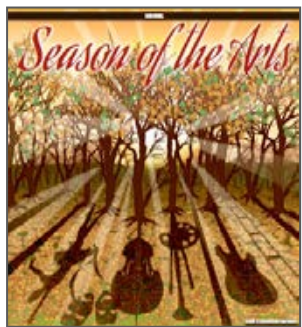
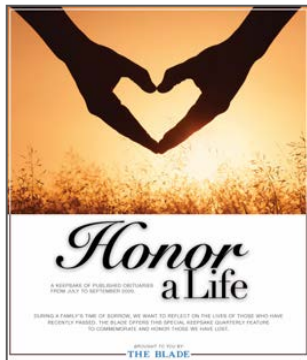


# THE BLADE 2022 SPECIAL SECTIONS, CONTEST AND EVENT SPONSORSHIPS



# JANUARY - 2022

## HONOR A LIFE – Q1



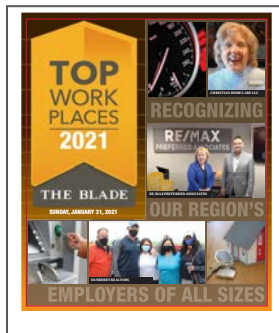
A keepsake edition which commemorates a collection of obituaries of the past quarter.

**Reservation: 12/31/21**

**Ad Approval: 1/5/22**

**PUBLISHED: 1/16/22**

## TOP WORK PLACES



Top Work Places is a powerful way for your company to stand out in a competitive market and earn high-profile recognition throughout the year. A great opportunity to promote your company, thank your employees for a job well done and attract potential new team members who make all the difference.

**Reservation: 1/10/22**

**Ad Approval: 1/18/22**

**PUBLISHED: 1/30/22**

### CONTESTS

#### PRO FOOTBALL PLAYOFF CHALLENGE



#### SPONSORSHIPS AVAILABLE

Grow your audience, gain valuable customer data, and generate excitement around the launch of a new brand, product, or service. Local and National prizes for winning brackets.

**Begins: 1/10/22**

**Ends: 2/13/22**

#### READERS' CHOICE AWARDS CONTEST

#### NOMINATIONS



Nominations begin for readers to nominate their favorite shops, restaurants and service providers.

**Begins: 1/28/22**

**Ends: 2/20/22**

#### THE BLADE \$5,000 TOWARD CAR PAYMENT FOR A YEAR



#### SPONSORSHIPS AVAILABLE

Entrants can win cash towards their car payments (awarded nationally) and one local prize will be awarded

**Begins: 1/31/22**

**Ends: 2/28/22**

### EVENTS

#### TOP WORK PLACES AWARDS EVENT



#### SPONSORSHIPS AVAILABLE

Call your sales representative for more information.

**Date: 1/27/22**

# FEBRUARY- 2022

## ENGINEERS WEEK



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: 2/1/22**

**Ad Approval: 2/4/22**

**PUBLISHED: 2/10/22**

## RESTAURANT WEEK 2022



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

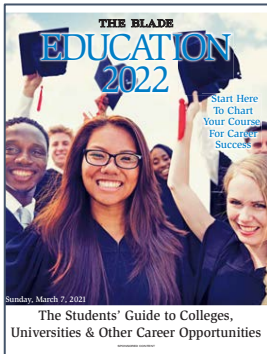
**Reservation 2/4/22**

**Ad Approval: 2/10/22**

**PUBLISHED: 2/24/22**

# MARCH- 2022

## EDUCATION 2022 - SPRING



“Education, The Students’ Guide to Colleges & Universities,” is 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: 2/10/22**

**Ad Approval: 2/17/22**

**PUBLISHED: 3/6/22**

## RECREATIONAL CAMPING



Recreational campground owners, RV dealers, and area attractions help fuel the momentum for the interest in camping, and to create public awareness of the camping opportunities available to families in Ohio, Michigan, Pennsylvania and Indiana.

**Reservation: 2/23/22**

**Ad Approval: 3/1/22**

**PUBLISHED: 3/13/22**

## ONE-TANK TRIPS



Readers looking for a fun destination within driving distance will reference the One-Tank Trips published in the Peach Weekender, during the summer months.

