



**The Truth**

1811 Adams Street  
 Toledo, Ohio 43604  
 Phone: 419.243.0007  
 Email: thetruthsales@buckeye-access.com  
 www.thetruthtoledo.com

**AND YE SHALL KNOW THE TRUTH . . .**

**2011 Advertising Mechanics and Rates**

|  |   |
|--|---|
| <p><b>Business Card</b><br/>         3.25 Inches Wide<br/>         x<br/>         2 Inches Tall<br/> <br/>         \$60.00</p> | <p><b>¼ Page</b><br/>         5 Inches Wide<br/>         x<br/>         8 Inches Tall<br/> <br/>         \$350.00</p> |
| <p><b>1/8 Page</b><br/>         5 Inches Wide<br/>         x<br/>         4 Inches Tall<br/> <br/>         \$175.00</p>        |   |
| <p><b>Half Page</b><br/>         10.25 Inches Wide x 8 Inches Tall<br/> <br/>         \$700.00</p>                             |   |
| <p><b>Full Page</b><br/>         10:25 Inches Wide x 15.25 Inches Tall<br/> <br/>         \$1,400.00</p>                       |   |

**Rates & Conditions**

- ❖ These prices do not include production. All advertisements must be received camera-ready and sized accordingly. (600x600 dpi or greater)
- ❖ Classified text-only ads will be accepted via fax but we prefer email to “thetruthreporter@accesstoledo.com”
- ❖ Any item requiring creation, manipulation, scanning, changes and/or additions are subject to a minimum charge of \$45.00 per hour production fee (Minimum 1 hour fee) in addition to the cost of ad space.
- ❖ All political ads must be labeled as such and prepaid.

**Weekly Deadlines**

- ❖ Must be received no later than Friday at noon for inclusion in the next weeks’ issue.
- ❖ Ads submitted after the deadline will be inserted at the Editor’s discretion or may be force-added at an additional charge of \$35.00
- ❖ 4-COLOR is available for an additional cost.