

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

M E T R O

C R E A T I V E S E R V I C E S



WEDDINGS

Engaging images and ad designs to attract local bridal professionals to your publication.



HEALTH & FITNESS

Targeted health, wellness and fitness content to benefit readers, advertisers and you.



THE BIG GAME

Tackle sales from sports bars, restaurants, liquor stores, grocers and other businesses with poised-to-sell promotions and image content.



Campaigns & Classified

PP. 81-93: Automotive, real estate and recruitment coverage – plus new print and online campaigns – to grow first-quarter sales.



MiAD Spec Ad

Library PP. 73-80: Ready-to-sell small-space ads for wedding, health and fitness advertisers – MiAD enabled!



REACH NEW REVENUE HEIGHTS WITH ALL THE ELEMENTS FOR MONEYMAKING
WINTER ACTIVITY PROMOTIONS

SPORTS & RECREATION



ON THE COVER:
N1601P36015C

Lock in ad sales from ski resorts, sporting goods stores, ski tune-up shops and outerwear stores, as well as advertisers like physical therapists and orthopedic doctors treating winter sports injuries.

Find images and ads for a variety of recreation advertisers to fight the winter blues.

- Winter sports coverage includes basketball, hockey, skiing and snowboarding, as well as a campaign for ski shop products and services and a shaped *Specialty Ad* for a ski resort (28, 29, 33, 40).
- Use a *Themed Event Package* for adult education to sell a continuing education campaign to a community college or enrichment center offering courses like foreign languages, cooking, art, academics and more (34, 37).
- Pair ads for a dance school and gymnastics center for a double-sided *Single Sheet* sale (41).
- Focus on after-school care and activities for kids with ads and images for day care, gymnastics, dance and art (14, 15, 34, 37).



WEDDINGS



You and your local bridal advertisers will love the latest wedding content featured this month!

- Help your most popular bridal advertisers close more sales with gorgeous photos of brides, couples, reception venues, flowers, cakes, rings and more, beginning with ready-to-present-and-sell spec ads for a florist, bridal boutique, makeup artist and bake shop, as well as a wedding photo contest (11, 20-27, 46).
- Reach out to destination wedding advertisers with a doubletruck directory design (24).
- A *Themed Event Package* puts the spotlight on grooms with a section cover, ad campaign and editorial feature (32).
- Combine additional bridal-themed ads from January's *MIAD Spec Ad Library* with this month's *Weddings Templated Special Section* (46).



HEALTH & FITNESS



There's no time like the present to focus on health and fitness coverage, as readers embark on self-improvement goals for the new year.

- Promote services and special offers from weight-loss centers, fitness equipment retailers and health clubs with ready-made ads and additional images (12, 18, 19, 38, 39, 47-49).
- Help advertisers promote cold and flu season solutions with ads for medications and flu shots, as well as pediatric care, mental health services, urgent care and a health fair (12, 17-19).
- January is also Volunteer Blood Donor Month, an ideal time to offer promotions for blood drives and local blood banks (18, 38, 71).
- Find more ads geared toward these advertisers in *MIAD Spec Ad Library* this month, as well as a *Health, Mind & Body Templated Special Section*.



THE BIG GAME



The Super Bowl takes place on February 7, and while the game's official name and "Super Sunday" are both registered trademarks of the NFL, you and your advertisers can still reach readers with promotions geared toward the "Big Game."

- Target popular football-season advertisers like sports bars, liquor stores, grocers and caterers with food and beverage images, as well as ready-made spec ads for keg sales, \$1 super snack specials, bars and restaurants (12, 13, 17, 19, 28, 41, 59, 63, 66).
- Invite multiple advertisers to participate in a "super gridiron guessing game" contest, in which readers enter their Big Game predictions via your publication's website (11).



RESTAURANT DINING



Choose from a fresh batch of dining coverage to target a wide range of restaurant advertisers.

- Offer advertisers a variety of price points with a "local dining guide" Marketplace design featuring directory space as well as ads for a diverse array of restaurants. Promote "comfort food with a kick" from a Thai restaurant, fast and healthy lunch specials from a Chinese restaurant, fresh flavors of the Mediterranean, deli offerings, pizza and Italian food (13).
- Add lineage with all-new, narrow banner ad designs for a coffee shop and combo special from a fast food burger restaurant (12).
- Sell a Single Sheet for an Italian restaurant offering pizza and nightly dinner specials (41).
- Bundle specials on "winter favorites" from a grocery advertiser (67).



JANUARY PROMOTIONAL OPPORTUNITIES



Here's a peek at additional moneymaking opportunities presented this month:

- Use snow days to your advantage with ads designed to promote snow removal services and snowblowers. Also find seasonal ads for oil and gas heating services, as well as plumbing and flood restoration services (18, 19).
- Further capitalize on winter weather opportunities with timely ads for a cable company's TV and Internet "blizzard season special" and emergency towing services (18, 19).
- Introduce area businesses and their owners or managers with a "local merchants guide" that puts the spotlight on both (43).
- Promote local volunteer opportunities or offer businesses sponsorship opportunities in conjunction with Martin Luther King, Jr. Day (60).
- Finally, get creative with a series of superhero and comic book illustrations to make any advertiser stand out (58).



JANUARY CUSTOMER REQUESTS

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



N1601P72046C

JANUARY 2015's MOST DOWNLOADED IMAGE & AD!



N1501A43001C

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 '15 issue of MNS.



N1501P33003C

JANUARY TEMPLATED SPECIAL SECTIONS

January's Fully Templated Sections (TSS) in Print & Online!

- WEDDINGS
- HEALTH, MIND & BODY

TSS are available by separate purchase. View them online in the MCC Editorial Library. Start growing sections revenue today: Call 800-223-1600 or e-mail service@metro-email.com to order!



METRO

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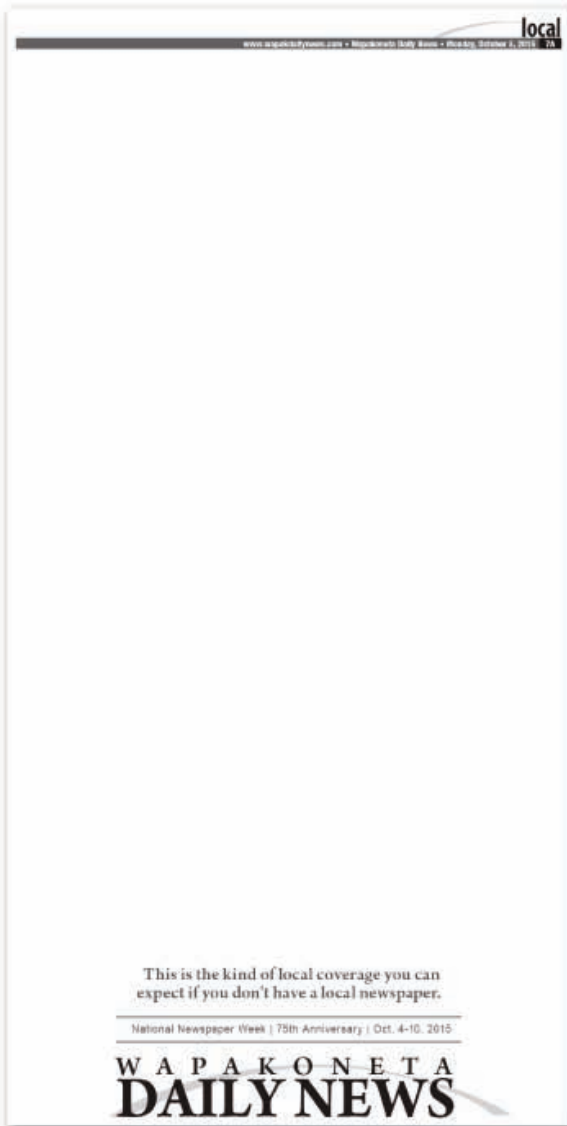
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W COMPANION WEB ADS NOW AVAILABLE ON MCC!

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



By publishing a blank page and the message, "This is the kind of local coverage you can expect if you don't have a local newspaper," the publisher of the *Wapakoneta Daily News* hoped to ignite a discussion about the value of local content in newspapers.

Newspaper Draws a Blank and Sends a Powerful Message

Wapakoneta Daily News
WAPAKONETA, OHIO

■ What kind of news can you expect if there's no local newspaper? That's precisely the question that Deb Zwez, publisher of the *Wapakoneta (Ohio) Daily News* asked and answered when page 7a of the Monday, October 5, 2015 issue of her newspaper was left intentionally blank. At the bottom of the page, the message was loud and clear: "This is the kind of local coverage you can expect if you don't have a local newspaper."

The *Wapakoneta Daily News* is a small community newspaper that publishes six days a week and covers the goings-on in Wapakoneta — the birthplace of astronaut Neil Armstrong — and a number of surrounding communities in western Ohio.

"I push our editorial staff to concentrate on local coverage to the point that we have AP-free Tuesdays, when the newspaper contains only local stories," Zwez explains. "Given our focus on local coverage, it's frustrating when I hear someone say that there's nothing to read in the newspaper. Running that blank page was our way of showing people what they'd be missing if they don't have a local newspaper."

By running the ad at the start of National Newspaper Week, Zwez hoped to add punch to the message and raise awareness of

the role of newspapers in people's lives. Reactions from readers varied, but were mostly positive. "In addition to some positive feedback, we got a number of calls to tell us that page 7a was blank," she recalls. "One gentleman called and left a message saying that he wasn't paying for the newspaper that day because he didn't want to spend money for a blank page. I called him back and explained the purpose of the page and told him that he had helped me prove the point that readers are angry if they think they are missing out on local news."

