

A Glossary of MCC Search Terms & Shortcuts

IMAGES Library

Plus and Minus: Use in any *Library*.

- Add a plus sign (+) before each keyword (without a space) to tell the search engine to include items that contain all the words, not just one of them. Selecting the *Match All* button will also produce the same results.
- Use a minus sign (-) to eliminate certain criteria. The minus item(s) should be at the end of your keyword string. For example, "+golf -men -tee."

Quotes: Adding quotes to a phrase of two or more words means that in addition to searching all the words, the entire phrase itself will be searched. Multiple phrases can be quoted. Use a plus sign (+) before the quoted phrase, or select *Match All* to limit the search to the phrase and not individual words within the phrase.

- Examples: + "going out of business," "July 4th" or "Labor Day" (or "Labour Day").


Clear Search/Clear Text: Reset your search.

- **Clear Search** resets all criteria, including any qualifier pull-downs you have chosen.
- **Clear Text** erases only the words typed into the *Keywords/Filename* box.

Issue Date: Type a month and year to limit a search to a specific issue. Three-letter abbreviations of the month (without a period) are accepted.

- You can type just a month to perform a relative search of all items contained in the *Library* for that month. For example, to see fruit images from several years of June issues, use "fruit" as a keyword and "June" as the *Issue Date*.

High-Res Images: Optional search results of 300 dpi photos.

- Select the  for downloading.

Bonus: *Bonus* items are extra versions of artwork or original photo files without special treatments or effects.

- Use as a keyword with an *Issue Date* (month, year) to limit the results.

Miniatures: Small-scale iconographic images to use for column headers as well as in ads.

- Add "miniature" as a keyword, along with additional keywords. For example, "+miniature +umbrella."

SPEC ADS & COVERS Library

Ad Filename: Any ad can be retrieved by typing the eight-digit filename pictured on the printed page of the reference book.

- Black & white versions are the same filename, except the ending "0" is replaced by a "K." For example, N068A120 is color, while N068A12K is the same ad in b&w. (The same holds true for b&w images in the *Images Library*.)

Cover: Includes tab-sized cover designs, *BonusIdeas* covers and editorial services section covers.

- Type "cover" as a keyword to get a selection of cover designs.
- When adding a subject to further limit your search, type a plus sign (+) before each word. For example, to get a series of gift guide cover choices, type "+gift +guide +cover" into the *Keyword/Filename* box.

BonusIdeas: Supplemental cover designs and ideas found in *Metro Newspaper Service*.

- Type "bonusideas" as a single keyword and an abbreviated month date in the *Issue Date* box to view the current *BonusIdeas* (i.e., Aug 06).

MMM: Use "MMM" a keyword shortcut to search for *Metro Sales Events*.

- Enter a month and year to get a selection for planning.

Directory: Multiple-sponsorship ads, including *Metro Sales Events*.

- Use "directory" as a keyword.

Campaign: Series of ads designed to sell to one client.

- Add "+campaign" to your keyword search.

MetroExtra: Ads not pictured within regular service content, such as the *MetroExtra* full-page auto ads in *Classified Dynamics*.

- Type "metroextra" as one word.

Promotion: Self-promotion ads from monthly special sections, *Classified Dynamics* sub-*scription* or classified ad campaigns.

- Add "+promotion" to your keyword search.

Contest: Newspaper contest ideas.

- Type "+contest" as an additional keyword choice (i.e., "+football +contest").

Ad Size: Limit your search to a specific column width from the pull-down menu. Ads are based on SAU sizes (2.0625 inch column).

EDITORIAL Library

Edition: Names on the pull-down menu correspond to the monthly Metro special themed sections or *Timely Features*.

- Use the *Edition* pull-down menu to view all articles in that section or to limit a search within that section.

Timely Features: General-interest articles as well as timely, seasonal and topical subjects.

- Select *Timely Features* from the *Edition* menu and type in an *Issue Date* to view features from a specific month.
- *Timely Features* will also appear in your results through the use of keywords or the *Category* menu (see below).

Category: Select from the most popular editorial feature subjects.

- Use the *Category* pull-down menu to search for one specific subject, regardless of the *Edition* in which it was originally introduced.
- The *Category* search will offer the largest selection of the most popular subjects. For example, *health/medical* articles will appear from many *Metro Editions* or *Timely Features*.
- Further refine your search by adding keywords into the *Keyword/Filename* box, such as typing "women" as a keyword and selecting *health/medical* from the *Category* menu.

Bonus Features: Metro enhanced subscribers have exclusive access to:

- *Crosswords; Kids' Corner puzzles & activities; Horoscopes; Prime Cuts recipes; Metro Sudoku.*
- Access each area via the *Bonus Features* pull-down menu.
- Note that you must select one of these items from the menu in order to access these features. For example: Type a month and year into the *Issue Date* box and select *Crosswords* from the menu. It will return crosswords for each week of that month.
- Add a keyword to search within a particular bonus feature.
- Choose *Kids' Corner* and type "history" to get a selection of those features.
- Using "chicken" as a keyword (for example) while selecting *Prime Cuts* will return only recipes containing chicken.
- Additional recipes can be obtained in the regular editorial area by using "recipe" as a keyword.

Need help? Got a question?
You can always call Metro's
Customer Relations toll-free
at 1-800-223-1600.

MCC SCREEN Customization

Display Preferences: Customize the background and type look of your MCC experience. Click on the *Display Preferences* link to customize:

- Color of the background; Text color; The size of border; No border around each item.
- The amount of items displayed across and down in the results window.
- *Editorial List*; choose the amount of editorial features displayed within each batch in the *Editorial Library*.

Thumbnails Size: Use this pull-down menu to increase the size of thumbnails in the results window from your choice of based sizes: 128, 192, 256, 364 or 512 pixels.