

METRO[®]

CREATE. SELL. PROFIT.



Grow Online Revenue

With Metro e-Connect's Multimedia Program



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CREATE. SELL. PROFIT.

Online Special Sections

Part of Metro e-Connect

Expand Website Revenue



➤ Targeted Sections + Targeted Readers = Better Advertiser Results & More Ad Revenue

Online Special Sections

The screenshot shows a newspaper's website interface. At the top, there's a navigation bar with 'Daily Paper' logo, 'Home', 'Photos', 'Videos', 'Offers', 'Sponsors', and 'SPONSORED BY ZALES'. Below this is a banner for 'FAREWELL DIAMONDS!' with a price of '\$149 PER CARAT' and a 'Shop Now' button. The main content area is titled 'Weddings' and features a large photo of a couple. Below the main content, there are three columns: 'The Big Day' with a photo of a couple and a 'Did you know?' text block; 'View more articles from this category'; and 'Sponsors' featuring 'ASTLEY CLARKE' jewelry with a 'View JEWELRY COLLECTIONS' link.



What is an Online Special Section?

Online Special Sections are themed, targeted sections that can be co-branded with your logo and information. Use these to attract target audiences, increase overall site visitors and expand online revenue.

Customized to include:

- Local features
- Special offers
- Embedd videos from Youtube
- Photo galleries

> Co-Branding and Design

Logo

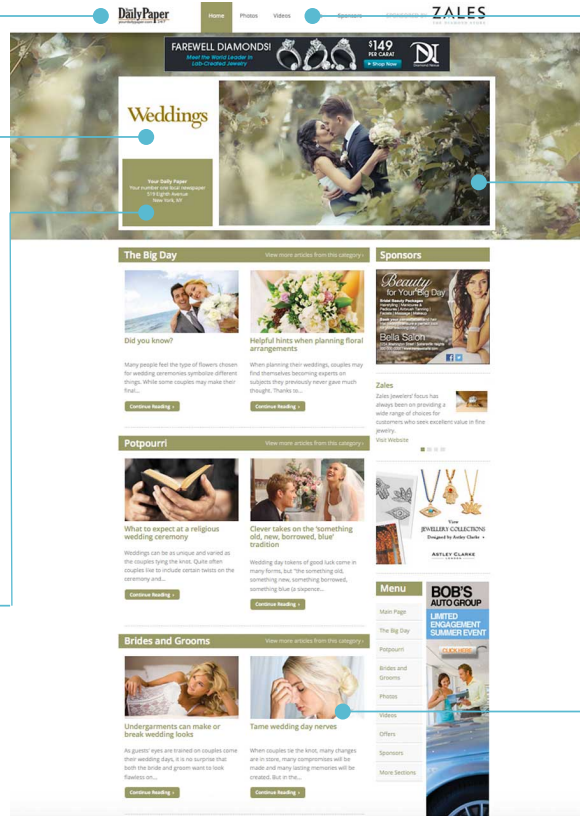
Your logo displayed on every section page with link back to your website

Section Logo

Keep or replace the section logo with your own logo for section branding.

Contact Information

Your contact information displayed on every section page.



Photos, Videos & Offers

Include local photos to create galleries, post YouTube videos, add local merchant offers.

Slideshow

Add your own images to create a local experience

Content

Include local features, merchant press releases, announcements etc.

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Online Special Sections

Your Daily Paper
yourdailypaper.com 12477

[Click Here To Print This Page](#)

Shannon Smith and Clark Manuel



Shannon Smith and Clark Manuel were married Saturday at the Chapel at in Local Town Name. The Rev. Bob He ceremony.

The bride, 23, is a legal assistant at Lawyer & Lawyer associates. She graduated from Local University and recih legal administration from the University of Local Town.

She is the daughter of Amy and Roger Smith of Local Town.

The bridegroom, 25, is a Local Town officer. He graduated from Local University and received a master's degree i the University of Local Town.

He is a son of Maria and John Manuel aLocal Town.

The couple met in Local Town, in July 2010 at a party hosted by a mutual friend..

As seen in the Weddings Photo Gallery
Your Daily Paper
519 Eighth Avenue, New York, NY
800-223-1600



Photo Galleries

Create advertiser sponsored photo galleries, with printer-friendly pages, that include a publication logo and advertiser information.



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Online Special Sections

Offer

25% Off All Watches



Example of information about this offer can go here. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text.

Coupon Code
ZALESWATCHES

Expires In

122 weeks 01 days 12 hr 37 min 29 sec

Only one coupon per person. May not be combined with any other offer.

ZALES

419 Sample Creek Mall
Fayetteville, NC
United States
Phone: (555) 555-5555

← Coupon Offers & Videos →

Video

Love Rocks



It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text.

