

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

# METRO

CREATIVE SERVICES



## WEDDINGS

Wow wedding vendors with dozens of beautiful images and ads to engage more bridal business.



## HEALTH & FITNESS

Match local businesses with more resolution-makers using this month's strong health and fitness content.



## FOOTBALL & WINTER SPORTS

It's a win-win when advertisers gear up for big game promotions and seasonal sports with these fresh ideas, ads and images.



CONNECT WITH THE LATEST REVENUE-BUILDING IMAGES & IDEAS FOR **BUSINESS, PROGRESS & TECHNOLOGY** ADVERTISERS

CONNECTION

### MiAD Spec Ad Library PP. 73-80:

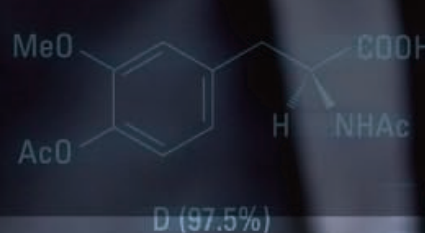
Ready-to-sell small-space ads for wedding services and health, mind and body advertisers — MiAD enabled!

### Campaigns & Classified PP. 81-93:

Automotive, real estate and recruitment coverage — plus all-new print and online campaigns — to grow first-quarter sales.

### EDITORIAL FEATURES & TEMPLATED SPECIAL SECTIONS:

Weddings ■ Health, Mind & Body ■ January Timely Features





# METRO Moneymakers

## BUSINESS, PROGRESS & TECHNOLOGY



**ON THE COVER:**  
N1501P27005C

Take ads for technology, recruitment and business-to-business advertisers to the next level with this innovative photo and graphic combination.

**Get down to business with a wealth of fresh progress, tech and business images and ideas.**

- Showcase advertisers focused on the future with a *Themed Event Package* that includes a progress-themed section cover and campaign featuring upcoming events in your community (34).
- Help a local college or business association advertise a career fair focused on the science and technology sector with a full-page ad layout (29).
- Promote local businesses with an eye-catching, full-page "buy local" directory design (43).
- Target financial advertisers with a shaped *Specialty Ad* that "takes a peek" at the latest loan rates, as well as tax-time-themed ads for an accountant and financial advisor (18, 19, 40).
- Additional business-themed ads promote office supplies and furniture (18, 41).



## WEDDINGS



**See what January MNS has in store to help you and your advertisers capture your share of the 50-billion-dollar wedding industry!**

- Browse an array of beautiful bridal photography and illustrations, including a coloring book with sponsor panels perfect for top wedding vendors like florists, caterers, registries and more (22).
- Find elegant, ready-to-present-and-sell bridal ads for a jeweler, event planner and caterer, craft supply store and dress shop (25).
- A *Themed Event Package* focused on weddings includes a campaign for a local florist (32).
- Invite multiple advertisers to a directory (26).
- Fill this month's Weddings TSS and editorial section with these and dozens more bridal ads featured in *January MSAL!*



## HEALTH & FITNESS



**As readers set their health and fitness goals for the new year, help your local advertisers address their needs with targeted ads and images.**

- Find a full-page ad for a comprehensive medical center, as well as smaller ads for a pediatric clinic and eye care center (11, 19).
- Approach orthodontists, dentists and dental implant centers with ready-to-sell ads (19, 41).
- Encourage blood donation centers to promote National Volunteer Blood Donor Month (18, 71).
- Find a diverse variety of health- and fitness-centric images, as well as ready-made ads for a yoga center, health club and home gym (18, 58, 59).
- Pair this month's Health, Mind & Body TSS and editorial section with these features and additional health and wellness ads from *MSAL!*



## FOOTBALL & WINTER SPORTS



**Let the games begin with this month's moneymaking winter sports and recreation coverage!**

- As football fans everywhere gear up for the big game, help your advertisers create related promotions using this month's images and ads. A full-page grocery ad features "super stock-up savings" on crowd-pleasing snacks, party platters and more. Find other ads for a sports bar and a "super TV sale" promotion (19, 44, 67).
- Generate excitement for snowmobile dealers with action images and a ready-made ad (18, 39).
- Find images to promote other winter sports like ice skating, skiing, snowboarding, zip-lining, hockey and ice dancing (38, 45, 63, 68, 69).
- An ad for "your one-stop ski and snowboard shop" advertises equipment as well as custom fitting, tune-up and repair services (45).





## FOOD & DINING



### Find food and dining coverage perfect for generating year-round revenue featured this month.

- Kick off a themed Food & Dining special section, using the cover provided as part of this month's *Themed Event Package*. This package also features a print and online ad campaign for a food market showcasing fresh produce and health food specials (33).
- Delicatessens or restaurants that also offer off-site catering can use both sides of this month's *Single Sheet* design to promote lunch specials and catering services together (41).
- Another ad for a deli advertiser promotes a month of "twofer Thursday" sandwich specials as part of this month's new calendar design (17).
- Also find ads for Meat Week specials, a beverage catering service and bar trivia night (18, 19).



## JANUARY PROMOTIONAL OPPORTUNITIES



### Here's a look at additional sales opportunities:

- Discover a variety of fashion photos perfect for stylish apparel advertising. Many of these photos are featured in this month's "style scout" *Marketplace* design in ads for menswear, women's fashion, footwear, handbags, hair care services and accessories (12, 13, 19).
- Promote travel services and destination deals with a campaign of "custom vacations for every type of traveler" featured as part of this month's *Themed Event Package* (35).
- Celebrate Martin Luther King, Jr.'s legacy and promote volunteer opportunities as part of the MLK Day of Service with a sponsored message (61).
- Help advertisers prepare for the Chinese New Year with festive headings and images (60).
- Find a variety of graphics to create birthday- and anniversary-themed promotions (64, 65).
- This month's contests include a "gridiron guessing game" and trivia day challenge (8, 9).



## JANUARY CUSTOMER REQUESTS

FIND THIS MONTH'S CUSTOMER-REQUESTED AD ON PAGE 72!



N1501P72014C

## JANUARY 2014's MOST DOWNLOADED IMAGE & AD!



N1401A39001C

As always, all of Metro's images and ads remain available in the cumulative online MCC Libraries. We track the trends of what you are downloading and try to provide more of the popular photo and ad categories you are using daily.

These are the most downloaded to date from the JANUARY '14 issue of MNS.



N1401P48006C

## THIS MONTH'S EDITORIAL PACKAGE

### Feature Content:

- WEDDINGS
- HEALTH, MIND & BODY
- JANUARY TIMELY FEATURES

### Fully Templated Sections Print & Online:

- WEDDINGS
- HEALTH, MIND & BODY



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COMPANION  
WEB ADS NOW  
AVAILABLE ON MCC!

Get Web ads in the MCC *Spec Ads & Covers Library*. Click the Web button to limit your search to only ads that have a Web component. Click the "W" below each thumbnail and download the Metro Web ad as a layered Photoshop file (.psd).



## METROFEATURE

### Metro's Templated Special Sections

# YIELD YEAR-ROUND OPPORTUNITIES IN TAMPA

Tampa Tribune  
TAMPA, FLORIDA

■ When it comes to Metro's Templated Special Sections (TSS), Rick Wilks, head of sales and special sections for the Tampa (Florida) Tribune, is unambiguous.

**"I've been with the paper for 28 years," he says, "and this is the greatest thing that I've come across since I've been here."**

Since scoring a huge success with Metro's "Weddings" in July 2014, Wilks and his team have produced several other TSS products — one per month, in fact — with equally winning results. Given that the Tribune's first three forays into the TSS landscape — "Weddings," "Living 50 Plus," and "Health & Wellness" — each generated approximately \$43,000, Wilks projects that a year's worth of Templated Special Sections will net the newspaper more than \$500,000 — 90 percent of which is incremental revenue. Needless to say, Tampa Tribune publisher Brian Burns couldn't be happier.

Wilks attributes the popularity and profitability of the Tribune's TSS sections to four things: topics, content, time and cost.

"The topics are great," he explains, "and almost all are categories that have been challenging for us before. For example, we knew that although the wedding market didn't always advertise with us, those businesses would be more open to us if we had a special product for them. And that was exactly the case. In fact, we were able to sell an additional four pages in our 'Weddings' section, bringing it up to 28 pages from the templated 24 pages."

While Wilks knows that enticing topics can spark advertiser interest, they don't close sales. Tampa-area businesses sign on to

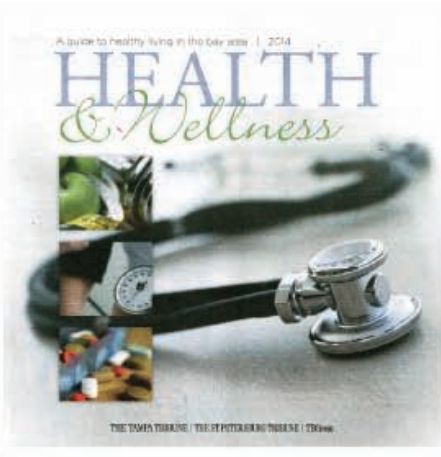
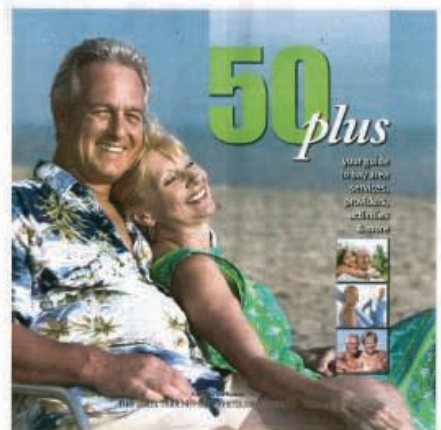
the Tribune's TSS tabs because they include vibrant, eye-catching covers, appealing and up-to-the-minute editorial content, and crisp color photos.

"The covers do a great job of helping to sell the sections," Wilks adds, "and they are easy to customize. In fact, they are the only element that we've ever tweaked," he adds, "but by adding to them, not altering them. To give them a 'signature' look, our designer, Louise Webb Martin, always adds three smaller Metro photos, which are aligned either horizontally or vertically somewhere on the cover. This gives our sections a consistent look so that readers will recognize the format and associate them with the newspaper. But we haven't had to change anything else on the cover or anything on the inside because the articles and photos are excellent. Occasionally we've put two 1/8-page ads together to make a 1/4-page ad, but that's it."

Another content-related selling point, notes Wilks, is the ability to show advertisers precisely what the product will look like, the articles it will feature, and the actual space in which their ad will appear. This not only helps to close sales, but to close them in record time. While the sections are largely sold by the newspaper's inside sales staff, e-mailing samples of the covers and inside pages is both simple and swift.

Cost — both to the publication and its advertisers — is another factor contributing to the success of the Tribune's monthly sections. First, the newspaper charges different rates for different sections, depending on the types of advertisers they draw.

Explains Wilks, "We set our rates to fall in line with target advertisers' businesses. Wedding-related businesses are often smaller — bridal boutiques, florists, photographers, etc. — so our rate for that section is lower than for 'Health & Wellness,' which features a lot of medical professionals and institutions."



Metro's TSS covers, content, and ad spaces are all ready to roll but easy to customize. The Tampa Tribune gives its sections a distinctive look by dropping three smaller, related photos onto each cover.

CONT ON PAGE 3



### Relax in Fall!

At the beautiful outdoor pool at the **Four Seasons Resort**, you'll find the perfect spot to unwind. Enjoy the view, the sun, and the refreshing water. **Book your stay now!**

**Four Seasons Resort**  
1000 Beach Blvd., Palm Beach, FL 33480  
888.444.4444

### Yoga not just for youngsters

Yoga is a practice that has become increasingly popular among all ages. It offers a combination of physical, mental, and spiritual benefits. For those looking to improve their flexibility and strength, yoga is an excellent choice. Many studios now offer classes specifically designed for seniors, ensuring a safe and effective practice.

### Exercise and aging

Addressing common concerns about exercise after 50. Many people believe that aging automatically means a decline in physical ability. However, regular exercise can help maintain and even improve health. Low-impact activities like walking, swimming, and yoga are particularly beneficial for older adults.

### Relief from Aches and Pains & Youthful Restoration of Hair and Skin

Experience the benefits of **PhysioMedicine** treatments. Our advanced therapies provide relief from chronic pain and promote natural skin and hair regeneration. **PhysioMedicine Center** is the leading provider of these services in the region.

### Eat healthy when dining out

Simple ways to avoid overeating. Dining out can be a challenge when trying to maintain a healthy diet. Here are some tips to help you make better choices: portion control, avoid all-you-can-eat buffets, and focus on nutrient-dense foods.

### Simple ways to avoid overeating

Learn how to control your portions and enjoy your meals. Overeating is a common issue that can lead to weight gain and health problems. Simple strategies like eating slowly and listening to your body's hunger cues can make a big difference.

### Wedding day transportation options

Choose the perfect mode of transport for your special day. Whether you prefer a classic limousine, a vintage car, or a modern SUV, we have options to suit every style and budget. **Wedding Limos** offers a wide selection of vehicles.

### Wedding showers continue to break from tradition

Discover new and creative ways to celebrate the bride. From themed parties to outdoor picnics, wedding showers are becoming more personalized and fun. **Wedding Showers** provides inspiration and ideas for unique celebrations.

### YOUR UNFORGETTABLE DAY DESERVES A TRULY UNIQUE LOCATION

InterContinental Tampa is the perfect venue for your wedding. With stunning views, exceptional service, and a variety of catering options, we ensure your day is truly unforgettable. **InterContinental Tampa** is the premier choice for wedding venues in the area.

Second, the *Tribune* prints the sections on Hi-Brite rather than glossy stock. As a result, the sections can be printed in-house, leading to a substantial cost savings. But revenue and savings aren't the only financial incentives at play with Metro's TSS.

**"I haven't seen so much enthusiasm in a long time," Wilks says. "My sales staff is really pumped up, and some of them have been selling between \$10,000 and \$15,000 in each section!"**

It takes a lot of calling, but they are closing sales, helping to bring revenue to the company and making their goals. It's very exciting for all of us." But the real bottom line, asserts Wilks, is that Metro's TSS has opened the door to transforming special section customers into long-term, regular advertisers.