Since there is no plan for a "repeat performance," Zwez and her colleagues hope that the blank page and its message will linger in readers' — and advertisers' — minds. But at the very least, publishing the page gave Zwez an opportunity to shed light on an important issue.

Adds Zwez, "It did make me feel better because I truly believe that no one can cover Wapakoneta like we can and that we are providing news our readers cannot find anywhere else. We pride ourselves on chronicling the life and times of the people in our communities and hope to continue doing so for a long time."

M (P16Q1B02001C)

For more information, contact Deb Zwez, Publisher, *Wapakoneta Daily News*, Wapakoneta, Ohio at publisher@wapakwdn.com.

METROFEATURE



Metro's Fully-Templated Print and Online Special Sections made it easy for *The Vindicator* of Youngstown, Ohio to revamp its bridal promotions and reintroduce the newspaper to a younger audience.



Here Comes the Guide: Bridal Promotion Gets an Upscale Upgrade

The Vindicator
YOUNGSTOWN, OHIO

Like many small and medium-sized newspapers, *The Vindicator* of Youngstown, Ohio published annual bridal tabs for as long as anyone could remember. And like many longstanding wedding sections, *The Vindicator's* in-paper bridal tabs began to lose their luster. In their place, the newspaper introduced a once-yearly, all-glossy "Bridal Planner" and, more recently, a bridal website, Valley Weddings 365 — both of which reach a targeted audience of brides- and grooms-to-be, their families and bridesmaids.

"About five years ago, we started publishing an annual bridal planner magazine that comes out in late December in time for the first of several bridal shows in January," explains Reed Strom, *The Vindicator's* manager of new business development. "By having only 7,000 copies printed and not delivering the bridal magazine through the newspaper, we're able to zero in on people who want it and will use it."

In addition to being distributed at the five biggest bridal fairs in the Youngstown area, *The Vindicator's* "Bridal Planner" is available at advertisers' businesses, and everyone who places an engagement announcement receives a copy by mail. Since January 2015, Youngstown-area couples also can announce their engagements on the newspaper's bridal website, valleyweddings365.com. The site enables brides- and grooms-to-be to upload a free print and/or online engagement announcement, complete with photo, and follow up with a wedding story and photo. While the site supplies a form for them to fill out, couples can provide as much or as little information as they prefer and link the announcements to their social media accounts.

"Our bridal products have really helped the newspaper in the eyes of the public,

especially younger people," notes Strom. "With these products, we're connecting with younger people in terms they understand and building on social media strategies by linking our site to their Facebook page, for example. Through the bridal book and website — as well as having a presence at area bridal shows — we've been able to reintroduce *The Vindicator* to our younger generation and make the connection that every newspaper needs."

The combination of an upscale, annual wedding publication and year-round website provides wedding-related advertisers in the Youngstown area with two powerful promotional opportunities. In the "Bridal Planner," businesses have a choice of quarter-, half- and full-page ads. All full-page advertisers have the option of submitting a story about their business, which serves as both a powerful incentive for businesses to go big and adds a lively, local flavor to the publication. Despite entering just its second year, valleyweddings365.com is well populated with ads, which run for three, six or 12 months. The site also includes a directory of local vendors that lists every area business in a number of wedding-related categories, with paid advertisers prominently featured.

"We're very proud of these projects and appreciate that Metro's framework has made them so easy to build just by plugging in ads and local copy," Strom says. "Thanks to Metro, the content is fresh and the magazine's covers are all done for us. Based on the success we've had with bridal, I'd like to start looking into similar treatments for other business categories."

M (P1601B03001C)

For more information, contact Reed Strom, Manager of New Business Development, *The Vindicator*, Youngstown, Ohio at rstrom@vindy.com.

METROFEATURE



Real Estate Advertising is About Making Connections

By Jo-Ann Johnson
Vice President, Sales
Metro Creative Graphics

In recent decades, real estate advertising has undergone major renovation, the most significant of which has been the explosion of options for reaching prospective homebuyers. Today, realtors routinely use a multimedia approach to market themselves, their services and their listings. The most marketing-savvy realtors, however, recognize that while a multipronged approach is a sound strategy, different media serve different functions in a comprehensive marketing plan. Similarly, real estate-savvy publishers understand the critical role that their publications can play in helping realtors boost their business potential.

The National Association of Realtors Profile of Home Buyers and Sellers 2014 offers key insights into the home-buying process. For example, it indicates that 43 percent of homebuyers look at properties online as their first step in buying a home. But the profile also points out that, in 2014, 88 percent of buyers purchased homes with the help of a real estate agent or broker — an increase of 19 percent since 2001. Equally notable is the fact that a full two-thirds of recent buyers interviewed *only one agent* before deciding who would represent them. This data is no doubt useful to both realtors and publications on a number of levels. But the key message is this: While many homebuyers turn to the Internet first to look at properties, they use a variety of additional resources and media to identify and choose a real estate agent. And once prospective homebuyers talk to a realtor, odds are that they will do business with *that* realtor. What this means is that publications have a key role to play in connecting real estate agents with clients.

While online real estate sites or promotions function as a research tool — a means to obtain facts, figures and prices in order to narrow the search — advertising in publications can appeal to homebuyers on an emotional level and offer a compelling call to action. In other words, marketing properties and marketing real estate professionals are two different processes with two very different goals. And print publications with an online presence are in a perfect position to do both well.

Magazine-style, real-estate-themed special sections offer excellent opportunities for agents to engage in personal marketing while showing a sampling of their listings. With space for large, color photos of individual agents coupled with bios that include their community connections, these types of publications can help readers identify with agents as individuals and, most importantly, inspire them to pick up the phone. What's more, these same ads can be packaged to run in community-oriented products such as progress editions, welcome sections or local business guides. Wherever they run, these ads are all about making personal connections that lead to landing sales.

"Distinctive Properties," Metro's real estate Fully-Templated Special Section, provides the perfect opportunity to market both properties and realtors. The 24-page, full-color, magazine-style section contains up-to-the-minute editorial features and a variety of options for highlighting property listings and individual agents. Used in conjunction with Metro's real estate offerings in Campaigns & Classifieds, which feature a variety of high-impact ads in optimal sizes, it's never been easier to forge longstanding connections and boost ad sales in a key revenue sector.

M (P1601804001C)

For more information, contact Jo-Ann Johnson, Vice President, Sales, Metro Creative Graphics, New York, New York, at jjohnson@metro-email.com.

METROFEATURE



"...revenue growth will come from smaller, local businesses rather than from national or major accounts. A focus on those smaller businesses needs to be a major priority for sales managers and executives."



Fueling Opportunities for Media Sales

■ C. Lee Smith knows a thing or two about media sales. As the founder, president and CEO of SalesFuel (originally known as Sales Development Services) — the provider of AdMall® — Smith has a lot to say about the tools and intelligence needed to thrive in today's challenging media environment. *Plus Business* spoke with Lee Smith about what to expect in 2016 and how media sales professionals can create valuable opportunities for their publications and optimum value for their customers.

PB: What are the most pressing issues facing publishers and media sales professionals in 2016?

CLS: There are a number of pressing issues on the horizon, but none is more important than high turnover among sales staff. Today, at most newspapers, training involves having a new salesperson tag along with a veteran, but this approach doesn't always work well. Often, we're so anxious to get a position filled and get people out on the street that we don't take enough time to ensure that the salesperson has the right skill set and acumen. If we haven't hired the right type of person and haven't done enough training, the foundation weakens. Salespeople need to be confident in their ability to have informed conversations about their publication's ability to create value through crafting and delivering compelling messages. When they are able to create positive outcomes for advertisers, they will experience greater success, make more money and be more apt to stay. This also relates to another key challenge — advertiser retention — which is critical to generating revenue and maintaining profitability.

PB: What are some of the key revenue opportunities in 2016?

CLS: Our annual State of Media Sales Survey queries media salespeople and sales managers about their revenue projections,

the challenges they face, and other major concerns specific to media sales. While the 2015 survey provided information about anticipated revenue gains in a few key areas — healthcare, automotive, education and retail/restaurants — the overarching message was that revenue growth will come from smaller, local businesses rather than from national or major accounts. A focus on those smaller businesses needs to be a major priority for sales managers and executives.

Consistent with this focus, opportunities in healthcare won't be from medical centers and hospitals, but from individual practitioners — dentists, chiropractors, specialty physicians — and smaller medical businesses, such as urgent care centers. Similarly, opportunities in the education sector will come from community and for-profit colleges, smaller trade schools, nursing colleges and organizations of similar scale.

What's not high on the list is the financial sector, real estate and recruitment. There are certainly opportunities there, but they probably won't be as lucrative as the others on the list.

In terms of media products, the greatest areas of opportunities for newspapers in 2016 are: digital/video/mobile, event marketing and co-op advertising.

PB: What should publications do with this information?

CLS: Our State of Media Sales Survey is a good indicator of the opportunities and challenges that are out there. What publications need to do with this information — and the information we provide on mediasalestoday.com — is to do an honest self-assessment that looks at both strengths and weaknesses. Naturally, the goal is to play off those strengths when setting goals and priorities, but it's also an opportunity to use available resources to strengthen weaknesses.

PB: What is the primary goal or priority that every publication should have at the top of its list?

CLS: The number one item on every publication's list is the opportunity to be perceived as a local marketing expert. Newspapers have the trusted brands in their communities. Their advertising people know all of the local businesses, the folks in the newsroom know all of the movers and shakers in town, and both sides know local concerns, topics of interest and aspirations. They know all of this better than Google and Facebook — and that's the advantage they have in competing with those guys. The big players are no doubt taking away market share from newspapers' local revenue — and this is an especially big deal when it comes to digital. So in addition to thinking like local marketing experts, salespeople have to think about how to be marketing experts in general. This all starts with knowing each account's business as fully as possible so you can truly understand how your media products can help their business, and AdMall can help you meet this challenge.

