

CLOSE MORE SALES METRO INTERACTIVE AD DESIGNER MiAD

Welcome to **MiAD**®, a Web-based ad makeup system that revolutionizes the sales process. Its intuitive interface enables sales reps to prepare customer-centric spec ads in minutes, dramatically improving the chances of closing a sale. We all know that spec ads sell, but getting them for every advertiser presentation is always a challenge. With MiAD, this barrier is removed so sales reps can more effectively pursue advertising prospects and make more money.



“

*If someone were to call me and say that they are looking for a resource that comes at a reasonable cost, is time-efficient, user-friendly, intuitive to a novice, and will help you increase your sales and your ability to attract customers, I would tell them to **check out MiAD.***

Director, Business Development,
Orange County Register,
Santa Ana, California

”



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FOR IMMEDIATE RELEASE**METRO RAISES THE BAR WITH ONLINE AD-MAKEUP APP
TO GENERATE CUSTOMIZABLE SPEC AND FINISHED ADS**

NEW YORK, NY - Metro Creative Graphics, Inc. has announced the wide release of MiAD®: Metro interactive Ad Designer, a Web-based content-driven ad makeup system that revolutionizes the sales process. An integral part of Metro Ad Development Services suite of profit-building solutions, MiAD's intuitive interface enables sales reps to prepare customer-centric spec ads in minutes, dramatically improving the chances of closing a sale. According to Robert Zimmerman, Metro President and CEO, "We all know that spec ads sell, but getting them for every advertiser presentation is always a challenge. With MiAD, Metro has finally removed the barriers, enabling sales reps to more effectively pursue advertising prospects, and make more money."

The ease and flexibility of using an online application brings the opportunity for anyone at a publication with access to the Internet to get professional-quality results. Salespeople can select an ad, fill in their data, upload local content and download a PDF to present or e-mail in a fraction of the time it takes to build, or rebuild ads through traditional ad makeup programs. MiAD's unique technology lets users instantly create a variety of ad concepts or campaigns to provide prospects more choice or to sell ongoing ad programs.

For the more sophisticated user, MiAD really shines with multiple-item ads, which are traditionally the most time consuming for any staff. A single Auto-Fit button click will intelligently format your data using the specific items you want while retaining intricate layout designs. This can dramatically decrease production time for item-intense ads like grocery, real estate and auto, as well as making it realistic to create spec ads that will show these types of prospects what their ad will look like to help close the sale. Artwork, photos, backgrounds and headlines can be altered on the existing ad to create entirely different ads based on the original layout. Finished ads are a few clicks away.

MiAD is offered as an add-on feature to Metro subscribers. An unlimited number of users can produce an unlimited number of spec or finished ads with uploaded content, or using images and ads with seamless integration from MetroCreativeConnection, Metro's online content library. Spec ads can be saved for future use, printed or e-mailed to advertisers or colleagues. Saved spec ads can be finalized and output as PDF or EPS files. Each user has access to his own individual area for saving art and ads for future use.

As part of the MiAD rollout, Metro has included MiAD-enabled ads for its entire family of services. This includes classified, retail, full page, small space, self-promotion and cover designs for all key advertising categories and promotional opportunities.

An industry leader for over 100 years, Metro brings technology and creativity together, giving publications and companies the creative content and innovative solutions they need to generate increased ad revenue both in print and online.

MiAD is part of the growing roster of Metro Ad Development Services, which includes: the revenue-generating and cost-saving solutions of MiAD; ADS On Demand for custom print and Web ad makeup; and Metro e-Connect which includes online e-sections that are ready to deploy and sell.

For more information, visit mcg.metrocreativeconnection.com/publish/miad/ or call Metro's Client Services Team at 1-800-223-1600.

Metro Creative Graphics, Inc. is a leading provider of advertising, creative and editorial resources designed to help media companies make money with their print, Web, social and mobile products. With an unparalleled dedication to providing the finest resources available for ready-to-use images, spec ads, ideas, stock-quality photos, logos/trademarks, auto manufacturer photos, marketing/sales materials, copyright-free editorial features, print templated sections, online e-Sections, and groundbreaking digital ad development tools — plus custom image, ad design and editorial services — Metro remains unmatched in serving the creative needs of today's media companies. To sample any Metro service, call Metro Client Services at 800-223-1600.

CONTACT:
Metro Client Services
800-223-1600
service@metro-email.com
www.metrocreativeconnection.com

CLOSE MORE SALES METRO INTERACTIVE AD DESIGNER (MiAD)

MiAD® is a Web-based ad makeup system that revolutionizes the sales process. Its intuitive interface enables sales reps to prepare customer-centric spec ads in minutes — using only their computer's Web browser and Internet connection — dramatically improving the chances of closing a sale. We all know that spec ads sell, but getting them for every advertiser presentation is always a challenge. With MiAD, this barrier is removed so sales reps can more effectively pursue advertising prospects and make more money.

