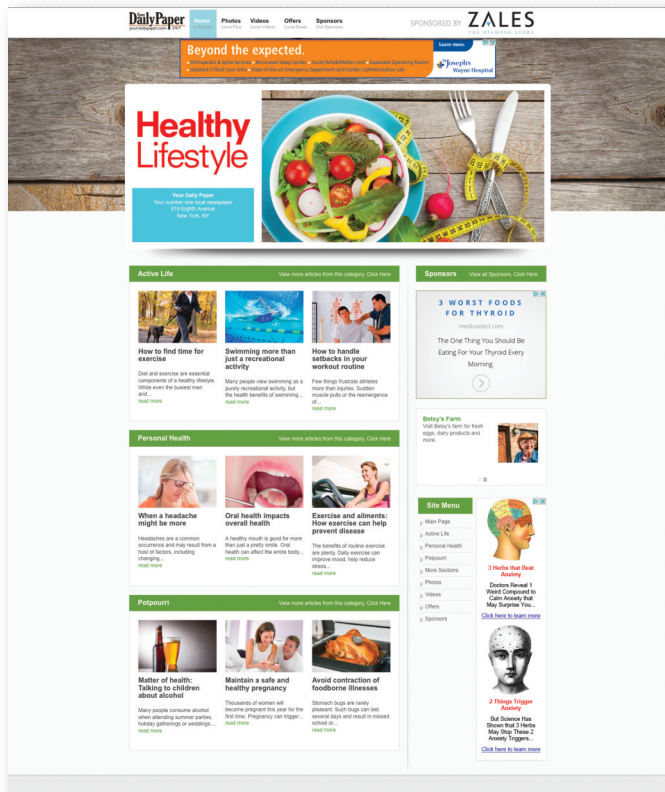


SELLING COMBINATION PRINT & ONLINE ADS

with Metro



Metro e-Connect Online e-Section



Templated Special Section (TSS) for print

Increase both print and online sales with **Templated Special Sections (TSS)** and **Metro e-Connect (MEC)**.



TSS version without spec ads



TSS version with spec ads

With a coordinated and ready-to-present ad package, you can show and sell ad positions in **both** TSS print sections and online e-Sections to all of your related advertisers. Each month, two print TSS are designed to complement two online e-Sections, giving you valuable, ready-to-sell ad positions in both print and online formats instantly.

Here's how it works...



CREATE. SELL. PROFIT.

metrocreativeconnection.com • 800-223-1600 • service@metro-email.com

e-SECTIONS: Five Key Ad Positions = Greater Revenue

Run-of-site Sponsorship
This premium, exclusive ad position appears on every page.

Leaderboard - 728 x 90
Multiple ads sold in this position will rotate as readers navigate through the pages.

Rectangle - 300 x 250
Multiple ads will rotate in this position as well, as readers navigate through the pages.

Sliding Directory
This unique, budget-friendly feature allows advertisers the opportunity to add a photo, description and link. Site visitors can scroll through all advertisers in the directory.

Skyscraper - 160 x 600
Multiple ads will rotate in this position as readers navigate through the pages.

Unlimited Advertisers
You can rotate an unlimited number of ads, static and animated, in any ad position.

About Online e-Sections

Show print section advertisers how **Metro e-Sections** (online special sections) can increase their exposure by expanding their marketing efforts online to capture both audiences. **Metro e-Sections** arrive ready to sell and make live on your site for all to visit. These complete online sections cover the most popular topics throughout the year, including timely, seasonal and general subjects like home, weddings or pets, along with holidays and special events like Halloween or prom and graduation. Two **e-Sections** each month correspond to print templated sections. (See schedule on last page.) **Metro e-Sections** also have pre-placed ad positions on the pages that are ready to sell and designed to provide a variety of price points. These include leaderboards, rectangle ads, skyscrapers and directory listings.

e-SECTIONS: Ad Sponsorship = Added Benefits

The screenshot displays a newspaper's e-Section interface. At the top, it features the 'Daily Paper' logo, navigation tabs (Home, Photos, Videos, Offers, Sponsors), and a 'SPONSORED BY ZALES THE DIAMOND STORE' banner. A search bar for 'Unlisted Numbers & Addresses' is powered by PeopleFinders. Below this is a 'Healthy Lifestyle' ad featuring a bowl of salad and a measuring tape. A 'Our Sponsors' section includes a Google Map of North Carolina with markers for Betsy's Farm and Zales. A 'Sponsors' section shows jewelry collections from Astley Clarke. A 'Site Menu' on the right lists various site sections, with a 'Malt O'Meal' coupon for 'SAVE \$1.50 ON TWO NOW' and an image of 'Buzzy Colossal Crunch' candy.