Just as important, newspapers have to be the easiest places in town to spend marketing dollars. And the first place to start is the "Advertise With Us" page. Make sure there is all the information there — benefits, audience, etc. — that business owners need if they are looking to advertise with you. It's important to remember that a lot of small business owners will do this kind of research after business hours when no one from the advertising department is there to answer the phone. So make sure your website is informative and easy to use. The bottom line is that newspapers need to be not just the best, but the easiest option for prospective advertisers.

M (P1601805001C)

For more information, contact C. Lee Smith, President & CEO, SalesFuel, at leesmith@salesfuel.com.



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Good vs. Bad Ads: Creating Ads That Sell & Get Results

What is the purpose of advertising? The sole purpose of advertising is to sell products, services or ideas. How to best accomplish that goal has been a topic of debate and study as long as advertising has existed. Yet there are time-tested common elements that have surfaced through the years that help us define what makes up a "good" ad — meaning one that drives sales — as opposed to a "bad" ad — one that is ignored.

In the coming months, we'll explore the elements of good ads so these best practices can be applied to and improve upon our daily sales and production efforts.



Good ads have a strong, easy to comprehend message. This ad tells you what you need to know at a glance. Then entices the reader to buy now with an offer for a gift card.



Good ads have a strong, easy to comprehend message. This ad features appropriate photography and color to enhance the message while the offer increases the desire to buy now.



Good ads have a strong, easy to comprehend message. This ad has a built-in incentive in the headline that couples with the photography to increase the desire for the service. The discount offer invites the reader to buy now.

Getting Started

A good ad starts with a strong message. That strong message has to be compelling enough to garner attention, provide information and cause the reader to act on that information. There is an easy acronym in advertising to help you remember how to craft a strong ad message: **AIDA**.

- A = Attention**
- I = Interest**
- D = Desire**
- A = Action**

First you've got to get someone's attention and make them aware of what it is your ad is offering. There are many ways to do this, and we'll explore them in upcoming months.

For now, be aware that you have four seconds to capture someone's attention. That is what studies have shown is the average time it takes for someone to decide to either linger or move on. Studies suggest online viewing is around the same time, or even less. No pressure, right? **Make it strong.**

Next you need to develop interest. Ask yourself who the audience is for this ad, and put yourself in their shoes. "What's in it for me?" is what everyone will be asking, so show them the benefit. You can begin doing this with subheads as well as supporting artwork. **Make it interesting.**

Increase desire by making your offer irresistible. Price is often a huge

desire trigger, but so is luxury and quality, sexiness and popularity, emotional response and a host of additional variables that motivate people to want one thing over another. You can also use the ad copy to increase the want factor for the goods or services. **Make it wanted.**

The call to action is the final step. Invite your reader to *do* something. In digital ads, the call to action is most often a "click now." In print, you are inviting the reader into the store to buy, to call or to visit the store online. Remember the phrase from the movie and play, "Glengarry, Glen Ross": **"Always be closing."** If you don't ask people for the buy, they won't buy. **Make it actionable, now.**

Crafting a clear and strong message takes time and effort, yet there is nothing more important to making a good ad. You've got to consider the needs of both the reader and the seller, and use the tools available — words and pictures — to motivate the reader to buy now. Keep AIDA in mind and you are on your way to making good, sellable ads that get results.

Coming up: We'll explore the motivating factors of why people buy things. Future topics discussed will include the ad elements of appropriate artwork and typography, effective copy, the role of white space and balance, types of designs, and more.

P1601B06001C



Good Ad vs. Bad Ad

We all think we know a bad ad when we see one, but what are the common elements that make up a good ad? Metro has composed an introductory guide of the elements that make up good ads for new members of your Design and Sales teams so you can improve the quality and effectiveness of your publication's ad designs.

If you'd like a copy, call Metro Client Services at 1-800-223-1600 or send an e-mail to service@metro-email.com. The booklet is available in print or can be e-mailed as a PDF.

Maximize Ad Sales With Metro Planning Tools

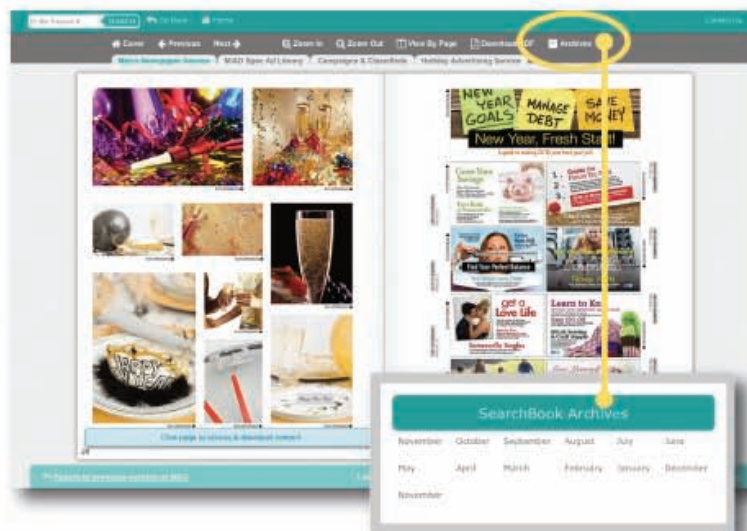
Did you know Metro provides you with ongoing monthly and long-term planning resources to help ensure you don't miss any revenue-generating opportunities? Have a look:



MCC Sales Area

The MCC Sales area is filled with planning resources to help you maximize ad sales. Find *Plus Business* stories that present trending topics and successful promotions executed by the featured publishers. Get their insight into how the promotions were conceived and implemented to adapt the ideas for your market. Contact information is also included for expanded research.

You can also search the archive of *Weekly Sales Tips*, *Quick Sells* and e-mail communications for ideas and inspiration that will lead to ongoing growth in ad sales.



Access previous SearchBooks from the Archives link at the top of any SearchBook.

SearchBook™

Metro SearchBooks are great planning tools with direct links to all of the valuable monthly content, such as the *Top Ad Sales Prospects*. All the content is designed to help you plan — and execute — successful sales promotions each and every month.

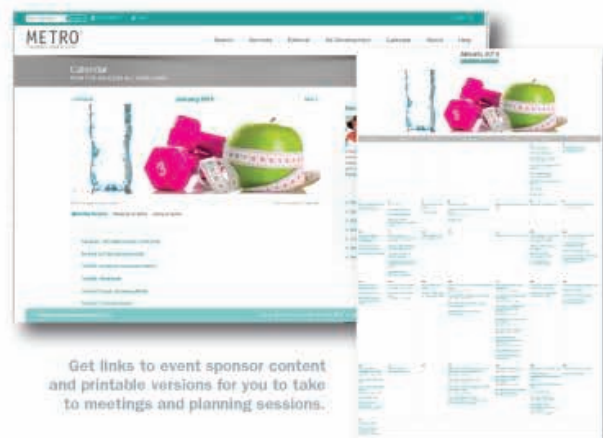
Access SearchBooks directly from the *newmcc.com* home page. While there, don't miss the current *Creative Director's Board* and *Multi-Platform Ad Packages* that present print, Web and mobile ad options that are ready for you to present and sell.

Access previous SearchBooks from the *Archives* link at the top of any SearchBook.



Top Ad Sales Prospects

Each issue features ready-to-present ads for the *Top Ad Sales Prospects* (according to the Newspaper Association of America) so you can target the prospects most likely to advertise in that month. Individuals or teams can use these pages when planning monthly sales to key prospects.



Get links to event sponsor content and printable versions for you to take to meetings and planning sessions.

MCC Calendar

Access calendars directly from the MCC home page, or any page of the site. Each calendar features monthly, weekly and daily events that can be developed into sales promotions. Retail Best Sellers and links to the related Metro content will also assist you in planning successful promotions. Click calendar links for expanded information on events to firm up your plans for success.



Ideas & Planning Resources to Keep You in the Know

To further assist with your monthly planning, opt in to receive Metro Client Communications, including: *Sales Tips* and *Quick-Sells*; monthly *Picks, Tips & Ideas* and *News, Tips & Ideas*; product and service updates and more.

Expand ad sales and revenue by taking full advantage of your access to all the valuable planning tools we develop for you to make more money with Metro. **M**

P1601B07001C



N1601A08001C - 10x13

The first quarter of the year is prime time for **Bridal Shows**. Co-sponsor a showcase in your area by publishing a section or pages in conjunction with any events. Use this material along with this month's *Weddings Templated Special Section (TSS)* and online *e-Section*. Full-page broadsheet versions for each *Quick Sell* layout are now available for you to choose the format that is best for you.



N1601A08002C - 5 col x13
N1601A08003C - 6 col x 21



N1601A08004C - 10x13

Health and fitness are top-of-mind subjects for people at the beginning of every year, so fitness centers produce their biggest advertising blitz to coincide with the influx of new members anxious to reach their fitness goals. A **Healthy Living** section or pages can go beyond the fitness center to include overall wellness, nutrition and stress relief for every age. Use the cover as an alternative to this month's *Health, Mind & Body TSS* and online *e-Section*.



N1601A08005C - 5 col x13
N1601A08006C - 6 col x 21



N1601A08007C - 10x13

Start a new tradition by setting up a **Kids & Weekends** section or pages, with online companion material, as a quarterly buy for your advertisers to give readers information on seasonal activities for kids. Take your editorial cue from the suggestions on the cover layout or build native advertising pages with your participating advertisers.



