

## How to add the Color Incorporated ad to your **WordPress.com** blog

1. Log into your WordPress.com account at the following URL:  
<https://en.wordpress.com/wp-login.php>
2. On the left side of the page once you are logged you should see a “Dashboard” link. Click the triangle to expand the list downward, and then select “My Blogs” from that list. Then select the appropriate blog from this list. (This may have automatically opened when you logged in)
3. Next we will upload the image that has been sent to you by Color Inc into your blog's media library. Follow these steps:

a. Click on the “Media” tab, and then at the top of that page, click on the “Add New” button.

b. Click on the “Select Files” button, and add the appropriate file.

c. A progress bar will appear for the upload; be patient!

d. Once the upload completes, fill in the description, etc, with appropriate values.

e. Your screen should look similar to the image at left. Click the “Save All

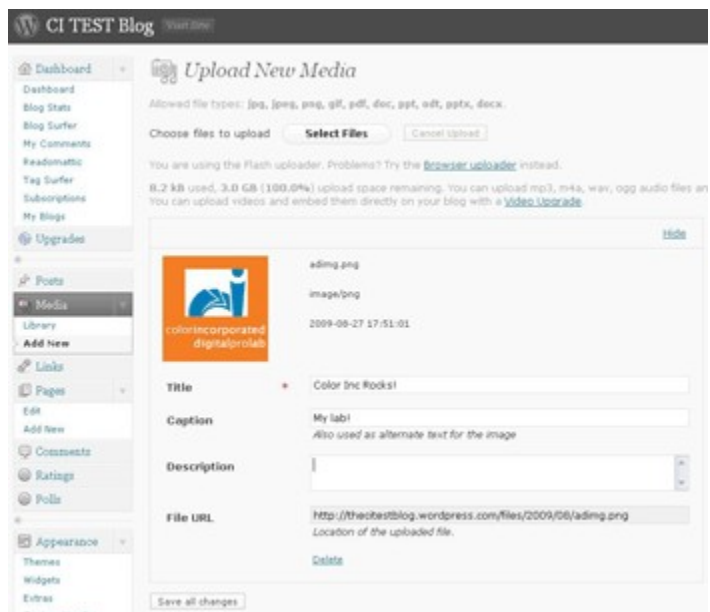
Changes” button at the bottom of the form to finalize the image upload.

f. You should now see the uploaded ad file on your media list!

4. Find the “Links” tab on the left side of the page. In the page that loads, you should see a button near the top that reads “Add New.” Click this button.

5. Fill in the “Name,” “Address,” and “Category” fields with appropriate values. In the “Web Address” field make sure to enter our address:

<http://colorincprolab.com>



6. In the “Target” section select the “blank” option to make the link open in a new window.
7. Lastly, in the “Advanced” section at the bottom of the form, you will need to enter the image address of the file you had uploaded in the previous steps. To do this follow these steps:
  - a. Open a new browser tab (or window) and navigate to your blog Dashboard.
  - b. On the left side of your Dashboard window, click on the “Media” button.
  - c. Then, hover your pointer over the image that you uploaded, and click the “Edit” button that comes up.

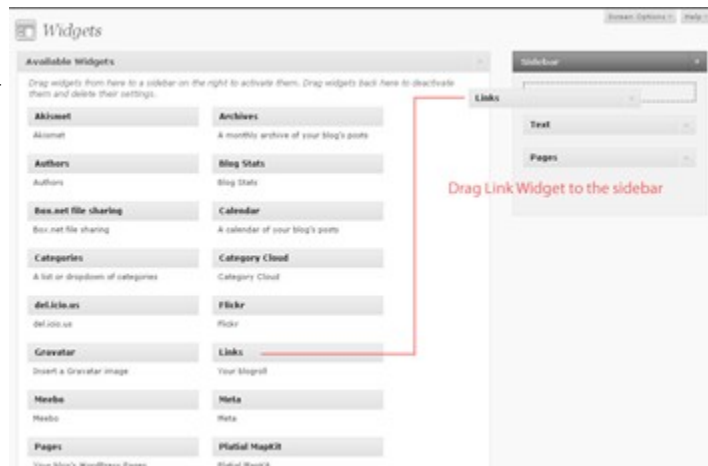
d. In the “File URL” area you should see a web address, as shown at right; drag over this to select it, and then right click to copy this address.



e. Click on the tab that still has your “Links” open. Paste this image address of your ad image into the “Image Address” field in that tab.

8. Review all settings for the link you will be adding, and then click the “Add Link” button on the top left of the page, making sure that the “Keep this link private” option is **not checked**.
9. We are ALMOST finished!! We just need to ensure that the “Links” widget actually is showing in your blog. If you know that it is, this step can be skipped. Otherwise, follow the instructions below to add it:
  - a. In the main Dashboard screen, click on the the triangle next to the “Appearance” tab to open the drop down list. On the List, click the “Widgets” option.

b. In the page that loads, make sure that the “Sidebar” menu on the left side is expanded, and then drag the “Links” widget onto that list, as shown at right.



c. When you click the arrow on the “Links” widget, now placed in the sidebar, you should see that the top two boxes (“Show Link Name”, and “Show Link Image”) are checked. If not, check these two boxes.

d. Next hit the “Save” button. A spinning disc will appear, showing that these changes are being saved. Once saving is completed, continue to the next step.

10. Navigate to your blog as any visitor would. Double-check to ensure that the link is properly working. If the link is not present, reread these steps to ensure that none were missed.

**Feel free to contact Color Inc if you have any issues along the way! Send any correspondence to [info@colorincprolab.com](mailto:info@colorincprolab.com)**