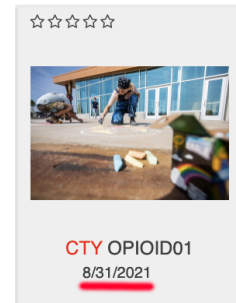


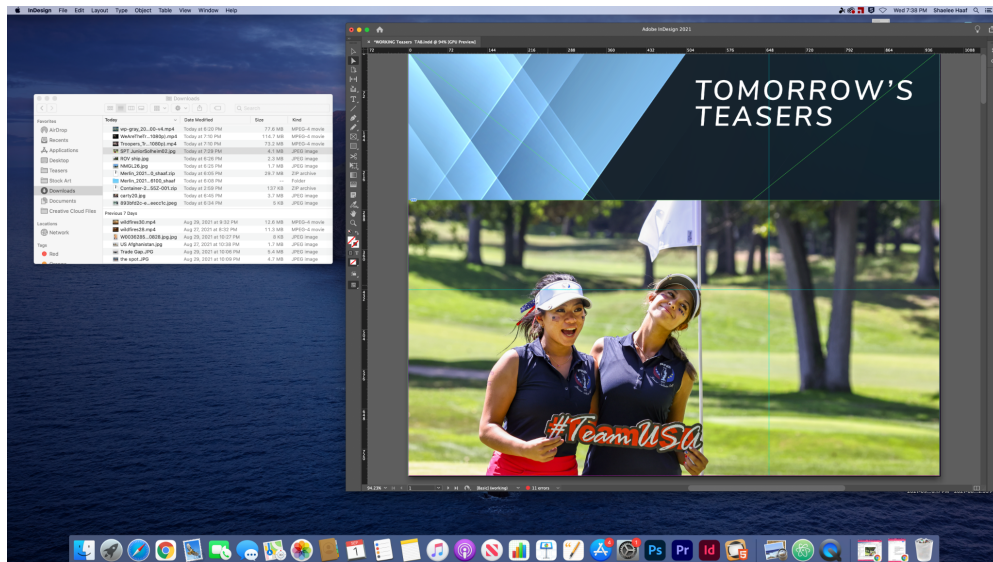
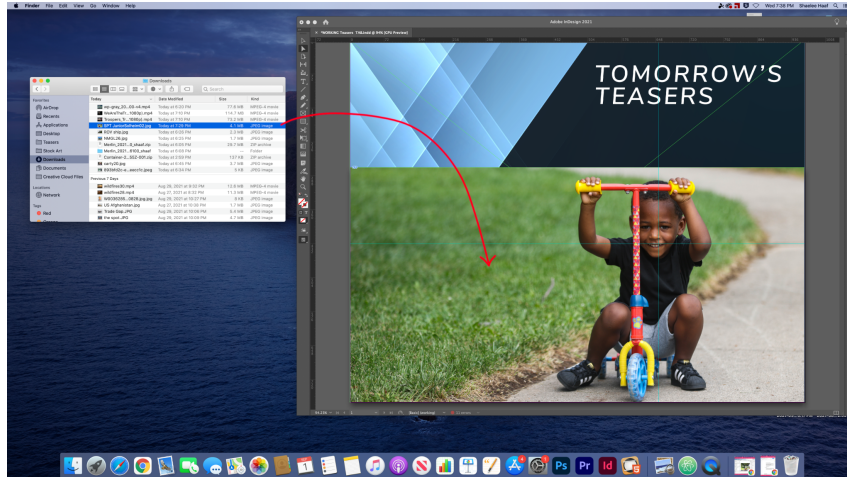
TEASERS

A step-by-step guide (no InDesign experience required)

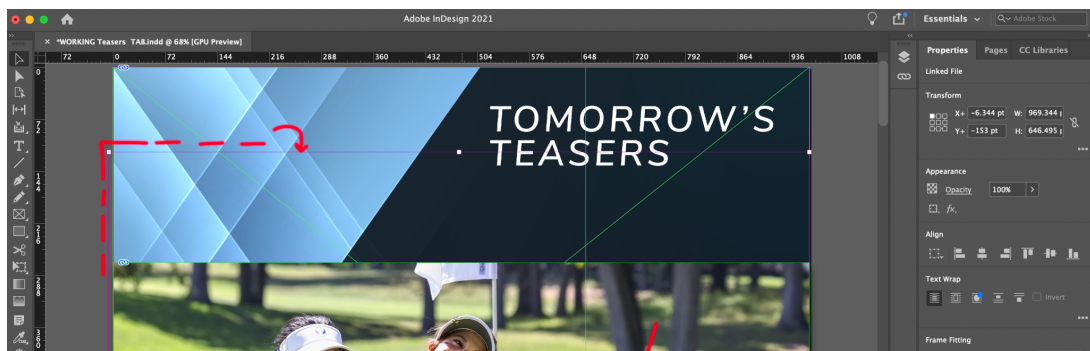
Before you can start, make sure you have access to the Teasers folder. Ask one of the current web team members to share it with you through Google Drive and download it to your desktop.