ZALES

419 Sample Creek Mall
Fayetteville, NC
United States
Phone: (555) 555-5555
Visit Website

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Online Special Sections



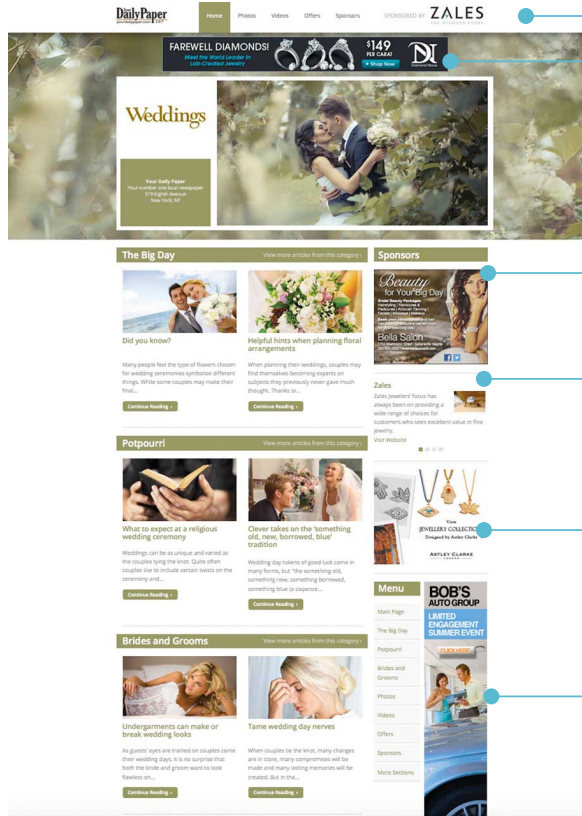
Increase Online Advertising

Online Special Sections feature five key ad sizes on each page for maximizing ad revenue opportunities, plus additional upsell potential with photo galleries, videos and special offers.

Ad sizes include:

- Premier Sponsor (360x60 pixels)
- Leaderboard (728x90 pixels)
- Rectangle (300x250 pixels)
- Skyscraper (160x600 pixels)
- Sliding Directory

> Available Advertising Opportunities and Sizes



Premium Sponsor

Size: 360 x 60

Leaderboard

Size: 720X90

Rectangle

Size: 300 x 250

Sliding Directory

Includes Business Name link, brief description, link to website and image.

Rectangle

Size: 300 x 250

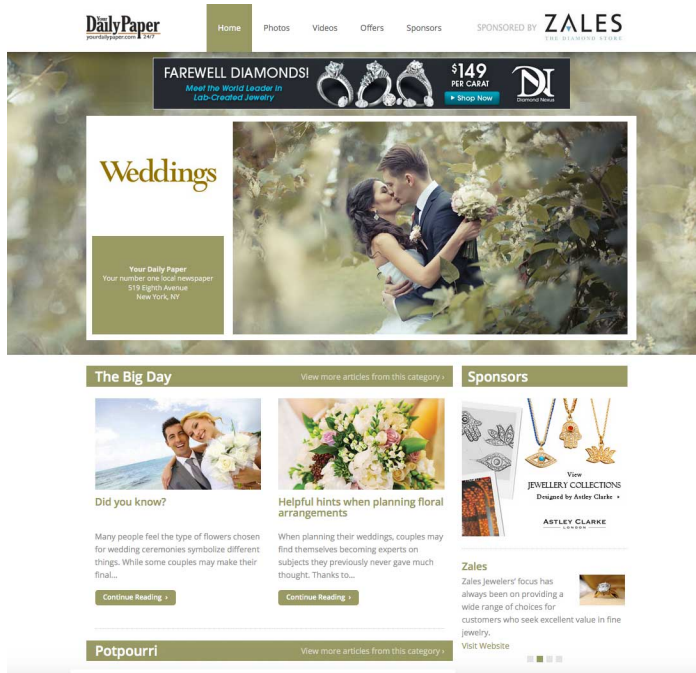
Skyscraper

Size: 160 X 600

= More Online Ad Revenue

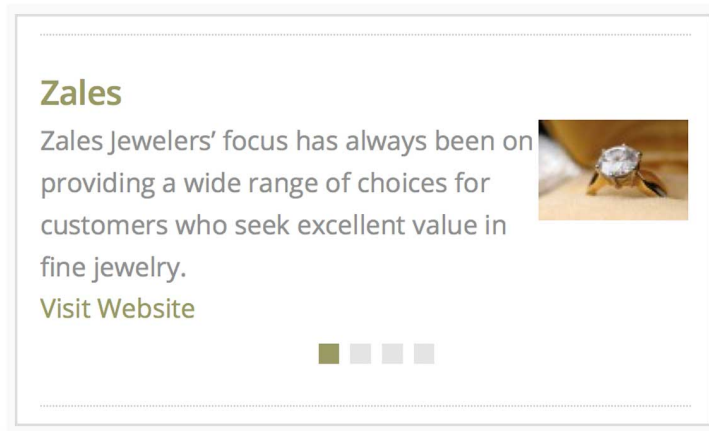
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Online Special Sections