N1601A08008C - 5 col x13
N1601A08009C - 6 col x 21



N1601A08010C - 10x13

New tech just keeps on coming, so publish a **Tech Expo** section or pages as a guide to local technology expos, or as a print and online guide that highlights what's new in the tech world and which retailers in your area carry the latest technologies. You can also co-sponsor an event of your own, aiming it at business-to-business technology to connect your advertisers with area small businesses.



N1601A08011C - 5 col x13
N1601A08012C - 6 col x 21

Groom's Guide
NAME NEWSPAPER
Tux tips:
Finding the right style tux for your big day
Dressing for Success
Toasting the Bride and Groom
Becoming the best Best Man

N1601A32004C - 10x13

Increase your Bridal coverage and lineage by adding a section or pages dedicated to a **Groom's Guide**. Use this *Themed Event Package* for a cover design, multiple-advertiser Quick-Sell page (tab and broadsheet sizes) with an editorial feature centerpiece and an ad campaign for a menswear store that could be a major sponsor for your section or pages. The campaign has print ads and companion digital ads for Web and mobile audience targeting.

See the complete **Themed Event Package** for these layouts on page 32.

Groom's Guide
Tuxedo purchasing pointers
Becoming the best Best Man

N1601A32005C - 5 col x13
N1601A32006C - 6 col x 21

Winter Sports
NAME NEWSPAPER
Spotlight on local ski resorts
Stay warm during winter sports season
Family-friendly outdoor activities & Snowboarding 1

N1601A33004C - 10x13

The holidays are over and it's time to concentrate on **Winter Sports**. Use this *Themed Event Package* to highlight the advertisers that provide goods and services related to winter sports participation for every member of the family, from ski resorts to ski accessories; outerwear to snowmobiles; ice fishing needs to ice skates, and more.

See the complete **Themed Event Package** for these layouts on page 33.

Winter Sports
Family-friendly winter activities
Ski Resort
Sporting Goods Store
Ski & Snowboard Rental Co.
Kids' clothing Store

N1601A33005C - 5 col x13
N1601A33006C - 6 col x 21

After School
NAME NEWSPAPER
How to help kids find the right extracurricular activity
Finding an after-school facility
Outside-the-box after-school activities
Local after-school programs

N1601A34004C - 10x13

For families in which both parents work, **After School** programs are crucial to keeping a harmonious schedule. These programs run the gamut from team sports and fun classes to tutoring and educational venues. Use this *Themed Event Package* to provide an informational guide while highlighting sponsors, which can range from community-sponsored programs to for-profit companies specializing in children's activities.

See the complete **Themed Event Package** for these layouts on page 34.

After School
How to help kids find the right extracurricular activity
Art Classes
Restaurant
Tutoring Center
Sports Complex
Kids' Clothing Store
Music Classes
Library
Community Center

N1601A34005C - 5 col x13
N1601A34006C - 6 col x 21

Continuing Education
NAME NEWSPAPER
Tips for adults returning to school
Getting back in the school swing of things
What to expect as an adult student
Common hurdles adult students must clear

N1601A35004C - 10x13

The first month of the year is the perfect time to release a **Continuing Education Guide** as people look to make good on goals and resolutions. Use this *Themed Event Package* to highlight adult education programs available in your area, whether they entail going back to school as a full-time student or taking a single class of interest.

See the complete **Themed Event Package** for these layouts on page 35.

Continuing Education
Tips for adult students returning to school
Office Supply Store
Bank
Department Store
Coffee Shop
Community College
Electronics Store

N1601A35005C - 5 col x13
N1601A35006C - 6 col x 21

Show Your Love

in our **Wedding Photo Contest**

Share your favorite wedding photo and love story for a chance to be featured in our upcoming Weddings special section! Whether you're newly wed or celebrating a milestone anniversary, we invite you to share your wedding memories with us for a chance to be showered with gifts from our contest sponsors and appear as the model couple in our Weddings section on February 00.

Enter Online at namenewspaper.com/contests by 5pm January 00, 2016 to be eligible to win.

List details, terms and conditions here. See contest website for complete rules and details.

<p>Deluxe Floral Arrangement</p> <p>Name Florist 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Overnight Stay for Two</p> <p>Name Hotel 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>
<p>Wine Tasting for Two</p> <p>Name Wine Bar 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Woman's Haircut & Style</p> <p>Name Beauty Salon 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>
<p>Men's Haircut & Hot Shave</p> <p>Name Barber Shop 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Mansure & Pedicure</p> <p>Name Nail Salon 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>
<p>Celebration Cake</p> <p>Name Bakery 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Tickets for Two</p> <p>Name Theater 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>
<p>\$75 Gift Card</p> <p>Home Store 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Portrait Package</p> <p>Photography Studio 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>
<p>Romantic Dinner for Two</p> <p>Restaurant 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Couple's Massage</p> <p>Day Spa 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>

N1601A11001C

Usage Note:

Wedding sections are perennially popular in the first quarter of the year. Try running this **Wedding Photo Contest** in conjunction with a print and digital section or as ROP in your regular editions. You can include all married couples with the suggested copy, whether they are newlyweds or couples celebrating many years of marriage, or change it up to accept entries only from newlyweds married within the past year. It's up to you and your advertisers, who can partner with you to supply the contest prizes.

Super Gridiron Guessing Game Contest

Let's play! Make your **Big Game predictions online today for your chance to score great prizes.**

Enter Your Answers Online at namenewspaper.com/contests for your chance to win!

All entries must be received by 5 p.m. February 00, 2016. Enter to win as many prizes as you like. Limit one entry per prize. Must be 18 years of age or older to play. List details, terms and conditions here. See contest website for complete details.

Usage Note:

The Super Bowl will be played in Santa Clara, California on Sunday, February 7, 2016. The game name (and "Super Sunday") are registered trademarks that cannot be used in advertising without prior financial arrangement with the NFL, but you and your readers can still have some fun with the "Big Game." Enlist the help of advertisers to provide prizes for this **Super Gridiron Guessing Game Contest**. You can have readers enter on your website or drop off entries at sponsor stores.

<p>Which team will win the opening coin toss?</p> <p>Enter this question correctly for your chance to win.</p> <p>40" Flatscreen Television</p> <p>Electronics Store 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Which team will score first?</p> <p>Enter this question correctly for your chance to win.</p> <p>Luxury Recliner</p> <p>Furniture Store 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Which team will commit the first penalty?</p> <p>Enter this question correctly for your chance to win.</p> <p>\$100 Gift Card</p> <p>Sports Bar 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Which team will be winning at halftime?</p> <p>Enter this question correctly for your chance to win.</p> <p>\$100 Gift Card</p> <p>Sporting Goods Store 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Who will be named the game's MVP?</p> <p>Enter this question correctly for your chance to win.</p> <p>Free 12-Month Membership</p> <p>Health Club 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Which team will win the game?</p> <p>Enter this question correctly for your chance to win.</p> <p>Free Oil Changes for the Life of Your Vehicle</p> <p>Auto Repair Shop 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com</p>
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N1601A11002C

The Metro Media Group's Executive Ad & Classified

METRO

CAMPAIGNS & CLASSIFIED

Automotive

Keep your customers on the edge with seasonal and year-round changes for vehicle sales and automotive service providers. PG 2, 20, 42

Campaigns PG 2, 4, 6, 8, 10
Real Estate PG 12, 14, 16
Healthcare PG 18, 20, 22

(800) 451-1111
 (410) 428-1111
 (410) 428-1111

INVENTORY OVERSTOCK CLEARANCE

Drastic Markdowns
Two Days Only!

Feb. 10-11, 2016
1000 Independence Blvd., Newark, NJ 07102

2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic

Harrison Motor Group

Get a New Car for the Price of a Used Car!

Amazing 0.9% APR Financing for 60 Months

2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic

Connelly Auto Group

START YOUR ENGINE

There's nothing better than to drive home with a new car!

0% APR Financing

2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic

Imperial Motor Group

Grand-Slam Sale Days

Save \$1000 on your new car with up to \$4000 cash back on your 2015 loan!

2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic

Hanson Automotive

Meet Our Team!

2016 START-UP EVENT

0% APR for 60 Months

Now-to-You Certified Pre-owned Vehicle Financing as low as 2.9% APR!

2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic
2015 Honda Civic	2015 Honda Civic	2015 Honda Civic	2015 Honda Civic

Garfield Motor Group

Auto Sales on the Rise: Gear Up to Sell More Auto Ads

Auto sales have been steadily increasing and are projected to be back to pre-recession levels when 2015 sales are tallied. Lower gas prices, continuing favorable financing terms and increasing employment have boosted consumer confidence, causing forecasters to predict a record year in 2016 as sales of light trucks, crossover vehicles and used cars remain strong.

Prepare for an influx of auto sales advertising to meet this demand, and position your publication as the go-to source for local auto advertising, with the help of:

Campaigns & Classifieds

- Ready-to-present auto ads, in the most popular sizes, that will drive sales of new and used vehicles
- Timely seasonal and event-themed layouts to attract dealers and motivate buyers
- Coordinated digital ads for multi-platform sales of print, Web and mobile to reach all prospective auto shoppers

Give your sales and creative teams what they need to get your auto advertising in full gear for 2016.

Call our Client Services team today at 1-800-223-1600 or e-mail service@metro-email.com to start your FREE TRIAL!

2016 START-UP EVENT

Save on Our Entire 2016 Lineup

0% APR for 60 Months

Garfield Motor Group

2016 START-UP EVENT

0% APR for 60 Months

Garfield Motor Group

Themed and general sales ads in full-page, tabloid and other sizes, plus digital ads for Web and mobile.