MiAD is a revolutionary online application that allows you to make spec ads and finished ads right on your computer. All you need is a Web browser and an Internet connection. MiAD is easy to use, yet delivers sophisticated results.

Imagine:

- ✓ Generating and customizing spec ads for just about any sales call. Present them or quickly e-mail them to your advertisers and prospects.
- ✓ Setting up and finalizing directory ads and multi-sponsor promotions, even while on the phone with your customer.
- ✓ Completing revisions or making different versions in seconds, even at your advertiser's location, then downloading high-resolution PDF or EPS files optimized for pagination, or native Quark 7 documents.
- ✓ Doing all this with minimal design or software skills.

Now imagine the revenue growth you'll be able to achieve!

Unlike other template-based programs, MiAD is content-driven, which gives you unmatched flexibility and control to meet demanding ad requirements. MiAD-enabled ads allow you to:

- ✓ Upload and place your advertisers' logos, products, houses, autos and more; or use content from *MetroCreativeConnection Libraries*. You decide what to use in your ads. We'll even store your content online for you, in your own secure area.
- ✓ Produce consistently-designed campaigns and ad programs by easily changing headlines, images and copy to extend additional holidays, events or marketing promotions.
- ✓ Quickly set up multiple-advertiser locations as easily as typing in their location and contact information.
- ✓ Click the *Auto-Fit* feature for multiple-item ads, and MiAD will intelligently format your data using the specific items you want, while retaining intricate layout designs. Eight, 10, 12 items... it's up to you. Imagine how quickly you will be able to produce auto, real estate and other multiple-item ads!

MiAD is an exclusive offering to Metro subscribers. View a short, 15-minute online demo on the MiAD landing page, accessible from metrocreativeconnection.com, then call Metro Client Services at 800-223-1600, or e-mail service@metro-email.com to get set up for testing using your *MetroCreativeConnection* user name and password.

Once you try MiAD, we know you'll agree that it is the fastest and easiest way to get professional-quality spec ads and finished ads to present to your advertisers with minimum skills, effort and time so you can... **close more sales!**



JUST RELEASED... MiAD MOBILE®
CLOSE MORE SALES, ON-THE-GO, WITH MiAD MOBILE

METROFEATURE



MiAD and MiAD mobile Pack One-Two Punch in Rhode Island

The Valley Breeze & Observer
LINCOLN, RHODE ISLAND

■ Brad Poirier is a busy man. An advertising representative for *Valley Breeze* newspapers, which serve 11 small communities in northern Rhode Island, Poirier is as likely to be working from his car as his desk. In either location, he is equally well equipped to create on-the-spot spec ads courtesy of Metro's MiAD® or the recently introduced MiAD mobile®.

Since Poirier is among the few *Valley Breeze* sales reps who work on a tablet, he enthusiastically endorsed the idea of trying out both versions.

"I use both the desktop and mobile versions of MiAD," he explains, "but when I'm working on the road, the mobile version has been very helpful. I particularly like that MiAD mobile lets me create multiple ads all at once, then save them to the proposal area and populate all of them with the customer's information." Both MiAD and MiAD mobile allow Poirier to impress both current and prospective advertisers by coming in with a variety of spec ads from which they can choose. He typically likes to show customers several different layouts — three to four is a "sweet spot," he says — and being able to produce and populate the ads so quickly makes his job both easier and more enjoyable.

Recently, for example, Poirier noted that a new bridal shop had opened in his territory and he was able to show the owner several different spec ads that he had created on his tablet.

"She chose one of the ads I showed her," he recalls, "and we just needed to change a few things

in the layout to better fit her business. But having the ads right on my tablet allowed me to make the sale. I think it's very important to show customers something during the sales call — especially if you have specials running."

MiAD and MiAD mobile also helped Poirier snag sales from an area salon, meat market, decorative stone dealer, consignment shop, restaurant, and many more. While all of the advertisers tweaked the layouts or swapped in different images, on the whole, the final ads were very similar to the originals.

One lesson that Poirier has learned from his on-site selling is not to get bogged down by dimensions. When showing spec ads to customers, he invites them to choose the layout they like best, regardless of its original dimensions.

"We're a five-column paper, so ad sizes don't always work out the same way for us," he says. "But instead of showing customers only those ads that are already in the size they need to be, I show them a range of options and then let our production team handle the details of making it a good fit."