"With special products for different markets, we're better able to compete with some of the independent publications that are out there," he says. "Now that we have those advertisers in the sections, we can work on getting them into other parts of the newspaper — including other special sections — and really showing them the power of newspaper advertising. Creating long-term business opportunities has definitely been the biggest benefit of using the Templated Special Sections."

M (P1501B03001C)

For more information, contact Rick Wilks, Director of Sales & Special Sections, Tampa Tribune, Tampa, Florida, at [rwilks@tampatrib.com](mailto:rwilks@tampatrib.com)



## METROFEATURE



For *The Messenger* of Fort Dodge, Iowa, Catholic Schools Week in late January offers the perfect chance to turn a spotlight on the community's pre-K through 12th-grade Catholic school.

## National Catholic Schools Week: ANNUAL SECTION INSPIRES ONGOING COMMUNITY SUPPORT

*The Messenger*  
FORT DODGE, IOWA

■ For the advertising team at *The Messenger* in Fort Dodge, Iowa, late January always means Catholic Schools Week and the newspaper's annual special section celebrating St. Edmond Catholic School, a pre-K through 12th-grade parochial school located in the town. While Fort Dodge is not a large community — its population in 2013 was just under 25,000 — some 30 percent of its residents identify as Catholic and many send their children to St. Edmond.

Advertising director David Jakeman explains that, "There are a lot of Catholics in our community and a high level of support for the Catholic school here. I don't know how it compares to other communities our size, but businesses here are very vocal about supporting their schools and will advertise to promote the church, the school, and the school's athletic teams. Most of the advertisers are linked to the school in some way and have supported these sections year after year."

The four-color, 12-page section features a range of editorial content provided by the school, which is anchored at the bottom of each page by small ads for a variety of local businesses, from plumbing and heating services to restaurants to the local community college. Each year's issue starts off with a letter from the president of St. Edmond Catholic School outlining the school's progress toward fulfilling its mission and

goals. Other articles look at the school's academic and extra-curricular offerings and successes, offer perspectives from current students and present the results of a recently administered online questionnaire for students in grades 8 through 12. *The Messenger's* 2014 Catholic Schools Week tab also offers perspectives on the school's future and information about tuition assistance.

"We have a good relationship with the administration at St. Edmond and they are always eager for this opportunity to tell their story," Jakeman says. "The section is not only a great way to update the community on what's happening at the school, but an excellent promotional tool for attracting new families."

*The Messenger's* Catholic Schools Week tab is also an excellent tool for connecting with readers and generating ad sales. The newspaper's goal is to increase revenue by 10 percent each year — a goal that has been met for the past four years, Jakeman notes.

"This is something that any newspaper with a Catholic school in their district can and should be doing," he says. "It's a perfect opportunity to develop or improve your relationship with that school district because it enables them to tell their story and ties in with advertisers that like to show their support for education. I'd say if the support is there, it's definitely worth a try."

M (P1501B04001C)



### The Messenger Goes to College

In addition to publishing a perennially popular salute to Catholic schools each January, *The Messenger* of Fort Dodge, Iowa keeps its eye on education with an annual "College Guide." The section, which is distributed via *The Messenger* as well as its sister newspapers in other parts of the state, offers colleges across Iowa an invaluable promotional opportunity: Each advertiser receives editorial space equal to the size of their ad. *The Messenger* also sends copies of its "College Guide" to area high schools — public and parochial — for use by students and guidance counselors.

For more information, contact David Jakeman, Advertising Director, *The Messenger*, Fort Dodge, Iowa, at [djakeman@messengernews.net](mailto:djakeman@messengernews.net).



## METROFEATURE



For its annual New Year's "Gardening Guide," the *Sacramento Bee* pulls out all the stops. The 36-page tab features abundant coverage, including many full-color photos, of the area's most beautiful plants, places, and plates.



# California Gardening Guide Blooms ON NEW YEAR'S DAY

*Sacramento Bee*  
SACRAMENTO, CALIFORNIA

Like their fellow plant enthusiasts around the state, gardeners in and around Sacramento, California have taken on the challenge of maintaining the beauty of their home landscapes during one of the West's worst droughts on record. Since the City Council voted last March to move forward with a "cash for grass" program that provides rebates to homeowners who install drought-tolerant landscapes in place of grass, Sacramento residents have been rethinking and replanting — many with the help of the *Sacramento Bee's* weekly "Home & Garden" and its annual New Year's Day "Gardening Guide."

Product development manager Ann Rollin explains that the yearly guide is one of the publication's eight premium special sections that go out to subscribers only — who pay \$8 for the section series — on key holidays, such as Labor Day, Independence Day, Christmas, and New Year's. A joint project of the Bee's newsroom, advertising department, and audience development division, the eight premium sections receive full Sunday circulation despite the days of the week on which the holidays fall — an inviting incentive for Sacramento-area advertisers. Rollin describes the New Year's "Gardening Guide" as a "complete gardening guide for our area with information about what to plant when, a month-by-month gardening checklist, tips on being water wise, articles about what's in season throughout the year as well as recipes for and photos of dishes from the garden and a couple of pages about local gardening events." In 2013, the 12-page guide featured a pull-out garden planner — a double truck that opened up and folded out — filled with 12 months

of gardening at a glance. While the planner proved extremely popular with readers and advertisers, Rollin notes that since the section was expanded to a whopping 36 pages on upgraded newsprint in 2014, it could no longer accommodate the pull-out guide.

"In 2014, we more than doubled our content from the previous year in an effort to give subscribers a great deal for their money and to ensure that the section has a long shelf life," Rollin explains. "The pull-out guide was a great idea and worked really well, but we decided it was more important to offer readers more content in a standard tab format."

Advertisers in the premium "Garden Guide" are a mix of regular advertisers, for whom the section is an add-on buy, and businesses that want to be associated with a popular and long-lived special section. In addition to nurseries and landscapers, the guide attracts a range of home improvement advertisers, everything from gutter services, heating and air conditioning companies, window installers, fireplace and gas stove retailers, and more.

Rollins, who describes the newspaper's premium holiday sections as lifestyle sections that highlight the abundant resources found in the Sacramento area, says that the series has been a huge hit with both advertisers and readers since it was introduced.

"Our premium holiday sections add readership, present in-depth, additional news that readers wouldn't normally get, and have year-round interest, which lends itself to a long shelf life," she adds. "It's a great combination of factors that continues to work well for both readers and advertisers."

M (P1501B05001C)



For more information, contact Ann Rollin, Product Development Manager, *Sacramento Bee*, Sacramento, California, at [arollin@sacbee.com](mailto:arollin@sacbee.com).



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## 2015 THEME SCHEDULE - FURTHER EXPANDED & NEWLY TIMED FULLY-TEMPLATED ONLINE AND PRINT SPECIAL SECTIONS

### JANUARY PACKAGE:

Available 11/20/14

Weddings  
Health, Mind & Body  
The New Year\*



### JULY PACKAGE:

Available 5/20/15

School Year  
Weddings  
**NEW!** On the Grill\*



### FEBRUARY PACKAGE:

Available 12/19/14

Spring Home  
Think Green  
Valentine's Day\*



### AUGUST PACKAGE:

Available 6/19/15

Fall Home  
Healthy Lifestyle  
Breast Cancer Awareness  
**NEW!** Best of the Best\*\*



### MARCH PACKAGE:

Available 1/20/15

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



### SEPTEMBER PACKAGE:

Available 7/20/15

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



### APRIL PACKAGE:

Available 2/20/15

All About Pets  
Lawn & Garden Time  
Graduation 2015\*\*  
Prom & Graduation\*



### OCTOBER PACKAGE:

Available 8/20/15

On the Road  
Holiday Gifts & Lifestyle  
Halloween  
Local Professionals Guide\*\*



### MAY PACKAGE:

Available 3/20/15

Family & Parenting  
Women Today  
Communions & Confirmations\*



### NOVEMBER PACKAGE:

Available 9/21/15

Giving Back  
Dining & Entertainment  
Pet Friendly\*



### JUNE PACKAGE:

Available 4/21/15

Health & Wellness  
How-To  
Summer Fun\*



### DECEMBER PACKAGE:

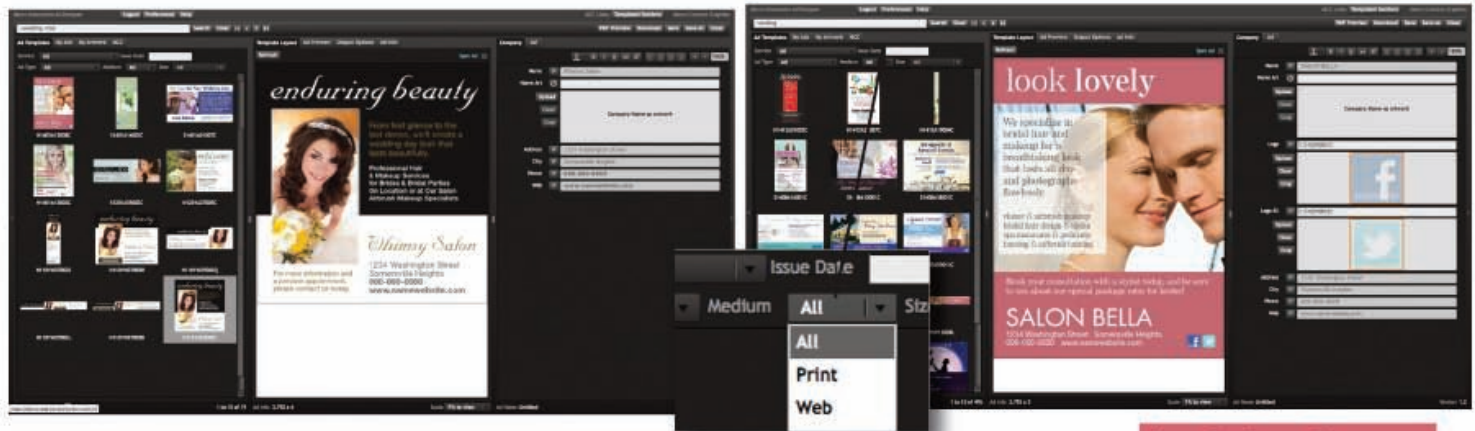
Available 10/20/15

Financial Planning  
**NEW!** Resolutions  
**NEW!** Distinctive Properties



Images from previously published sections

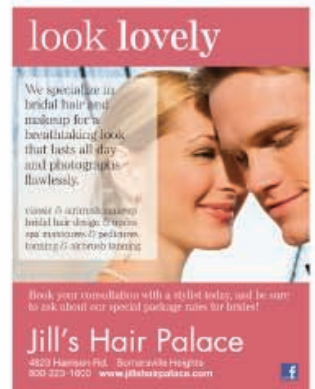




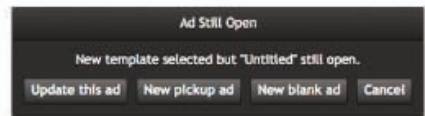
Original Ad with new content title



Search ad templates by keyword, column size or even look only for print ads that have a companion Web ad. In the MiAD page view, the left panel is for searching, the center panel is the ad template you are working on, and the right panel contains the fields that can be customized for the chosen template.



When you have populated one ad template with advertiser info, but want to produce a different spec to show your prospect more than one idea, simply choose a new template and drag it over the active one. You'll get a dialog box (below). If you want to overwrite the first ad, choose **Update this ad** and your advertiser info from the former ad will be brought into the new ad template. If you saved your ad and choose **New pickup ad**, you'll get a second ad.



## MiAD Means More Specs, More Ideas, More Sales

**Metro interactive Ad Designer (MiAD®)** is your tailor-made sales source for ideas and spec ads, so you have them in hand for every sales call. There are four primary ways sales people can put *MiAD* to work:

### MiAD the Idea Generator

Quick searches in *MiAD* can reveal a wealth of ready-to-sell ads for instant selling ideas, but also offers ideas on what category of advertisers to approach. For example, a quick search for wedding ads can result in prospect ideas for gowns, cakes, travel, hair and makeup, transportation, photography, florists and more. Searching for one can reveal opportunities for many others.

### Get A Quick Spec Ad

Choose any template in *MiAD*, type in your prospect's contact info and download a PDF that is ready to print and show, or e-mail to pave the way for a personal visit. It's that easy!

### Form A Fast Campaign

Every *MiAD* template has the potential to become more than one ad by simply substituting imagery or customizing copy. Sales people can switch tabs to MCC to find photos or other imagery, drag and drop them to replace the ones in the chosen template, and immediately be ready to suggest a campaign that can get the multiple-sell conversation going.

### MiAD mobile®

Do you make sales presentations on an iPad? Then *MiAD mobile* is the app for you. Create accounts for your prospects and you'll never have to type their info again. Apply their info to any number of templates for specs that are ready to show on your Apple tablet. Talk about *show and sell!*

*MiAD* means more sales, but don't take our word for it. Visit the *MiAD* area of MCC for more info, call 800-223-1600 or e-mail [service@metro-email.com](mailto:service@metro-email.com) to get your questions answered and to sign up for a free trial of *MiAD desktop* or *MiAD mobile*. **M**



Simple drag and drop photo substitutions illustrate how easy it is to get a multiple print ad campaign to show a prospect, or a campaign that includes Web ads.





**Faith & Family**  
HOME NEWSPAPER

Making Family Time Count  
Small Ways to Stay Connected

**Traditions of Three Kings Day**

Church  
Religious Center  
Flower Shop  
Religious Book Store

N1501A080031C

**Faith & Family** is a special supplement about families living in religious faith with strong moral values. It can encompass articles on family traditions, dating, marriage & relationships, quality family time, benefits of parochial schools, teens & trust, religious holiday observances, and more.

**Winter SPORTS GUIDE**  
HOME NEWSPAPER

Latest Reviews of Popular Ski Resorts

Sporting Goods Co.  
Wear Clothing Shop  
Ski Resort  
Ice Rink  
Snowboard Co.

**Up for something new?**  
Try these off-the-radar winter sports:

N1501A080033C

Cold weather lovers and related advertisers will look forward to a **Winter Sports Guide** that features a calendar of sporting events, top ski resorts, ice skating rink locations, snowmobiling tips, ice hockey games, sledding, and so much more.

