



We've Made Blade Advertising *Easier Than Ever!*

The Blade Ad Desk

With **The Blade Ad Desk**, advertising in our pages or online has just become easier.

You can send your advertisement — or simply the graphics you would like used in your advertisement — at any time of the day or night through our graphics server. You'll receive immediate confirmation that your files have been received.

You can send multiple files through **The Blade Ad Desk**. Simply follow the easy steps and you can send your completed ad, or send the components and let us build an ad for you. **The Blade Ad Desk** will accept your graphics, photos and text, all within a matter of minutes.

Follow these steps and you are on your way to advertising in The Blade!



Questions?

Call your Blade sales representative or 419-724-6230.

THE BLADE

To register as a first-time user of The Blade Ad Desk portal:

- ▶ Use Chrome or Firefox as your internet browser.
- ▶ Go to <http://addesk.toledoblade.com>
- ▶ Click on "Register."
- ▶ Fill in the required fields (*anything marked with an **).
- ▶ Click on "Submit."

For returning users:

- ▶ Go to <http://addesk.toledoblade.com>
- ▶ Click on "Login."
- ▶ Enter your login name and password.
- ▶ Click "Sign In."

Once you are logged in, you can access the information you need by clicking on the tabs at the top of the page:

Upload

By clicking this tab, you can upload camera-ready advertising, or send components to our Prepress Department, where we will create your advertisement.

Proof

The Proof tab will show you any advertising proofs that are awaiting your review.

Artwork Catalog

Look at all of the previous ads that you have placed with The Blade by clicking on this tab.

Please note: If you use Microsoft Word or Microsoft Publisher to create your advertising, please use only the preloaded fonts installed with those programs. Save your Word or Publisher files in press-optimized PDF format.