

METRO



# Grow Online Revenue

With Metro e-Connect's Multimedia Program



## > A Multimedia Solution for Today's Publishers

# Metro e-Connect Program

In today's rapidly changing environment, publishers need to be able to go out into the marketplace and prove that they have full-scale solutions for their customers' marketing and advertising needs. While publishers have always been expert at knowing their markets and their customers and communities, e-Connect's online e-sections, Specialty Websites and coordinated print sections now give them a unique program for helping advertisers reach the right audience at the right time via the right media.



Empowers Publishers (you) to produce profitable, multimedia marketing vehicles that drive business to advertisers' doorsteps.



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# Online Special Sections

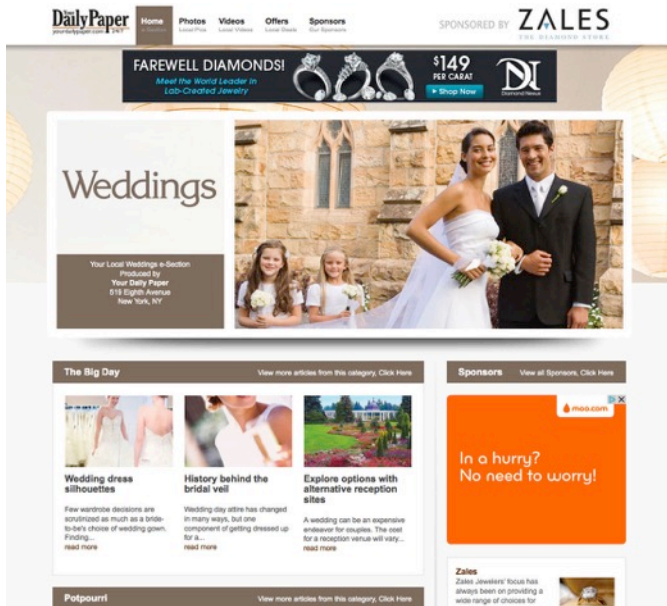
Part of Metro e-Connect

Expand Website Revenue



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

## Online Special Sections



## 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

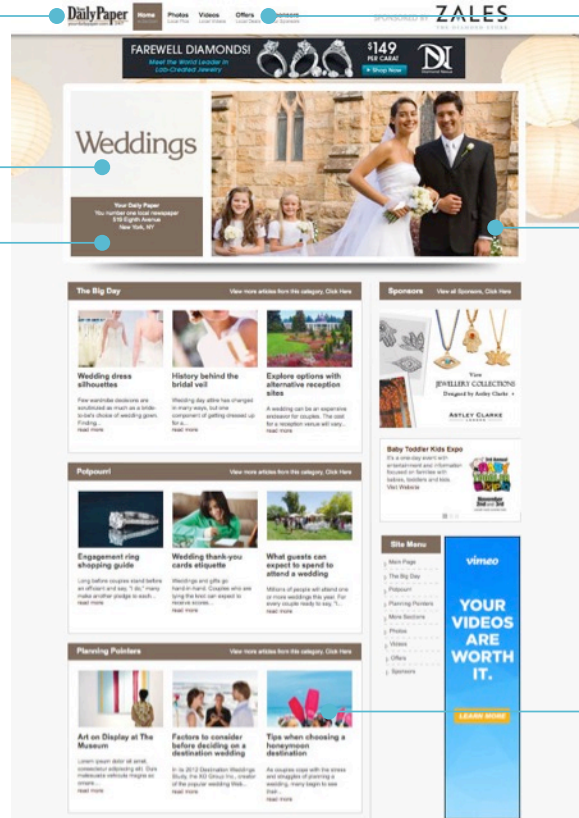
Your logo displayed on every section page with link back to your website

### 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



## Increase Online Advertising

Online Special Sections feature five key ad positions 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

The screenshot shows a newspaper website with several advertising opportunities. At the top, there is a 'Premium Sponsor' banner for ZALES. Below it is a 'Leaderboard' ad for 'FAREWELL DIAMONDS!' with a price of \$149 per click. In the 'Sponsors' section, there is a 'Rectangle' ad for 'JEWELLERY COLLECTION' and a 'Sliding Directory' ad for 'Baby Toddler Kids Expo'. At the bottom of the 'Sponsors' section, there is a 'Skyscraper' ad for 'vimeo' with the text 'YOUR VIDEOS ARE WORTH IT.' and a 'LEARN MORE' button. The main content area features a 'Weddings' section with a large photo of a bride and groom, and a 'The Big Day' section with several smaller articles and photos.

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.

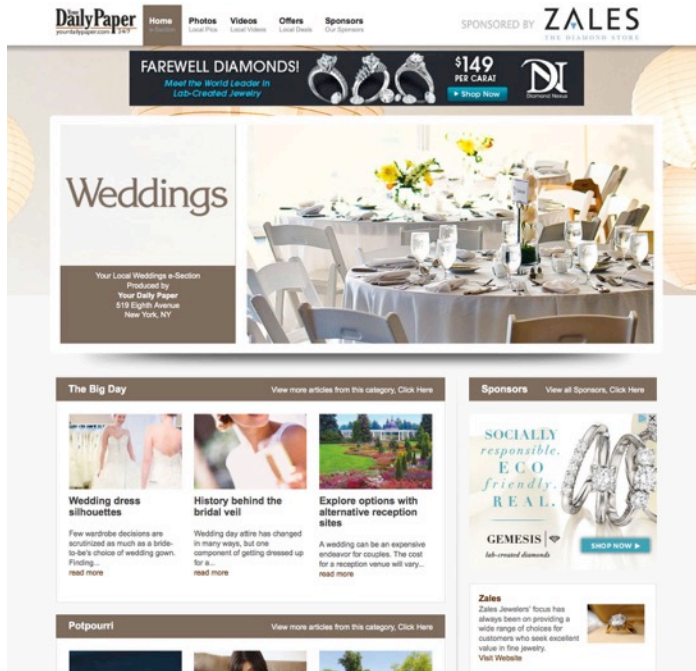
Skyscraper

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.