**New in Tech**  
HOME NEWSPAPER

What to expect in technology this year

COMPUTER REPAIR SHOP

N1501A080035C

Publishing a **New in Tech** section is ideal for those who want the latest info on the newest tech gadgets. Think of the revenue you can generate from targeting the advertisers that want to reach this market with their products and services. Go beyond consumer tech products to let your readers know what is happening in your area in the fields of medicine, manufacturing, farming, energy and more.

**FOOTBALL PARTY**  
HOME NEWSPAPER

Easy Party Appetizers

**FOOTBALL PARTY**

Fire up fellow football fans with smoked wings

PIZZERIA  
CATERER  
ELECTRONICS SHOP  
BEVERAGE STORE

N1501A080077C

Throwing a party at the end of the football season — for the biggest game of them all — is a must for die-hard fans. Give them some help with a **Football Party** planning guide so they can pull it off without a hitch. Your paper will benefit, too, from the super ad revenue a section like this can generate.

Thanks to our super contest sponsors!

**Gridiron Guessing Game SUPER CHALLENGE**

Who will win the big game? Who will be the first to score? Which team will incur the first penalty? Will the coin toss be heads or tails? **Take a guess, and you could score a super cash prize!**

**\$250 Prize** will be awarded to the contestant with the most correct guesses.

Gridiron Guessing Game Super Challenge

Car Dealer  
Pizzeria  
Sporting Goods Store  
Insurance Company  
Fast Food Restaurant  
Sports Memorabilia Store  
Fitness Center  
Liquor Store  
Grocery Store  
Electronics Store  
Furniture Store  
Sports Bar

N1501A080099C

The Super Bowl® will be played on Sunday, February 1, this year in Glendale, Arizona. While even the mention of the game in any advertisement requires strict licensing from the National Football League, there is plenty of room for peripheral promotions. A case in point is this **Gridiron Guessing Game Super Challenge**. Winners receive prizes based on the number of correct answers they submit to questions concerning the game. Start your sponsorship search by prospecting businesses that sell goods and services for Big Game parties.

**TWO-PAGE SPREAD CONTEST CONCEPTS:**  
Increase your sales opportunities.



Use these covers and ideas along with companion *Quick-Sell* layouts to jump-start your sales effort. Some *Quick-Sell* layouts contain an editorial feature to draw extra attention to your page. In addition, find contest ideas that will generate reader participation and interest.

(MCC Spec Ads & Covers Library /KEYWORDS: "QuickSell," "cover")

**Weddings**  
NAME NEWSPAPER

Make your engagement photoshoot a success

WEDDING IDEAS  
WEDDING PLANNING  
WEDDING TIPS  
WEDDING INSPIRATION  
WEDDING VENDORS  
WEDDING COSTS  
WEDDING TRAVEL  
WEDDING DECORATION

Planning a wedding involves many elements — from choosing a gown and shoes to finding the right location for the reception and honeymoon, to creating invitations, wedding vows, and more. Publishing a **Weddings** section gives you a money-making opportunity to put related advertisers in front of their target market.

**BEST BAR GUIDE**  
NAME NEWSPAPER

Your next night out may find you embracing these growing trends

Microbrewery  
Night Club  
Pub  
Bar  
Beer Club  
Cafe

Publish a **Best Bar Guide** to gain significant ad revenue from various bars and pubs in your area. Feature the "best of the best" in categories that help separate the distinct draws of each type of establishment for readers and consumers. It'll be a go-to, long-shelf-life guide for readers that advertisers won't want to miss!

**Fashion Trends**  
NAME NEWSPAPER

Stock a wardrobe that has staying power this season

Womens Clothing Store  
Menswear Clothing Shop  
Shoe Shop  
Department Store  
Salon

Dressing in style throughout all seasons interests both men and women. Engage this audience with a **Fashion Trends** section full of the latest styles and related advertisers will want to participate. From shoes and handbags to womenswear and menswear, the amount of advertisers to include is quite extensive, giving you a section with high money-making potential.

**Health, Mind & Body**  
NAME NEWSPAPER

Make morning workouts count for you

Personal Trainer  
Mattress Store  
Health Food Store  
Athletic Wear Shop  
GYM

Living healthy is important to all of us as is a **Health, Mind & Body** section that gives insight on how to live a healthier lifestyle. Combatting stress through exercise, yoga and meditation, as well as finding a more holistic approach to staying healthy are all topics of interest. Advertisers to target are vast and varied and so is the money-making potential of this popular type of section.

**Fun Facts Local Trivia Challenge**

Take the online local trivia challenge today at [namepaper.com](http://namepaper.com) or mail as the entry form below for your chance to win!

Trivias by mail - send this completed form - with your numbered answers written on the back or an attached piece of paper - to:  
The Somerville Press Contests  
1234 Washington Street | Somerville Heights, NJ 08850

Enter by Mail (OR 200,000) Before **January 4, 2015!**

**Trivia Contest Mail-In Entry Form**

1. Who was the first mayor of Somerville?  
2. What year was Somerville founded?  
3. What is the name of Somerville's oldest restaurant and its location?  
4. What is the oldest business still in operation in Somerville?  
5. What is the oldest business still in operation in Somerville?  
6. How many people live in Somerville?

Our central winner will receive a variety of mail-in prizes from these local contest sponsors!

Free Manicure & Pedicure  
Nail Salon

Free Breakfast Combo  
Coffee Shop

Free Dozen Bagels  
Bagel Shop

Free Gift Basket  
Name Gift Shop

Free Dinner for Two  
Restaurant

Free Cooking Class  
Name Cooking School

Free Haircut  
Beauty Salon

Free Oil Change  
Auto Repair Shop

Free Large Pizza  
Pizzeria

Free 6-Month Membership  
Health Club

In the post-holiday season, many publications scramble for ideas to capture the attention of their readers. This **"Fun Facts: Local Trivia Challenge"** is primed to gain attention on two fronts: consumers love of trivia and knowledge of their community. Use the sample questions listed in the layout and add more, or come up with your own list. Have the questions available online or printable as a PDF entry form. Sponsors of the contest provide the prizes, so you can not only generate some buzz in the first-of-the-year quarter, but extra business for your advertisers!

**TWO-PAGE SPREAD CONTEST CONCEPTS:**  
Increase your sales opportunities.



# METRO Bonus Ideas & Quick-Sell Layouts

MetroCreativeConnection:  
**Related Content Means  
 More Options, Higher  
 Revenue Potential**



In the MCC Spec Ads & Covers Library, clicking the *Related Content* icon (*page icon*) shows ad layouts or cover designs that can be utilized along with the item you have selected.

For example, a *Quick-Sell* multiple advertiser ad layout may display other ad options and a corresponding *BonusIdeas* cover design. The ready-to-download presence of this cover can give you the option of taking the ad layout's theme to a full-blown special section, thereby expanding your ad reach and revenue potential.

The image shows a two-page spread for a 'Medical Update' guide. The top left page features a large photo of a woman in medical scrubs and several smaller ads for 'Walk-In Clinic', 'Nurse Training', 'Pharmacy', 'Children's Hospital', 'Health Insurance Company', and 'Athletic Center'. The top right page features a large article titled 'High cholesterol linked to prostate cancer recurrence' and several smaller ads for 'Specialist Surgery', 'Medical Supply Store', 'Physician', 'Hospital', and 'Community College'. A 'Classifieds' section is also visible on the right side.

A **Medical Update** guide will draw in advertisers from the healthcare community and related wellness alternative practitioners as well as readers who want updates on the latest technologies, drugs and medical treatments available, best hospitals and doctors to choose from, general healthcare tips and advice, etc.

**TWO-PAGE  
 SPREAD  
 AD CONCEPTS:**  
 Increase your  
 sales opportunities.

## METRO'S FILE NAMING SYSTEM AT A GLANCE

### Service Indicator.

N = Metro Newspaper Service  
 S = MIA D Spec Ad Library  
 C = Campaigns & Classified  
 H = Holiday Advertising Service

### Month Indicator.

two-digit field to indicate month (1 through 12).

### Page Number.

two-digit field to match the page in the printed guide.

### Color Type.

one-digit field to indicate color (C = color, K = b&w).

N1501P12002K.TIF

**Year Indicator.**  
 two-digit field to indicate the year (i.e., 14 = 2014).

**File Indicator.**  
 one-digit field to indicate the type of file (P = picture [photo or graphic], A = ad, T = text, W = Web ad).

**Unique to File.**  
 three-digit field that is unique to the item.

**Extension.**  
 three-digit field that indicates the file format (TIF, eps, TXT, jpg, QXD).

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format



# In Step With Your Healthcare Needs

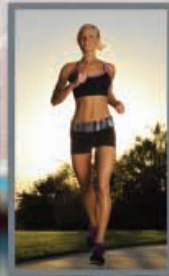


N1501P58002C

N1501P58005C

N1501P58006C

N1501P58012C



**New Patients Welcome**  
Call 000.000.0000 to speak with a care coordinator today!

Companion WEB ADS available on MCC

**O**ur world-class medical center is dedicated to providing comprehensive medical care for adults, specialized to meet your unique needs at every age. We pride ourselves on delivering the highest standard of care to each and every patient, ensuring you receive the attention and excellent healthcare experience you deserve.

Our comprehensive services include

- Primary Medical & Specialty Care
- Physical & Occupational Therapy
- On-Site Lab & Pharmacy
- State-of-the-Art Imaging Services
- Nutrition & Support Counseling

For your convenience, we offer

- Evening & Weekend Appointments
- Same-Day Appointments
- Acceptance of Most Insurance Plans
- Online Appointment Scheduling
- Plenty of Free, Convenient Parking
- 24-Hour Nursing Support Hot Line

**FREE Wellness Fair**  
Saturday, January 00  
10am - 3pm



Free health screenings, nutrition seminars and activities for the whole family!

For more information, scan this code with your smartphone or go to [www.namewebsite.com](http://www.namewebsite.com) today.

## Glendale Medical Center

1234 Washington Street  
Somerville Heights

000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1501A11001C

PASS 6 CCL x 21

AD# N1501A11002C

10 x 13





N1501P12012C-●



N1501P12009C-●



N1501P12005C-●



N1501P12004C-●



N1501P12011C-●



N1501P12001C-●



N1501P12003C-●



N1501P12006C-●



N1501P12008C-●



N1501P12007C-●



N1501P12002C-●



N1501P12010C-●



N1501P13001C

# Style Scout

Your guide to local fashion and beauty.



### Usage Note:

The purpose of this "Style Scout" Marketplace layout is to give you the opportunity to prospect advertisers with a variety of price points to include even the smallest budgets. They can benefit from the association while you reap the rewards of a full-color page. Use this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. For your convenience, a tab-sized version of the page is available in the MCC Spec Ads & Covers Library.

**Garnet Jewelers**  
Fashionable Fine Jewelry & Watches  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Garnet Jewelers**  
Fashionable Fine Jewelry & Watches  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Garnet Jewelers**  
Fashionable Fine Jewelry & Watches  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Garnet Jewelers**  
Fashionable Fine Jewelry & Watches  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Garnet Jewelers**  
Fashionable Fine Jewelry & Watches  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Garnet Jewelers**  
Fashionable Fine Jewelry & Watches  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Lydia's Couture**  
Custom & Limited-Edition Dresses  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Lydia's Couture**  
Custom & Limited-Edition Dresses  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Lydia's Couture**  
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Custom & Limited-Edition Dresses  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Lydia's Couture**  
Custom & Limited-Edition Dresses  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Luxe Med Spa**  
Put Your Best Face Forward!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Luxe Med Spa**  
Put Your Best Face Forward!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Luxe Med Spa**  
Put Your Best Face Forward!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Luxe Med Spa**  
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000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

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**Luxe Med Spa**  
Put Your Best Face Forward!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)



N1501P12008C

You, Look. **Marvelous.**  
Shop handpicked fashions and accessories from local and emerging designers to complement your signature style.



**Bo+Celeste**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

Save up to **50% Off** Your Favorite Brands

**Redline Clearance**  
Starting This Saturday  
Doesn't Open at 9AM  
Stop early for the best selection!

**Burke's Department Store**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

Get hair that turns heads.

We offer extraordinary hair color to bring out the best in you. Expert hair styling, luxurious color & highlights, blow-dry & straightening. Here to provide exceptional hair care solutions that last a season.

**Urbana Hair Design**  
1234 Washington Street | Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**January Special**  
Save 50% Off Your haircut with any Color Service Purchase. Book your appointment today!

AD# N1501A13002C  
PASS 2 COL x 5

AD# N1501A13004C  
PASS 2 COL x 5  
N1501P12005C

N1501P12009C

**Feel-Good Style**  
Menswear lines and looks you'll love to wear, starting at under \$50!

Follow new merchandise arrivals and special offers on Facebook and Twitter.

**Dano Menswear**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

NEW SPRING ARRIVALS NOW IN STORE

An Instinct for Great Style  
Designer women's apparel  
Statement jewelry & accessories  
Luxury shoes & handbags  
Personal shopping service

SAVE 20% OFF ANY SINGLE ITEM when you like us on facebook.com/shopluna

**Luna Boutique**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Splurge-Worthy Fashion Footwear**

SAVE 30% OFF ANY HAND BAG with purchase of shoes. Excludes shoes \$500.