For Brad Poirier, having two versions of MiAD at his disposal makes producing top-notch spec ads a piece of cake, whether he is sitting at his desk or behind the wheel of his car.

Adds Poirier, "Spec ads are important because people are visual and need to see something that will help them make a decision."

M (P1502B02001C)

MiAD and MiAD mobile have made it easier than ever for account reps like Brad Poirier to close more sales from the comfort of their chairs or their cars.

The original six ads Poirier created using MiAD — four on his desktop and two on his tablet — are shown here, either on the left side or at the top, with the final versions that went into production on the right side or at the bottom.

"Some of the production versions are exact, some are similar, and some are a bit more drastically changed," explains Poirier. "Either way, the point is that the spec ad definitely helped in all of them."

It's important to also note that Poirier did not create all of these ads for prospective, new clients. Some were for existing clients or, in the case of the hairdresser, those that run infrequently.

"These ads all exhibited enough of a different idea and look for the advertisers to go ahead and schedule them," he says.

For more information, contact Brad Poirier, Advertising Representative, *The Valley Breeze & Observer*, Lincoln, Rhode Island, at brad@valleybreeze.com.

METRO FEATURE

Martial Arts=Better Grades!

Attention parents, Children learn important life skills like confidence to avoid peer pressure.

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With Metro's MiAD service, the business development team at the *Orange County Register* of Santa Ana, California, attracts new advertisers with high-quality, high-impact spec ads.

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949-757-1930 www.theprintery.com

SPEC ADS ON THE READY Further Drive Sales

Orange County Register
SANTA ANA, CALIFORNIA

■ When Teresa Hicks, Director of Business Development for the *Orange County Register* of Santa Ana, California, heard about Metro interactive Ad Designer (MiAD™) from her colleagues in the newspaper's creative advertising department, she thought she had hit pay dirt. And given her team's success in driving new business revenue growth over the past nine months since adopting the MiAD spec ad solution, Hicks has no doubt that her initial impression was spot on.

"We needed a quick prep tool to design spec ads on the ready to further drive our sales," explains Hicks. "There was a high volume of requests for ads from prospective advertisers, but with that volume, it's not as effective to create ads that aren't sold yet. So we were looking for something that created both revenue and time efficiencies, and MiAD fit the bill perfectly."

These days, the *Orange County Register's* business development team counts on MiAD to help them get their feet in the doors of prospective advertisers' businesses. After researching the firms online, team members turn to MiAD to quickly create customized, high-impact spec ads, which they then send to business owners along with an offer to run the ad a few times for free. When prospective advertisers respond to the offer, team members request a meeting to present the publication's full range of advertising options.

Recalls Hicks, "In the last six weeks, we've been receiving a large number of callbacks, which means that the business owners like the ads as much as they like the idea of free

advertising. In fact, customers are increasingly approving the ads without requesting any changes. We want to reduce our costs and lower the barrier to entry for our customers, and MiAD makes it easy for us to do both."

For the publication's sales reps, MiAD has been a no-brainer. Hicks notes that in addition to being intuitive and simple to use, the service offers up a wide variety of templates that work well for a broad range of businesses.

"There are a myriad of templates to choose from," she says, "so the sales reps don't have a whole lot to do once they've identified what will work for a particular business. They take what they've learned from their research and then MiAD offers great suggestions. And that allows us to focus on the nuances of the business we're targeting."

The *Orange County Register's* success with MiAD is not limited to individual ads. Hicks says that the service inspired an assortment of banner pages, which brings multiple advertisers together to celebrate everything from Mother's Day to car care, and serves as "calls to action around certain industries or tasks that people may not think about on their own."

Hicks' praise for MiAD goes beyond the success that her team and newspaper have experienced.

"If someone were to call me and say that they are looking for a resource that comes at a reasonable cost, is time-efficient, user-friendly, intuitive to a novice, and will help you increase your sales and your ability to attract customers, I would tell them to check out MiAD," she says.

M (P1312B03001C)

“If someone were to call me and say that they are looking for a resource that comes at a reasonable cost, is time-efficient, user-friendly, intuitive to a novice, and will help you increase your sales and your ability to attract customers, I would tell them to check out MiAD.”

— Teresa Hicks, Director of Business Development
Orange County Register

For more information, contact Teresa Hicks, Director, Business Development, *Orange County Register*, Santa Ana, California, at thicks@ocregister.com.

METRO FEATURE

For Michigan Media Group, MiAD MEANS BUSINESS

Stafford Media Solutions
GREENVILLE, MICHIGAN

■ For Metro subscribers, MiAD™ has proven to be a sure-fire system for attracting new business and growing revenue from current customers. Short for Metro interactive Ad Designer, MiAD enables even the most design-challenged individuals to sit down at any computer with an Internet connection and, within minutes, produce professional-looking, custom spec ads that are ready for “show and sell.”