**Zales**

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

[Visit Website](#)



Three small gray squares are positioned below the text and image.



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# Online Special Sections



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 receh 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

## Coupons & Videos

**Weddings Offer**

### 3 Stone Princess Cut Diamond Ring

Searching for the best deals on quality wedding jewelry online? We offer hundreds of fine mens wedding rings, diamond engagement rings, womens wedding bands, and diamond jewelry at below-retail prices.



Expires In

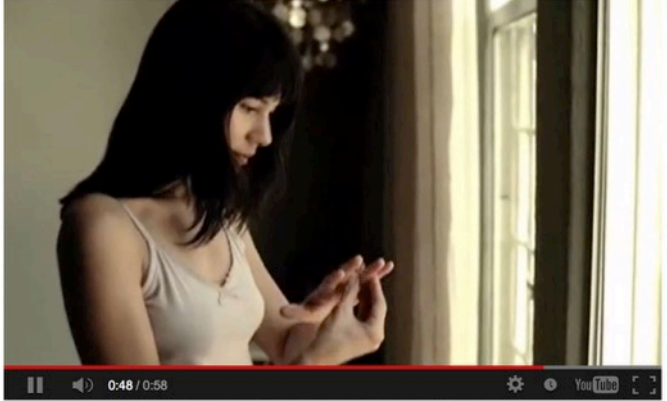
153	17	46	15
DAYS	HOURS	MINUTES	SECONDS

**ZALES**  
419 Sample Creek Mall  
Fayetteville , NC  
United States  
Phone: (555) 555-5555  
[Visit Website](#)

[Tweet](#) 0 [Share](#)

**Weddings 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](#)

[Tweet](#) 0 [Share](#)

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

## Online Special Sections

The screenshot shows the top of a 'Daily Paper' website. The navigation bar includes 'Home', 'Photos', 'Videos', 'Offers', and 'Sponsors'. A 'SPONSORED BY ZALES' banner is visible. Below the navigation is a 'FAREWELL DIAMONDS' advertisement for a \$149 ring. The main content area features a 'Weddings' section with a photo of a bride and groom and a small text box: 'Weddings Produced by Your Daily Paper 519 Eighth Avenue New York, NY'. Below this is a 'Our Sponsors' section with a map of the Northeast and several sponsor cards for 'Now Open Wildwood, NJ', 'Betsy's Farm', and 'Zales'. A 'Site Menu' is also visible at the bottom.

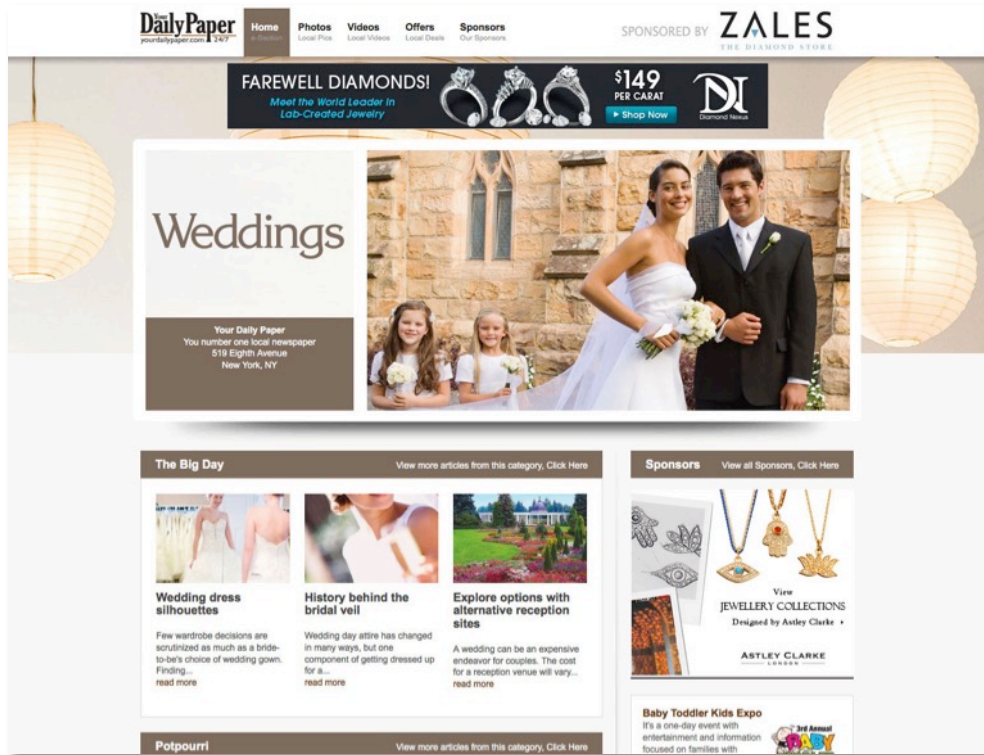
## Sponsors Page

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.