Hot Spring Styles Now \$34.99 & UP

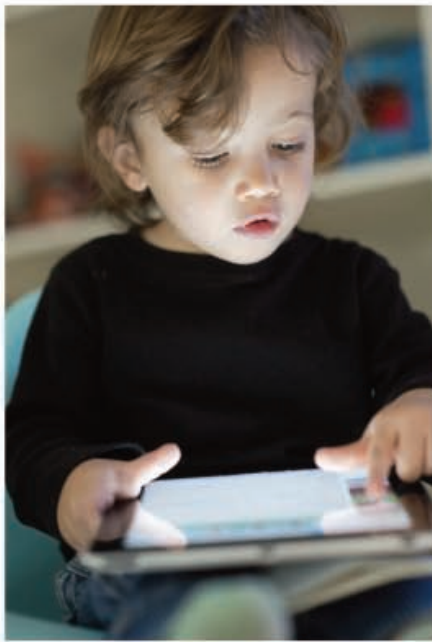
**Heel Heaven**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1501A13005C  
PASS 2 COL x 5

AD# N1501A13006C  
PASS 2 COL x 5  
N1501P12006C  
AD# N1501A13007C  
PASS 2 COL x 5  
N1501P12007C  
N1203P48009C

AD# N1501A13001C PASS 6 COL x 21  
AD# N1501A13008C 10 x 13





N1501P14012C-●



N1501P14006C-◇



N1501P14002C-●



N1501P14013C-●



N1501P14011C-●



N1501P14001C-●



N1501P14003C-●



N1501P14006C-◇



N1501P14008C-●  
N1501P14009C-◇



N1501P14010C-●



N1501P14004C-●



N1501P14007C-●





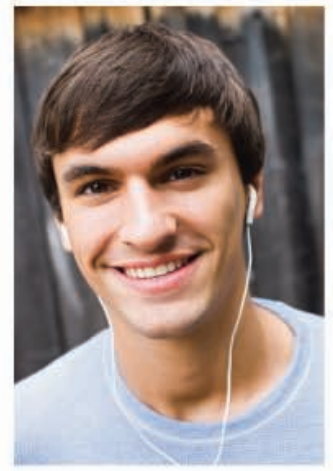
N1501P15010C ●



N1501P15009C ●



N1501P15011C ◇



N1501P15002C ●



N1501P15005C ●



N1501P15006C ●



N1501P15004C ●



N1501P15012C ●



N1501P15008C ●



N1501P15001C ●



N1501P15003C ●



N1501P15007C ●





N1501P16003C-●



N1501P16001C-●



N1501P16006C-●



N1501P16005C-●



N1501P16009C-●



N1501P16007C-●



N1501P16008C-●



N1501P16011C-●



N1501P16004C-●



N1501P16010C-●



N1501P16002C-●



N1501P16012C-●



N1501P61001C  
N1501P21009C  
N1501P37003C



# 2015 January CommunityCalendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 <small>New Year's Day</small>	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18 <small>North Star High School Day</small>	19	20	21	22	23	24
25	26	27	28	29	30	31

Jan 00

**Name Event Here**  
Event details here. Event details here. Event details here.  
**Name Event Location**  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

**Name Event Here**  
Event details here. Event details here. Event details here.  
**Name Event Location**  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00



**Bridal Expo**

The most anticipated bridal event of the year featuring more than 50 local and regional vendors, free giveaways and a must-see fashion show!  
**Somerville Convention Center**  
11am-5pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00



**Travel Show**  
Get inspired with incredible travel ideas and offers from around the state to avoid the world! Tickets Only \$5!  
**Somerville Convention Center**  
10am-6pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

**Name Event Here**  
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0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

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**Name Event Location**  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00



**Free Community Fitness Classes**  
Bring the whole family for free cardio, yoga, pilates, tai chi and more! All ages welcome. FREE!  
**Midtown Community Center**  
8am-4pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

**Name Event Here**  
Event details here. Event details here. Event details here.  
**Name Event Location**  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

## see you THERE

## BRIDAL EXPO 2015

*Don't miss it!*

Come see what all the excitement is about at the area's biggest and best bridal show of the year.

**RSVP for \$10 Tickets**  
Order online at [namewebsite.com](http://namewebsite.com) before 01/11/15 for this special discount. Full-price \$15 tickets will be available at the door on the day of the event.

**Saturday, January 17**  
11am-5pm  
Dozens of top vendors  
Exclusive bridal show discounts  
Dove pizzas, coffee & giveaways  
The ultimate bridal fashion show  
Free bubbly food samples & desserts

**Somerville Convention Center**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1501A17002C  
PASS 6 COL. x 7  
N1501P17003C

N1501P23001C

N1501P36004C

N1501P37004C

Jan 00



**Meet the Chefs**  
Enjoy tastings, cooking demos and a Q&A with your favorite local chefs! \$30 tickets include generous tastings.  
**Savor Culinary School**  
7pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

**Name Event Here**  
Event details here. Event details here. Event details here.  
**Name Event Location**  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

**Name Event Here**  
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0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

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0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

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Jan 00

**Name Event Location**  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

**Name Event Here**  
Event details here. Event details here. Event details here.  
**Name Event Location**  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00



**Somerville 5K**  
All proceeds benefit Name Charity Organization. \$10 preregistration required.  
**Somerville Athletic Club**  
8am  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

**Name Event Here**  
Event details here. Event details here. Event details here.  
**Name Event Location**  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

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0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

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[www.namewebsite.com](http://www.namewebsite.com)

Jan 00

**Name Event Here**  
Event details here. Event details here. Event details here.  
**Name Event Location**  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

Companion WEB ADS available on MCC

AD# N1501A17003C  
PASS 6 COL. x 3  
N1501P42017C  
N1501P66016C

# Twofer THURSDAY

Every Thursday this month, enjoy two delicious deli sandwiches for the price of one when you purchase two beverages!

Open Daily 8am-4pm  
Overstuffed Sandwiches • Bagels & Pastries • Breakfast Sandwiches • Fresh Soups & Salads • Daily Specials • Hot Coffee • Cold Drinks • Chips & Snacks • Homemade Desserts

**Munchies Deli**  
1234 Washington Street • Somerville Heights  
000-000-0000 • [www.namewebsite.com](http://www.namewebsite.com)

Preview our sandwich menu here!

AD# N1501A17001C PASS 6 COL. x 21  
AD# N1501A17004C 10 x 13

N1203P46009C



N1501P39007C



## CRUISING

*in a Winter Wonderland*

Save up to **\$1,500 Off**  
Select 2015 Sleds  
Plus, **FREE 2-Year Warranty**  
& **No-Cost Maintenance**

Stop by our showroom or visit us online for financing pre-approval on your favorite model!

Large Selection of New & Used Snowmobiles  
Expert Maintenance & Repair Services  
Snowmobile Parts & Accessories  
Clothing & Protective Wear

**SNOWMOBILES UNLIMITED**

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1501A18001C PASS 2 COL. x 5

N1203P46009C

N1501P39009C



## It's Meat Week. Let's Celebrate!

**3-Course Steak Dinner**  
**Only \$18.99 All Week**

Your choice of top sirloin or flat, served with your choice of sides, garden salad and dessert.  
Available January 25-February 1, 2015 only.

**The Lodge Steakhouse**

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1501A18002C PASS 2 COL. x 5

N1501P39013C



## TRIVIA NIGHT

**SUNDAY, JANUARY 4 7PM**

Compete for Food, Drink & Prize Giveaways!

Get your fill of free fun, plus  
**\$6 Domestic Pitchers**  
**\$5 Bar Bites**  
**25¢ Wings**

**Will's Bar & Grill**

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1501A18003C PASS 2 COL. x 5

N1501P66020C

N1501P18001C



## OPEN 24 HOURS

**Lifetime Free Membership**

Invest in a home gym, and enjoy the convenience of working out anytime with no driving, no parking, no waiting and no monthly membership fees!

Enjoy **12 Months' Interest-Free Financing** on fitness equipment purchases of \$900 or more.  
Limited-time offer! See store for details. Offer ends 02/02/15.

**Elite Sporting Goods**

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1501A18004C PASS 2 COL. x 5

N1501P39008C



## Mix Business With Pleasure

Office furnishings to inspire confidence and your best work.


**SALE • SAVE 30% OFF**  
All Ergonomic Office Seating  
now through January 05, 2015.

**VOGEL** Office Supply & Furniture

1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1501A18005C PASS 2 COL. x 5

N1501P39008C



## Give a Little. SAVE A LIFE.

January is National Volunteer Blood Donor Month, a reminder of how vitally important our nation's blood donors are to the health of thousands of people every day. In fact, according to the American Red Cross, more than 41,000 blood donations are needed daily, and your blood donation can help save the lives of up to three people. Make a commitment to donate today and feel good about the life-changing impact you're making on our community.

Appointments & Walk-Ins Welcome  
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**Somersville Blood Donation Center**

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N1501P16010C



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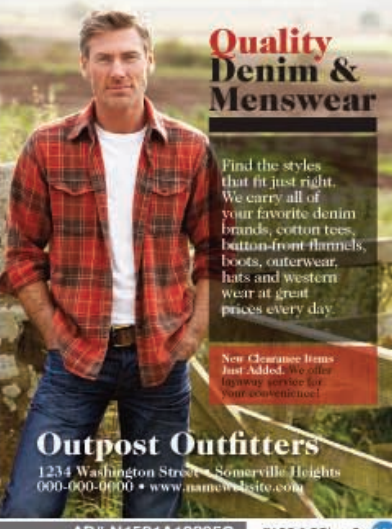


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N1501P20009C ●



N1501P20002C ●



N1501P20001C ●



N1501P20004C ●



N1501P20010C ●



N1501P20008C ●



N1501P20005C ●



N1501P20006C ●



N1501P20012C ●



N1501P20003C ●





N1501P21002C-●



N1501P21007C-●



N1501P21006C-●



N1501P21011C-●



N1501P21005C-●



N1501P21001C-●



N1501P21008C-●



N1501P21004C-●



N1501P21003C-●



N1501P21009C-●



N1501P21010C-●

MCC Keyword Hints: wedding, bridal, bride, groom, couple, tuxedo, dress, gown, flowers, bouquet, cupcakes



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January 08, 2015 NAME NEWSPAPER



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N1501P23007C-●



N1501P23004C-●



N1501P23002C-●



N1501P23009C-●



N1501P23010C-●



N1501P23014C\*-○



N1501P23008C-●



N1501P23013C\*-○



N1501P23001C-●



N1501P23017C\*-○



N1501P23015C\*-○



N1501P23016C\*-○



N1501P23011C-●



N1501P23006C-●



N1501P23018C\*-○



N1501P23005C-●





N1501P24002C-●



N1501P24001C-●



N1501P24006C-●



N1501P24003C-●



N1501P24021C\*-○  
N1501P24022C\*-○



N1501P24019C\*-○



N1501P24020C\*-○



N1501P24004C-●



N1501P24013C\*-○



N1501P24014C\*-○



N1501P24007C\*-○



N1501P24008C\*-○



N1501P24018C\*-○



N1501P24009C\*-○



N1501P24005C-●



N1501P24023C\*-○



N1501P24010C\*-○



N1501P24017C\*-○



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## FULL-SERVICE CATERING & EVENT

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## The Wedding Planner

*Your guide to bride-approved wedding vendors!*

<p><b>Mason's Florals</b></p> <p>Weddings are our specialty!</p> <p>1724 Washington Street   Corvallis, Oregon 503.326.0800 www.masonsflorals.com</p>	<p><b>Impressions Printing</b></p> <p>Invitations • custom favors wrist labels</p> <p>1724 Washington Street   Corvallis, Oregon 503.326.0800   www.masonsflorals.com</p>	<p><b>Boulevard Bridals</b></p> <p>Designer wedding gowns &amp; bridesmaid's fashions</p> <p>1724 Washington Street Corvallis, Oregon 503.326.0800 www.masonsflorals.com</p>	<p><b>Makeup by Brianna</b></p> <p>For a picture-perfect wedding day look</p> <p>1724 Washington Street   Corvallis, Oregon 503.326.0800   www.masonsflorals.com</p>	<p><b>Rialto Jewelers</b></p> <p>Engagement rings • wedding bands bridal jewelry • engraved gifts</p> <p>1724 Washington Street Corvallis, Oregon 503.326.0800 www.masonsflorals.com</p>
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Multiple-advertiser, double truck layouts present unique opportunities for advertisers to gain more exposure while sharing the cost of appearing in color in a prime position. At the same time, they give you a full-color spread. Use the alternative headings on this page to change the focus of the layout, and don't forget to repurpose the content for your Web site.

The layout can be opened inside the Metro interactive Ad Development software (MIAD), where the amount of advertiser spaces can be adjusted with a click of a button. See a demonstration in the MIAD area accessed from the [metrocreativeconnection.com](http://metrocreativeconnection.com) home page.

## Wedding Announcements

N1501P26005C\*~O

## Bride's Guide 2015

N1501P26006C\*~O





N1501P27008C-●



N1501P27005C-●



N1501P27006C-●



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N1501P27004C-●



N1501P27010C-●



N1501P27007C-●



N1501P27003C-●



N1501P27001C-●

# CoMMUNITY

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N1501P28007C-●



N1501P28006C-●



N1501P28009C-●



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N1501P28003C-●



N1501P28001C-●



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N1501P28008C-●

MCC Keyword Hints: town square, neighborhood, shipping containers, shop local, warehouse, business owner









N1501P30007C-●



N1501P30009C-●



N1501P30012C-●



N1501P30001C-●



N1501P30008C-●



N1501P30010C-●



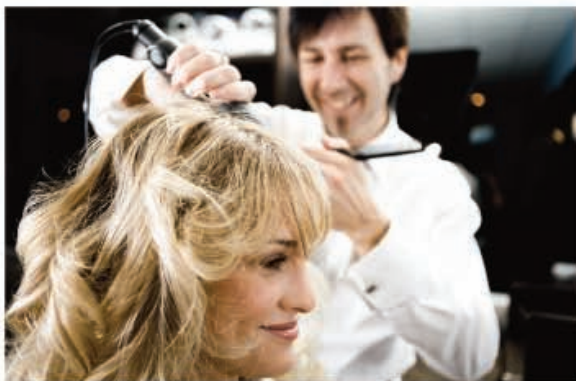
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N1501P30003C-●



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N1501P31001C-●



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N1501P31009C-●



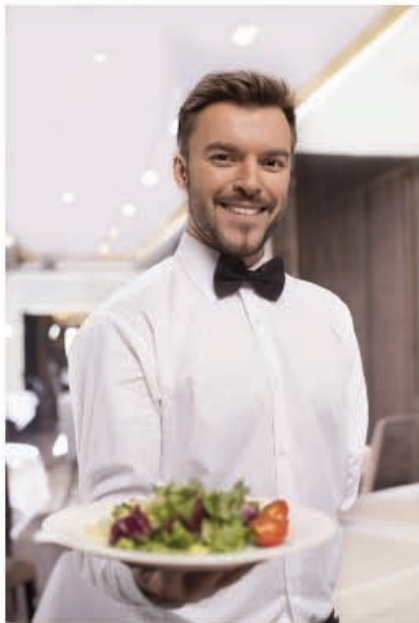
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N1501P31010C-●



N1501P31003C-●



N1501P31005C-●



N1501P31011C-●



N1501P31007C-●



N1501P31008C-●



# METRO Themed Event Package

SECTION COVER:

JANUARY 2014  
A SPECIAL SUPPLEMENT TO THE  
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## The Ultimate Bridal Guide

Get the Latest Advice on Planning the Perfect Wedding With Tips From the Pros... Plus Words of Wisdom From Former Brides on Keeping Calm and Staying Organized on Your Wedding Day Approaches

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Be smart about wedding beauty preparation

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## Weddings 2015

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AD# N1501A32004C

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These valuable packages give you what you need to take advantage of timely seasonal and event happenings during the month. Each provides a heading, imagery, print and web ads, a ready-made cover design and a quick-sell multiple advertiser page.