METRO'S FILE NAMING SYSTEM AT A GLANCE

Service Indicator. N = Metro Newspaper Service S = MiAD 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, A = line art.
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N1601P12002K.TIF

Year Indicator. two-digit field to indicate the year (i.e., 15 = 2015).	File Indicator. one-digit field to indicate the type of file (P = picture [photo or graphic], A = ad, W = Web ad).	Unique to File. three-digit field that is unique to the item.	Extension. three-digit field (or four) that indicates the file format (TIF, eps, jpg, QXP, indd).
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○ EPS art file format ● TIFF art file format ◇ Photoshop® EPS file format

N1601P15004C-● N1601P15006C-● N1601P15005C-●



Find Your Partner

Register online for one free month of personalized matchmaking services!

True Connections

Online Dating With a Personal Touch
www.namewebsite.com • 000.000.0000

AD# N1601A12001C PASS 6 COL x 1

N1601P49003C-●

Low prices on fast-acting cold and flu fighters!

Corner Pharmacy

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

**Pharmacy
Now Open
Saturdays**
Monday-Friday 7am-8pm
Saturday 8am - 6pm

AD# N1601A12002C PASS 6 COL x 1

N1601P59010C-●

Come Chill

HAPPY HOUR 4-7 PM DAILY
\$2 Beer Specials | \$3 Wells
Half-Price Appetizers

Union Bar & Grill



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

AD# N1601A12003C PASS 6 COL x 1

N1601P12001C*○

GET MOVING!



\$0 Initiation Fees
Now Through January 31
Enjoy unlimited group
fitness classes with
your membership!

Flash Fitness

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

AD# N1601A12004C PASS 6 COL x 1

N1601P48015C-●



Urgent Care

7am-8pm • 7 Days a Week
No Appointment Needed
On-Site Lab, X-rays & Pharmacy

Somersville Urgent Care

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

AD# N1601A12005C PASS 6 COL x 1

N1601P16009C-●



Unlimited Talk, Text & Data
Only \$59 monthly

Come in today!
Limited-time offer.

List details, terms and conditions here. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.

Wireless Mall

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

AD# N1601A12006C PASS 6 COL x 1

N1601P38006C-●

No Time Like
the Present!



**30-Year
Mortgage**
as low as 4.75%

**Fixed Rate
0.00% APR**
current rate subject to change.
List details, terms and conditions here. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.

Somersville Savings & Loan

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

AD# N1601A12007C PASS 6 COL x 1

N1601P62010C-●



\$1

**Super
Snack
Specials**

Stock up for game day!
Chips | Pretzels | Crackers
Nuts | Dips | Candy | Soda
Desserts | & More

Dollar Central

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

AD# N1601A12008C PASS 6 COL x 1

N1601P62014C-●

Good Morning



Open at 6AM Daily

Coffee | Tea | Espresso | Bagels | Pastries
Sandwiches | Soups | Desserts | WiFi

Coffee Lounge

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



AD# N1601A12009C PASS 6 COL x 1

N1601P63006C-●

The Perfect Combo



Only **\$6.99**

Premium Burger
+ Golden Fries
+ Refreshing Drink

Burger Base

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

Try
our new
veggie
burger!

AD# N1601A12010C PASS 6 COL x 1

MCC Usage Note: Thin, top or bottom of the page ads are popular with advertisers. Use these to add extra lineage.

N1601P62007C-
N1601P62013C-



Local Dining Guide



Usage Note:

The purpose of this "Local Dining Guide" Marketplace layout is to give you the opportunity to promote local dining advertisers by offering 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 MetroCreativeConnection Creative Library.



Somersville Diner
Breakfast served all day!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Hillcrest Cafe
Farm-to-table cuisine
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Somersville Diner
Breakfast served all day!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Hillcrest Cafe
Farm-to-table cuisine
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Somersville Diner
Breakfast served all day!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Hillcrest Cafe
Farm-to-table cuisine
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Sushi Lounge
Open for lunch & dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Blue Plate
Friendly family dining
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Sushi Lounge
Open for lunch & dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Blue Plate
Friendly family dining
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Sushi Lounge
Open for lunch & dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Blue Plate
Friendly family dining
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Ted's Bar & Grill
Daily food & drink specials
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Heron Cafe
Serving dinner & weekend brunch
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Ted's Bar & Grill
Daily food & drink specials
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Heron Cafe
Serving dinner & weekend brunch
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Ted's Bar & Grill
Daily food & drink specials
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Heron Cafe
Serving dinner & weekend brunch
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Comfort Food With a Kick
Try our Thai tapas, starting at only \$2!

Foodies | Foodies | Curry | Fried Rice | Noodles | Regional Specialties

[Now Serving Beer & Wine]

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

Hit the Sauce
Authentic Italian cuisine and wood-fired pizza prepared with our family's secret-recipe marinara sauce.

Take the night off with our midweek specials!

Tuesday Nights \$7.99 Pasta Entrees | Wednesday Nights Half-Price Pizzas

Open for Lunch & Dinner • Reservations Welcome • Closed Mondays

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

All-Natural Meats Healthy Vegetables
Fresh From the Wok to Your Door

Enjoy a wholesome meal in minutes with our fresh, made-to-order Chinese specialties.

Lunch Specials \$5.95 & up

Menu Online

Dumpling Chinese Restaurant
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Fresh Flavors of the Mediterranean
We encourage you to enjoy the warm hospitality and healthy, hearty cuisine of the Middle East.

Dressings | Gyros | Falafel | Kebabs | Hummus | Rice | Steaks | Soups | Fish | Vegetarian

Try Our Mezzel! Your choice of three hot or cold appetizers and homemade pita bread for \$12.95

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

Pine Grove Deli & Cafe

Fresh Salads
Homemade Soups
Hot & Cold Sandwiches
Chips, Snacks & Desserts
Bagels, Muffins & Croissants
Coffee, Espresso & Cold Drinks

Open 7am-3pm Daily

Enjoy lunch just the way you like it with our made-to-order sandwiches and specialty salads.

Call ahead for fast and easy take-out service!

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

Your Favorite Sports in High Definition

Cold Beer by the Pint or Pitcher

Hand-Tossed Pizza

The Whole Nine Yards

Pizza Pub

Free Delivery*

Now you can enjoy your favorite pizza at home! Check out our online menu for fast, easy ordering and current specials.

*Free delivery service with \$10 order within delivery area. Outside orders.

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

AD# N1601A13002C
PASS 2 COL x 5

AD# N1601A13005C
PASS 2 COL x 5

N1601P66007C-

N1601P13001C-

N1203P46009C-0

AD# N1601A13003C
PASS 2 COL x 5

AD# N1601A13006C
PASS 2 COL x 5

AD# N1601A13004C
PASS 2 COL x 5

AD# N1601A13007C
PASS 2 COL x 5

AD# N1601A13001C PASS 6 COL x 21
AD# N1601A13008C 10 x 13



N1601P14002C-●



N1601P14004C-●



N1601P14003C-●



N1601P14008C-●



N1601P14007C-●



N1601P14013C-●



N1601P14009C-●



N1601P14006C-●



N1601P14011C-●



N1601P14005C-●



N1601P14010C-●



N1601P14012C-●



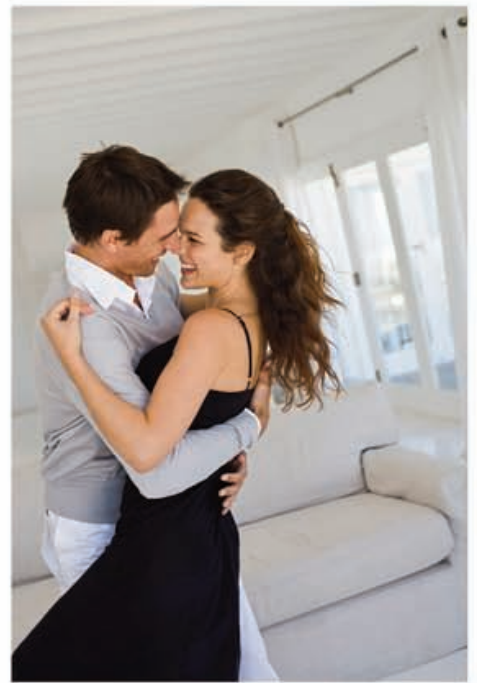
N1601P14001C-●



N1601P15004C-●



N1601P15005C-●



N1601P15006C-●



N1601P15007C-●



N1601P15001C-●



N1601P15002C-●



N1601P15003C-●



N1601P15010C-●



N1601P15012C-●



N1601P15011C-●



N1601P15008C-●



N1601P15009C-●



N1601P16012C-●



N1601P16007C-●



N1601P16005C-●



N1601P16001C-●



N1601P16006C-●



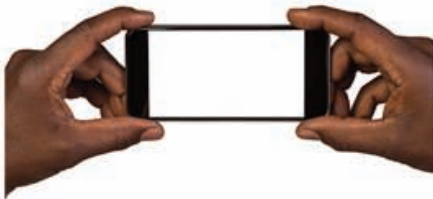
N1601P16009C-●



N1601P16002C-●



N1601P16011C-●



N1601P16010C-●



N1601P16004C-●



N1601P16008C-●



N1601P16003C-●

MCC Keyword Hints: technology, electronics, digital, smartphone, cell phone, mobile, tablet, screen

N1601P38001C



DON'T LET ANYTHING GET IN THE WAY OF YOUR WORKOUT

Interest-Free Financing for 12 Months on Top-Rated Home Fitness Systems

Minimum \$399 purchase and credit approval required. Limited time offer through 02/09/15. See showroom for details.