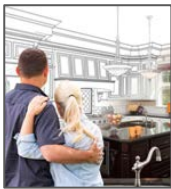
**Reservation: 3/14/22**

**Ad Approval: 3/16/22**

**PUBLISHED: 3/17/22**

## CONTESTS

### THE BLADE SPRING ROOM FOR IMPROVEMENT GIVEAWAY



#### SPONSORSHIPS AVAILABLE

Grow your audience, gain valuable customer data, and generate excitement around the launch of a new brand, product, or service. Local and National prizes.

**Begins: 3/1/22**

**Ends: 3/31/22**

### THE BLADE BATTLE OF THE BRACKETS



#### SPONSORSHIPS AVAILABLE

An effective way to grow your audience, gain valuable customer data, and generate excitement around the launch of a new brand, product, or service. Local and National prizes for winning brackets.

**Begins: 3/13/22**

**Ends: 4/4/22**

### READERS' CHOICE AWARDS CONTEST VOTING



Readers start voting for their favorite shops, restaurants and service providers who have been nominated.

**Begins: 3/13/22**

**Ends: 4/10/22**

## EVENTS

### NORTHWEST OHIO SPELLING BEE COMPETITION



#### SPONSORSHIPS AVAILABLE

Call your sales representative for more information.

**Date: 3/17/22**

**Owens Community College**

**MUD HENS BASEBALL**



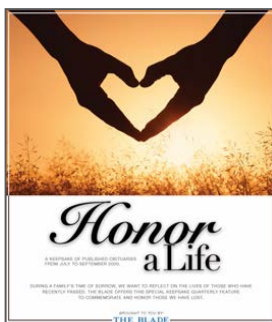
Expanded Peach Weekender highlighting players, coaches and area entertainment around opening day.

**Reservation: TBD**

**Ad Approval: TBD**

**PUBLISHED: 4/3/22**

**HONOR A LIFE – Q2**



A keepsake edition which commemorates a collection of obituaries of the past quarter.

**Reservation: 4/1/22**

**Ad Approval: 4/6/22**

**PUBLISHED: 4/17/22**

**ONE-TANK TRIPS**



Readers looking for a fun destination within driving distance will reference the One-Tank Trips published in the Peach Weekender, during the summer months.

**Reservation: 4/18/22**

**Ad Approval: 4/20/22**

**PUBLISHED: 4/21/22**

**CONTESTS**

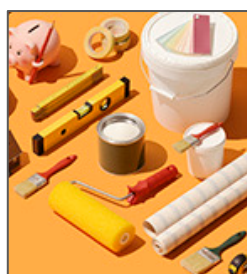
**NATIONAL NURSES WEEK**



**SPONSORSHIPS AVAILABLE**  
An online Thank A Nurse photo gallery in observance of National Nurses week.

**Begins: 4/18/22**  
**Ends: 5/10/22**

**THE BLADE HOME IMPROVEMENT GIVEAWAY**



**SPONSORSHIPS AVAILABLE**  
Entrants can win cash or prizes towards home improvements (awarded nationally) and one local prize will be awarded.

**Begins: 4/25/22**  
**Ends: 5/23/22**

**MOTHER'S DAY PHOTO CONTEST**



**SPONSORSHIPS AVAILABLE**  
An online Mom & Me photo contest.

**Begins: 4/25/22**  
**Ends: 5/8/22**

**EVENTS**

**419 DAY CELEBRATION**



**SPONSORSHIPS AVAILABLE**  
Call your sales representative for more information.

**Date: 4/19/22**

**JEFFERSON AWARDS**



**SPONSORSHIPS AVAILABLE**  
Call your sales representative for more information.

**Date: TBD**

## MAY - 2022

### 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 & SE Michigan families.

**Reservation: 5/5/22**

**Ad Approval: 5/10/22**

**PUBLISHED: 5/15/22**

### ONE TANK TRIPS



Readers looking for a fun destination within driving distance will reference the One Tank Trips published in the Peach Weekender, during the summer months

**Reservation: 5/16/22**

**Ad Approval: 5/18/22**

**PUBLISHED: 5/19/22**

### READERS' CHOICE WINNERS TAB



The Blade will shine a spotlight on the deserving few who will be named Readers' Choice and Best in Toledo.