(MCC Spec Ads & Covers Library / Ad Type pull-down menu: "ThemedEventPackage")

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**Bringing the Best to Your Table**

**Garden Health Mart**  
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www.namewebsite.com

AD# N1501W33004S

N1501P36008C

**Bringing the Best to Your Table**

**Garden Health Mart**  
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AD# N1501W33004R

Companion WEB ADS available on MCC

QUICK SELL:

**FOOD & DINING**

**Foods that pack a nutritious punch**

Artisan Bread Shop  
Organic Market

AD# N1501A33006C 9.667 x 13

SECTION COVER:

N1501P33002C

**FOOD & DINING**

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A SPECIAL SUPPLEMENT TO  
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Great-Tasting Wines Under \$20  
Top-Rated Organic Salad Bars  
10 New Takes on Side Dishes  
Yummy Low-Fat Desserts  
5 Easy Dinners for Vegetarians  
Comfort Food Makeovers  
The Best Gourmet Markets

Tablesetting Ideas  
Smart Tips & Checklists for Entertaining at Home

New Restaurant Openings

AD# N1501A33005C 10 x 13

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**FOOD & DINING**  
2015

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CAMPAIGN:

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**Making a List? Check Our Prices First!**

On Sale This Week  
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AD# N1501A33001C

N1501P36006C

**Farm-to-Fork Freshness**

On Sale This Week  
**Assorted Bell Peppers**  
3 for \$1

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**Garden Health Mart**  
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AD# N1501A33002C

N1501P36007C

**Balanced Meals Begin Here**

On Sale This Week  
**Name Farm Organic Eggs**  
\$2.99 dozen

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AD# N1501A33003C

N1501P36008C

**Bringing the Best to Your Table**

On Sale This Week  
**Organic Cherry Tomatoes**  
\$1.99 pint

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AD# N1501A33004C



# METRO Themed Event Package

SECTION COVER:

**Outlook**  
A SPECIAL SUPPLEMENT TO NAME NEWSPAPER  
JANUARY 2015

A look at last year's performance and upcoming projections in:

- Business
- Technology
- Health & Medical
- Infrastructure
- Agriculture
- Education
- Employment

AD# N1501A34005C 10. x 13

QUICK SELL:

**Outlook**  
2015 industry outlook

Corporate Business

AD# N1501A34006C 9.667 x 13

WEB ADS:

**COMMUNITY BOARD**

CLICK HERE TO SEE WHAT'S ON THE LOCAL AGENDA

**The Somersville 5K/10K Race for Cancer**  
Saturday, January 00

Presented by

**The Somersville Press**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

AD# N1501W34001S

**COMMUNITY BOARD**

CLICK HERE TO SEE WHAT'S ON THE LOCAL AGENDA

Presented by

**The Somersville Press**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

AD# N1501W34001R

Companion WEB ADS available on MCC

# 2015 PREVIEW

N1501P34001C\*~O

**COMMUNITY BOARD**

CLICK HERE TO SEE WHAT'S ON THE LOCAL AGENDA

Presented by

**The Somersville Press**  
1234 Washington Street | Somerville Heights | 000-000-0000 | www.namewebsite.com

AD# N1501W34001L

CAMPAIGN:

**COMMUNITY BOARD**

Look here daily to see what's on the local agenda!

**The Somersville 5K/10K Race for Cancer**  
Saturday, January 00  
10:00 AM - 1:00 PM  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

Presented by

**The Somersville Athletic Club**

AD# N1501A34001C

**COMMUNITY BOARD**

Look here daily to see what's on the local agenda!

**Community Networking Event**  
Thursday, January 00  
Westway Cafe • \$20

Presented by

**The Somersville Chamber of Commerce**

AD# N1501A34002C

**COMMUNITY BOARD**

Look here daily to see what's on the local agenda!

**Small Business Marketing Seminar**  
Tuesday, January 00  
at 9am • FREE Event, Registration Required!

Presented by

**The Somersville Press**

AD# N1501A34003C

**COMMUNITY BOARD**

Look here daily to see what's on the local agenda!

**Travel Expo 2015**  
Saturday & Sunday, January 00-01

Presented by

**The Somersville Convention Center**

AD# N1501A34004C



WEB ADS:

**Custom Vacations**  
for Every Type of Traveler



Name Beach Resort  
Negril, Jamaica

**LEARN MORE**

**Runway Travel**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

N1501P37005C

AD# N1501W35001S

Companion  
WEB ADS  
available  
on MCC

**Custom Vacations**  
for Every Type of Traveler



Name Beach Resort  
Negril, Jamaica

**LEARN MORE**

**Runway Travel**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

N1501P37005C

AD# N1501W35001R

N1501P37005C

QUICK SELL:

**Destinations**  
Travel and stay healthy at the same time



AD# N1501A35006C 9.667 x 13

SECTION COVER:

**Destinations**  
JANUARY 2015  
A SPECIAL SUPPLEMENT TO  
NAME NEWSPAPER



**Budget-Friendly Family Vacations**

**Popular Destinations for Couples**

**International Travel News**  
Best Deals on Cruises  
Top Guided Tours

AD# N1501A35005C 10. x 13

N1501P37010C

N1501P37008C  
N1501P37007C

N1501P37005C

**Custom Vacations for Every Type of Traveler**

Name Beach Resort Negril, Jamaica **LEARN MORE**

**Runway Travel**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

AD# N1501W35001L

**2015 TRAVEL & ADVENTURE GUIDE**



N1501P35001C\*  
N1501P35002C\*  
N1501P35003C\*  
N1501P35004C\*

CAMPAIGN:

**Custom Vacations**  
for Every Type of Traveler



**Trip of the Week**

Craving a week of relaxation? Ready to explore a new corner of the world? Tell us your idea of a good time, and we'll hook you up with a variety of deals to fit your travel profile and your budget. Call or visit us online today to get going!

**Name Beach Resort**  
Negril, Jamaica  
All inclusive 4 Night Stay  
Tide, Acai & Bananas  
Only \$699 pp  
(based on double occupancy)  
\*Limited availability. Call today!

**Runway Travel**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

AD# N1501A35001C

N1501P37005C

PASS 2 COL. x 5

**Custom Vacations**  
for Every Type of Traveler



**Trip of the Week**

Craving a week of relaxation? Ready to explore a new corner of the world? Tell us your idea of a good time, and we'll hook you up with a variety of deals to fit your travel profile and your budget. Call or visit us online today to get going!

**Cities of Europe**  
Paris, Amsterdam & Brno  
7 Days With Acai & Bananas  
Only \$1,299  
(based on double occupancy)  
\*Limited availability. Call today!

**Runway Travel**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

AD# N1501A35002C

N1501P37005C

PASS 2 COL. x 5

**Custom Vacations**  
for Every Type of Traveler



**Trip of the Week**

Craving a week of relaxation? Ready to explore a new corner of the world? Tell us your idea of a good time, and we'll hook you up with a variety of deals to fit your travel profile and your budget. Call or visit us online today to get going!

**Alaskan Cruise**  
Name Cruise Line  
4 Nights With Acai & Bananas  
Departing From New York City Port  
From \$499 pp  
(based on double occupancy)  
\*Limited availability. Call today!

**Runway Travel**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

AD# N1501A35003C

N1501P37011C

PASS 2 COL. x 5

**Custom Vacations**  
for Every Type of Traveler



**Trip of the Week**

Craving a week of relaxation? Ready to explore a new corner of the world? Tell us your idea of a good time, and we'll hook you up with a variety of deals to fit your travel profile and your budget. Call or visit us online today to get going!

**Italian Rail Tour**  
Venice, Florence & Rome  
8 Nights With Acai & Bananas  
Only \$1,999 pp  
(based on double occupancy)  
\*Limited availability. Call today!

**Runway Travel**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

AD# N1501A35004C

N1501P37007C

PASS 2 COL. x 5





N1501P36007C-●



N1501P36005C-●



N1501P36002C-●



N1501P36012C-●



N1501P36001C-●



N1501P36011C-●



N1501P36004C-●



N1501P36009C-●



N1501P36006C-●



N1501P36010C-●



N1501P36003C-●



N1501P36008C-●





N1501P37010C-●



N1501P37006C-●



N1501P37012C-●



N1501P37005C-●



N1501P37011C-●



N1501P37004C-●



N1501P37008C-●



N1501P37003C-●



N1501P37009C-●



N1501P37002C-●



N1501P37007C-●



N1501P37001C-●

MCC Keyword Hints: travel, vacation, family, couple, airport, cruise, transportation, Europe, race, group, progress, community





N1501P38013C-●



N1501P38001C-●



N1501P38012C-●



N1501P38003C-●



N1501P38006C-●



N1501P38011C-●



N1501P38006C-●



N1501P38010C-●



N1501P38009C-●



N1501P38005C-●



N1501P38002C-●



N1501P38004C-●



N1501P38007C-●

MCC Keyword Hints: vision, LASIK, eye, hair loss, child, pediatrician, gym, barbell, sports, ice skating





N1501P39006C-●



N1501P39009C-●



N1501P39008C-●



N1501P39001C-●



N1501P39007C-●



N1501P39002C-●



N1501P39005C-●

TRIVIA

N1501P39013C-●

N1501P39014C-◇



N1501P39011C-●



N1501P39012C-●



N1501P39003C-●



N1501P39010C-●



N1501P39004C-●







**LET'S DO LUNCH**  
Fast, friendly service meets fresh, delicious food for the perfect lunch combination!

**Fresh Salads**

**Homemade Soups** **Skinny Wraps** **Overstuffed Sandwiches** **Hot & Iced Coffee**

**FREE Coffee Hot or Iced** With Any Lunch Purchase  
Offer valid with receipt. Expires 06/30/15. Coupons cannot be combined. Lot details, terms and conditions here.

**Plus Burgers, Hot Subs, Flatbread Pizzas, Grilled Cheese, Daily Pasta & More**

**Like us on facebook** Open 7am-3pm Daily Closed Sundays

**Garden Cafe**  
1234 Washington Street | 000-000-0000 | www.namewebsite.com

**Soup & Salad Lunch Combo Only \$5.99**  
Offer valid with receipt. Expires 06/30/15. Coupons cannot be combined. Lot details, terms and conditions here.

**Garden Cafe**  
1234 Washington Street | 000-000-0000 | www.namewebsite.com

**Garden Cafe**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

AD# N1501A41001C 8.5 x 11

FRONT

**WE CATER**  
*Business Luncheons • Breakfast Meetings • Special Events*

Enjoy the time-saving convenience and fresh, delicious taste of our catered lunch and breakfast spreads. From fresh-baked bagels and breakfast pastries to garden salads, fresh fruit, hearty sandwiches, flavorful wraps, homemade desserts and specialty coffee, we offer a variety of menu options to please everyone, including tasty gluten-free, vegetarian and vegan choices.

**Catered Breakfast**  
starting at only **\$3.99 per person**  
includes tax & delivery

**Catered Luncheon**  
starting at only **\$6.99 per person**  
includes tax & delivery

**New Clients, Save 10% OFF** *Your First Catered Event!*  
limited time offer through 6/30/15

Contact our helpful catering specialist today to arrange your order!  
**000.000.0000**

**Garden Cafe**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

AD# N1501A41002C 8.5 x 11

BACK

**BIG OFFICE SUPPLY DEALS**  
Perfect for Your Small Business

**Special Offers Now In Store**  
up to **\$75 Off** All-In-One Printers  
up to **\$200 Off** Laptops & Desktops  
**\$99 & up** Top-Rated Tablets  
**Buy 1, Get 1 50% Off** All Name Brand Printer Ink

**Trade In Your Old Printer, Laptop or Tablet for Upgrade Savings up to \$50!**

**Enter to Win a FREE \$100 Gift Card**  
when you like us at facebook.com/baylorsoffice supply

**Baylor Office Supply**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**Open a Business Account & Save 10% Off Your First Total Purchase!**  
Lot details, terms and conditions here. See store for complete details.

AD# N1501A41003C 8.5 x 11

**Outstanding Dental Care**  
From the Smile Makeover Specialists

**Our Comprehensive Services Include:**  
General Dentistry  
extractions • cleanings • fillings  
Cosmetic Dentistry  
whitening • veneers • implants  
Endodontics & Periodontics  
root canals • laser gum surgery  
Orthodontics, Crowns & Bridges  
including invisible braces

**Open Evenings & Weekends for Your Convenience:**  
Tuesday-Thursday 8 am - 9 pm, Friday & Saturday 9 am - 6 pm.

**Contact Us Today for Your Free Smile Makeover Consultation!**

**Enter to Win a FREE Cleaning, Exam & X-rays**  
when you like us at facebook.com/merinodentalcare

**Merino Dental Care**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**We Accept All Insurance Plans & Offer Interest-Free Flexible Payment Options!**  
Cash is approved payment. Please call ahead for details and insurance restrictions.