- Merlin:
 - Look for a picture from today's date.
You can find the date listed under the title of the picture.
 - In the search bar, type in CTY or ROV. These will be the pictures you can use for teasers. If you can't find any pictures from that day or the day before that haven't already been used, type in "blade" and scroll through to see if there are any fun pictures to use. **DO NOT** use pictures from hard news/breaking news stories, or feature photos that are for stories far in the future.
 - Keep in mind whichever picture you chose should work well with both a landscape (horizontal) and portrait (vertical) orientation.
 - The landscape teaser will be for the tablet version (TAB).
 - The portrait teaser will be for the mobile version (MOB).
 - Download the picture.
- Adobe InDesign:
 - In the Teasers folder, click on the InDesign file named "WORKING Teasers.indd."
 - Locate the picture in your downloads, then drag and drop it directly on top of the other picture. InDesign should automatically replace it with the new picture.





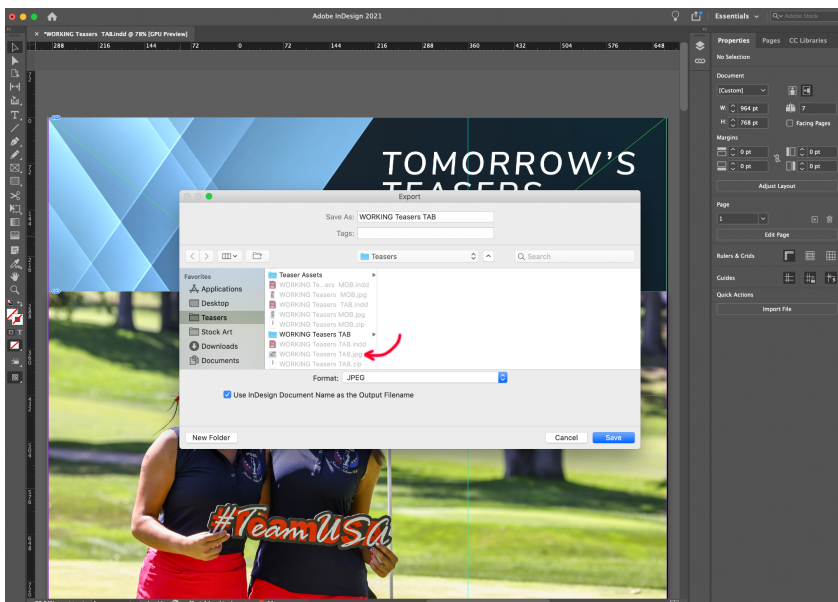
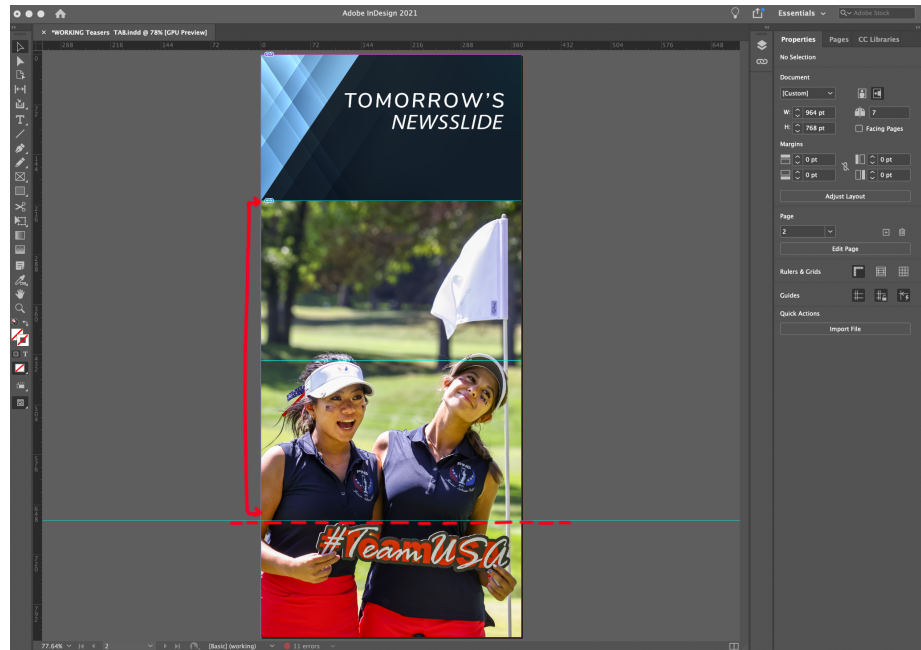
- Adjust the picture as needed.
 - **IMPORTANT:** When you are moving the picture around, make sure you can see the magenta/pink box. You can also tell you're grabbing the picture if there is a light gray circle in the center.
 - This way you're only moving the picture and not the container it's in.
 - NOTE: If you adjust the size of the picture, hold down the **⌘+Shift** keys to keep it proportional.



