



THE BLADE ADVERTISING PORTFOLIO

2021

FUTURE ADVERTISING PARTNER,

We would like to thank you for considering The Blade for your Advertising needs. We will connect you with the best of NW Ohio and SE Michigan through our array of digital and print products. We will put all of our experience and efficiency to work for you and your brand. Feel free to reach out to your assigned Sales Representative for any questions you may have.

Best Regards,

The Blade Advertising Team

THE BLADE

Digital Advertising Options

B

toledoBlade.com

Your news on-the-go, 24/7, featuring a variety of rich media and display options including banners, pencils, wall paper, Run Of Site (ROS) and home page takeovers for desktop and mobile.

Rich Media
Wallpaper
Display
Sponsorships



NewsSlide

Daily editions with stunning visuals, videos, interactive ads and in-depth news content. Full page interactive slides for tablet and mobile.



Digital Exchange

A comprehensive way to serve your digital media plan (display, SEM, video, commercial, etc.) across national websites and social channels using geographic, demographic and behavioral targeting.

Tactics:

Run of Network
Hyperlocal
GEO Fencing
Retargeting
Behavioral
Native
Contextual
Video RON (Pre-Roll)
Video Audience
Video (CTV Device Target)
Mobile Locations Retargeting (DSP Segments)
Mobile App Ownership (DSP Segments)



Custom Solutions

Tell your story and connect with consumers through brand management. Develop and distribute content that reaches the Best of Toledo. Ask about our custom advertising solutions.



For more information, contact a Blade Advertising Consultant at 419-724-6350 or visit blademediakit.com.

Digital Specs

Digital-ready art deadline: 3 business days prior to run date

In-house design deadline: 7 business days prior to run date

Video deadline: 10 business days prior to run date

Display Ads

Dimensions:	300x250 (desktop/mobile), 300x600 (desktop/tablet), 728x90 (desktop), 320x50 (mobile)
Formats:	JPG, PNG, GIF (size: Max. 1MB)
Placement:	toledoBlade.com (Homepage and throughout the site) explore419.com (Homepage and throughout the site) (728x90 only)



Rich Media

Wallpaper	458x960	2 creatives desktop	Left Creative: Keep content flushed in top right 125x858 pixels Right Creative: Keep content flushed in top left 125x858 pixels
Reveal	480x740	1 creative mobile	Text content should be centered within 300x488 pixels in the center of the creative
Parallax	300x750 background 300x250 foreground	2 creatives mobile	Background: pattern, color, or image Foreground: text, image, important content
Adhesion	1000x90	1 creative desktop	



Blade NewsSlide

Full page interactive and animated ads within the Blade NewsSlide app.

Ads are designed in-house by our designers with your provided branding and content.

Dimensions: tablet: 964x768
mobile 375x668 (responsive)



Social Platforms

Facebook Ads

Basic Image Post	1200x628 or 1080x1080	Image w/ less than 20% text	Post Text: 125 Characters	Headline: 25 Characters
Carousel Ad	1080x1080	3-5 images w/ less than 20% text	Post Text: 90 Characters	Headline: 40 Characters
Video	16:9 ratio	.MOV or .MP4	Min. 720p Resolution	3 Min. Max. Length Thumbnail less than 20% text



Instagram Ads

Basic Post	1080x1080 or 1200x628	Image (jpeg/png)	Post Text: Recommended 125 Characters
Video	Min. Width 600px	.MOV or .MP4	Max size: 4GB Max Length: 60 sec. Max Frames: 30fps



Explore 419 Events

Featured Event Post Listed on Explore 419 Events Calendar Website & app

EXPLORE 419

LinkedIn Ads

Basic Post	1200x628	Image (jpeg/png)	Post Text: 150 Characters	Headline: 70 Characters
Carousel Ad	1080x1080	2-10 images	Post Text: 150 Characters	Headline: 40 Characters, 30 with lead gen. button
Video	16:9 ratio >200 MB	.MP4 30 Min. Max. Length	Resolutions: 480x360, 640x360, 640x480, 960x720, 1280x720, 1440x1080, 1920x1080, 1080x1080	