Get started today!

FitStop SPORTING GOODS

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

AD# N1601A18001C PASS 2 COL. x 5

Tick-Tock Tick-Tock Tick-Tock

There's still time to reduce your 2015 taxable income with an IRA!*
Call today to contribute before the April 15th filing deadline.

Summer Financial Services

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



Consult your tax adviser for details. IRA limits, terms and conditions here. Let dates, terms and conditions here. Let dates, terms and conditions here. Let dates, terms and conditions here. Let dates, terms and conditions here.

AD# N1601A18002C PASS 2 COL. x 5

N1203P46009C

Put Your Comfort & Convenience in Good Hands

Reliable Residential & Commercial Propane Delivery

- automatic fuel delivery • budget payment plans
- equipment service • safety-trained professionals
- 24-hour emergency service & customer support

Parker Gas

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



facebook

AD# N1601A18003C PASS 2 COL. x 5

N1601P38007C

N1601P38010C



Join Our Happy Family of Customers

Ask about our flexible budgeting plans!

Comfort Wise Oil

We deliver high-quality, clean-burning heating oil to optimize your family's comfort and your system's efficiency. Our trained professionals are committed to providing safe, reliable and friendly service you can count on for year-round warmth and convenience. We also offer system sales, installation and service for customers who want to make the switch to efficient, affordable and safe oil heat!

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

AD# N1601A18004C PASS 2 COL. x 5

Blood Drive Today

Just One Pint Saves Multiple Lives!

Did you know that just one pint of blood can save up to three lives? Join us in making a difference this weekend with your life-saving blood donation!

Community Blood Drive
Saturday, January 00 • 10am-4pm

To schedule an appointment, please call 000.000.0000 or go online to namewebsite.com/appointment today. Walk-ins also welcome.

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

AD# N1601A18005C PASS 2 COL. x 5

N1601P38011C

Trusted 24-Hour Roadside Service

800.000.0000

Save our number now for quick, courteous and reliable service when you need it most.

Lockouts | Jump starts
Tire changes | Battery replacement
Wrench outs | Fuel delivery
Vehicle recovery | Vehicle storage



Trusty Towing

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

AD# N1601A18006C PASS 2 COL. x 5

N1601P38013C

Companion WEB ADS available on MCC

N1601P30006C

A Clear Path in Snow Time

Call us for fast and easy snow removal service at a **great rate!**

New Customers, **Save 10% Off** Your First Service

Ask about our seasonal contracts for priority service all winter!

Snow Solutions

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



AD# N1601A18007C PASS 2 COL. x 5

Give Your Shovel the Ole Heave-Ho

Snowblowers Now On Sale
gas & electric models specially priced from **\$199**

Stop in today for the best selection! Sale ends Sunday, January 00, 2015 while supplies last.

Hammond Hardware

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



AD# N1601A18008C PASS 2 COL. x 5

N1601P30010C

N1203P46009C


Feel-Good Care for Kids

Newborns to teens, our caring pediatricians and support staff are here to serve your child's healthcare needs with expertise and understanding.

New Patients Welcome • Please call 000.000.0000 today to arrange an appointment.

facebook

Walk-In Sick Visits • 8-9 AM Weekdays



Allerton Pediatrics

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

AD# N1601A18009C PASS 2 COL. x 5

N1601P14003C

In Deep Trouble?

Get the immediate response and professional service you need to minimize damage and reduce the risk of mold and other potentially harmful contaminants developing in your home.

Call Anytime for 24-Hour Emergency
Water Removal & Restoration Service
Broken Pipes | Basement Flooding | Sewer Backups | Roof Leaks | Odor Control

Flood Solutions

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

Free Estimates | Residential & Commercial

AD# N1601A19001C PASS 2 COL. x 5

N1601P39001C

N1203P66009C

Office Furniture FOR HIRE

Buy or Lease!
Dress your workplace for success with stylish office furnishings that fit the bill. We offer a wide selection of new and gently used furniture and accessories that appeal to both your business sense and your sense of style with great quality and value. Stop by our showroom, or visit us online today to start your search!

Taylor Office Supply

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

AD# N1601A19002C PASS 2 COL. x 5

N1601P39008C

GET OUT & GAME!

Open 7 Days a Week

ARCADE GO-KARTS LASER TAG BOARDWALK GAMES PIZZA & SNACK BAR

\$20 Unlimited Play Every Tuesday
Excludes go-karts and laser tag.

We ♥ Birthdays!
Gift Cards & Party Packages Available

PLAYTIME ARCADE

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Emergency Service 24-Hour Immediate Response
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All Work Guaranteed

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Get the lasting results you want with a safe and effective weight-loss program customized to fit your unique needs and lifestyle.

The Balance Center for Weight Loss

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GET STARTED for FREE!
Call today to arrange your free, no-obligation consultation with a trained and supportive weight-loss counselor.

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NO TIME FOR THE FLU?

Save your sick days. Immunize Today!
5-Minute Flu Shots \$29
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Streaming TV & Internet Bundle
Only \$49
per month for the first 12 months
| speeds up to 25 Mbps
| includes local channels
| multiple show streaming capabilities

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Limited-time offer through 01.01.16 for new customers. Call or go online to subscribe. List details, terms and conditions here.

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Chow Down Like a Champ

Football Season Specials

10¢ Wings
\$2 Domestic Drafts
\$3 Fries & Gravy
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\$5 Deluxe Burger available during all televised XXX League football events

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Catch all the action on our giant HD projection screen!

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N1601P59001C

Maybe It's More Than Just the Winter Blues

Each year, millions of people struggle with clinical depression. For more than 20 years, Name Person, LCSW has been helping teens and adults overcome mental health challenges such as depression and anxiety with treatment programs designed to help patients understand the causes, cope with the symptoms and take back their lives. Take the first step today. Call or go online and arrange a free, no-obligation phone consultation to determine if a counseling program is the answer for you.

Name Person, LCSW

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N1601P39004C

Companion WEB ADS available on MCC

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the Bride
& Groom

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A Bridal
Event

N1601P20004C*-O

For
The
Happy Couple

N1601P20006C*-O

Wedding
Wishes

N1601P20002C*-O

Say I Do

N1601P20001C*-O

Wedding
Showcase

N1601P20005C*-O



WEDDING
REGISTRY

N1601P20008C*-O

Bridal
REGISTRY

N1601P20007C*-O



N1601P21014C*-O
N1601P21015C*-O



N1601P21006C*-O



N1601P21010C*-O
N1601P21011C*-O
N1601P21012C*-O



N1601P21003C*-O
N1601P21004C*-O



N1601P21009C*-O



N1601P21008C*-O



N1601P21002C*-O



N1601P21013C*-O



N1601P21001C*-O



N1601P21007C*-O



N1601P21005C*-O



N1601P22005C-●



N1601P22002C-●



N1601P22009C-●



N1601P22001C-●



N1601P22004C-●



N1601P22006C-●



N1601P22007C-●



N1601P22003C-●



N1601P22008C-●



N1601P22010C-●



N1601P23007C-●



N1601P23001C-●



N1601P23012C-●



N1601P23004C-●



N1601P23002C-●



N1601P23003C-●



N1601P23010C-●



N1601P23006C-●



N1601P23009C-●



N1601P23005C-●



N1601P23011C-●



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Destination Wedding Guide

Your guide to the ultimate getting-married getaway!

AD# N1601A24001C 19.334 x 13



N1601P24001C-●

Usage Suggestion:

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 home page.

Honeymoon Planner Shore Weddings

N1601P24003C*-O

N1601P24004C*-O

Pure Beauty

Get flawless all-day hair and makeup for your wedding day, no filter needed.

Airbrush & Traditional Makeup
Occasion Hairstyling & Updos
Eyelash Enhancements
Tattoo Coverups
Makeup Lessons

Call today to book your consultation and trial appointment. As a professional makeup artist with more than a decade of experience, Name Here applies artistic skill and the finest quality cosmetics to render a picture-perfect, timeless look befitting an occasion as special as your wedding day.

Beauty by Adella

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AD# N1601A25001C PASS 3 COL. x 10

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Artful Arrangements

for a lovely wedding day

There's nothing quite like the delicate fragrance and elegant look of fresh floral bouquets, carefully chosen and expertly designed to enhance the romance and unique beauty of your special day.

Bridal bouquets
Bridesmaid bouquets
Tossing bouquets
Boutonnieres
Corsages
Ceremony florals
Reception centerpieces
Floral headpieces
Cake & cocktail flowers
Floral favor designs

Arrange your complimentary consultation, and explore the latest color palettes, styles and wedding trends with our lead floral designer. Call 000.000.0000 and ask for Lena today!

Elysian Flowers

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Your Dream Dress Awaits

Find the dress and all the details to perfect your once-in-a-lifetime look. We offer one of the area's most extensive selections of designer bridal gowns, bridesmaid fashions, mother-of-the-bride ensembles, flower girl frocks and unique accessories for a beautifully coordinated wedding day.

Over 300 Bridal Gowns In Stock
| Petite & Plus Sizes
| Expert Fitting Service
| Classic to Contemporary Styles
| Foundations, Veils & Accessories

Save the Date!
Name Designer Trunk Show
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RSVP to 000.000.0000 to reserve your appointment today.

Signature Bridals

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Love Sweet Love

Designer wedding cakes and desserts that taste as divine as they look.

Our custom cakes are available in a virtually endless variety of delicious flavor combinations. We also offer gluten-free, nut-free, kosher, vegan and sugar-free options to accommodate special dietary needs and preferences. Reserve your complimentary consultation and tasting today at 000.000.0000.