Separate Sponsorship Page
 Here, all advertisers participating in an e-Section get another level of added exposure, including pinpoint Google mapping of their locations and listing links that can connect to their own Web site or Storefront.

Google Mapping
 All of your advertisers are pinpointed on Google maps for the convenience of your site visitors.

Listing
 Here, advertisers have the opportunity to add a photo and description, as well as link visitors back to their own Web site or to their Storefront.

BONUS e-Sections Sponsor Page

Here's a "little something" extra that can make a big impact on traffic to sponsor sites by putting all of an e-Section's online advertisers at the reader's fingertips. This user-friendly page provides readers with key advertiser information – like location and Web links – at a glance. Offer advertisers this added level of exposure as part of their ad package.

Specialty Websites: Targeted Messaging = Happy Buyers

Bob's Auto Group

Home | Cars | Videos

Who We Are

Cars

Our Location

Get Social
Social networking links can be included in any Specialty Website.

Websites for Advertisers
For advertisers that don't have a website, or want a site for a special offer or promotion. Easy to update and highly effective. Each site gives advertisers the ability to showcase their business's services, products or specials.

Featured Offers & Info
Advertiser can highlight current specials, products or offers to drive sales.

ZALES

Home | Clearance Items | Offers | Videos

+ View QR code for this page.

ZALES THE DIAMOND STORE

Offers

25% Off All Watches

Our Location

Hours of Operation
Specialty Websites also let you include hours of operation.

50% Off All Diamond Rings

Social Sharing Options
To further help advertisers, every page of a Specialty Website provides social links, so visitors can share the page with others.

Specialty Websites Promote Business

Making sure your advertiser messages and offers are front and center for potential buyers is essential to generating sales. Specialty Websites not only make this possible; they make it easy. Think of Specialty Websites as flexible, easy-to-customize sites that offer you upsell opportunities and your advertiser additional avenues to feature specials, offer coupons and highlight products or services. In addition, social sharing links and automated QR code generation are included on every page. QR codes published in print ads, or posted in an establishment's front window, link mobile users directly to the page an advertiser wants them to visit.

Specialty Websites: Expanded Use = Expanded Ad Sales



Versatility

You can use *Specialty Websites* to develop dedicated sites for promoting everything from special events to unique sections.

Taking It Mobile

Publish the QR codes in your advertisers' print ads, and give each advertiser a large printout to place in their business location's front window. QR codes published in print ads, or posted in an establishment's window, instantly link mobile users directly to the page an advertiser wants them to visit.



Alternate Uses of Specialty Websites

Highlight special sections, local events, ad categories, such as travel or entertainment, and more setting up a *Specialty Website* dedicated to your effort. With the QR code connection, these sites become the perfect vehicle for advertisers to quickly and easily connect with the consumers they want to reach with their most current offerings.

e-SECTIONS: Promotion = Success

Mobile Responsive e-Sections
Expand Your Digital Audience & Ad Revenue

August Online e-Sections Now Available

"e-Connect was exactly what we were looking for – a turnkey solution that allowed us to make a thematic addition to our Web site, but didn't involve a whole lot of programming on our end."
- News Gazette, Lexington, VA

E-Sections are a key component of Metro's e-Connect program, a multimedia solution for publishers who want to grow revenue by expanding and coordinating their digital and print ad sales with an easy-to-implement solution advertisers will love! With their enhanced features like photo and video galleries, social sharing, mapping, and more, they are more engaging and profitable than ever.

Getting started with e-Connect and launching your e-Sections is so quick and easy, you can make them "live" and start selling in no time. If you have not already seen a demo of e-Connect, just contact our Client Services team at 800-223-1600 or e-mail service@metro-email.com!

August Online e-Sections Now Available

For our e-Connect subscribers, here's what's new this month. If you are not currently part of the e-Connect program, here is an overview of what e-Sections you could be selling today:

- Healthy Lifestyle
- Fall Home
- Breast Cancer Awareness

To view live demos of August's e-Sections click below:

Healthy Lifestyle: [e-Section](#)

Fall Home: [e-Section](#)

Breast Cancer Awareness: [e-Section](#)

Publishing your e-Sections through the e-Connect Content Management System (CMS) is easy and fun. Log in now to activate your new e-Sections. If you are not yet subscribed, call 800-223-1600 or e-mail service@metro-email.com.