Google AdWords Text Ads

Headlines 1, 2, and 3: 30 Characters (includes spaces)

Descriptions 1 and 2: 90 Characters (includes spaces)



For design specs and templates visit blademediakit.com

THE BLADE

Digital Sponsorships

Homepage Wallpaper + Reveal

Average Daily Impressions 17,500

Local Wallpaper + Reveal

Average Daily Impressions 36,000

Sports Wallpaper + Reveal

Average Daily Impressions 12,000

A+E Wallpaper + Reveal

Average Daily Impressions 3,500

Business Wallpaper + Reveal

Average Daily Impressions 3,100



Homepage Banner + Adhesion

Average Daily Impressions 70,000

Local Banner + Adhesion

Average Daily Impressions 145,250

Sports Banner + Adhesion

Average Daily Impressions 48,000

A+E Banner + Adhesion

Average Daily Impressions 14,000

Business Banner + Adhesion

Average Daily Impressions 12,500





THE BLADE

B-Partners

Branded Content Package Options

Bringing the Narrative to Life

Through customization and a content destination, we bring the narrative to life. Connecting consumers to your brand.

Tell your story on toledoblade.com with your customized article, images, and video to really make your brand stand out. Your article headline will be featured on our news homepage alongside top stories. Give your audience content that shares what you stand for and is relative to your brand.



Package 1

Homepage Position #9	3 days
Click Article Page	Ongoing
Banner Ad Roadblock	Day 1
Super Promo Unit	minimum 1 week
B Partners Article Carousel	Days 8-30

Package 2

All items from Package 1	
300x250, & 320x50 Banner Ads ROS	14 days (wk 2-3)
Blade Facebook Post- Organic	1x

Package 3

All items from Package 1	
300x250 & 320x50 Banner Ads ROS	21 days (wk 2-4)
Blade Facebook & LinkedIn Paid Post	3-4 weeks
Digital Exchange Campaign	30 days

THE BLADE

B-Partners

Branded Content Materials & Specs

Available Distribution Channels

toledoblade.com

Available on mobile, tablet, and desktop throughout our site.

With over 1 million unique visitors monthly, we can leverage our distribution network to tell your brand's story.

Social Distribution

We will use our social media platforms to amplify engagement of your content.

Facebook, LinkedIn, Instagram

Digital Exchange

Content syndication using our premium publishing network.

Utilize tactics such as Contextual Audience & PMP to reach the right people.

Digital Artwork + Specs

ARTICLE

Recommend 500-600 words

PHOTOGRAPHY:

- Headline Photo (required- Horizontal 300 x 250 pixels)
- Inline Article Photos (3 is best practice, max of 4)
- Photo Gallery Slideshow (unlimited photos, at least 300 x 250 pixels)

VIDEO/PRE-ROLL:

- MP4, MOV File, YouTube Channel link
- Recommend no more than 1:15-1:30 minutes in length
- Max Size: 4GB, Max Frames: 30fps
- 960 x 720 px (4:3 standard)
- 960 x 540 px (16:9 widescreen) (min. width is 600px)

URL

Provide a URL for photos and article as a click-thru to your business to share more information.

Display Banner Roadblock

Your display ads will takeover the article page.

Sizes Include:

300x250, 728x90, 300x600, 320x50



THE BLADE

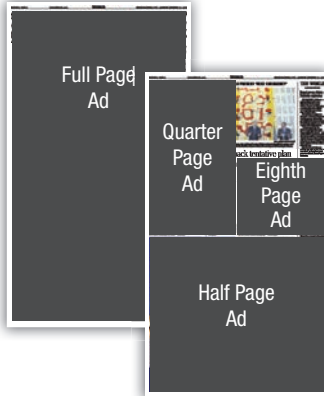


Print Advertising Options

Display Ads

Branded ads available in various sizes, placed within editorial content throughout Blade products.
Published in: traditional print, eBlade and toledoBlade.com.

Sunday & Daily Main
Full page, 1/2, 1/4 & 1/8 modular sizes



Sky Box

A small but powerful ad placed on the front page of The Blade, directly above the masthead – prime placement that readers can't miss!

