



Advertising Rate Card

What is Toledo Streets?

Toledo Streets is a monthly non-profit (under fiscal agent IMatters.org) street paper, founded in October 2009, with the mission of empowering individuals struggling with extreme poverty to participate on a new level in the community through self-employment, job training, and contributorship. Those who are currently, formerly or in danger of being unhoused (without a permanent residence) buy the paper for 25¢ and sell it for a \$1 donation as income. The paper itself covers social justice issues, primarily poverty-related, and local content; it also seeks to be a voice for vendors and the unhoused. Each issue comes out mid-month.

Why advertise?

Your ad will reach over 500 Toledoans. The typical *Toledo Streets* reader is a citizen concerned with priorities of volunteering and community improvement. They are very likely to support local economy. Many readers develop relationships with vendors and thereby have a much higher interest in the success of both vendor and paper than is usual for typical newspaper consumers. They value community and grassroots action, and are more likely than a casual reader to participate in a cause, event or venture they see as making progress in community improvement. Our readers are engaged!

In addition to the ad appearing in the paper, your support will also be mentioned on our website and on our Facebook page.

For more information, please contact us at 419-825-NEWS (6397) or amanda@toledostreets.org. Thank you!

Ad submissions should be in by the 1st of the month to be included in the next issue.

Black & White Ad Rates

| | |
|---|-------|
| Business Card (3.25" wide x 2" high): | \$20 |
| 1/8 Page (2.4" wide x 6.5" high): | \$35 |
| 1/4 Page (5" wide x 6.5" high): | \$70 |
| 1/2 Page (10.375" wide x 6.5" high or 5" wide x 14" high): | \$140 |
| Full Page (10.375" wide x 14" high): | \$280 |

Full Color Ad Rates

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|---|-------|
| Business Card (3.25" wide x 2" high): | \$25 |
| 1/8 Page (2.4" wide x 6.5" high): | \$50 |
| 1/4 Page (5" wide x 6.5" high): | \$100 |
| 1/2 Page (10.375" wide x 6.5" high or 5" wide x 14" high): | \$200 |
| Full Page (10.375" wide x 14" high): | \$400 |

Web Only

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|------------------------------------|------|
| Sidebar Button (125 x 125 pixels): | \$25 |
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Ad will run for 3 months.

Please save file as 96 dpi JPG.

Format

All print ads should be at 300 dpi. Only RGB or CMYK color profiles are accepted. Allowable file formats are TIF, EPS or JPG. Email ads to amanda@toledostreets.org.

Discounts

These prices are for one ad, one run. Multiple runs get a discount of 5% per extra month (i.e., whereas normal rate would run \$400 for a one-time full-color ad for the back page, running the ad two months in a row would get both months at \$380 each; for three months, each ad would be \$360 (10%); for four months, each ad would be \$340 (15%), etc., up to 25% (six months); 12-month commitment would be 35% off each month). Non-profits also receive a discount of 12.5% (i.e., the same ad space exemplified above would cost them \$350), but multiple runs receive only 2% discount per extra month.