**Reservation: 4/28/22**

**Ad Approval: 5/10/22**

**PUBLISHED: 5/22/22**

### EVENTS

#### READERS' CHOICE AWARD CEREMONY



**Date: 5/19/22**

## JUNE - 2022

### DANA OPEN PRESENTED BY MARATHON



The Blade presents a preview of one of Northwest Ohio's biggest events of the year, the Dana Open presented by Marathon. With close-up looks at the LPGA players, the course, and all the events surrounding this exciting tournament. Avid golfing fans will find schedules, parking information, and so much more.

**Reservation: 6/2/22**

**Ad Approval: 6/13/22**

**PUBLISHED: 6/26/22**

### ONE-TANK TRIPS



Readers looking for a fun destination within driving distance will reference the One-Tank Trips published in the Peach Weekender, during the summer months.

**Reservation: 6/13/22**

**Ad Approval: 6/15/22**

**PUBLISHED: 6/16/22**

### CONTESTS

#### FATHER'S DAY



**SPONSORSHIPS AVAILABLE**  
An online Dad & Me photo contest. Contact your sales representative for more information.

**Begins: 6/6/22**

**Ends: 6/19/22**

#### 4th OF JULY PHOTO CONTEST



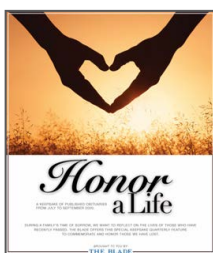
**SPONSORSHIPS AVAILABLE**  
An online photo contest. Contact your sales representative for more information.

**Begins: 6/20/22**

**Ends: 7/6/22**

## JULY - 2022

### HONOR A LIFE – Q3



A keepsake edition which commemorates a collection of obituaries of the past quarter.

**Reservation: 7/1/22**

**Ad Approval: 7/6/22**

**PUBLISHED: 7/17/22**

### ONE-TANK TRIPS



**Reservation: 7/18/22**

**Ad Approval: 7/20/22**

**PUBLISHED: 7/21/22**

### EVENTS

#### NORTHWEST OHIO RIB OFF



**SPONSORSHIPS AVAILABLE**  
Contact your sales representative for more information.

**Dates: July 29 - 31**

# AUGUST - 2022

## TOLEDO JEEP FEST



This is an expanded part of the popular Peach Weekender. Content is created and written by our talented editorial staff.

**Reservation: TBD**  
**Ad Approval: TBD**  
**PUBLISHED: TBD**

## ONE-TANK TRIPS



Readers looking for a fun destination within driving distance will reference the One-Tank Trips published in the Peach Weekender, during the summer months.

**Reservation: 8/15/22**  
**Ad Approval: 8/17/22**  
**PUBLISHED: 8/18/22**

## CONTESTS

### THE BLADE HIGH SCHOOL FOOTBALL BLITZ



**SPONSORSHIPS AVAILABLE**  
 Over the course of weeks our community will be able to nominate and vote for who they think is the best in various categories!

**Begins: 8/1/22**  
**Ends: 11/1/22**

### TEACHER OF THE MONTH



**SPONSORSHIPS AVAILABLE**  
 Over the course of weeks, our readers will be able to nominate and vote for teacher of the month.

**Begins: 8/1/22**  
**Ends: 5/31/23**

### THE BLADE \$5,000 TOWARD GROCERIES FOR A YEAR



**SPONSORSHIPS AVAILABLE**  
 Entrants can win cash towards groceries (awarded nationally) and one local prize will be awarded.

# SEPTEMBER - 2022

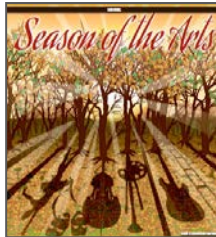
## EDUCATION – FALL



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: 8/25/22**  
**Ad Approval: 9/2/22**  
**PUBLISHED: 9/18/22**

## 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: 9/15/22**  
**Ad Approval: 9/20/22**  
**PUBLISHED: 9/25/22**

## CELEBRATION OF ARCHITECTURE



To create public awareness regarding the importance of the contribution architects make to Toledo's growth and development, The section will announce the winners of the Design Awards, Architect & Emerging Professional of the year, and High School Design Competition.