This detailed view shows the 'Sponsors' page layout. It features a map of the Northeast with numbered markers (1-5) indicating sponsor locations. Below the map is a list of sponsors, including 'Now Open Wildwood, NJ' and 'Zales'. A large blue callout box contains the text: 'The growth and opportunities here definitely exist and that's why I love it here.' - Dale Manager. Another sponsor card for 'Vancouver Tourism' is also visible.

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# Online Special Section Demo



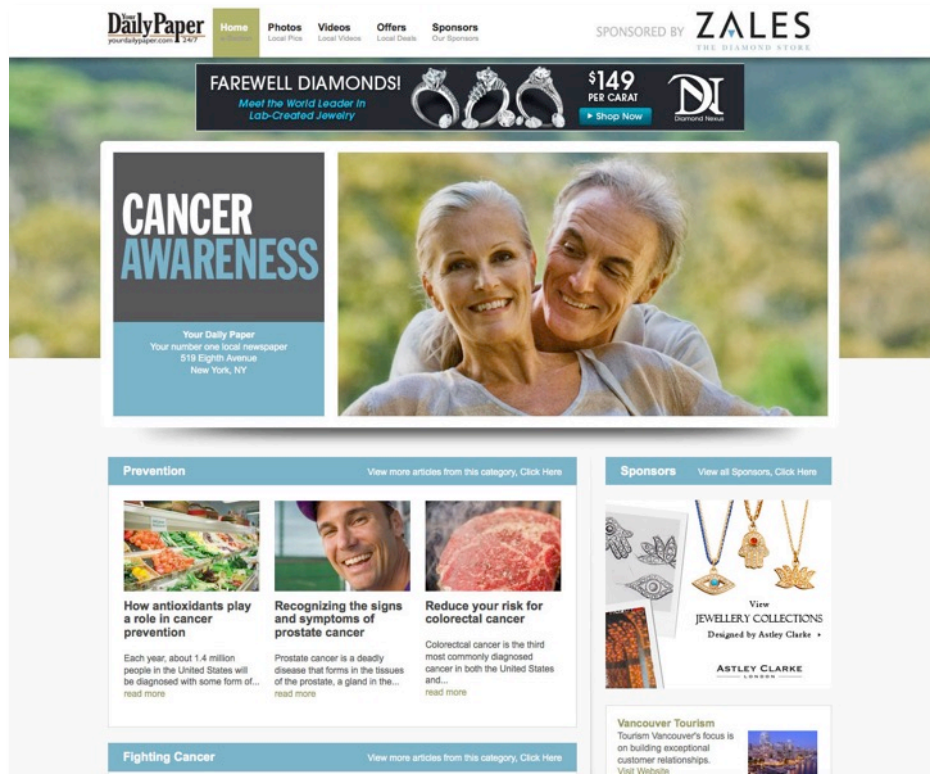
VIEW LIVE DEMO

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



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# Online Special Section Demo



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# Online Special Section Demo

**Daily Paper** Home Photos Videos Offers  
SPONSORED BY **ZALES** THE DIAMOND KING

**FAREWELL DIAMONDS!**  
Meet the World Leader in Lab-Created Jewelry  
\$149 PER CARAT  
Shop Now

**ALL ABOUT PETS**  
Your Daily Paper  
You number one local newspaper  
518 Eighth Avenue  
New York, NY

**Pet Assortment** View more articles from this category. Click Here

**Age equivalents for cats and dogs**  
Cat and dog owners know that the responsibility of caring for their favorite felines and...  
read more

**How to name a new pet**  
The decision to get a pet is not one to take lightly. Animals can bring great joy into a person's...  
read more

**5 tips to keep pet hair messes at bay**  
Pets offer families many things, including love and companionship. But people who prefer...  
read more

**Sponsors**

View **JEWELLERY COLLECTIONS**  
Designed by Astley Clarke

**ASTLEY CLARKE**  
LONDON

**Pet Ownership** View more articles from this category. Click Here

**Zales**  
Zales Jewelers' focus has always been on providing a wide range of choices for

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# Online Special Section Demo

The screenshot shows a newspaper's website interface with a holiday theme. At the top, there's a navigation bar with 'Daily Paper' logo and links for Home, Photos, Videos, Offers, and Sponsors. A sponsored banner for Zales features diamond jewelry with the text 'FAREWELL DIAMONDS! Meet the World Leader in Lab-Created Jewelry' and '\$149 PER CARAT'. Below this is a large section titled 'HOLIDAY Gifts & Lifestyle' with a red background and white text. To the right of this section is a photograph of a red leather sofa with several wrapped gifts. Below the main section are two columns of article teasers. The first column is titled 'Tis The Season' and includes articles about holiday symbols, Christmas trees, and poinsettias. The second column is titled 'Sponsors' and features jewelry collections from Astley Clarke. At the bottom, there's a 'Shopping' section with a link to view more articles.

