



We Make Advertising *Easy!*

Tracksend

We've made advertising with The Blade easier than ever, thanks to **Tracksend**. Using the Internet, send us your advertising or graphics whenever you want. You'll receive immediate confirmation, verifying that we have received your files.

The **Tracksend Web site** allows you to send multiple files. Follow the five easy steps and you can send a complete ad or its components – graphics, photos, and text – all within a couple of minutes.

The result? Clear communication of exactly what you want, timesaving convenience, and complete accuracy.

Simply follow these five easy steps!

1. Go to <http://mypage.tracksend.com/tb>
2. Click on the box marked "Send to Advertising."
3. Fill in the required fields:
 - a. Your email address
 - b. The name of your company
 - c. Instructions, i.e., "Ad for Sunday, December 25"
4. Click the box marked "Add" to browse for files you wish to upload, or click and drag files directly from your desktop. Do this as often as you want to attach as many files as you need!
5. Click "Upload" to send the file.

A few things to remember:

- Please call your advertising representative to reserve space prior to uploading the ad information.
- Adobe Acrobat PDF is the preferred and recommended file format for Electronic Ad Submission. Adobe Acrobat job options, specifically tailored for The Blade, are available for download.
- Go to www.toledoblade.com. Select the "advertiser" link above the toledoblade.com logo at the top of the home page. Select "Mechanical specifications for advertising in The Blade" from the list. Download and unzip or un-stuff the E-Package from this page. The files in this package will help you configure Acrobat Distiller to create PDF files optimized for best quality reproduction in The Blade.
- The Blade recognizes that there are a few advertisers that use Microsoft Word or Microsoft Publisher to create advertising. If you use these programs, please use only the preloaded fonts installed with those programs. Save your Word or Publisher files in press-optimized PDF format.

Once you have uploaded your text and/or graphics, you will receive an "upload successful" message and an email response with the form field information that you had supplied.

Questions?

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

 **blademediagroup**
READERS. REACH. RESULTS.