Published in: traditional print, eBlade and Blade NewsSlide.

4 col. x 1.5"
2 col. x 1.5"
*Available 6x per month



September 2021

Strip Ads Front Page / Section Strip

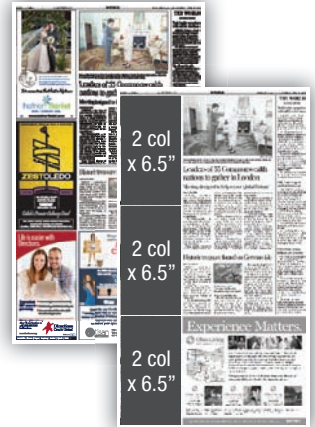
Prime ad placement where readers cannot miss.
Published in: traditional print, eBlade and Blade NewsSlide.

Sunday Main & Daily
Main Available



Page 2A Ads

Five exclusive positions, on Page 2A in Main News, publishing on the highest circulation day – Sunday. (Full color when available.)
Published in: traditional print and eBlade.



Spadea Wrap / Gatefold

A half page vertical flap that wraps over the front of a section of the paper. Advertisers have the option to buy the full page of the wrap as well. Due to its design, a Spadea offers advertisers prime placement that readers can't miss.
Published in: traditional print and eBlade.



Abisert

A full page inserted inside The Blade, sometimes wrapping other free-standing inserts. Two full pages of generous space for advertisers to promote their message to readers.
Published in: traditional print, eBlade and Blade NewsSlide.



For more information, contact a Blade Advertising Consultant at 419-724-6350 or visit blademediakit.com.

Print Advertising Options

Peach Weekender

Branded ads available in various sizes, placed on the pages of the special publication every Thursday in The Blade.

Published in: [traditional print](#) and [eBlade](#).

Size

Full Page

Sr. Half Page

Half Page, horizontal

Jr. Half Page

Sr. Quarter Page

Jr. Quarter Page

Sr. Eighth Page

Jr. Eighth Page

Front Page Strip



HOMES

Branded ads available in various sizes, placed on the pages of this print special section every Wednesday in The Blade. Also available as a customizable B-Partners package.

Published in: [traditional print](#), [eBlade](#), and/or [toledoBlade.com](#)

Size

Full Page

Sr. Half Page

Half Page, horizontal

Jr. Half Page

Sr. Quarter Page

Jr. Quarter Page

Sr. Eighth Page

Jr. Eighth Page

Front Page Strip

Feature Home

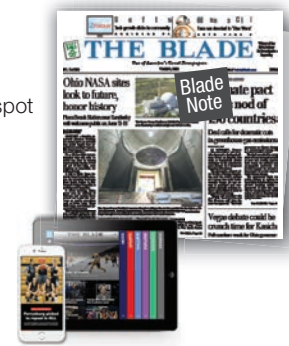
Spotlight Home



Blade Notes

Advertisers can promote their message in the most prominent spot – the very front of the paper!

Published in: [traditional print](#) and [Blade NewsSlide](#).



Print & Deliver

A free-standing glossy insert in

The Blade that features an advertiser's products and services – in full color.

Advertisers can select the quantity and target zip codes to promote their message.

Published in: [traditional print](#) and [toledoblade.com](#)

Subscribers & non-subscribers PLUS
[toledoBlade.com](#)



Print Display Ad Sizes

ROP/Classified Broadsheet Ad Sizes (6 columns)

Full Page		6 col. (11.04") x 19.75"
Half Page	Horizontal	6 col. (11.04") x 9.75 "
	Vertical	3 col. (5.4417") x 19.75"
	Page Buster	4 col. (7.3083") x 14.75"
Quarter Page	Standard	3 col. (5.4417") x 9.75"
Eighth Page	Standard	3 col. (5.4417") x 4.75"
Twelfth Page	Standard	3 col. (5.4417") x 3.25"
Sixteenth Page	Standard	3 col. (5.4417") x 2.25"
Front Page Strip		6 col. (11.04") x 2.00"
Double Truck	Full Page	13 col. (23.05") x 19.75"
Double Truck	Half Page	13 col. (23.05") x 9.75"
Double Truck	Strip	13 col. (23.05") x 3.00"

