### JANUARY - 2021

#### HONOR A LIFE –Q1
![Image](353x84 to 448x198)

**Reservation:** 1/4/21  
**Ad Approval:** 1/11/21  
**PUBLISHED:** 1/17/21

#### TOP WORKPLACES
![Image](80x75 to 192x201)

The Top Workplaces special section is a showcase of all the businesses that make our region a great place to WORK, live, learn and play. In collaboration with the print piece, the Top Workplaces event presents the official results of the Toledo Metro Area Top Workplaces project. This section is a great recruitment tool and a prestigious honor for selectees to show-off all year.

**Reservation:** 1/11/21  
**Ad Approval:** 1/19/21  
**PUBLISHED:** 1/31/21

### FEBRUARY- 2021

#### ENGINEER’S WEEK
![Image](74x571 to 183x699)

February celebrates National Engineers’ Week and to create public awareness regarding the importance of the contribution of engineers, this publication discusses this year’s theme and includes a schedule of the week’s events. Highlights include covering growth and development of engineers to this community.

**Reservation:** 1/29/21  
**Ad Approval:** 2/8/21  
**PUBLISHED:** 2/11/21

#### RESTAURANT WEEK 2021
![Image](251x563 to 366x699)

Bon Appétit! The Blade is serving up hot deals in this year’s special section tabloid covering, RW Toledo. Coverage will include information about restaurants, chefs, menus, and specials.

**Reservation:** 2/5/21  
**Ad Approval:** 2/16/21  
**PUBLISHED:** 2/25/21

### MARCH- 2021

#### EDUCATION 2022- Spring
![Image](74x270 to 173x448)

The Blade will publish “Education, The Students’ Guide to Colleges & Universities,” an informative full color tabloid highlighting educational opportunities for a successful future. It will include features and articles designed to provide prospective students with the information they need to achieve success.

**Reservation:** 2/8/21  
**Ad Approval:** 2/16/21  
**PUBLISHED:** 3/7/21

#### ADDICTION & MENTAL HEALTH
![Image](330x312 to 442x444)

**Reservation:** 2/19/21  
**Ad Approval:** 3/2/21  
**PUBLISHED:** 3/14/21
APRIL - 2021

MUD HENS BASEBALL

Pitch your message in the Blade’s Mud Hens Opening Day special section. This section delivers the preseason information that all the fans are after. This section includes bios, stats, schedules, and all things that go quack (Muddy & Madonna)! Hit a home run with more than 72% of Blade Readers who are baseball fans reading up on their home team.

Reservation: TBD
Ad Approval: TBD
PUBLISHED: TBD

HONOR A LIFE –Q2

Reservation: 3/2/21
Ad Approval: 4/7/21
PUBLISHED: 4/18/21

RECREATIONAL CAMPING

Millions of people will enjoy camping this year especially within the Blade readership. To help fuel the momentum of the interest in camping and to create public awareness of the camping opportunities available to families in Ohio, Michigan and Indiana, The guide will highlight camping grounds and their activities.

Reservation: 4/9/21
Ad Approval: 4/16/21
PUBLISHED: 4/25/21

MAY - 2021

READERS CHOICE AWARDS

The Blade is excited to give our readers a new opportunity to recognize excellence in our local business community. The Blade will shine a spotlight on the deserving few who will be named Readers Choice and Best in Toledo.

Reservation: 4/12/21
Ad Approval: 4/20/21
PUBLISHED: 5/2/21

SPECIAL SUMMER CAMP

The American Camping Association reports that over 5 million children attend day or resident camps each year. While most of the camps begin in June, families usually begin searching for the “right” camp in March. To create public awareness of the camping opportunities available to NW Ohio and SE Michigan families,

Reservation: 4/30/21
Ad Approval: 5/7/21
PUBLISHED: 5/16/21

JUNE- 2021

MARATHON CLASSIC

The Blade presents a preview of one of Northwest Ohio’s biggest events of the year, The Marathon Classic. With close-up looks at the players, the course, and all the events surrounding this exciting tournament. Avid golfing fans will find schedules, parking information, and so much more. This special section will publish the day before the tournament begins so that you can take advantage of all the enthusiasm this event generates.