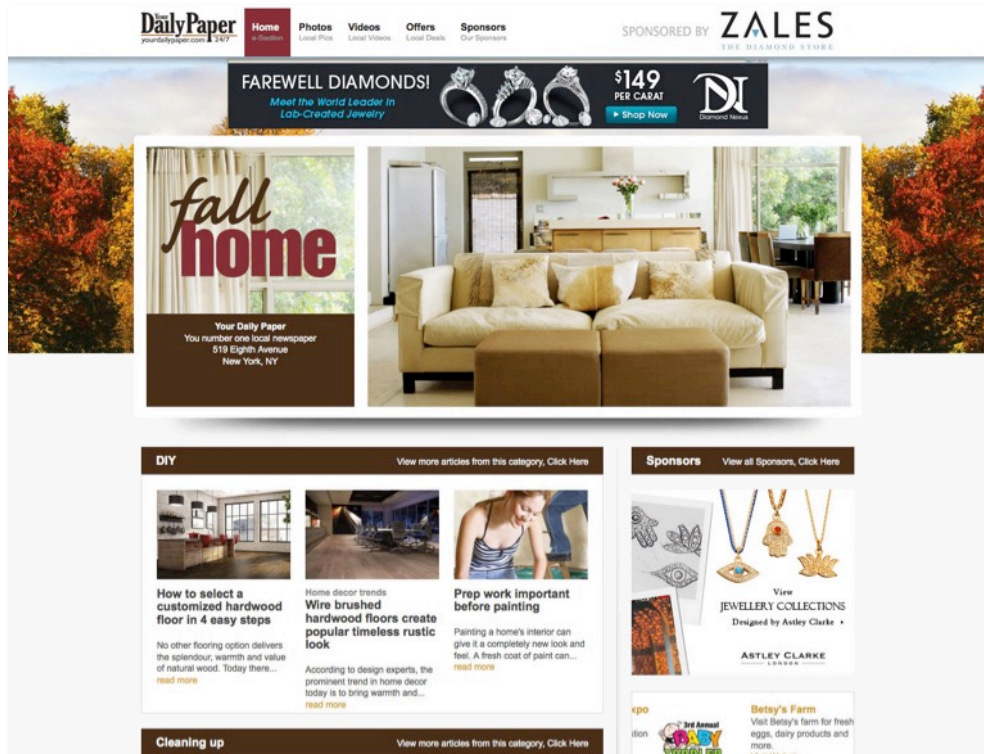
VIEW LIVE DEMO

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# Online Special Section Demo



VIEW LIVE DEMO

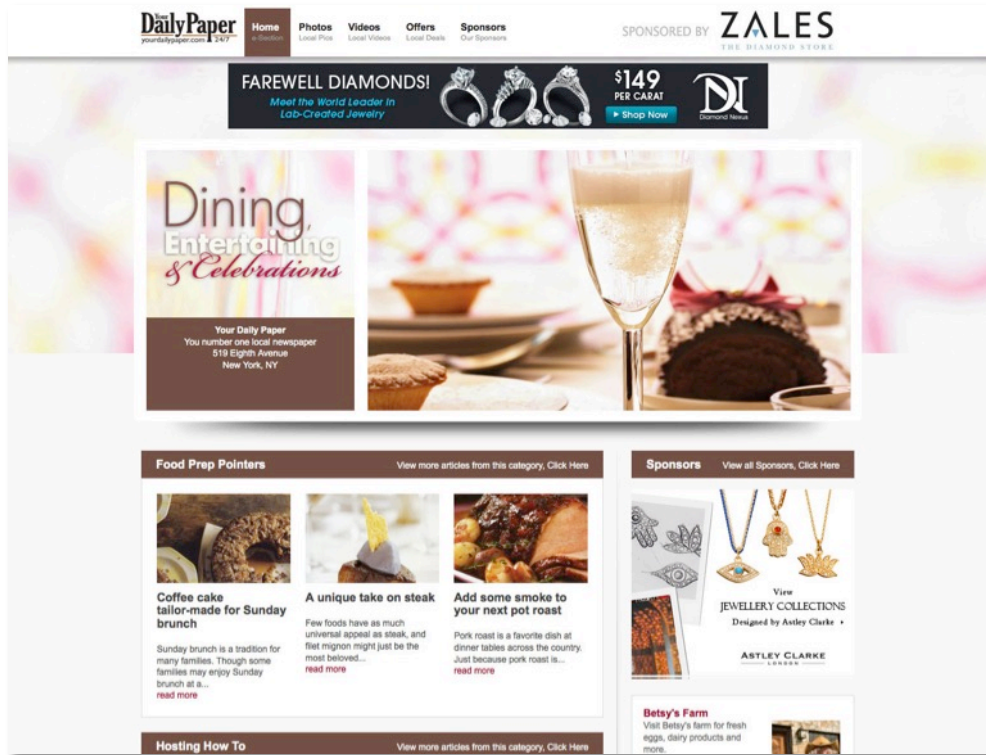
Click here or scan QR code below to visit this website and view live demo.