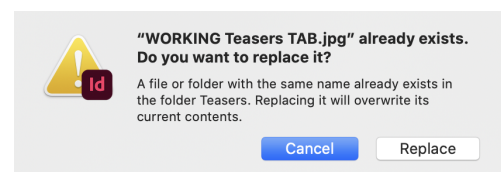
- Repeat the above steps for the mobile version (scroll down in InDesign to find the mobile version of the teasers).

- NOTE: In NewsSlide, only the top two thirds of the picture will show up, so the bottom third will be cut off.

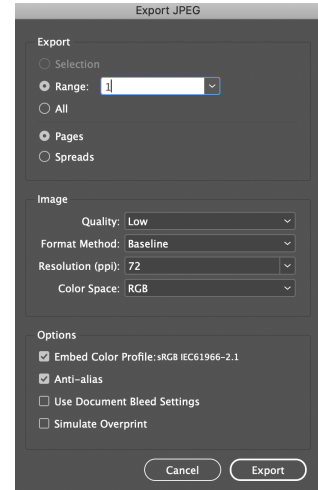
- Hit **⌘+E** to export the files as JPGs.
- The Finder window will show up. Click on the existing JPG file named "WORKING Teasers TAB.jpg." save and override it. (Make sure you're in the Teasers folder when you save).



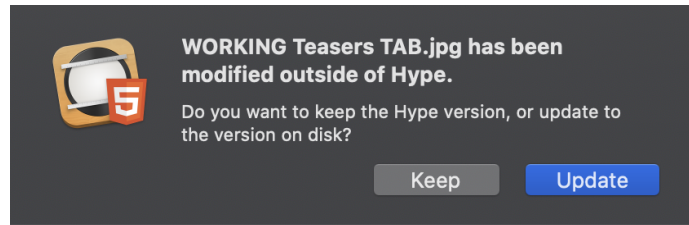
- A dialogue box will ask if you want to replace the existing file, click Replace.



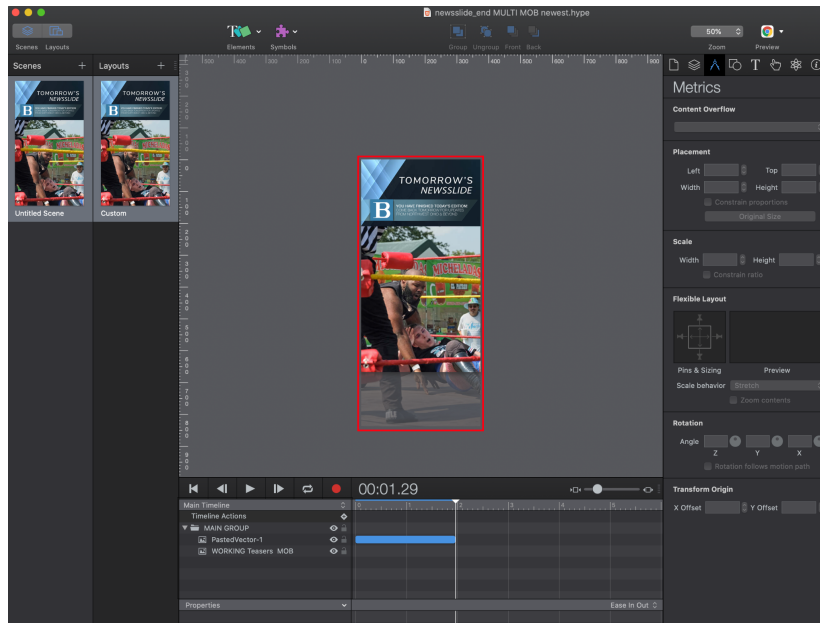
- Another dialogue box will come up in InDesign. Change the Range to 1 and hit Export.
- Hit **⌘+E** to export the files as JPGs.
- Click on the existing JPG file named “WORKING Teasers MOB.jpg.” save and override it.
- Change the Range to 2 and hit Export.
- In the teasers folder, click on the folder named “Hype Teaser Assets”
- Click on both files named: “newsslide_end MULTI MOB newest.hype” and “newsslide_end MULTI TAB newest.hype”