To maximize advertising you need by promoting your e-Sections, you can download Web Ads and Print Ads for each e-Section using the links below:

Download Web Ads:
Download Web Ads for each e-Section using these links:

- Healthy Lifestyle: [Download Web Ad](#)
- Fall Home: [Download Web Ad](#)
- Breast Cancer Awareness: [Download Web Ad](#)

Download Print Ads:
Download Print Ads for each e-Section from the Creative Library of MCC. To find the corresponding print promo ads for each of these sites type "e-section" into the Search Text Box and they will appear. [Click here.](#)

A Coordinated Sell
Want to coordinate your online special sections with your print efforts? Take it to the next level with Metro's Print Templated Sections. Print Templated Sections correspond directly to two of the online e-Section themes each month, and are fully editable, including renaming the section to match your legacy titles or to make changes to best fit your market – and they will match your e-Sections! If you have not already experienced the sales power of Metro's fully-templated print special sections, there is no time like the present. [Click here](#) for further information.

On behalf of everyone at Metro, we want you to know how much we appreciate your business and welcome any questions, comments or suggestions. And, if you have not already done so, don't forget to call 800-223-1600 or e-mail service@metro-email.com to schedule your e-Connect Webinar.

Ready to Sell & Promote
You'll get an e-mail notification each month when the e-Sections — and promotional Web ads — are available for download.

Promote e-Sections on Your Site
Get self-promo ads in the most popular Web ad sizes, including leaderboard, rectangle and skyscraper. Two versions are available: One to capture ad prospects and another to attract readers.

Help Yourself to a Great Advertising Opportunity!

As awareness of the important roles nutrition, exercise and stress management play in our nation's health continues to grow, so does the popularity of our **Healthy Lifestyle** supplement here in the community. With local distribution to more than 100,000 households, this special section is packed with informative features focused on weight management and healthy lifestyle tips, making it the perfect complement to your business's health and wellness advertising.

Take the first step toward healthier sales, and contact your sales rep or call **000.000.0000** before **August 00** to reserve print and online advertising in **Healthy Lifestyle**.

Healthy Lifestyle
A Special Section From
Name Newspaper

Promote e-Sections In Print
Download and run print ads from the *Creative Library* of MCC to drive ad sales and visitor traffic for your e-Sections.

Simplify Your Path to Healthy Living

Our upcoming special section is here to make healthy lifestyle changes easier with informative articles and valuable advertising to support your choices and goals. From advice for overcoming weight-loss obstacles to making time for exercise and tips for handling stress, **Healthy Lifestyle** is your guide to making positive changes stick. Be sure to look for your copy of this special section here and online **Saturday, August 00**, and take the first step toward a healthier future!

Healthy Lifestyle
A Special Section From
Name Newspaper

Promote e-Section Success

As with anything, in order to succeed with your e-Sections, advertisers need to know about them, and readers need to visit them. Aggressive promotion is vital. To assist in launching your promotional effort, every e-Section comes with self-promotion ads to run online via your site, as well as print versions to cross-promote the online sections in your print publication.

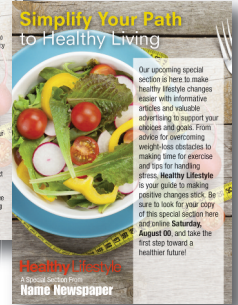
Two print ads are supplied for each e-Section: One targeted to advertisers and the other to let readers know about the e-Section.

For online, Metro gives you Web ads promoting the e-Sections to advertisers and readers. Web ads are downloadable directly from a link in the monthly e-mail that notifies you as e-Sections become available.

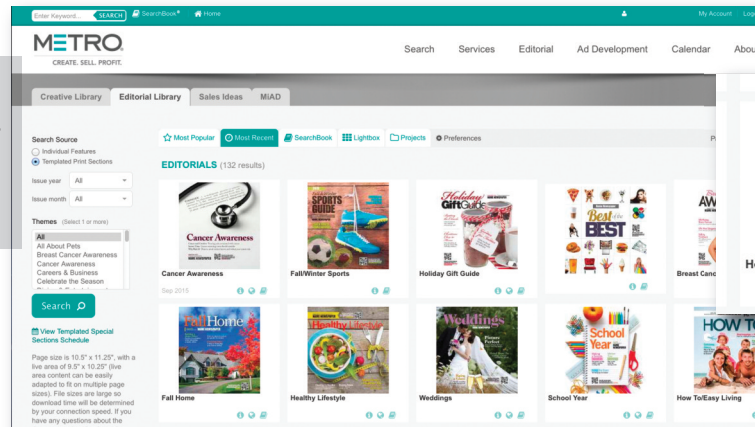
TEMPLATED SPECIAL SECTIONS: Promotion = Success