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# Online Special Section Demo



VIEW LIVE DEMO

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



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# Specialty Websites

Part of Metro e-Connect

Multi-Purpose Sites



# ➤ No website? No problem. Specialty Websites

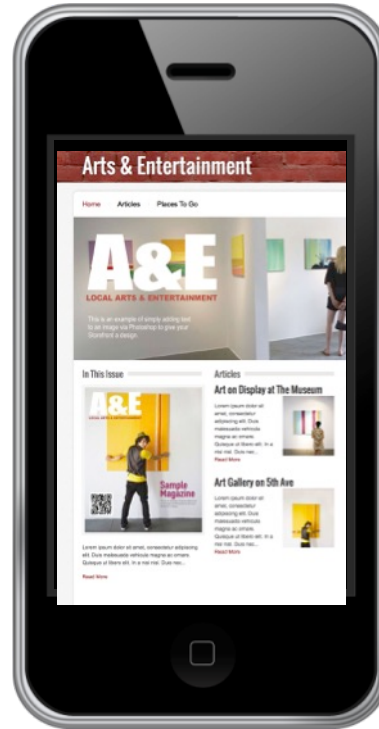
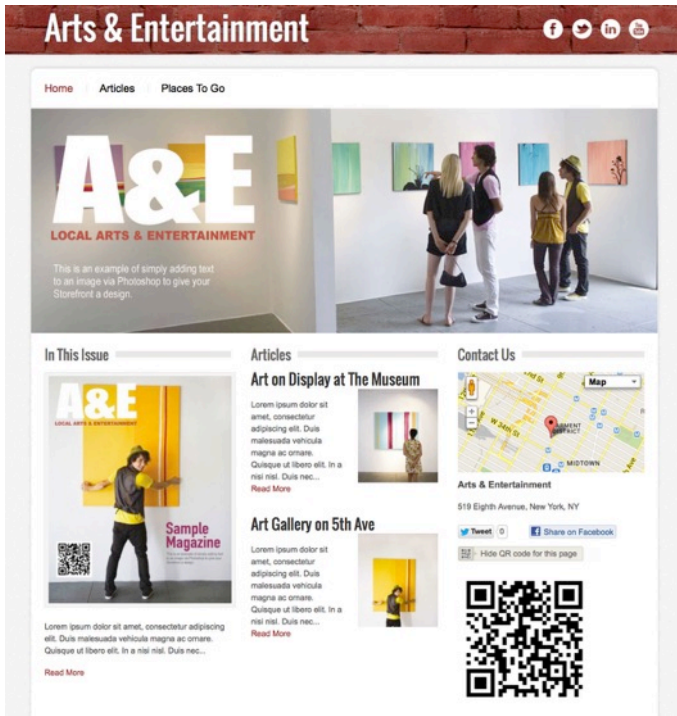


## What is an Specialty Website?

Specialty Websites are flexible, **easy-to-customize websites** that can be used in many ways: setup advertiser sites for their business or special promotions; cross promote a unique feature from your paper; highlight a local event... you name it!

- Include a logo and information
- Create photo and video galleries
- Add special offers, services and products
- Include hours, location and Google mapping
- Share via Twitter and Facebook
- Automate, per page, QR code generation

# > No website? No problem. Specialty Websites



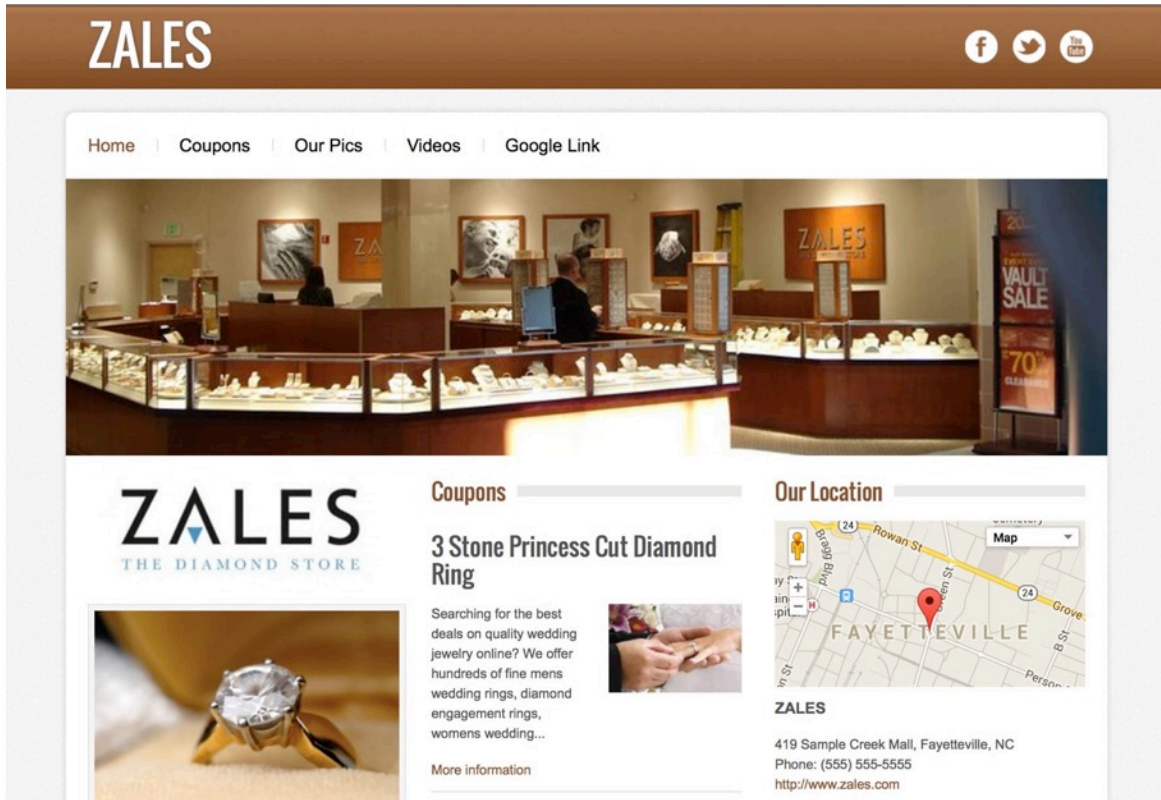
## QR Codes in Websites

- Automatically generated
- Unique to each page
- Download for use in print ad



➤ No website? No problem.

