- Files submitted in PDF format
- Photoshop .tif or .jpeg files

2 | Preferred Formats

- Tif and Jpeg: one color only, 300dpi if grayscale, 1200dpi if black & white bitmap
- If one color file or cmyk file, photoshop eps okay. (See requirements for tif)
- If spot color file or cmyk file, must be Illustrator eps to separate.

3 | Common Questions we ask our clients

- What program is your file in? (*Indesign, Acrobat, Illustrator, etc*).
- What type of file is it? (*tif, eps, pdf, etc.*)
- Black and white, cmyk
- Are the fonts included?
If no, are they converted to paths?