Browse our cake gallery online or at facebook.com/nameadvertiser for ideas and inspiration!



Buttercream Bakery

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N1601P26009C-●



N1601P26008C-●



N1601P26003C-●



N1601P26002C-●



N1601P26004C-●



N1601P26001C-●



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N1601P26005C-●



N1601P26007C-●



N1601P26006C-●



N1601P27004C-●



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N1601P27005C-●



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N1601P28011C*-O



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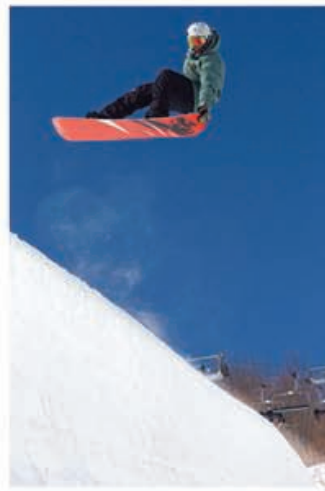
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N1601P30002C-●



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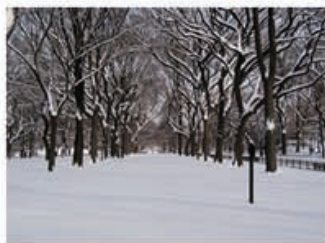
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METRO Themed Event Package

SECTION COVER:

N1601P36012C

Groom's Guide

January 2016
A Special Supplement to
NAME NEWSPAPER

Tux tips:
Finding the right style tux for your big day

Dressing for Success:
Warm weather attire for the groom and attendants

Toasting the Bride and Groom

Becoming the best Best Man

AD# N1601A32004C

10 x 13

QUICK SELL:

N1601P36005C

Groom's Guide

Tuxedo purchasing pointers

Grooming your way to the big day starts with the right tuxedo. Here are some pointers to help you choose the right tuxedo for your big day. Long sleeves are essential for a formal tuxedo. The jacket should have a notched lapel and a single-breasted front. The trousers should have a flat front and a single crease. The shirt should have a stiff collar and a black bow tie. The shoes should be black and polished. The groom should also wear a white shirt with a black bow tie and a white pocket square. The groom should also wear a white shirt with a black bow tie and a white pocket square. The groom should also wear a white shirt with a black bow tie and a white pocket square.

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www.namewebsite.com

Harrison Menswear
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Somerville Heights
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CAMPAIGN:

N1601P36013C

The Finest Formalwear for Your Date With Destiny

Shop a handpicked selection of designer men's suits, tuxedos and accessories worthy of your wedding day.

Wedding Tuxedos for Purchase or Rent
Book your appointment today for a consultation and custom fitting with no wait.

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Wedding Tuxedos for Purchase or Rent
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AD# N1601W32001W

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N1601P36005C

Sophisticated Style for the Groom & His Guys

Shop a handpicked selection of designer men's suits, tuxedos and accessories to fit every frame flawlessly.

Out-of-Town Groomsmen?
Submit measurements online or by phone for a perfect fit at pickup!

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N1601P36008C

On-Point Attire for Wedding Season

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Men's Suits starting at \$199
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Companion WEB ADS available on MCC

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, Web and mobile ads, a ready-made cover design and a quick-sell multiple advertiser page.

(MCC Creative Library / Print Ad Type pull-down menu: "ThemedEventPackage")

SECTION COVER:

Winter Sports

January 2016 NAME NEWSPAPER
A Special Supplement

Spotlight on local ski resorts

Stay warm during winter sports season

Family-friendly outdoor activities & Snowboarding 101

AD# N1601A33004C 10. x 13

QUICK SELL:

Winter Sports

Family-friendly winter activities

Ski Resort

Department Store

Sporting Goods Store

Ski & Snowboard Rental Co.

Ski Resort

Restaurant

Kids' Clothing Store

AD# N1601A33005C 9.667 x 13

CAMPAIGN:

Bundle up in the latest name brand performance styles for the slopes.

Everything for Ski Season

His & Her Ski Jackets now starting at **\$125**

Insulated Ski Pants now starting at **\$79**

Prices good while supplies last. Shop now for the best selection.

Base Sporting Goods

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Stop in to see what's new this season, and take advantage of our winter tune-up specials.

Gear Up for Winter Fun

Ski Tune-Up & Binding Check **\$29.95**

Snowboard Tune-Up Service **\$19.95**

Offers good through January 03, 2016. Appointments and walk-ins welcome.

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HEADING:
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Winter Sports & Activities

WEB & MOBILE ADS:

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His & Her Ski Jackets now starting at **\$125**

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His & Her Ski Jackets now starting at **\$125**

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Companion WEB ADS available on MCC

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Your Winter Sports Superstore

Integrated Ski Systems with bindings from **\$199**

Snowboard Packages with bindings from **\$249**

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SECTION COVER:

After School

January 2016 (A Special Supplement to
NAME NEWSPAPER)

How to help kids find the right extracurricular activity

Finding an after-school facility Outside-the-box after-school activities Local after-school programs



AD# N1601A34004C 10. x 13

N1601P37011C

QUICK SELL:

After School

How to help kids find the right extracurricular activity



Introduction
Summer is fast approaching and the parents are looking for ways to keep their kids busy and entertained during the summer months. One of the best ways to help kids find extracurricular activities is to look for local after-school programs. These programs offer a variety of activities for kids to enjoy during the school year and the summer months. Kids can learn new skills, make friends, and have fun while staying safe and supervised.

Benefits
There are many benefits to enrolling your child in an after-school program. Kids can learn new skills, make friends, and have fun while staying safe and supervised. These programs also provide a safe and supervised environment for kids to play and learn.

Activities
There are many different types of after-school programs available. Some programs focus on academics, while others focus on arts and crafts, sports, or music. Parents should look for programs that offer a variety of activities and are supervised by qualified staff.

How to Find a Program
Parents can find after-school programs by asking their child's teacher, checking with local community centers, or searching online. It's important to read reviews and ask for references before enrolling your child in a program.

Conclusion
After-school programs are a great way to keep kids busy and entertained during the summer months. Parents should look for programs that offer a variety of activities and are supervised by qualified staff. Enrolling your child in an after-school program can help them learn new skills, make friends, and have fun while staying safe and supervised.

 Art Classes 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	 Restaurant 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	 Tutoring Center 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	 Sports Complex 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com
 Kids' Clothing Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	 Music Classes 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	 Library 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	 Community Center 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com

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CAMPAIGN:



Fun-Filled After-School Care

When the bell rings, the fun begins with creative play, academic enrichment and team-building recreation!

Enroll Anytime!
Flexible schedules
Affordable program rates
Screened & licensed staff
Grades K-6 welcome

To learn more, call or visit us online today.

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PASS 2 COL. x 5

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HEADING:
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AFTER-SCHOOL ACTIVITIES GUIDE



N1601P37002C

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LEARN MORE

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Companion WEB ADS available on MCC

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Friends, Fun & Quality After-School Care

Our programs combine safe, structured activities and independent play to help kids learn, grow, thrive and have fun!

Enroll Anytime!
Flexible schedules
Affordable program rates
Screened & licensed staff
Grades K-6 welcome

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SECTION COVER:

N1601P37005C-
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Continuing Education

GUIDE

January 2016
All your favorites in
NAME NEWSPAPER

Tips for adults returning to school
Getting back in the school swing of things
What to expect as an adult student
Common hurdles adult students must clear

AD# N1601A35004C

10. x 13

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Continuing Education

Tips for adult students returning to school

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Bank
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Department Store
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Coffee Shop
1234 Washington Street | Somerville Heights | 000-000-0000 | www.namewebsite.com

Community College
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Electronics Store
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It's Back-to-School Time!

Over 300 Continuing Education Classes for Adults

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Arts & Crafts |
Cooking | Dancing |
Sewing | Languages |
Music | Writing |
Professional
Development |
& Much More

Register today for our spring semester!

Download our course catalog online or call to request a copy by mail. Spring semester registration open through January 09, 2016.

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Continuing Education



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N1601P37010C-●



N1601P37005C-●



N1601P37007C-●



N1601P38003C-●



N1601P38010C-●



N1601P38001C-●



N1601P38002C-●



N1601P38012C-●



N1601P38005C-●



N1601P38011C-●



N1601P38004C-●



N1601P38008C-●



N1601P38013C-●



N1601P38007C-●



N1601P38009C-●



N1601P38006C-●



N1601P39011C-●



N1601P39006C-●



N1601P39001C-●



N1601P39007C-●



N1601P39010C-●



N1601P39002C-●



N1601P39009C-●



N1601P39005C-●



N1601P39003C-●



N1601P39004C-●



N1601P39008C-●

N1601P65001C



Nightly Specials \$10.99 & up
Enjoy a variety of homemade specialty entrees like veal parmigiana, eggplant rollatini, chicken scaloppine and more served with soup, salad, pasta and fresh bread.

Hand-Tossed Pizza & Fine Italian Cuisine

Savor your choice of tasty pizzas and calzones, fresh pasta dishes and Italian specialties from our grill.

Authentic Family Recipes
Free Garlic Bread for the Table
Delicious Low-Calorie Salads
Gluten-Free Menu Items
Homemade Italian Desserts
Wine, Beer & Pitchers
Take-Out Orders Welcome

Roma Ristorante

1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com
Open at 11 a.m. Tuesday-Sunday
for Lunch & Dinner | Closed Mondays

10% Off Your Total Bill

Discount Expires 02/28/16. Cannot be combined with other offers. Not applicable to tax, tip, gratuity, and other charges. See website for details.