Print Self-Promotion Ads

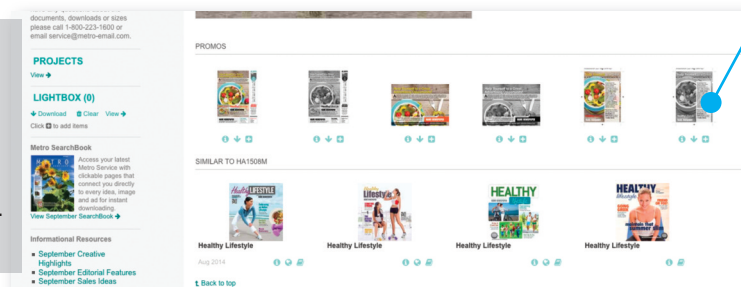
Get ready-to-brand and -print self-promotion ads for every *Templated Special Section*. There is also a postcard layout available for every TSS that you can send to prospects to promote sales in your section.



MetroCreativeConnection Access
Click the "Templated Print Sections" button in the *Editorial Library* to get to all the TSS content.



Promo Ads in MCC
Click the *More Information* button below a TSS thumbnail to gain access to all the related ads — including self-promotion ads, sell sheets and postcards — for that TSS.



Sell Sheet

The back page of each TSS features a sell sheet that you can easily customize with your combo packages, prices and sizes for selling ads in your section. It is also available separately.



Promote Print Section Success

Make your print sections a total success by promoting them to all potential advertisers and readers. Ready-made ads promoting each section — to both advertisers and readers — are available for every TSS. Access these ads from the MCC *Editorial Library* by clicking the *More Information* link below the TSS thumbnail.

In addition, the back page of each TSS is set up as a sales sheet so you can easily substitute pricing, sizes and packages. It is available separately through the *More Information* window as above. E-mail your sheet as a PDF to prospects, or print the page to drop into invoices for current clients, informing them about upcoming advertising opportunities.

2018 THEME SCHEDULE

FULLY-TEMPLATED ONLINE AND PRINT SPECIAL SECTIONS

Expand your print and digital ad sales with a coordinated sections program. Each month, Metro delivers new section opportunities filled with fresh content and ready-to-sell ad positions. Contact us today to get started with Metro's fully-templated print and online sections: 800.223.1600, service@metro-email.com.



JANUARY PACKAGE | Available 11/20/17

Weddings
Health, Mind & Body
In Case of Emergency
The New Year*



JULY PACKAGE | Available 5/21/18

School Year
Bridal Guide
Fun & Games**
On the Grill*



FEBRUARY PACKAGE | Available 12/20/17

Spring Home
Green Living
Modern Man
Valentine's Day*



AUGUST PACKAGE | Available 6/20/18

Fall Home & Garden
Healthy Lifestyle
Think Pink
Best of the Best**



MARCH PACKAGE | Available 1/19/18

Living 50 Plus
Spring...On the Road
Healthcare Profiles**
St. Patrick's Day*



SEPTEMBER PACKAGE | Available 7/20/18

Holiday Gift Guide
Cancer Awareness & Prevention
Fall/Winter Sports**
Hispanic Heritage*



APRIL PACKAGE | Available 2/20/18

Lawn & Garden Guide
All About Pets
Graduates**
Prom & Graduation*



OCTOBER PACKAGE | Available 8/20/18

Drive & Ride
Holiday Gifts & Lifestyle
Halloween



MAY PACKAGE | Available 3/20/18

Family Time
Kids' Health
Women Today



NOVEMBER PACKAGE | Available 9/20/18

Giving Back
Dining & Entertaining
Pet Friendly*



JUNE PACKAGE | Available 4/20/18

Health & Wellness
How-To
Coloring for Adults/All Ages**
Summer Fun*



DECEMBER PACKAGE | Available 10/19/18

Financial Planning
Resolutions
Distinctive Properties

Images from previously published sections * Online e-Section only ** Print section only, with no editorial features