5 Column Tab Ad Sizes - Peach Weekender

Full Page		5 col. (9.175") x 10.75"
Sr. Half Page		3 col. (5.4417") x 10.75"
Half Page	Horizontal	5 col. (9.175") x 5.25"
	Vertical	3 col. (5.4417") x 8.00"
Jr. Half Page		3 col. (5.4417") x 5.25"
Sr. Quarter Page		3 col. (5.4417") x 5.25"
Jr. Quarter Page		2 col. (3.575") x 5.25"
Sr. Eighth Page		3 col. (5.4417") x 2.50"
Jr. Eighth Page		2 col. (3.575") x 2.50"
Front Page Strip		5 col. (9.175") x 2.00"
Double Truck	Full Page	11 col. (20") x 10.75"
Double Truck	Half Page	11 col. (20") x 5.25"
Double Truck	Strip	11 col. (20") x 2.00"

4 Column Tab Ad Sizes - Special Sections

Full Page		4 col. (9.175") x 10.75"
Half Page	Horizontal	4 col. (9.175") x 5.25"
	Vertical	2 col. (4.5") x 10.75"
Quarter Page		2 col. (4.5") x 5.25"
Eighth Page		2 col. (4.5") x 2.50"
Sixteenth Page		1 col. (2.175") x 2.50"
Front Page Strip		4 col. (9.175") x 2.00"
Double Truck	Full Page	9 col. (20") x 10.75"
Double Truck	Half Page	9 col. (20") x 5.25"
Double Truck	Strip	9 col. (20") x 2.00"

Broadsheet & Tab 5 & 6 column widths

1 column	1.0783"
2 columns	3.575"
3 columns	5.4417"
4 columns	7.3083"
5 columns	9.175"
6 columns	11.04"

Special Section 4 column Widths

1 column	2.175"
2 columns	4.5"
3 columns	6.84"
4 columns	9.175"

Deadlines

- Early copy will be given preference.
- Early deadlines apply during holidays. Call 419-724-6400 for deadlines.
- Color is reserved on a first come first served basis.

	Space Reservation	One Proof	Proof Out	Proof Return	Camera Ready Ready
Sunday	Wed. noon	Wed. noon	Thur. 8 am	Thur. 5 pm	Thur. 5 pm
Church Ads	Tue. 5 pm				
Recruitment Ads	Wed. 5 pm	Wed. 5 pm	Thur. 8 am	Fri. noon	Fri. noon
Real Estate Ads	Wed. 5 pm	Wed. 5 pm	Thur. 8 am	Thur. 2 pm	Thur. 2 pm
Automotive Ads	Wed. 5 pm	Wed. 5 pm	Thur. 8 am	Thur. 2 pm	Thur. 2 pm
Monday	Thur. noon	Thur. 5pm	Fri. 8 am	Fri. 2 pm	Fri. 2 pm
Tuesday	Fri. noon	Fri. 5 pm	Mon. 8 am	Mon. 2 pm	Mon. 2 pm
Wednesday	Fri. 4 pm	Fri. 4 pm	Mon. 5pm	Tue. 2 pm	Tue. 2 pm
HOMES Tab (Display Ads)	Fri. 4 pm	Fri. 5 pm	Mon. noon	Tue. noon	Tue. noon
Images (Agents Choice, Builders Best, In-column)	Fri. 4 pm				
Open House	Mon. 10 am				
Liners	Tue. noon				
Thursday	Mon. 5 pm	Tue. noon	Wed. 8 am	Wed. noon	Wed. noon
Peach Weekender	Mon. 5 pm	Tue. noon	Wed. 8 am	Wed. noon	Wed. noon
Friday	Wed. noon	Wed. noon	Thur. 8 am	Thur. 2 pm	Thur. 2 pm
Saturday	Thur. noon	Thur. noon	Fri. 8 am	Fri. 2 pm	Fri. 2 pm