In Greenville, Michigan, Amber Rood has been singing MiAD’s praises since the moment she first used the service last fall. As the Customer Solutions Team Leader for *Stafford Media Solutions*, Rood heads up a group responsible for selling classifieds and working with small business accounts. Since the adoption of MiAD, Rood and her colleagues at the full-service media company in central Michigan have witnessed an unmistakable rise in the number of spec ads they both produce and sell.

“For initial spec ads, MiAD has been very beneficial,” she explains. “It is very easy to use and doesn’t require a lot of design experience. You just have to be able to go in, change up the information, and it’s done. We’ve definitely noticed an increase in the number of spec ads we’ve sold, especially during the holiday season.”

Rood notes that the ease of creating holiday greetings with MiAD is a gift during the busiest season of the year. While many advertisers in *Stafford Media Solutions* newspapers purchased the greetings as designed by Rood and her colleagues, some expressed an interest in keeping the basic layout of the ad but substituting a photo of the business or its employees. Since MiAD is content-driven, users have considerable flexibility with respect to adding, altering or deleting headlines, images, and copy.

Adds Rood, “And we could honestly tell them, ‘No problem!’ MiAD makes it so quick and easy to replace or swap out graphics and keep the copy.”

Even with minimal design or software experience, Amber Rood and her Customer Solutions Team at *Stafford Media Solutions* in Greenville, Michigan, are able to produce — and sell! — professional-quality spec ads in a matter of minutes.

Rood is equally enthusiastic about the ease of creating multiple-advertiser pages and loves the Auto-Fit feature for adding multiple items to ads while maintaining their original layout designs. In a pinch, she even used MiAD to create a sales form by combining an image with a text box.

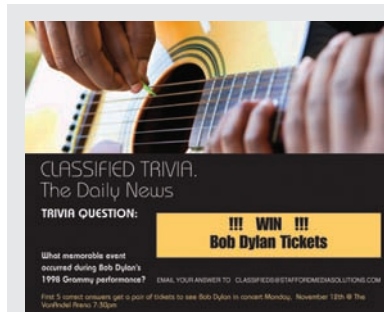
MiAD, says Rood, has also beefed up her team’s ability to create and sell special sections spec ads for smaller businesses. Several months ago when her team was working on an auto section called “Revved Up,” they came across a MiAD layout with a “Don’t Text & Drive” theme. Impressed by the concept, sharp graphics and copy, they quickly reduced the ad’s size, plugged in the information for a local insurance agency, and sent it off to the prospective advertiser.

“We included a note along with the spec ad saying that we didn’t want to sell it to anyone else,” Rood reports. “The insurance agency responded immediately — and bought it. We caught them off guard and sold them on a completely new idea. Once they saw the ad, they couldn’t turn it down.”

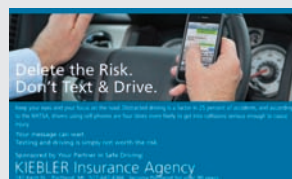
Rood says that MiAD has also helped in the planning — and selling — of the entire line-up of *Stafford Media Solutions’* special sections.

“We work on a lot of special sections,” she says, “and we like to have guides for each month’s offerings. This way, we can work with advertisers ahead of time and give them a sampling of spec ads with different themes and images and the same content that can be used in several different publications. MiAD makes this process very simple and very effective — and we can be sure that we’re going to sell a lot of the ads we produce.”

M (P1303B04001C)



“One thing that we do is a ‘Classifieds Scavenger Trivia Contest’. I start out the contest by publishing a few house ads that promote the upcoming contest. Some are done as a class display in black and white and others may be done in color as run of press (ROP). These are two samples of easy adaptation of MiAD designs, by simply changing out the photo to something more relevant while keeping the format of the original design.”



“This sample was something that I worked up after an insurance company placed a classified ad. They had not advertised with us before. Once they saw this, they committed immediately. They absolutely loved the messaging as it was fresh and innovative.”



“These...ads were designed using MiAD for our Web site. The first one was used as a 300 x 300 tile ad that served as a click through to a form page so viewers could purchase a print ad. The second one was used as the header ad for that Web page.”

(All quotes are from Customer Solutions Team Leader Amber Rood of Stafford Media Solutions.)



“This is a sales flyer that I created using a MiAD template. We were in a pinch, as our Creative Team was backed up with holiday ads. We were able to print it, as well as e-mail it to customers. It worked out very well!”



“This is another one that really caught the customer’s eye. This is a sample of being able to customize advertisements based on customer logo inclusion. The color of their logo and this messaging was perfect.”

