

Editing your Business Profile

If you are an advertiser who has signed up to have an online business profile with your local newspaper, this guide will show you how to set up your profile and keep it up to date.

To edit your profile, simply navigate to your business profile on the newspaper's website. In most cases this will be as simple as clicking on the "Business Profiles" button on their homepage and then finding your business' name in the alphabetical list.

Once you've found your profile, there will be a link in the upper right corner of the page that says "**Advertiser Login**". Click on this and then enter your email address and password, which should have been provided to you by the newspaper.

You will now see a screen like the one shown on the following page.

The newspaper may have already filled in some information for you and uploaded an "Awning Image" (which will appear at the top center of the screen). However, you are free to edit any of the text that they have entered.

You will notice fields for **Email** and **Main Website** in the upper left contact information box. The addresses you enter here will automatically become buttons in your profile labeled "Visit Our Website" and "Email Us."

Additionally, if you enter a physical address for your business, your profile will automatically generate a **Google map** showing your location.

You may use the **Upload Logo/Image** dialog box to upload a graphic of your choice. This will display in the center top of your profile, below the Awning Image. Images must be in **GIF** or **JPEG** format. Images will be automatically resized if they are above our size limit.

Unlimited text may be entered in any of the large text fields in the left column of the screen (**Who We Are and What We Do, Products and Services, Specialties, Brands, Links**). The smaller fields along the right (**Hours, Payment Options, Languages Spoken, Associations, Awards**) each have a limit of 300 characters. A readout below the field tells you how many characters remain until you reach the limit.

Enabled Disabled [Click here to see live profile](#) Delete Profile

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Business Name: Characters Remaining: 63

Short Description: Characters Remaining: 63

Address:

City:

State(2 Letter):

Zip Code:

Phone Number:

Fax Number:

Email:

Main Website:

Upload Logo/Image:
 Browse...

Serving you since

Real Estate
Real Estate Broker

Who We Are & What We Do
 Characters Remaining: Unl

Hours
 Characters Remaining: 300

Products and Services
 Characters Remaining: Unl

Payment Options
 Characters Remaining: 300

Links
 Format: One link per line and put the link and then the description.
 Characters Remaining: Unl

Awards
 Characters Remaining: 300

Update Business Profile

Finally, if you wish to add additional website links to your profile, you may do so in the **Links** field at the bottom of the page. Links must be formatted correctly: each link must be all in one line, with the URL first and then the description. For instance:

<http://www.nynewspapers.com> New York Press Association

There is no limit to the number of links you can have in your profile.

NOTE: It is not required to have information in each text field. Empty text fields will not display on your actual profile.

After making any changes to your profile, be sure to click the **Update Business Profile** button at the bottom of the screen.

To view your profile as it appears to normal readers, click the link at the top of the screen labeled “**Click here to see live profile.**”

If you have any questions, please contact your local newspaper office or call the Our-Hometown support line at (315) 294-6932. Our-Hometown can also be reached by email at ops@our-hometown.com.