

# Get More For Your Money When You Advertise In The Blade!

Beginning September 8, 2014  
The Blade is increasing in size!

Our larger page size means you will get more for your money. Our column size is increasing, but our prices remain the same!

- Better print quality
- Greater color capacity
- More space for the same investment!

## 5 & 6 Column Widths

1 column	1.7083"
2 columns	3.575"
3 columns	5.4417"
4 columns	7.3083"
5 columns	9.175"
6 columns	11.04"

*\*Broadsheet only*

## 4 Column Widths

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

Call your Blade Representative  
for applicable ad sizes.



## ROP/Classified Broadsheet Ad Sizes (6 columns)

<b>Full Page</b>		6 col. (11.04") x 19.75"
<b>Half Page</b>	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"
<b>Quarter Page</b>	Standard	3 col. (5.4417") x 9.75"
<b>Eighth Page</b>	Standard	3 col. (5.4417") x 4.75"
<b>Sixteenth Page</b>	Standard	3 col. (5.4417") x 2.25"
<b>Front Page Strip</b>		6 col. (11.04") x 2.00"
<b>Double Truck</b>	Full Page	13 col. (23.05") x 19.75"
	Half Page	13 col. (23.05") x 9.75"
<b>Double Truck</b>	Strip	13 col. (23.05") x 3.00"

## 5 Column Tab Ad Sizes

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

## 4 Column Tab Ad Sizes

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

## 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	Cancellations	One Proof	No Proof	Proof Out	Proof Return	Camera Ready
<b>Sunday</b>	Wed. noon	Wed. 5 pm	Wed. noon	Wed. 5 pm	Thur. 8 am	Thur. 5 pm	Thur. 5 pm
Recruitment Ads	Wed. 5 pm	Thur. 5 pm	Wed. 5 pm	Fri. 5 pm	Thur. 8 am	Fri. noon	Fri. noon
Real Estate Ads	Wed. 5 pm	Wed. 5 pm	Tue. 5 pm	Wed. 5 pm	Thur. 8 am	Thur. 2 pm	Thur. 2 pm
Automotive Ads	Wed. 5 pm	Wed. 5 pm	Wed. 5 pm	Wed. 5 pm	Thur. 8 am	Thur. 2 pm	Thur. 2 pm
<b>TMC / Our Towns</b>	Tue. 3 pm	Tue. 3 pm	Tue. 3 pm	Tue. 5 pm	Wed. 8 am	Wed. 2 pm	Wed. noon
<b>Monday</b>	Thur. noon	Thur. 5 pm	Thur. 5 pm	Thur. 5 pm	Fri. 8 am	Fri. 2 pm	Fri. 2 pm
<b>Tuesday</b>	Fri. noon	Fri. 5 pm	Fri. 5 pm	Fri. 5 pm	Mon. 8 am	Mon. 2 pm	Mon. 2 pm
<b>Wednesday</b>	Mon. noon	Mon. 5 pm	Mon. noon	Mon. 5 pm	Tue. 8 am	Tue. 2 pm	Tue. 2 pm
<b>Thursday</b>	Mon. 5 pm	Tue. noon	Tue. noon	Tue. 5 pm	Wed. 8 am	Wed. noon	Wed. noon
<b>Peach Weekender</b>	Mon. 5 pm	Tue. noon	Tue. noon	Tue. 5 pm	Wed. 8 am	Wed. noon	Wed. noon
<b>Friday</b>	Wed. noon	Wed. 5 pm	Wed. noon	Wed. 5 pm	Thur. 8 am	Thur. 2 pm	Thur. 2 pm
<b>HOMES Tab</b> (Display Ads)	Tue. 4 pm	Tue. 4 pm	Tue. 4 pm	Wed. 3 pm	Wed. 9 am	Wed. 2 pm	Wed. 2 pm
Images (Agents Choice, Builders Best, In-column)	Tue. 4 pm	Tue. 4 pm					
Liners	Thur. noon	Thur. noon					
Open House	Wed. noon	Wed. noon					
<b>Saturday</b>	Thur. noon	Thur. 5 pm	Thur. noon	Thur. 5 pm	Fri. 8 am	Fri. 2 pm	Fri. 2 pm
Church Ads	Wed. 5 pm	Wed. 5 pm	Wed. 5 pm	Thur. 5 pm	Fri. 8 am	Fri. 2 pm	Fri. 2 pm