Reservation: 6/10/21
Ad Approval: 6/15/21
PUBLISHED: 6/27/21
JULY - 2021

HONOR A LIFE –Q3
Reservation: 7/2/21
Ad Approval: 7/7/21
PUBLISHED: 7/18/21

419 STRONG
Reservation: 7/9/21
Ad Approval: 7/13/21
PUBLISHED: 7/25/21

AUGUST - 2021

HEALTHCARE RECRUITMENT

This tabloid helps employers in the medical field reach out to potential employees. Expose your job openings to the best candidates with this hiring tool.
Reservation: TBD
Ad Approval: TBD
PUBLISHED: 8/15/21

SOLHEIM CUP 2021

The Blade presents a preview of one of Northwest Ohio’s biggest events of the year, an international match-The Solheim Cup. With close-up looks at the players, the course, and all the events surrounding this exciting tournament. Avid golfing fans will find schedules, parking information, and so much more. This special section will publish the week before the tournament begins.
Reservation: 8/4/21
Ad Approval: 8/9/21
PUBLISHED: 8/22/21

SEPTEMBER - 2021

LABOR DAY- PARADE

American workers stand strong together in the work force through effective labor unions and their quality leadership. The Blade will publish “Labor on Parade.” This section will contain interesting and informative information about the role organized labor plays in our community.
Reservation: 8/20/21
Ad Approval: 8/26/21
PUBLISHED: 9/5/21

EDUCATION – FALL

The Blade will publish “Education, The Students’ Guide to Colleges & Universities,” an informative full color tabloid highlighting educational opportunities for a successful future. It will include features and articles designed to provide prospective students with the information they need to achieve success.
Reservation: 8/20/21
Ad Approval: 9/3/21
PUBLISHED: 9/19/21

SEASON OF THE ARTS

Get the standing ovation and sales your business deserves by advertising in The Blade’s Season of the Arts special section. Area residents rely on the Sunday Blade for information, news, entertainment and advertising — more than any other area publication.
Reservation: 9/10/21
Ad Approval: 9/14/21
PUBLISHED: 9/26/21
Score a hat trick with The Blade's Walleye Hockey coverage. Ice the competition with these special sections covering the Winterfest and the Walleye Hockey season. After not playing for a season, the Walleye's fan base is more enthusiastic than ever to get back to cheering on their hometown Team!

Reservation: TBD
Ad Approval: TBD
PUBLISHED: 10/3/21

The Blade and the NW Chapter of the Ohio Credit Union League will join together to publish this special tabloid. This interesting and informative section will contain articles written by the chapter touting the industry's strengths and talking about the fact that credit unions have opportunities to lend and loan.

Reservation: 10/1/21
Ad Approval: 10/5/21
PUBLISHED: 10/10/21

Area Attorneys, Financial Planners, Nursing and Assisted Living Facilities, Medicare Part D plans, Home Health Agencies, and Businesses are all great prospects to advertise in the SS special section. The tabloid will contain valuable information about SS that reaches every person from birth to death. Over 125,000 people receive SS just in Lucas and Ottawa County alone.

Reservation: 10/1/21
Ad Approval: 10/8/21
PUBLISHED: 10/17/21

The Holiday Shopping Guide is a full color themed gift page running every day from Thanksgiving Day through Christmas Eve. Each page will have a different holiday theme to place strip ads across the bottom. Content is created by our talented editorial and graphic department. Place your ad in front of the holiday shoppers on this holiday highlighted page, before they shop the town.

Reservation: TBD
Ad Approval: TBD
PUBLISHED: 11/25/21 to 12/24/21

• TOLEDO JEEP FEST 2021 - August
• WINTERFEST 2022- Dec.21/Jan. 2022