# Specialty Websites – Advertiser Website



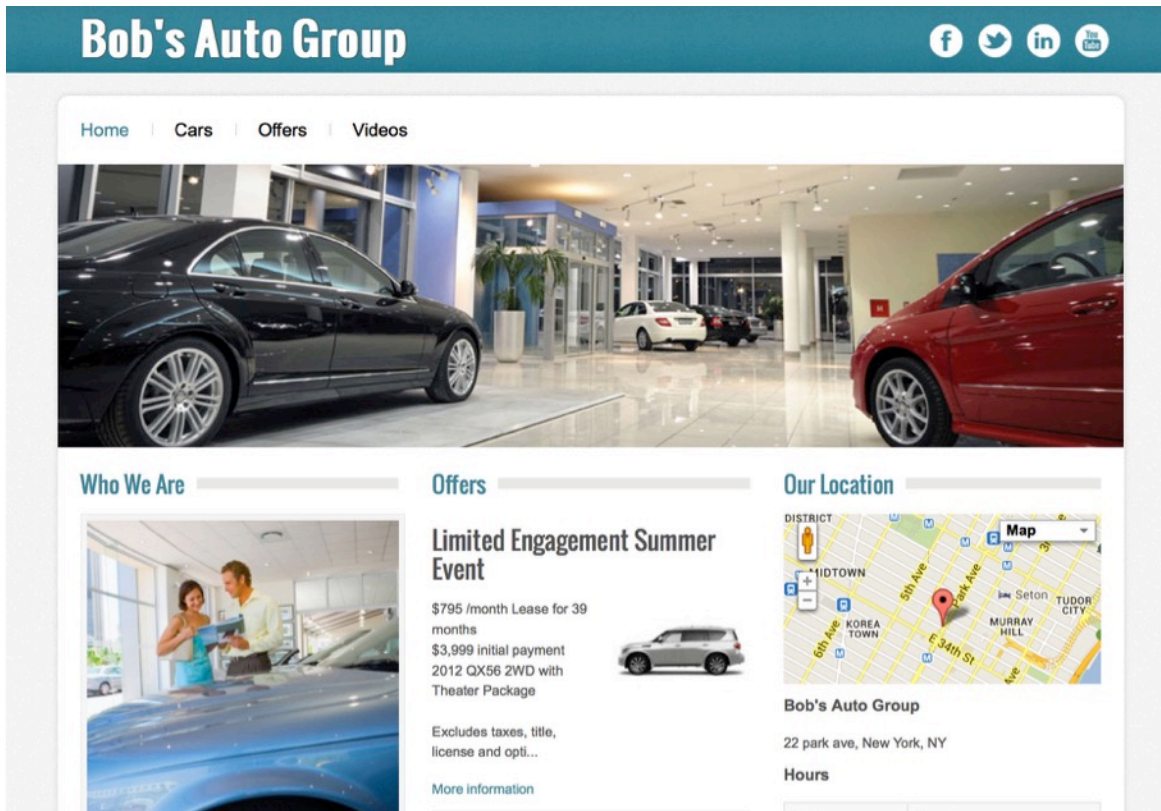
VIEW LIVE DEMO

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



> No website? No problem.

# Specialty Websites – Advertiser Website



The screenshot shows the homepage of Bob's Auto Group. At the top, there is a dark teal header with the company name "Bob's Auto Group" in white. To the right of the name are social media icons for Facebook, Twitter, LinkedIn, and YouTube. Below the header is a navigation menu with links for "Home", "Cars", "Offers", and "Videos". The main content area features a large banner image of a car dealership interior with several cars on display. Below the banner, there are three columns of content: "Who We Are" with an image of a salesperson and a customer, "Offers" featuring a "Limited Engagement Summer Event" with details about a lease offer for a 2012 QX56 2WD, and "Our Location" with a map showing the dealership's address at 22 Park Ave, New York, NY.

VIEW LIVE DEMO

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



➤ No website? No problem.

# Specialty Websites – Special Events



VIEW LIVE DEMO

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



> No website? No problem.

# Specialty Websites – Local Tourism

The screenshot shows the homepage of the Vancouver website. At the top, the word "Vancouver" is written in a cursive font. To the right are social media icons for Facebook, Twitter, LinkedIn, and YouTube. Below the header is a navigation menu with "Home", "Merchants", "Merchant Offers", "Photos", and "Videos". A large banner image shows a panoramic view of the Vancouver city skyline and waterfront. Below the banner are three main sections: "Who We Are" with a night cityscape image and text about building customer relationships; "Merchant Offers" featuring a coupon for Capilano Suspension Bridge Park; and "Our Location" with a map of downtown Vancouver and contact information for Suite 210 - 200 Burrard Street.