AD# N1501A41004C 8.5 x 11



# METRO Shop Local



N1501P42007C-●



N1501P42002C-●



N1501P42001C-●



N1501P42003C-●



N1501P42006C-●  
N1501P42021C-◇



N1501P42005C-●



N1501P42014C\*-○



N1501P42017C\*-○



N1501P42020C\*-○



N1501P42004C-●



N1501P42015C\*-○



N1501P42018C\*-○



N1501P42016C\*-○



N1501P42019C\*-○



N1501P42009C\*-○



N1501P42012C\*-○



N1501P42013C\*-○



N1501P42011C\*-○



N1501P42008C\*-○



N1501P42010C\*-○



Support for area businesses is fundamental for a strong community and the foundation of every publication's ad revenue. These valuable sales campaigns are designed to position your paper as the champion of local businesses, and therefore allow you to take the lead with "shop local" advertising.

(MCC Spec Ads & Covers Library / Ad Type pull-down menu: "Campaign")

## CAMPAIGN OPPORTUNITY

Why sell one ad when you can sell a campaign? Now in addition to a combination package of Web and print ads, you can sell multiple print ads for quarterly campaigns.

This month, find a "Buy Local" campaign designed for gaining small businesses more exposure. The ads come complete with companion Web choices to allow you to sell both print and Web at the same time.

Promoting local shopping is more than an economic necessity in many areas; it has become a source of community pride. Look for two additional "shop local" pages each month for a variety of advertiser categories. Many have companion Web ads ready to present for combo package buys.



N1501P51001C  
N1501P42021C  
N1501P42004C

### Garrett Menswear

The latest career and casual fashions for men.

1234 Washington Street  
Somerville Heights  
000-000-0000 | www.namewebsite.com

Shop Tuesday-Saturday 10-8  
Sunday 10-5

### Jewel Box

Fabulous fashion jewelry and glam accessories you'll treasure!

1234 Washington Street  
Somerville Heights  
000-000-0000 | www.namewebsite.com

Shop Tuesday-Saturday 10-8  
Sunday 10-5

AD# N1501A43002C  
PASS 3 COL. x 3.5

### Audiophile

New and used albums, CDs, electronics and concert collectibles.

1234 Washington Street  
Somerville Heights  
000-000-0000 | www.namewebsite.com

Shop Tuesday-Saturday 10-8  
Sunday 10-5

### Rustica Florals

Bouquets • Special Events • Weddings • Centerpieces • Gifts

1234 Washington Street  
Somerville Heights  
000-000-0000 | www.namewebsite.com

Open Tuesday-Saturday 10-8  
Sunday 10-5

AD# N1501A43004C  
PASS 3 COL. x 3.5

### Somerville Farmers' Market

- Local Fruit & Vegetables
- Artisan Goods
- Homemade Edibles

1234 Washington Street  
Somerville Heights  
000-000-0000 | www.namewebsite.com

Every Saturday, 8am-3pm

### Nuance Restaurant

Delicious fine dining with a personal touch.

1234 Washington Street  
Somerville Heights  
000-000-0000 | www.namewebsite.com

Open 11am-5pm Closed Mondays  
Reservations Welcome

AD# N1501A43006C  
PASS 3 COL. x 3.5

### Coffee Karma

Sitfully delicious hot and cold coffee and specialty beverages.

1234 Washington Street  
Somerville Heights  
000-000-0000 | www.namewebsite.com

Open Daily 7am-7pm

### Harmony Linens & Home

All the right touches for a comfortable, beautiful home.

1234 Washington Street  
Somerville Heights  
000-000-0000 | www.namewebsite.com

Open Monday-Saturday 10-6

AD# N1501A43008C  
PASS 3 COL. x 3.5

### Value Appliance Center

Honest advice and great value on the appliance brands you know and trust.

1234 Washington Street  
Somerville Heights  
000-000-0000 | www.namewebsite.com

Open Tuesday-Saturday 10-6  
Sunday 10-5

### The Brew Crew

Sample and shop hundreds of craft brews from around the area and around the world!

1234 Washington Street  
Somerville Heights  
000-000-0000 | www.namewebsite.com

Open Monday-Friday 12-11  
Saturday & Sunday 11-11

AD# N1501A43010C  
PASS 3 COL. x 3.5

AD# N1501A43001C PASS 6 COL. x 21  
AD# N1501A43012C 10 x 13

AD# N1501A43003C  
PASS 3 COL. x 3.5

AD# N1501A43005C  
PASS 3 COL. x 3.5

AD# N1501A43007C  
PASS 3 COL. x 3.5

AD# N1501A43009C  
PASS 3 COL. x 3.5

AD# N1501A43011C  
PASS 3 COL. x 3.5





N1501P44007C



N1501P44005C



N1501P44010C



N1501P44006C



N1501P44003C



N1501P44015C



N1501P44014C



N1501P44002C



N1501P44001C



N1501P44012C



N1501P44016C



N1501P44013C



N1501P44017C



N1501P44011C

Companion WEB ADS available on MCC

# A Fan Favorite for Food, Football & Fun!

Catch all the game-day action here with 10 giant-screen televisions, great food and drink specials, and loads of friendly fans!

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

## MVP Sports Bar

SCORE FREE WINGS



Scan this code or text WINGME to 00000 for a free order of chicken wings! Limit one coupon per party. See mobile coupon for complete details.

AD# N1501A44001C PASS 6 COL. # 3





N1501P45003C-●



N1501P45004C-●



N1501P45008C-●



N1501P45006C-●



N1501P45007C-●



N1501P45002C-●



N1501P45005C-●



N1501P45001C-●



N1501P45011C\*-○



N1501P45018C\*-○



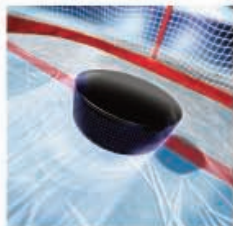
N1501P45017C\*-○



N1501P45012C\*-○



N1501P45010C-●



N1501P45009C-●



N1501P45015C\*-○



N1501P45016C\*-○



N1501P45014C\*-○



N1501P45013C\*-○

N1501P45019C\*-○

# YOUR ONE-STOP Ski & Snowboard Shop

## Elevation Ski & Snowboard Warehouse

1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

Ski & Snowboard Sales & Rentals  
Premium Outerwear & Ski Fashions  
Performance Gear & Accessories  
Custom Ski Boot Fitting Service  
Ski & Snowboard Tune-Ups & Repairs



Stay connected for ski  
repairs, special offers, day  
trips, contests and more.



Stop in to purchase  
your **Discount Lift**  
Tickets to Boulder  
Mountain Ski Resort!

AD# N1501P45001C PASS 6 COL x 3



# METRO Templated Special Sections

Bonus images available in the Images Library:



N1501P46005C-●



N1501P46003C-●



N1501P46001C-●



N1501P46002C-●



N1501P46006C-●



N1501P46004C-●

## Fully Templated Special Sections & Collateral Material *Present. Sell. Print.*

Want to **grow your special sections program and ad sales**, starting now? With Metro's fully templated print sections, you can (online versions also available).

These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion postcard to invite advertisers

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section.

View this month's **Health, Mind & Body** package in the *Templated Special Sections Library*. If you like what you see, call **800-223-1600** or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



5 x 7 POSTCARD



Bonus images available in the images Library:



N1501P47005C



N1501P47002C



N1501P47001C



N1501P47004C



N1501P47006C



N1501P47003C

## Fully Templated Special Sections & Collateral Material *Present. Sell. Print.*

Want to **grow your special sections program and ad sales**, starting now? With Metro's fully templated print sections, you can (online versions also available). These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion postcard to invite advertisers

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section. View this month's **Weddings** package in the *Templated Special Sections Library*. If you like what you see, **call 800-223-1600 or email [service@metro-email.com](mailto:service@metro-email.com) to order** and grow your special sections revenue!



TSS COVER

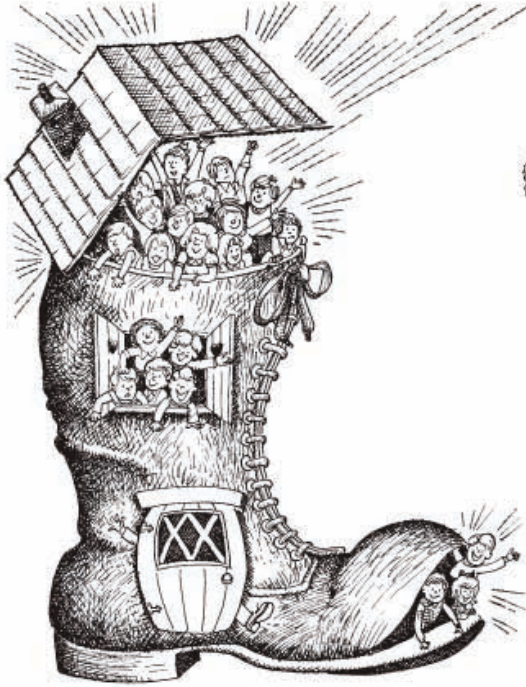


8.5 x 11 SALES SHEET



5 x 7 POSTCARD





N1501P48010A-●



N1501P48007A-●



N1501P48004A-●



N1501P48013A-●



N1501P48006A-●



N1501P48008A-●



N1501P48011A-●



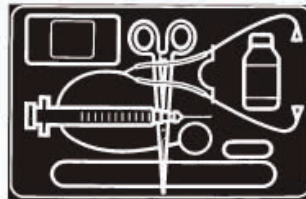
N1501P48012A-●



N1501P48001A-●



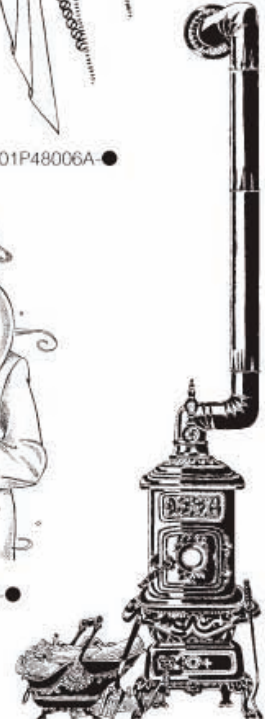
N1501P48009A-●



N1501P48005A-●



N1501P48014A-●



N1501P48003A-●





N1501P49009C-●



N1501P49003C-●



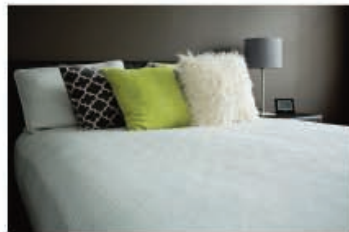
N1501P49007C-●



N1501P49002C-●



N1501P49001C-●



N1501P49005C-●



N1501P49008C-●



N1501P49010C-●



N1501P49004C-●



N1501P49006C-●



N1501P49012C-●



N1501P49011C-●



### Usage Notes:

Use these backgrounds to help promote first-of-the-year sale ads and covers, winter, rustic themes and health advertisers. Employ them for individual ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules ... and more.

(MCC Images Library / Image Type pull-down menu: "background")



N1501P50001C-●



N1501P50004C-●



N1501P50005C-●



N1501P50008C-●



N1501P50006C-●



N1501P50009C-●



N1501P50007C-●



N1501P50010C-●



N1501P50011C-●



● N1501P51001C



**Usage Suggestions:**

The rustic nature of this worn wood banner photo will lend itself to country-style advertisers, menswear stores, antique stores, hardware stores, design services, and more, in print and online.

● N1501P51002C



**Usage Suggestions:**

Try this nut and bolt banner-style photo for backgrounds and headings in hardware sale ads, B2B fabrication services, speed dating nights, and more ... in print or online promotions.

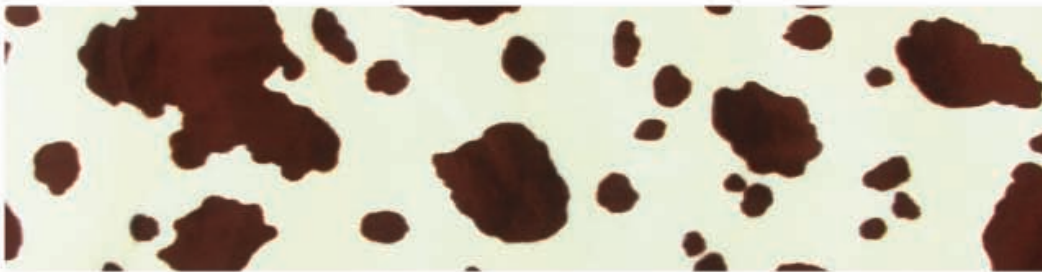
● N1501P51003C



**Usage Suggestions:**

This zebra skin banner-style photo can be used as the ad background or page header for fashion stores, fabric stores, flooring stores, furniture stores, and more ... in print and online promotions.

● N1501P51004C



**Usage Suggestions:**

This banner-style cow skin photo would be great as a background or page header for leather sale ads, footwear and fashions, dairy specials ads, furniture store ads, and more ... in print and online promotions.

● N1501P51005C



**Usage Suggestions:**

Try this giraffe skin banner-style photo for zoos, African safari travel ads, fashions, furniture stores, and anywhere an exotic feel is needed, in print and online promotions.

● N1501P51006C



**Usage Suggestions:**

A banner-style firewood photo is the perfect complement to wood stove ads, firewood sales and delivery services, hardware axes and outdoor tool sales, and more.





N1501P52003C\*-O



N1501P52005C\*-O



N1501P52008C\*-O



N1501P52004C\*-O



N1501P52002C\*-O



N1501P52007C\*-O



N1501P52001C\*-O



N1501P52013C\*-O



N1501P52014C\*-O



N1501P52006C\*-O



N1501P52021C\*-O



N1501P52015C\*-O



N1501P52012C\*-O



N1501P52018C\*-O



N1501P52019C\*-O



N1501P52020C\*-O



N1501P52010C\*-O



N1501P52009C\*-O



N1501P52017C\*-O



N1501P52011C\*-O



N1501P52016C\*-O





N1501P53003C\*-O



N1501P53002C\*-O



N1501P53001C\*-O



N1501P53004C\*-O



N1501P53006C\*-O



N1501P53005C\*-O



N1501P53008C\*-O



N1501P53007C\*-O



N1501P53009C\*-O



**Usage Note:**

These frame-and-heading ad starters are also presented as frames without headings for you to use in your pages and ads. They can also be used as background letterhead templates for customers of your printing business. Plus, you can repurpose them to use in HTML e-mail for newsletters and messages that require extra attention. Select "ad starter" from the *Image Type* pull-down menu or type "MetroBiz" as a keyword in the *MCC Images Library* to search and download these items.