For more information, contact Amber Rood, Customer Solutions Team Leader, Stafford Media Solutions, Greenville, Michigan, at arood@staffordmediasolutions.com.

METRO FEATURE

MINNESOTA NEWSPAPER Makes its Mark with Metro's MiAD

Marshall Independent
MARSHALL, MINNESOTA

■ With the myriad and profound changes that the newspaper industry has undergone in recent decades, every publication, be it large or small, urban or rural, daily or weekly, is looking for ways to stay current and remain a meaningful investment of time and money for both readers and advertisers. By enabling advertising sales professionals to easily customize and generate spec ads and finished advertising campaigns in the blink of an eye and from any computer, Metro's online ad design tool — Metro interactive Ad Designer (MiAD™) — transforms routine sales calls into done deals that are done right.

Among MiAD's biggest fans is Tara Brandl, Advertising Manager for the *Marshall* (Minnesota) *Independent*. Brandl and her staff have used MiAD for the past year and now can't imagine how they ever got along without it.

"With MiAD, our salespeople create their own spec ads when they want to come up with something new for an account or if the composing department can't get to their ad right away," Brandl explains. "It gives us the ability to go in and create something right away, then get back to the customer that day or the next day. And the quicker they're done, the quicker they're sold."

Brandl also appreciates that MiAD is extremely easy to use — even for the more technologically challenged members of the staff — and allows users to quickly and easily change layouts to fit a particular customer's needs.

"For example, when we're working on ads for Valentine's Day, because we see an ad for a restaurant doesn't mean that it can only be used for a restaurant. Just by changing the photo, it can become a jewelry ad."

Since the *Marshall Independent* began subscribing to MiAD, its sales reps have not only sold more spec ads, there has also been an increase in ad size and color.

Notes Brandl, "I've worked with a jewelry shop that always runs the same size ad in our bridal guide. But this year, they were looking for something different, and we used MiAD to create a layout for them. They loved what I came up with and ended up buying a nine-inch ad rather than their usual six-inch ad. So in this case, it wasn't a new advertiser, but an old advertiser that went with a larger ad because he liked what he saw."

To keep the creative juices flowing and encourage the sales reps to become familiar with all that MiAD has to offer, Brandl asks every member of the newspaper's sales team to create one spec ad a week — even if they don't need it for a particular account. She says that spending time on the site and creating new layouts is a great way to create novel ideas, give old ideas a fresh twist, and generate substantial new ad revenue. Equally important, MiAD offers newspapers the perfect opportunity to position its sales reps as marketing experts rather than simply suppliers of ad space.

"Advertisers now want marketing consultants, not just ad reps," says Brandl, "Metro's MiAD is a very useful and effective tool for giving advertisers what they want, both quickly and easily."

M (P1106B03004C)



The ads pictured (very top and far left) were created as specs by members of the *Marshall Independent's* sales staff using Metro interactive Ad Designer (MiAD). After presentation, the production team finished the ads for publication (above and at left).

For more information, contact Tara Brandl, Advertising Manager, *Marshall Independent*, Marshall, Minnesota, at tbrandl@marshallindependent.com.

METRO FEATURE

AT TEXAS DAILY, Metro's MiAD PAYS HUGE DIVIDENDS

Orange Leader
ORANGE, TEXAS

■ It's no surprise that it was a newspaperman — Benjamin Franklin — who coined the term, "Time is money." In today's fast-paced, digital world, newspaper publishers are no less eager to save time and make money as Franklin was in 18th-century Philadelphia. And while the challenges associated with publishing a daily newspaper have multiplied, so have the revenue-generating tools available to publications of every size and stripe.

For Eric Bauer, Publisher of the *Orange (Texas) Leader*, Metro's MiAD™ is among the most powerful money-making tools in his newspaper's arsenal. Over the last three years, MiAD, Metro's content-driven online application that enables users to create spec ads and finished ads anywhere they have access to a Web browser and Internet connection, has revolutionized the newspaper's spec ad process and boosted its ability to engage advertisers and close deals.

"Newspapers everywhere have downsized, are short-staffed, and are under pressure to maximize every sales call," Bauer says, "so MiAD is a tool that we can't afford not to use."

Since introducing MiAD to his advertising sales staff nearly three years ago, Bauer's goal has been to have each salesperson use the application to create one spec ad per day. And while time pressures and dead-

lines sometimes get in the way of achieving that goal, both Bauer and his sales force recognize that more spec ads translate into more closed deals.