VIEW LIVE DEMO

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





➤ No website? No problem.

## Specialty Websites – Sponsored Events

FrightSight.com

Home Trick-or-Treat Haunted Happenings/Corn Mazes Coupons Fall Festivities & Events Videos

Sponsored by  
**TOLEDO Z90 & THE BLADE**

**FrightSight.com**

**About FrightSight.com**

**Trick-or-Treat**

**Sundance Kid Drive-In - Spook-Tacular Halloween Event**

Final Weekend of the Season! Friday, October 25 & Saturday, October 26: 3:30 pm ~ Box Office Opens - 1st 250 kids get free glow necklace &...  
[Read More](#)

**Advertise With Us**

FrightSight.com  
Toledo, OH  
Phone: 419-724-6457  
Email: [newmedia@toledoblade.com](mailto:newmedia@toledoblade.com)  
<http://FrightSight.com>

[Tweet](#) 0 [Share on Facebook](#)

[View QR code for this page](#)

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



> No website? No problem.

# Specialty Websites – Local Teams & Clubs



VIEW LIVE DEMO

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



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# Coordinating Print & Online

With Metro's Templated Special Sections

To Increase Multimedia Ad Revenue



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## Coordinated Print & Online Special Sections

Reach your online and print readers with a combined package of fully-templated print and online sections.

Each monthly package contains at least two print templated special sections that coordinate with two of the three monthly e-Section themes.

Purchased in combination, you and your advertisers benefit from a multimedia solution that will effectively reach, and impress, readers of both mediums.

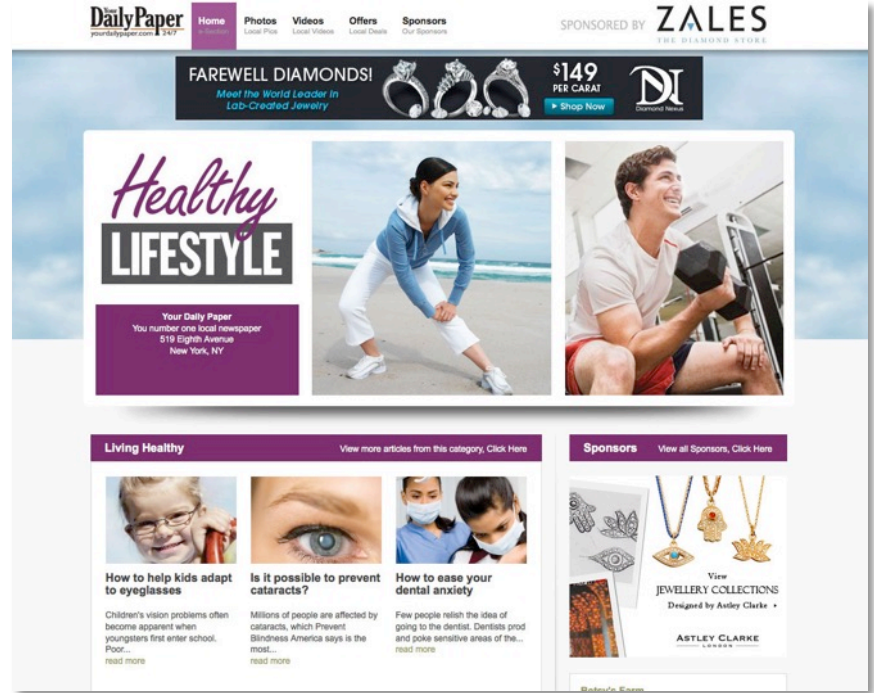


➤ Targeted Sections + Targeted Readers = Better Advertiser Results & More Ad Revenue

