

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)

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"
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"
	Half Page	13 col. (23.05") x 9.75"
Double Truck	Strip	13 col. (23.05") x 3.00"

5 Column Tab Ad Sizes

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		2 col. (3.575") x 5.25"
Jr. Quarter 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"
	Half Page	11 col. (20") x 5.25"
Double Truck	Strip	11 col. (20") x 2.00"

4 Column Tab Ad Sizes

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"
	Half Page	9 col. (20") x 5.25"
Double Truck	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
Sunday	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
TMC / Our Towns	Tue. 3 pm	Tue. 3 pm	Tue. 3 pm	Tue. 5 pm	Wed. 8 am	Wed. 2 pm	Wed. noon
Monday	Thur. noon	Thur. 5 pm	Thur. 5 pm	Thur. 5 pm	Fri. 8 am	Fri. 2 pm	Fri. 2 pm
Tuesday	Fri. noon	Fri. 5 pm	Fri. 5 pm	Fri. 5 pm	Mon. 8 am	Mon. 2 pm	Mon. 2 pm
Wednesday	Mon. noon	Mon. 5 pm	Mon. noon	Mon. 5 pm	Tue. 8 am	Tue. 2 pm	Tue. 2 pm
Thursday	Mon. 5 pm	Tue. noon	Tue. noon	Tue. 5 pm	Wed. 8 am	Wed. noon	Wed. noon
Peach Weekender	Mon. 5 pm	Tue. noon	Tue. noon	Tue. 5 pm	Wed. 8 am	Wed. noon	Wed. noon
Friday	Wed. noon	Wed. 5 pm	Wed. noon	Wed. 5 pm	Thur. 8 am	Thur. 2 pm	Thur. 2 pm
HOMES Tab (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					
Saturday	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