"Using MiAD spec ads helps us appeal to customers' other sense, because we're no longer selling an invisible product," he explains. "The customer has a chance to visualize not just the ad, but the outcome of that ad and start participating in its design. Once the customer is involved, closing the deal becomes just a matter of making whatever changes he or she requests. And for the salespeople, it's much easier to ask customers what they would like to change in an ad than it is to ask if they would like to run an ad. It's a starting point for customers to be engaged."

MiAD also encourages salespeople to be both creative and flexible. Bauer encourages the *Orange Leader* sales staff to create a spec ad and insert two different logos for businesses in the same industry. This way, if the first customer doesn't want the ad, the salesperson can quickly and easily show it to the other one. If the second business owner turns down the ad, it is simply stored in an industry-specific file for future use. But in Bauer's experience, MiAD ads are not only quick to produce, they are equally quick to sell.

Last spring, the newspaper hired a temp for one day whose job was to generate spec ads to support its weekly TV booklet. After the temp watched the MiAD tutorial twice, she was able to create more than 40 spec ads by 4:30 p.m. that afternoon. With those 40 ads in hand, the *Orange Leader's* sales force signed 16 new contracts in one week, which translated into more than \$36,000 in new business.

Recalls Bauer, "When the temp produced those ads, sales into our Sunday TV section had dwindled for three consecutive years. Now, many months later, we're still reaping the benefits of those spec ads, many of which turned into year-long contracts. In fact, some of the original MiAD ads are still running."

M (P1110B03004C)



"Creating MiAD spec ads is time well spent and results in money well earned," says Eric Bauer, Publisher of the *Orange (Texas) Leader*.



For more information, contact **Eric Bauer, Publisher, Orange Leader, Orange, Texas,** at ebauer@orangeleader.com.

Getting Started With MiAD:

Metro interactive Ad Designer (MiAD™) is an extremely valuable and user-friendly online tool for producing multiple ads with limited time and resources, and it's fun to use, too.

To **get off to a running start** with MiAD, we suggest you watch the video tutorial (at metrocreativeconnection.com) so you can instantly see how easy and beneficial MiAD desktop will be for you. After watching the demo, keep the following step-by-step guide to reference, and feel free to share it with others on your team.

1. Go to www.metrocreativeconnection.com and click on the MiAD login button. Make sure to allow for pop-ups and Flash.
2. Enter your **Username and Password** (same as for *MetroCreativeConnection [MCC]*).

Three panels will appear: The left panel is your search/content panel; the center panel is your work/preview area; and the right panel is your ad editing area.

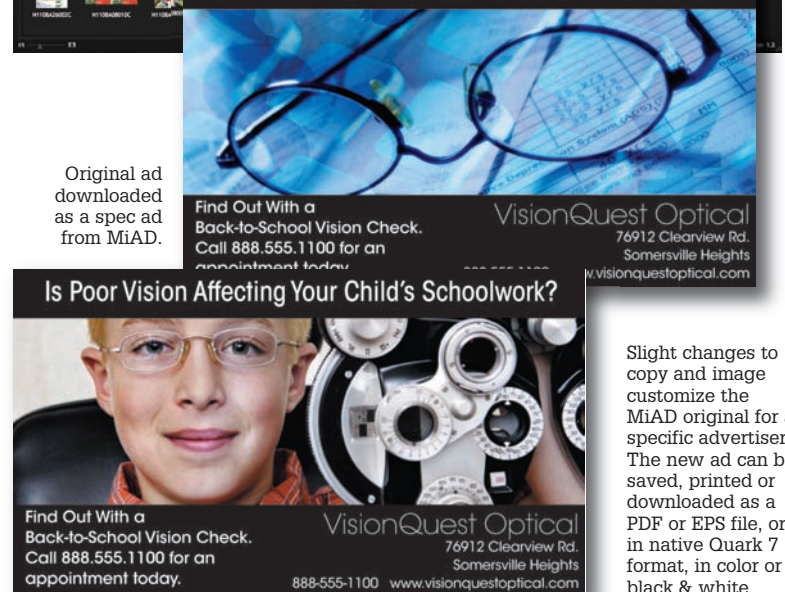
3. In the white keyword box at the top of the left panel, enter the filename of the ad you would like, or a keyword denoting the type of ad you are looking for (ie: auto).
4. Click the **Search** button to the right of the keyword bar to begin your search. The available ads will appear under the **Ad Templates** tab (the left search/content panel).
5. Select your ad by double clicking on it, or by dragging it over to the center white panel (your work/preview area).
6. In the center panel, click on **Output Options** so that you can see the actual size of the spec ad to determine if it is close to the size you need. If not, you can change the size of the ad, as long as it is within reason, so that it meets your column width specifications. In this same area you'll see other key specs you can set for your ad's output.
7. The **Spec Ad** box is checked by default to keep the generic ad copy and images for presentation. This is located in the center panel next to the **Refresh** button.
8. Now you can begin personalizing the ad under the **Advertiser Information** tab by clicking on that tab (located in the right editing panel). Under the *Advertiser Information* tab you are able to enter the **Company Name, Address, Phone and Web Address**. You can also upload a **Company Logo** (name) as art. Just click upload and locate the logo file on your computer.
9. If you would like to change the ad content (copy or images), select the **Ad Content** tab and make all necessary changes.
10. Next, click the **Refresh** button located on top of the center panel. This will give you a preview of your current ad with the changes you have made.
11. If you like what you see, it is now time to save, get a print preview or download the ad. These function buttons are located in the far right on top of the right panel.
12. Once you name the ad and save it, the ad will be saved under the **My Ads** tab located above the left panel, where you can view all of your saved ads. If you would like to just print the ad, click the **PDF Preview** button and it will display a low-res PDF on your screen for you to print. Or, you can download the hi-res PDF to print or e-mail.