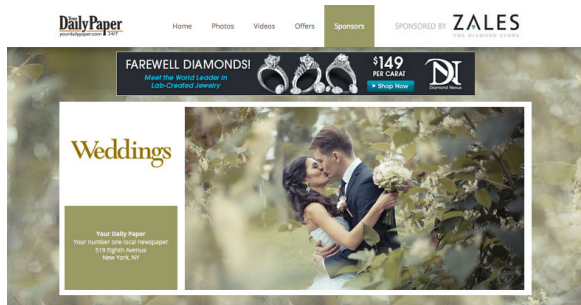
Sliding Directory

Unlimited advertiser sponsors rotate in this unique directory that enhances their exposure.



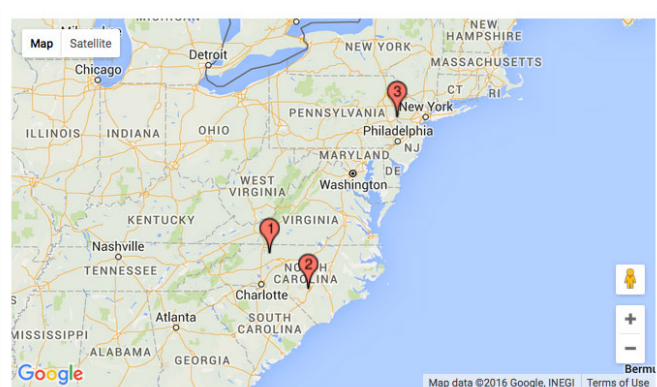
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Online Special Sections

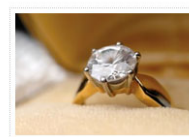


Sponsors Page

Feature your advertisers in the Sponsors page that includes a business location map marker and business listing with business name link, brief description, link to website and image.



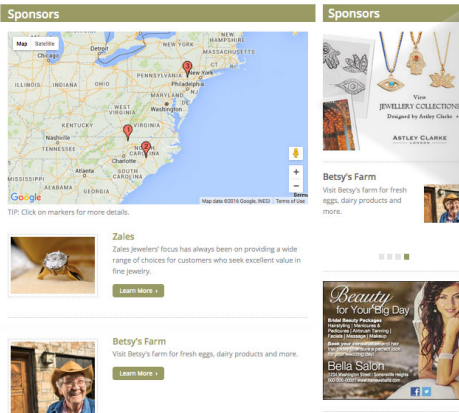
TIP: Click on markers for more details.



Zales

Zales jewelers' focus has always been on providing a wide range of choices for customers who seek excellent value in fine jewelry.

[Learn More >](#)



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Online Special Section Demo

The screenshot shows a newspaper's website with a 'Weddings' special section. At the top, there's a navigation bar with 'Daily Paper' logo, 'Home', 'Photos', 'Videos', 'Offers', 'Sponsors', and 'SPONSORED BY ZALES THE DIAMOND STORE'. Below the navigation is a banner for 'FAREWELL DIAMONDS!' with a price of '\$149 PER CARAT' and a 'Shop Now' button. The main content area features a large image of a bride and groom kissing, with the word 'Weddings' in a large, elegant font. Below the image is a small box with the newspaper's address: 'Your Daily Paper, Your number one local newspaper, 519 Eighth Avenue, New York, NY'. At the bottom, there are three columns of content: 'The Big Day' with a photo of a couple and a 'Continue Reading' button; 'Helpful hints when planning floral arrangements' with a photo of a bouquet and a 'Continue Reading' button; and 'Sponsors' featuring 'ASTLEY CLARKE JEWELLERY COLLECTIONS' and 'Zales' with a photo of a diamond ring and a 'Continue Reading' button.

VIEW LIVE DEMO

Click here or scan QR code below to visit this website and view live demo.



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Online Special Section Demo

The screenshot shows a newspaper website with a special section for pets. At the top, there's a navigation bar with 'Home', 'Photos', 'Videos', 'Offers', and 'Sponsors'. A sponsored banner for ZALES is present, advertising 'FAREWELL DIAMONDS!' with a price of '\$149 PER CARAT' and a 'Shop Now' button. The main content area features a large image of a dog sitting on a 'HOME' mat. Below this is a section titled 'All About PETS' with a sub-header 'Your Daily Paper' and address information. Further down, there are two columns: 'Pet Potpourri' with two article teasers and 'Sponsors' with a jewelry advertisement for Astley Clarke.

VIEW LIVE DEMO

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