# Coordinated Print & Online Special Section



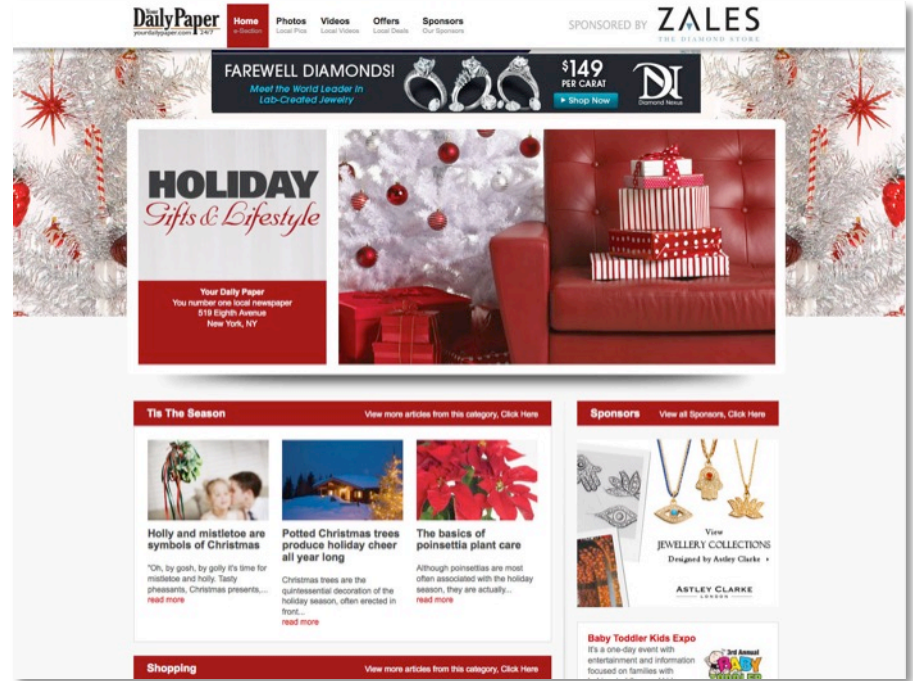
Print Version



Online Version

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

# Coordinated Print & Online Special Section



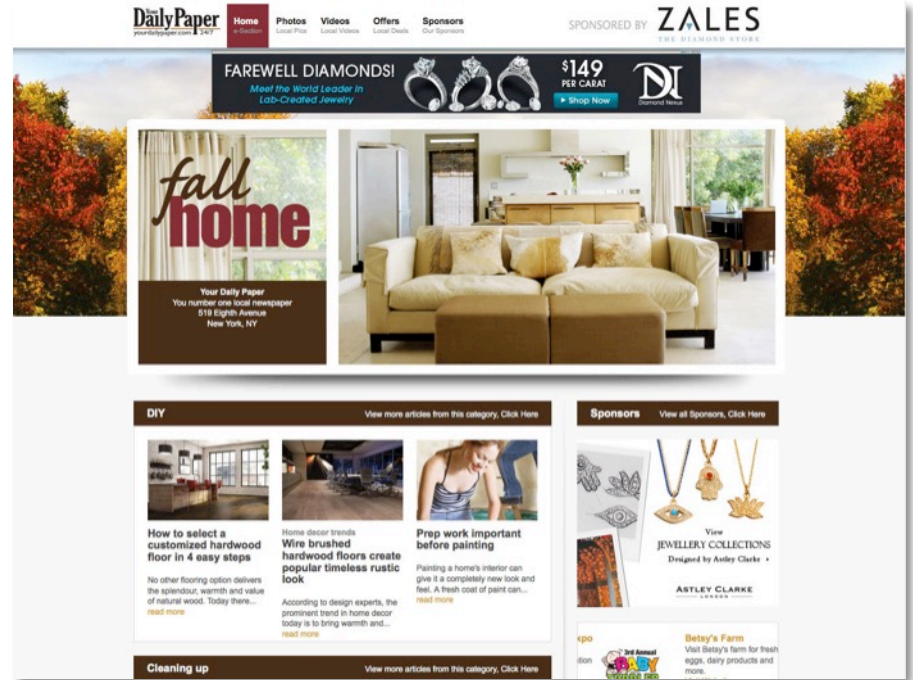
➤ Targeted Sections + Targeted Readers = Better Advertiser Results & More Ad Revenue

# Coordinated Print & Online Special Section



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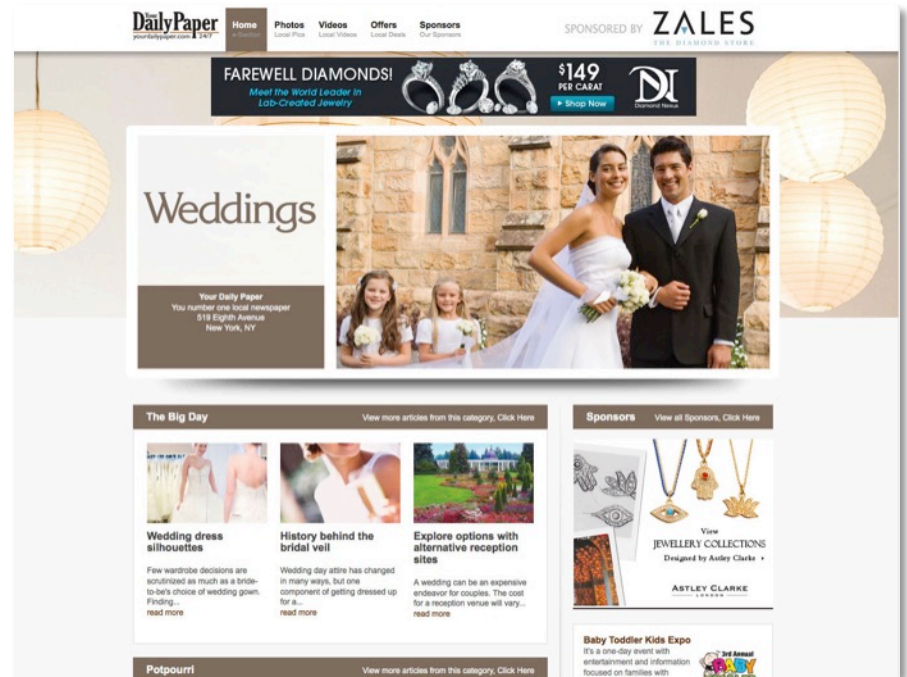
# Coordinated Print & Online Special Section





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# Coordinated Print & Online Special Section



> For More Information  
**Contact Us**

You can reach Metro's  
Client Services Team by calling:

**800.223.1600**

(8:45am - 5:45pm EST)

(Outside U.S. and Canada  
212.947.5100, ext. 253)

Or via email:

**[service@metro-email.com](mailto:service@metro-email.com)**

