



The Truth

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www.thetruthtoledo.com

AND YE SHALL KNOW THE TRUTH . . .

Ad Rate Card 2010 Standard Advertising Rates

Black & White	1x	4x	6x	12x
Full page	\$1,500	\$1,400	\$1,300	\$1,200
1/2 page	\$750	\$700	\$650	\$600
1/4 page	\$375	\$350	\$325	\$300
1/8 page	\$200	\$180	\$170	\$150
Business Card	\$60	\$55	\$50	\$45

Four Color - Add 20%

Black Market Place

5 Times \$75

10 Times \$125

Please note that the Black Market Place is prepaid only.

Political Ads

Full page \$1,700

1/2 page \$850

1/4 page \$425

1/8 page \$225

Please note that these prices are for camera-ready advertisements only. Any item requiring creation, scanning, changes or additions are subject to a minimum charge of \$45.00 per hours. (One hour minimum)

Classified Ads

Classified ads are \$17.00 per column inch. All abbreviations will be spelled out. Example: 3BR home for sale w/2 baths and a 350 sq. ft. pole barn. Ad will read: 3 bedroom house for sale with 2 baths and a 350 square foot pole barn.

All submissions must be submitted in writing accompanied by a check. Your submission must include current name, address, telephone number and signature. Post Office Box addresses are not accepted. There will be a \$25.00 service charge added for any check returned for any reason. The publisher has the right to refuse to accept advertisements containing material deemed objectionable. The publisher's criteria of acceptability is final for all ads placed.

Political Advertisements

Every political ad **must state** that it is **"Paid Political Advertising"**. This must be printed in at least 8 pt. type across the heading of the ad in addition to other legal requirements. **All political ads must be pre-paid.**