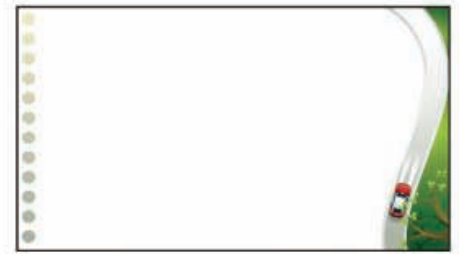




MCC KEYWORD HINT: metrobiz  
N1501P55001C\*-O



MCC KEYWORD HINT: metrobiz  
N1501P55002C\*-O



MCC KEYWORD HINT: metrobiz  
N1501P55003C\*-O



MCC KEYWORD HINT: metrobiz  
N1501P55004C\*-O



MCC KEYWORD HINT: metrobiz  
N1501P55006C\*-O



MCC KEYWORD HINT: metrobiz  
N1501P55006C\*-O



N1501P55007C\*-O



N1501P55008C\*-O



N1501P55009C\*-O

### Usage Note:

MetroBiz, banner, wedding, bridal, health, nutrition, technology, progress, skiing, car

Use these timely frames in print inserts, ads or online ads and areas. Items that Metro creates to help you expand your printing business are keyworded as "MetroBiz" for your convenience in searching and downloading. The banner-style frames can be used for top- or bottom-of-the-page print ads or repurposed for Web banners. Look for more seasonal and timely subjects throughout the year.





MCC KEYWORDS: ICON SET, FOOTBALL  
N1501S56002C\*-O



MCC KEYWORDS: ICON SET, CHINESE  
N1501S56001C\*-O



MCC KEYWORDS: ICON SET, HEALTH  
N1501S56003C\*-O



MCC KEYWORDS: ICON SET, WINTER SPORTS  
N1501S56006C\*-O



MCC KEYWORDS: ICON SET, TRAVEL  
N1501S56005C\*-O



MCC KEYWORDS: ICON SET, TECHNOLOGY  
N1501S56004C\*-O





N1501P57023C\*-O



N1501P57024C\*-O



N1501P57022C\*-O

N1501P57021C\*-O



N1501P57025C\*-O



N1501P57027C\*-O



N1501P57028C\*-O



N1501P57029C\*-O



N1501P57026C\*-O



N1501P57030C\*-O



N1501P57033C\*-O



N1501P57031C\*-O



N1501P57032C\*-O



N1501P57034C\*-O



N1501P57037C\*-O



N1501P57036C\*-O



N1501P57035C\*-O



N1501P57001C\*-O



N1501P57004C\*-O



N1501P57003C\*-O



N1501P57002C\*-O



MCC KEYWORDS: ICON SET, BRIDAL, WEDDING

N1501S57038C\*-O

### MCC Keyword Hints:

Individual elements in Icon Sets are keyworded as "icon" and "symbol." Use either, along with another keyword, to quickly find what you need.

To search for borders, select "border" from the Image Type pull-down menu along with your keyword(s) in the Search box. Try keywords of "progress," "wedding," "technology," "skiing," "travel," "health," and "beauty" to access this page of borders in MCC.



N1501P57005C\*-O



N1501P57006C\*-O



N1501P57009C\*-O



N1501P57008C\*-O



N1501P57007C\*-O



N1501P57016C\*-O



N1501P57017C\*-O



N1501P57020C\*-O



N1501P57018C\*-O



N1501P57010C\*-O



N1501P57011C\*-O



N1501P57012C\*-O



N1501P57014C\*-O



N1501P57015C\*-O



N1501P57013C\*-O



N1501P57019C\*-O





N1501P58004C ●



N1501P58005C ●



N1501P58002C ●



N1501P58008C ●



N1501P58001C ●



N1501P58010C ●



N1501P58009C ●



N1501P58011C ●



N1501P58012C ●



N1501P58006C ●



N1501P58003C ●



N1501P58007C ●



N1501P58014C\* -O



N1501P58013C\* -O



N1501P58015C\* -O



N1501P58016C\* -O  
N1501P58017C\* -O



N1501P58018C\* -O

N1501P58013C ●

Companion  
WEB ADS  
available  
on MCC

# Yoga Makes Me Feel HAPPY STRONG CALM BALANCED

See for yourself how good yoga looks and feels with a FREE CLASS.  
Call, visit us online or stop in today for your free introductory class pass.  
List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Tell us how yoga makes you feel for a chance to win ONE FREE YEAR OF UNLIMITED YOGA!  
Go to facebook.com/samarayoga for details and to enter.



# Samara Yoga

1234 Washington Street • Somersville Heights • 000-000-0000 • www.namewebsite.com

AD# N1501A58001C PASS 6 COL 4 3 W

N1203P46009C\* -O





N1501P59002C-●



N1501P59004C-●



N1501P59003C-●



N1501P59007C-●



N1501P59012C-●



N1501P59011C-●



N1501P59010C-●



N1501P59005C-●



N1501P59014C-●



N1501P59009C-●



N1501P59008C-●



N1501P59013C-●



N1501P59006C-●



N1501P59016C\*-○



N1501P59019C\*-○



N1501P59017C\*-○



N1501P59001C-●



N1501P59015C\*-○



N1501P59018C\*-○

Companion  
WEB ADS  
available  
on MCC

## Kick-Start Your Resolution WITH A ONE-TWO PUNCH!



**FREE**  
**FREE**

Personal Training  
Session  
Nutrition  
Consultation

when you sign a 12-month membership agreement  
Limited-time offer ends 00.00.15. See a membership consultant for details.

**A \$150 Value!**

### Park Health Club

1234 Washington Street  
Somersville Heights  
000-000-0000

[www.namewebsite.com](http://www.namewebsite.com)



AD# N1501P59001C PASS 6 COL. x 3





N1501P60001C-●



N1501P60007C-●



N1501P60004C-●



N1501P60002C-●



N1501P60005C-●



N1501P60008C-●



N1501P60006C-●



N1501P60003C-●



N1501P60009C\*-○



N1501P60015C\*-○



N1501P60012C\*-○



N1501P60011C\*-○



N1501P60010C\*-○



N1501P60014C\*-○



N1501P60013C\*-○





N1501P61001C ●



N1501P61003C ●

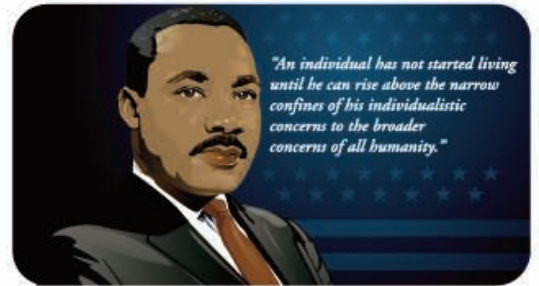


This image is for commemorative use only. Not for use in any advertising.

N1501P61005C\* - O



N1501P61002C ●

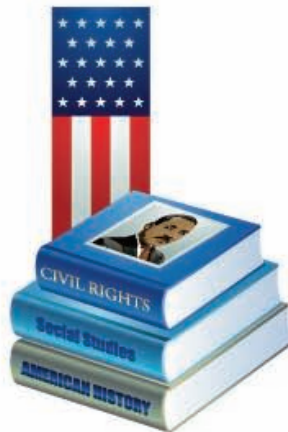


This image is for commemorative use only. Not for use in any advertising.

N1501P61012C\* - O



N1501P61004C ●



This image is for commemorative use only. Not for use in any advertising.

N1501P61011C\* - O



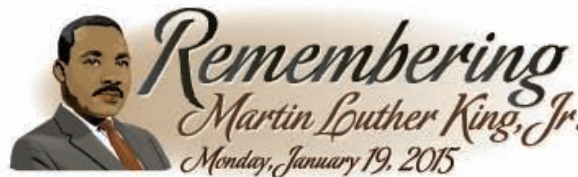
N1501P61013C\* - O



N1501P61010C\* - O



N1501P61008C\* - O  
N1501P61009C\* - O



N1501P61006C\* - O



N1501P61007C\* - O

### IMPORTANT INFORMATION:

The artwork related to Martin Luther King, Jr. Day is provided solely for commemorative or editorial purposes. These materials are not to be used for any type of advertising, commercial or otherwise. Metro is not responsible for misuse of such images featured in this or any past issues.

Companion  
WEB ADS  
available  
on MCC



AD# N1501P61001C PASS 6 COL. x 3

Martin Luther King, Jr. stood for equality, peace and social justice. Now it's your opportunity to do the same by honoring his memory with a day of volunteer service. We hope everyone will join us on Monday, January 19 in donating their time and resources toward stronger, healthier and more supportive communities where everyone can live, thrive and succeed.

For ideas and volunteer opportunities in our area, please go online to [namewebsite.com](http://namewebsite.com) or share your projects and ideas #mlkdayofservicesc on your favorite social network.

### Name Sponsor

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)





N1501P62007C-●



N1501P62011C-●



N1501P62010C-●



N1501P62005C-●



N1501P62003C-●



N1501P62009C-●



N1501P62006C-●



N1501P62004C-●



N1501P62008C-●



N1501P62002C-●



N1501P62001C-●





N1501P63001C ●



N1501P63006C ●



N1501P63011C ●



N1501P63009C ●



N1501P63010C ●



N1501P63002C ●



N1501P63003C ●



N1501P63012C ●



N1501P63004C ●



N1501P63005C ●



N1501P63007C ●



N1501P63008C ●





N1501P64009C\*-O



N1501P64010C\*-O



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N1501P64026C\*-O



N1501P64008C\*-O



N1501P64023C\*-O



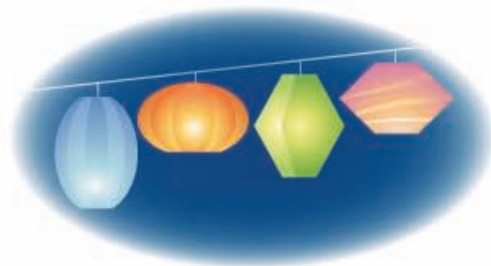
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N1501P64011C\*-O



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N1501P64022C\*-O



N1501P64024C\*-O



N1501P64014C\*-O



N1501P64015C\*-O



N1501P64016C\*-O



N1501P64017C\*-O



N1501P64018C\*-O



N1501P64019C\*-O



N1501P64020C\*-O



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N1501P64002C\*-O



N1501P64003C\*-O



N1501P64004C\*-O

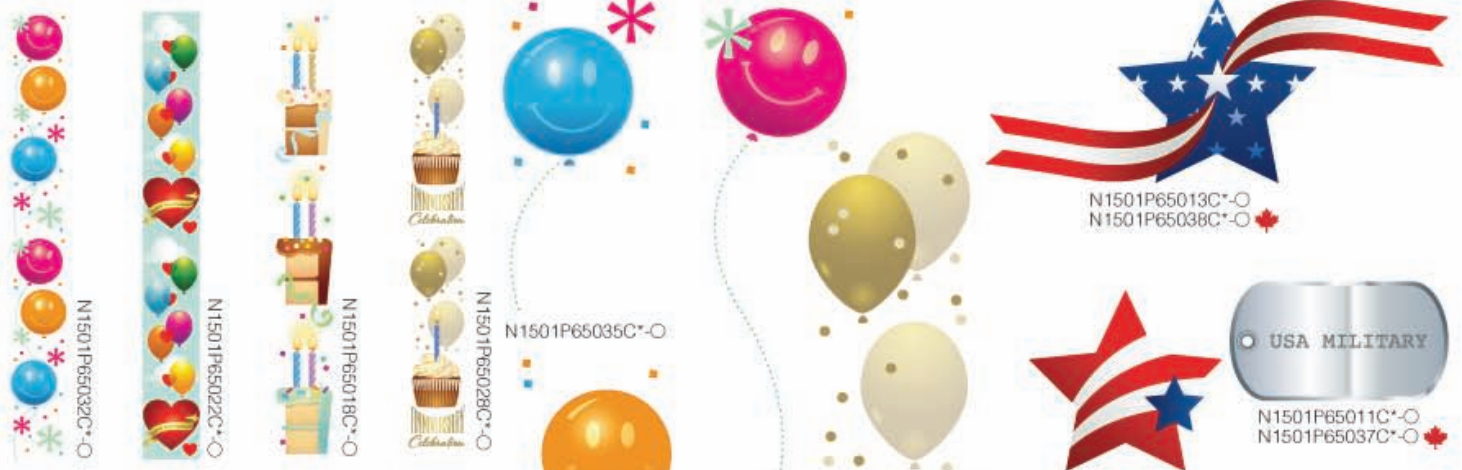


N1501P64005C\*-O





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N1501P65043C\*  
N1501P65045C\*  
N1501P65042C\*



N1501P65032C\*  
N1501P65022C\*  
N1501P65018C\*  
N1501P65028C\*  
N1501P65035C\*  
N1501P65028C\*  
N1501P65013C\*  
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N1501P65037C\*



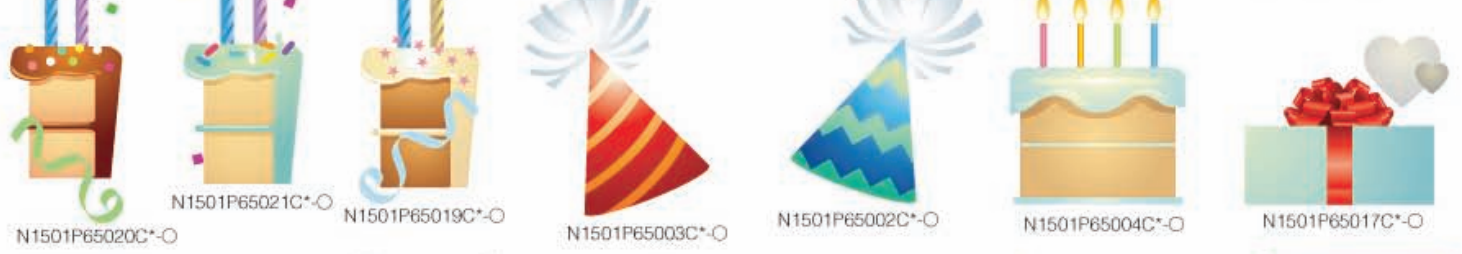
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N1501P65025C\*