All ads will appear in color. If you need a black and white ad, before you select **Preview**, click on the **Output Options** tab in the center panel and select **grayscale**. Selecting *grayscale* here will only affect the current ad.

When you are choosing a second ad to work on, once you select or drag the ad into the center panel, a dialog box will appear to give you choices of using the same advertiser information you entered or to start fresh. **Try it!**



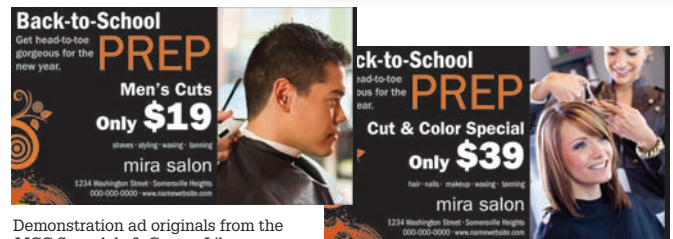
Original ad downloaded as a spec ad from MiAD.



Slight changes to copy and image customize the MiAD original for a specific advertiser. The new ad can be saved, printed or downloaded as a PDF or EPS file, or in native Quark 7 format, in color or black & white.



Use your creativity and images from *MCC*, or your uploaded images, to create entirely different ads based on the original. Easily create a campaign or variations for a single advertiser, or use the same beginning ad to make custom spec ads for different advertisers. Present them all until a sale is made.



Demonstration ad originals from the MCC Spec Ads & Covers Library:
S1104A19001C; N1003A30002C;
S1007A01004C.

Campaigns Help You Sell More Ads at Once

Ask any publisher or ad manager when is the right time to sell campaigns — ads sold for multiple runs over a designated period of time — and chances are they will say, “as often as possible!”

Selling campaigns becomes easier when you can physically show your prospects what their message would look like in multiple ads. Fortunately, you've got your Metro services — including *Metro interactive Ad Designer (MiAD)* — to help you create the spec ads you need to present campaigns to key prospects.

Each month, your *Metro Newspaper Service* gives you high-caliber photos and images that cover a wide range of seasons and events, as well as everyday subjects. Often, these photos are presented as a series, either by subject or use of the same model. These series photos offer you and your clients more choice to be sure, but they also open up the potential for campaigns.

In the examples pictured, we downloaded three spec ads from the *MCC Spec Ads & Covers Library* and substituted photos. The results are three ready-to-sell campaigns that are professionally designed, timely and highly presentable with minimal effort.

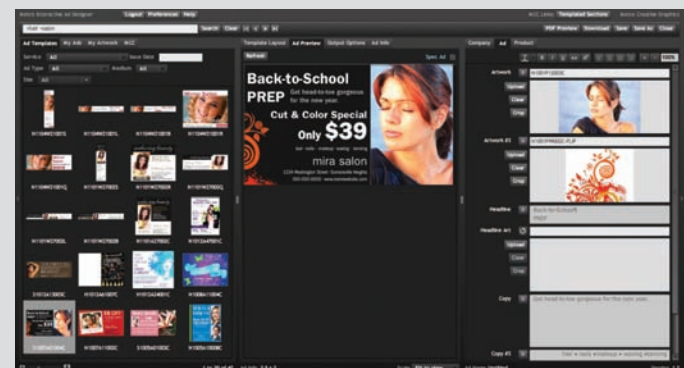
MiAD desktop can be used in each case to simply and quickly substitute photos, adjust copy and add advertiser info without the need for a page layout program. In minutes, a campaign can be created, saved and output as PDFs to print and present, or e-mail to prospects.

The first is a series of four ads for a veterinarian campaign. By substituting the ad's photo, plus performing minimal type changes in the coupons, you can present four ads instead of one. The sale can now encompass a weekly run for an entire month.