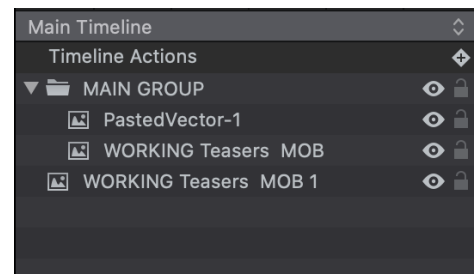
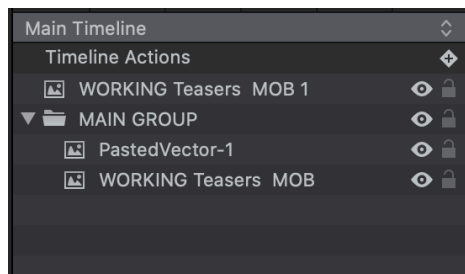
- This should automatically open the Hype program and a dialog box asking if you update the file, hit Update. (Skip past these next steps if this box appears)



- If you do not get the dialog box at first, follow these steps:
 - Close Hype.
 - Go back to InDesign, re-export and override the .jpg file.
 - Click on the Hype file in the teasers folder again.
 - Click Update.
- If the dialog box still doesn't show up, you can manually replace the .jpg file in Hype.
- Drag and drop the correct .jpg file over the existing picture.



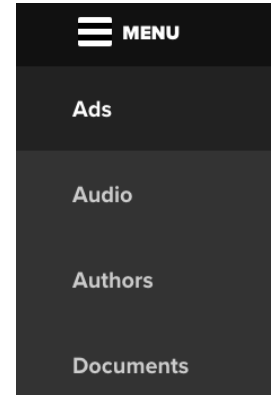
- First adjust the new .jpg file to be the same size as the old one.
- Then in the box that says “Main Timeline,” move the “WORKING Teasers MOB - 1” to the bottom and delete the old file.



- Continue following the next steps...
- Once the Hype files have been updated:
 - Click File > Export as HTML 5 > NewsSlide Ad...
 - The Finder box will pop up. Click on the .ZIP file titled “WORKING Teasers MOB.zip” (OR “WORKING Teasers TAB.zip” for tablet).
 - Override and Replace.


- NewsSlide:

- Under the menu, click on the Content Library and then Ads.
- Scroll to the bottom of the page and click the box with the plus sign.
- Upload the corresponding .jpg and .zip files for MOB and TAB Teasers.
- Fill in the following fields with this info:
 - **SLUG:** MOB(Day of Month)/TAB(Day of Month)
 - **TITLE:** MOB/TAB
 - **AD TYPE:** Fullscreen Ad
 - **USAGE:** Click corresponding MOBILE or TABLET
 - **AS SALESPERSON:** Editorial
 - **ADVERTISER:** Blade
 - **CAMPAIGN:** Teasers
 - **AD CATEGORY:** This part doesn't really matter, so you can leave it as is.
 - **EXTERNAL:** Click both REQUIRES INTERNET and HAS EXTERNAL LINKS




CONTENT LIBRARY

Thumbnail Image



Filename: WORKING Teasers MOB.jpg
Type: image/jpeg
Size: 12.460 KB
Source: Direct Upload

Zip File



Filename: WORKING Teasers MOB.zip
Type: application/zip
Size: 195.272 KB
Source: Direct Upload
[Download Attachment](#)

CREATED	09/02/2021 01:28:15 AM EDT	LAST MODIFIED	09/01/2021 09:28:17 PM EDT
	Shaelee Haaf		Shaelee Haaf

Asset Metadata

SLUG (REQUIRED)

TITLE

DESCRIPTION

NOTES

AD TYPE

USAGE (REQUIRED)
 MOBILE TABLET

AD SALESPERSON (REQUIRED)

ADVERTISER (REQUIRED)

CAMPAIGN (REQUIRED)

AD CATEGORY

EXTERNAL
 REQUIRES INTERNET HAS EXTERNAL LINKS

USERS ON THIS PAGE: DG SAVE

- Save.
- Click the menu again and locate the next day's edition. (If it's a Monday, you will be working with Tuesday's edition).

- Click on Budget > Opinion.
 - There should already be a placeholder for the teasers titled "1 Blade Editorial End Slide."
 - Click "Select Ad" and choose the teaser for the TAB version.
 - Hit save, and exit to edition.

- Click on Budget > Opinion
 - Repeat steps above for the MOB teaser.

- Pat yourself on the back, you've done teasers!