N1501P65001C\*  
N1501P65023C\*  
N1501P65009C\*  
N1501P65024C\*



N1501P65020C\*  
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N1501P65003C\*  
N1501P65002C\*  
N1501P65004C\*  
N1501P65017C\*



N1501P65030C\*  
N1501P65015C\*  
N1501P65008C\*  
N1501P65016C\*  
N1501P65007C\*





N1501P66023C ●  
CHAMPAGNE



N1501P66027C ●  
HOT CHOCOLATE



N1501P66025C ●  
HOT CHOCOLATE



N1501P66026C ●  
HOT CHOCOLATE



N1501P66011C ●  
BROCCOLI CHEDDAR SOUP



N1501P66017C ●  
BUFFALO WINGS



N1501P66013C ●  
BAKED POTATO SKINS



N1501P66015C ●  
OATMEAL



N1501P66004C ●  
SQUASH SOUP



N1501P66020C ●  
BUFFALO WINGS



N1501P66001C ●  
BOWL OF OATMEAL



N1501P66008C ●  
CHICKEN NOODLE SOUP



N1501P66024C ●  
COFFEE BEANS



N1501P66022C ●  
CHAMPAGNE



N1501P66028C ◊  
COFFEE BEANS



N1501P66002C ●  
OATMEAL WITH FRUIT



N1501P66007C ●  
BUFFET



N1501P66019C ●  
PLATE OF BUFFALO WINGS



N1501P66029C ◊  
SLICES OF BREAD



N1501P66031C ◊  
SHRIMP COCKTAIL PLATTER



N1501P66036C ◊  
PASTRAMI SANDWICH



N1501P66018C ●  
BUFFALO WINGS



N1501P66009C ●  
BUFFET



N1501P66030C ◊  
GRANOLA BAR



N1501P66031C ◊  
SHRIMP COCKTAIL PLATTER



N1501P66036C ◊  
PASTRAMI SANDWICH



N1501P66018C ●  
BUFFALO WINGS



N1501P66014C ●  
NEW ENGLAND CLAM CHOWDER



N1501P66035C ◊  
PASTRAMI SANDWICH



N1501P66032C ◊  
OATMEAL



N1501P66039C ◊  
CUP OF COFFEE



N1501P66005C ●  
BUFFET



N1501P66033C ◊  
BLOODY MARY



N1501P66034C ◊  
STRING BEANS



N1501P66032C ◊  
OATMEAL



N1501P66037C ◊  
ICE BUCKET WITH CHAMPAGNE



N1501P66038C ◊  
CHAMPAGNE



N1501P66006C ●  
BUFFET



N1501P66016C ●  
PASTRAMI SANDWICH



N1501P66010C ●  
CAPPUCCINO



N1501P66003C ●  
HOMEMADE BREAD



N1501P66012C ●  
CUP OF TEA



N1501P66021C ●  
FOOTBALL COOKIES



N1501P44004C

# SUPER STOCK-UP SAVINGS

Save on a crowd-pleasing spread for the big game!

## Deli Favorites

Fresh Guacamole

\$4.99 lb.

Macaroni Salad

\$2.19 lb.

Potato Salad

\$1.79 lb.

Sliced Turkey

\$5.99 lb.

Swiss Cheese

\$4.99 lb.

**Pork Spare Ribs**  
baby back

**\$3.99 lb.**

**80% Lean Ground Beef**  
freshly ground daily

**\$1.98 lb.**

**Hot or Sweet Italian Sausage**  
made fresh

**\$2.99 lb.**

**Chicken Drumstick or Thighs**  
or whole roaster

**95¢ lb.**

## Snack Zone

2 for \$4

**Name Brand Snack Chips**

assorted varieties

\$1.99

**Name Brand Snack Dips**

assorted 12 oz. varieties

\$1.79

**Name Brand Snack Crackers**

assorted 6 oz. varieties

\$2.99

**Name Brand Mixed Nuts**

12 oz. jar

**\$9.99 & up**

**Score Grab-&-Go Party Platters & Sandwich Trays**

Prices guaranteed through February 1, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**SHOP** Monday-Saturday 7am - 9pm  
Sunday 8am - 6pm

## TOP VALUE GROCERY

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)



Stay posted on recipe ideas, special offers, contests and more!



N1501P44009C

N1501P67002C

AD# N1501A67001C

PASS @ CCL x 21

AD# N1501A67002C

10 x 13





(Ice Skating at the Rideau Canal, Ottawa Canada)  
N1501P68006C\*-O



N1501P68008C\*-O



N1501P68005C\*-O



N1501P68013C\*-O



N1501P68010C\*-O



N1501P68009C\*-O



N1501P68012C\*-O



N1501P68011C\*-O



N1501P68007C\*-O



(OUR LOW PRICES ARE FROZEN)  
N1501P68004C\*-O



(ENJOY WINTER!)  
N1501P68003C\*-O

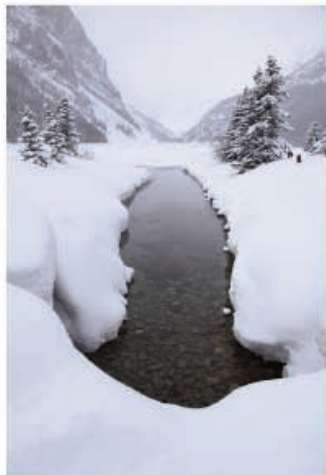


(PAY FEWER TAXES, WHY NOT?)  
N1501P68002C\*-O



(THE SUN IS WAITING FOR YOU)  
N1501P68001C\*-O





N1501P69008C-●



N1501P69007C-●



N1501P69009C-●



N1501P69003C-●



N1501P69012C-●



N1501P69006C-●



N1501P69011C-●



N1501P69002C-●



N1501P69010C-◇



N1501P69001C-●



N1501P69004C-●



N1501P69005C-●

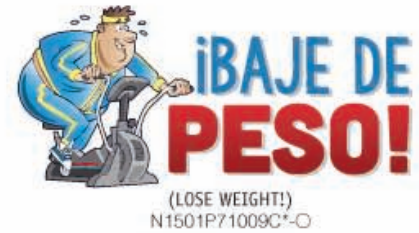






# METRO Spanish

Cada mes Metro ofrece una variedad de títulos en español, estos pueden ser encontrados en la biblioteca de imágenes de MetroCreativeConnection, usando "Spanish" como palabra clave. (Each month Metro presents a selection of Spanish headings.) (MCC Images Library / Keyword: "Spanish" / Ad Type pull-down menu: "heading")



# METRO Events

Use special event headings to launch or expand promotional opportunities for your advertisers. Use them in ads as a springboard to larger promotions, sections or full-page developments. (MCC Images Library / Keyword: "MetroEvent" / Ad Type pull-down menu: "heading").





# METRO Customer Requests

Thanks to your feedback, we've included a number of customer-requested art, headings, photos and spec ads in our service. Have a request? Share your suggestions by e-mailing us at [service@metro-email.com](mailto:service@metro-email.com)!

(MCC Images Library / Keywords: Art Subject)



N1501P72020C\*  
Panther Mascot - Head



N1501P72017C\*  
Panther Mascot - Basketball



N1501P72016C\*  
Panther Mascot - Baseball



N1501P72011C\*  
Glass Canning Jar - Mushrooms



N1501P72018C\*  
Panther Mascot - Football



N1501P72019C\*  
Panther Mascot - Full Body



N1501P72008C\*  
Sherlock Holmes



N1501P72013C\*  
Glass Canning Jar - Pickles



N1501P72010C\*  
Bulldog Mascot - Wrestler



N1501P72002C\*  
Lightbulb With Face



N1501P72001C\*  
Lightbulb With Face



N1501P72003C\*  
Lightbulb



N1501P72014C\*  
Glass Canning Jar - Tomatoes



N1501P72004C\*  
Lightbulb With Face



N1501P72005C\*  
Lightbulb With Face



N1501P72006C\*  
Lightbulb With Face



N1501P72012C\*  
Glass Canning Jar - Peppers



N1501P72015C\*  
Jukebox



N1501P72009C\*  
Music



N1501P72007C\*  
Moustache



All ads in Campaigns & Classified are located in the Spec Ads & Covers Library of MCC where you can download either the color or black & white version of the ads, along with all corresponding ad elements. If you do not currently subscribe to Campaigns & Classified, and would like to sample this valuable service, just call our Client Services Team at 800-223-1600 for pricing info and a FREE trial.

(MCC Spec Ads & Covers Library / Service "Campaigns & Classified" / Ad Size "column choice" / Keyword "ad theme")

C151QP41001C

Over 900 Local Jobs Available Today

**YOU'LL LIKE WHAT YOU SEE**

• Great benefits  
• Flexible schedule  
• Competitive salaries  
• Growth potential

**Business**

Search & Apply: [www.somersvillepress.com/jobs](http://www.somersvillepress.com/jobs)  
Place an Ad: 000.000.0000  
[www.somersvillepress.com](http://www.somersvillepress.com)

**The Somersville Press**

Jobs Section in Print & Online [www.somersvillepress.com](http://www.somersvillepress.com)

AD# C151QA1001C 10 x 13

C151QP38010C

**Looking for a Super Opportunity?**

**Warrington Industries**

10 x 13

AD# C151QA1002C

**HOME LOANS**

C151QP42008C

**ATTENTION FIRST-TIME HOMEBUYERS**

C151QP42002C

**is a great time TO BUY!**

C151QP42003C

**A BETTER WAY TO CHOOSE**

C151QP42001C

**A Great Time TO BUY!**

C151QP42005C

**A Dream Come True**

C151QP42004C

C&C41

C&C42

**METRO Bonus Ads**

REBATE MADNESS

AD# C151QA43001C

DEALS OF THE WEEK

AD# C151QA43002C

LET'S GO FOR A RIDE

AD# C151QA43003C

Manager's Pick

AD# C151QA43004C

QUALITY PRE-LOVED CARS

AD# C151QA43005C

Winter Clearance Sale

AD# C151QA43006C

REBATE MADNESS

AD# C151QW43001R

REBATE MADNESS

AD# C151QW43001L

REBATE MADNESS

AD# C151QW43001S

Comparison WEB ADS available on MCC

C&C43

**METRO Bonus Ads**

The Ultimate Collector's Marketplace

AD# C151QA44001C

25,000+ Cars, Trucks, SUVs, ATVs, Boats

AD# C151QA44002C

FROZEN

AD# C151QA44003C

Garage Sale

AD# C151QA44004C

Say YES to

AD# C151QA44005C

Garage Sale

AD# C151QA44006C

Garage Sale

AD# C151QW44004R

Garage Sale

AD# C151QW44004L

Garage Sale

AD# C151QW44004S

Comparison WEB ADS available on MCC

C&C44





PP. 01-72

## METRO NEWSPAPER SERVICE

It's a new year with new opportunities! January MNS offers great coverage for health and wellness, winter sports, weddings, progress and technology, Chinese New Year, the Big Game ... and more. Plus, get a fantastic selection of seasonal images, ads, Web ads and ideas in the online MCC Libraries.



PP. 73-80

## MiAD SPEC AD LIBRARY

(formerly Sales Spectaculars)

Smaller-space advertisers are the foundation of your ad sales. Garner more first quarter revenue with spec ads for Weddings and Health, Mind & Body advertisers. Presented in this book and available as an online e-Edition, MiAD Spec Ad Library is your best resource for closing more small-space ad sales.



PP. 81-93

## CAMPAIGNS & CLASSIFIED

(formerly Classified Dynamics)

Kick off your first quarter sales with retail multiple-ad campaign selling, ready-to-sell timely and seasonal auto layouts, recruitment, real estate, self-promo ads and Web ads. Campaigns & Classified is presented quarterly in this book and available as an online e-Edition.

# METRO

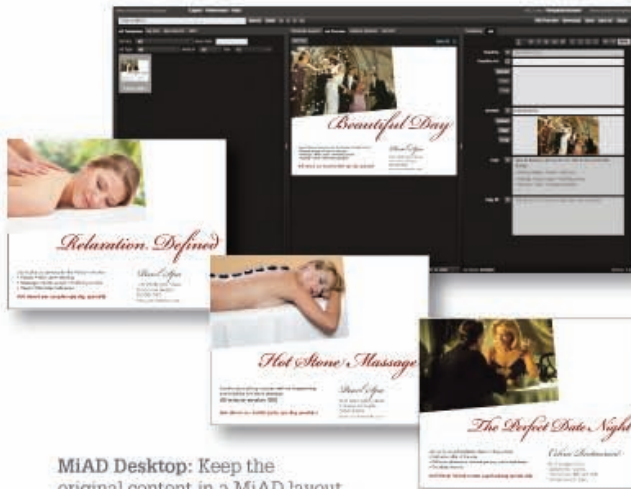
Metro Creative Graphics, Inc.

519 Eighth Avenue,  
New York, NY 10018

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# METRO News

"All the news for you to use...to Make Money with Metro!"  
See what's cooking this month in your Metro services, as well as new product and service features you won't want to miss.



**MiAD Desktop:** Keep the original content in a MiAD layout or change it ... it's your choice! You can even change the type of advertiser to expand your sales possibilities!

**MiAD mobile:** Take MiAD with you on your iPad for dynamic sales presentations!

## Introducing MiAD mobile



## Metro interactive Ad Designer: Close More Sales with Spec Ads for Every Prospect

**Metro interactive Ad Designer (MiAD®) desktop** is a Web-based spec ad 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, and assists production staff in reducing the time it takes to finish sold ads.

For more information and to see a short MiAD demo video, go to the main MiAD page accessed from the top menu of [www.metrocreativeconnection.com](http://www.metrocreativeconnection.com).

### Just released... MiAD mobile®

This on-the-go app gives media sales reps the ability to instantly customize and show professionally designed print and digital (Web) ad presentations to every advertising prospect right on an iPad®.

**Download the app from the Apple store or at [miadmobile.com](http://miadmobile.com).** Then begin your **FREE TRIAL** so you can see for yourself how easy it is to close more sales. Plus, enjoy the revenue and commission you have already made.

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