The other two sets of demonstration ads show how a series of hair salon photos can be utilized. In each case, the substitution of photos for both male and female customers showcases the salon's unisex abilities with two ads instead of one. Each could run simultaneously in a single edition, or alternate weekly for four more weeks.

One set of the hair salon ads is larger than the other. It visually demonstrates that by presenting all four of these ads to the same client, you can add the possibility of a size upgrade along with a multiple ad sale. Make simple type changes in each ad to show your prospect that you understand his or her services and advertising needs.

Metro interactive Ad Designer (MiAD)



Creating campaigns is easy for subscribers to MiAD, Metro's revolutionary online ad makeup tool. In MiAD, you can easily search and open ad templates, substitute photos, tweak copy and download multiple PDFs to present or e-mail with just a few clicks. MiAD requires only an Internet connection and browser — no design experience or page layout program is necessary. Visit the MiAD area of www.metrocreativeconnection.com for a video demonstration or call Metro's Client Services at 1-800-223-1600 for further information and pricing.

MiAD Glossary of Key Terms

- Logout.** Click this button to sign out of your session.
- Preferences.** Personalize your MiAD™ user interface display dividers, toolbar, refresh ad preview when an autofit is used, view larger rollover previews, set maximum Web ad size.
- Help.** Click for online demos, tutorials and FAQs.
- Search.** Use this box to look for templates or search My Ads, MCC Images, Logos & Trademarks or Auto Photos Libraries.
- Ad Templates.** Displays the current assortment of Web and print Ad Templates, or the results of your search.
- My Ads.** The area that stores your saved, customized ads.
- My Artwork.** The area that houses your uploaded logos and art for specific ads. Uploaded imagery can be reused from this tab.
- MCC.** Click to perform a direct search in the Images, Auto Photos or Logos & Trademarks Libraries of MCC (subscription dependent). Any selected artwork for use in ads remains in MCC and is therefore not saved in My Artwork.
- Page Selector.** Click Arrows for next and previous page of search results.
- Template Layout.** Drag and drop Ad Template into this area to begin a session. This tab always displays the Metro layout without customization.
- AD Preview.** Displays updated ad changes after clicking the "Refresh" button.
- Output Options.** Designate your desired width, depth, color format, and final output (PDF, EPS or native Quark 7 for print ads, RGB JPG for Web).
- Ad Info.** Information on the selected Ad Template including master name, creator, dimensions and MiAD status.
- Refresh.** Click Refresh to view the updated changes to the ad.
- Spec Ad.** Displays all default and dummy data in the template. Now personalize it with your advertiser information.
- Variant.** Select the appropriate variant. Some templates have multiple layout options; i.e., multiple advertiser locations or other slight layout differences.

- Ad Contents.** Enter specific artwork, copy, headline, headline art for the ad in this tab panel.
- Advertiser Information.** The tab panel to enter your advertiser business information.
- Customization Tab.** (Not shown) Examples: Product, Property, Agents/Sales People, Vehicles, Sponsors. In multiple item ads, (ie: grocery ads) these tabs allow entry of a varying number of items.
- PDF Preview.** Click to view a low resolution PDF Preview of the ad.
- Download.** Click to download your spec ad or finished high resolution PDF or EPS file or JPEG for Web ads.
- Save.** Saves the current ad in My Ads tab for future retrieval.
- Save As.** Saves a new ad in My Ads tab by prompting you to give it a name.
- Close.** Closes current ad. A prompt appears if the ad has not been saved.
- Thumbnail Preview Scale.** Allows for smaller or larger preview sizes of the Ad Templates.
- Ad Info.** The dimensions of the ad currently being viewed.
- Scale.** Allows you to choose from three options to view an ad in the center active ad panel: Fit to View, double size, full size, half size.

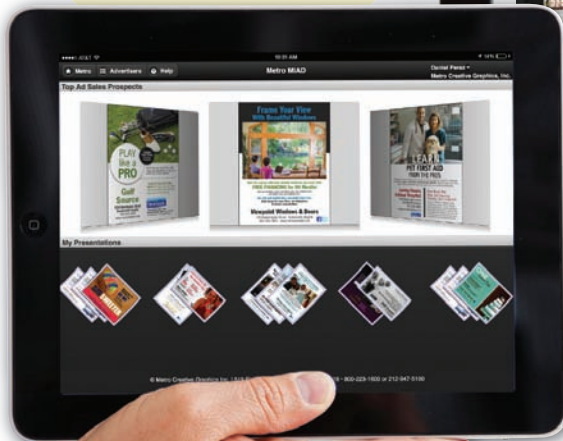
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