**Reservation: TBD**  
**Ad Approval: TBD**  
**PUBLISHED: TBD**

## CONTESTS

### THE BLADE FALL ROOM FOR IMPROVEMENT GIVEAWAY



**SPONSORSHIPS AVAILABLE**  
 Grow your audience, gain valuable customer data, and generate excitement around the launch of a new brand, product, or service. Local and National prizes.

**Begins: 9/1/22**  
**Ends: 9/30/22**

### THE BLADE NFL SEASON CONTEST



**SPONSORSHIPS AVAILABLE**  
 An effective way to grow your audience, gain valuable customer data, and generate excitement around the launch of a new brand, product, or service. Local and National prizes for winning brackets.

**Begins: 9/1/22**  
**Ends: 1/4/23**

## EVENTS

### THE BLADE NURSES EXPO



**SPONSORSHIPS AVAILABLE**  
 Call your sales representative for more information.

**Date: TBD**

# OCTOBER - 2022

## WALLEYE HOCKEY



Ice the competition with these special sections covering the Winterfest and the Walleye Hockey season.

**Reservation: TBD**

**Ad Approval: TBD**

**PUBLISHED: TBD**

## CREDIT UNION



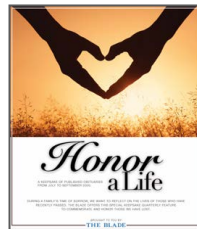
The Blade and the NW Chapter of the Ohio Credit Union League will join together to publish this special tabloid. This interesting and informative section will contain articles written by the chapter touting the industry's strengths and talking about the fact that credit unions have opportunities to lend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

**Reservation: 9/28/22**

**Ad Approval: 10/3/22**

**PUBLISHED: 10/16/22**

## HONOR A LIFE – Q4



A keepsake edition which commemorates a collection of obituaries of the past quarter.

**Reservation: 9/30/22**

**Ad Approval: 10/5/22**

**PUBLISHED: 10/16/22**

## SOCIAL SECURITY



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

**Reservation: 10/5/22**

**Ad Approval: 10/10/22**

**PUBLISHED: 10/23/22**

### CONTESTS

#### VETERAN'S DAY



#### SPONSORSHIPS AVAILABLE

An online photo gallery honoring those who are serving or have served in the Armed Forces.

**Begins: 10/27/22**

**Ends: 11/11/22**

### EVENTS

#### INNOVATION AND EXCELLENCE AWARDS



#### SPONSORSHIPS AVAILABLE

Call your sales representative for more information.

**Date: TBD**

# NOVEMBER & DECEMBER 2022

## 419 HOLIDAY GIFT GUIDE



Give our readers some 'Out of the Box' gift ideas for the season. The 419 Holiday Guide is a full color special section just in time for the gift-giving season.

**Reservation: 10/20/22**

**Ad Approval: 10/27/22**

**PUBLISHED: 11/13/22**

### CONTESTS

#### THE BLADE \$5,000 TOWARD MORTGAGE OR RENT FOR A YEAR



#### SPONSORSHIPS AVAILABLE

Entrants can win cash towards their rent or mortgage for a year (awarded nationally) and one local prize will be awarded.

**Begins: 11/7/22**

**Ends: 12/12/22**

#### OSU vs MICHIGAN TRIVIA CONTEST



#### SPONSORSHIPS AVAILABLE

Call your sales representative for more information.

**Begins: 11/1/22**

**Ends: 11/26/22**

#### THE BLADE HOLIDAY SHOWCASE GIFT GIVEAWAY



#### SPONSORSHIPS AVAILABLE

Call your sales representative for more information.

**Begins: 11/24/22**

**Ends: 12/20/22**

### EVENTS

#### THE BLADE HOLIDAY PARADE



#### SPONSORSHIPS AVAILABLE

Call your sales representative for more information.

**Date: 11/12/22**

# THE BLADE



## Connecting with the Best of Toledo



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BLADE NEWSLIDE



EXPLORE 419



THE BLADE



EBLADE