Roma Ristorante
1234 Washington Street
000-000-0000 | namewebsite.com

Free Appetizer With Purchase of Two or More Entrees

Discount Expires 02/28/16. Cannot be combined with other offers. Not applicable to tax, tip, gratuity, and other charges. See website for details.

Roma Ristorante
1234 Washington Street
000-000-0000 | namewebsite.com

AD# N1601A41001C 8.5 x 11

N1601P59006C



Super Party Zone Sunday, February 7

Catch the big game on our giant projection screen while enjoying food and drink specials, contests, giveaways and more with no cover!

Time Out for Friends, Fun & Games

Team up with us for good times, great food and awesome drink specials on game day and every day!

Happy Hour 4-6 p.m. Daily
Giant Flatscreens & Projection TV
Craft Beers On Tap
Best Burgers in Town
Low-Carb & Vegetarian Friendly
Trivia Every Tuesday
Karaoke Every Wednesday

Scoreboard Bar & Grill

1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com
Open Sunday-Wednesday 12 noon-12 midnight
Thursday-Saturday 12 noon-2am

Save \$5 Off Your Purchase of \$25 or More

Discount Expires 02/28/16. Cannot be combined with other offers. Not applicable to tax, tip, gratuity, and other charges. See website for details.

Scoreboard Bar & Grill
1234 Washington Street
000-000-0000 | namewebsite.com

Buy One, Get One 50% Off Any Appetizer or Entree

Discount Expires 02/28/16. Cannot be combined with other offers. Not applicable to tax, tip, gratuity, and other charges. See website for details.

Scoreboard Bar & Grill
1234 Washington Street
000-000-0000 | namewebsite.com

AD# N1601A41002C 8.5 x 11

N1601P66014C

N1601P14012C
N1601P14008C
N1601P15010C

DANCE STUDIO

Now Enrolling for Spring!



Our classes offer top-tapping fun for all ages and skill levels, from tiny tots to advanced dancers.

Children's classes offer an ideal outlet for kids to develop discipline and coordination while exercising and having fun.

Keep teens focused and constructively engaged while fostering a passion for the arts.

Tone muscles and mix up your routine with instruction for adults.

New Students, Save 10% Off Spring Session

when you register through 02/06/16. Call, come in or visit us online for class details and registration!

Daytime, Evening & Weekend Classes Available
Ballet | Tap | Hip-Hop

Pirouettes Dance Studio

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

AD# N1601A41003C 8.5 x 11

GYMNASIICS CENTER

New Classes Starting Soon



Stronger, happier kids grow here! Our professional coaches safely teach kids gymnastics and tumbling, building strength, flexibility, coordination and confidence, all while having fun and making new friends.

Beginners Welcome
Classes for Kids
18 Months to 18 Years
Group Instruction & Private Coaching

Ask about our birthday party packages!

Early-Bird Registration Discount
Save \$20 Off Spring Program Registration

when you sign up through 02/06/16. Call, come in or go online to register or speak with an instructor about our classes.



Jumble Time Gymnastics

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

AD# N1601A41004C 8.5 x 11

N1601P14013C

N1203P46009C



N1601P42008C-●



N1601P42002C-●



N1601P42003C-●



N1601P42001C-●



N1601P42013C*-○



N1601P42004C-●



N1601P42005C-●



N1601P42007C-●



N1601P42017C*-○



N1601P42025C*-○



N1601P42010C*-○
N1601P42011C*-○



N1601P42006C-●



N1601P42018C*-○



N1601P42026C*-○



N1601P42009C*-○



N1601P42027C*-○



N1601P42019C*-○



N1601P42022C*-○



N1601P42016C*-○



N1601P42020C*-○



N1601P42023C*-○



N1601P42012C*-○



N1601P42014C*-○



N1601P42015C*-○



N1601P42021C*-○



N1601P42024C*-○

MCC Keyword Hints: shop local, shopping, retail, shopping bag, winter, snow, snowblower, percent sign

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 Creative Library / Print Ad Type pull-down menu: "Campaign")

N1601P43002C*-O
N1601P43001C*-O
N1601P42012C*-O
N1601P27004C-
N1501P27001C-
N1007P47001C-
C143QP38006C-
N1207P60012C-
N1208P64007C-
N1504P15005C-
N1208P64012C-
C104QP37002C-
N1008P27002C-
N1202P39011C-
N1208P64008C-
N0903P29001C-
N1208P64012C-
C104QP37002C-
N1008P27002C-
N1202P39011C-

1
LookSee Optical
vision exams • designer frames • fashion sunglasses
Save up to **30% off** select styles this week!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Open Tuesday-Saturday 10am-7pm

2
The Shoe Loft
Fashion footwear for the whole family
We carry wide sizes & orthotics!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Shop Tue-Sat 10am-4pm, Sun 11am-4pm

3
Spotless Dry Cleaning
dry cleaning • wash & press • alterations • seasonal storage
Save **10% off** every Tuesday!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Open Monday-Friday 7am-7pm, Saturday 8am-3pm

4
Wish Fashion Boutique
Affordable on-trend fashion for work to weekend
Winter Clearance Going On Now!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Shop Tuesday-Saturday 10am-4pm, Sun 11am-4pm

5
Thuis Home & Gifts
Unique & stylish housewares & accessories
Great Gifts Under \$25!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Open Tuesday-Saturday 10am-4pm, Sun 11am-4pm

6
Geraldine Florals
Fresh flower bouquets | event & bridal florals
Shop our locally made gift & scented candle collections!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Open Tue-Fri 10am-4pm, Sat & Sun 11am-4pm

Local Merchants GUIDE

7
Mayfair Collectibles & Fine China
Luxury gifts & finery for the home
Your Local Bridal Registry
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Open Tue-Fri 10am-4pm, Sat & Sun 11am-4pm

8
Central Hardware
tools & hardware | plumbing & electrical garden & paint center
Keys Made Here!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Open Mon-Fri 7am-4pm, Saturday 9am-4pm

1
Gina Hanson
Owner, LookSee Optical
Thanks for shopping locally!

2
Karen Sellars
Owner, The Shoe Loft
We had fun and we're serving you!

3
Rick Gomez
Owner, Spotless Dry Cleaning
Thanks for your support!

4
Danielle Wong
Owner, Wish Fashion Boutique
Stop in and see what's new!

9
Gemstone Jewelry
fine jewelry | upscale accessories | designer timepieces
Stack up with **BOGO 50% off** our bangle bar this week!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Hours: Tue-Fri 10am-4pm, Sat & Sun 11am-4pm

5
Wendy Jenson
Owner, Thuis Home & Gifts
Thanks for making us feel at home here!

6
Terry Norris
Owner/Designer, Geraldine Florals
We appreciate your business!

10
Second Chance Thrift Boutique
buy | sell | trade
There's something new every day!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Shop Tuesday-Saturday 10am-4pm

7
Frank Morris
Manager, Mayfair Collectibles & Fine China
Thanks for shopping local business!

8
Barry Larson
Manager, Central Hardware
We love our customers!

11
Clayton Pharmacy
Your local, family-owned pharmacy
Shop all-natural, cruelty-free personal care & cosmetics!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Shop Mon-Sat 10am-4pm, Sunday 10am-3pm

9
William Carter
Partner, Gemstone Jewelry
Stop in and say hello!

10
Janet Rodriguez
Partner, Second Chance Thrift Boutique
Stop in and say hello!

11
Harold Clayton
Owner, Clayton Pharmacy
Thanks to our friends and customers!

12
Melissa Vogel
Co-owner, Paws & Claws Pet Supply
Proud to be local!

12
Paws & Claws Pet Supply
Quality food & supplies for dogs, cats, birds & small animals.
We carry raw & grain-free nutrition!
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com
Shop Tue-Sat 10am-7pm, Sunday 11am-4pm

"SHOP LOCAL" SUPPORT

This month, find a full-page "Local Merchants Guide" layout designed to increase exposure for local businesses. It can easily be implemented to accommodate a variety of advertisers. Think about selling it as an annual package, with the page running one or more times per month. 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, so you can keep a local campaign going. Many have companion Web ads ready to present for combo package buys, too.

AD# N1601A43001C PASS 6 COL. x 21
AD# N1601A43002C 10 x 13



N1601P44010A-●



N1601P44009A-●



N1601P44015A-●



N1601P44013A-●



N1601P44004A-●



N1601P44014A-●



N1601P44006A-●



N1601P44007A-●



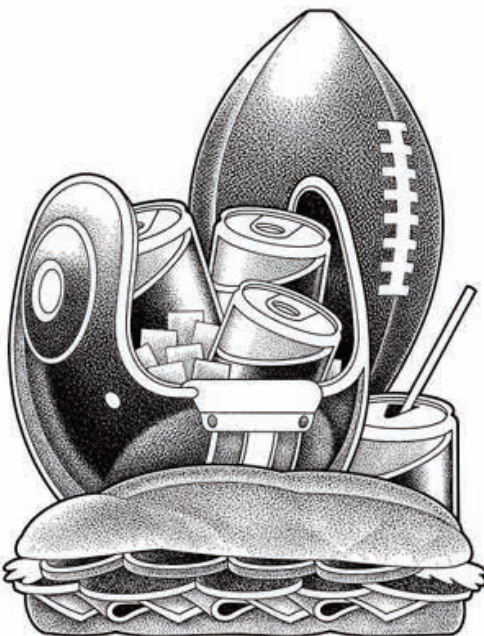
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N1601P44001A-●



N1601P44002A-●



N1601P44008A-●



N1601P44003A-●



N1601P44011A-●

N1601P44012A-●



N1601P45006A-●



N1601P45013A-●



N1601P45004A-●



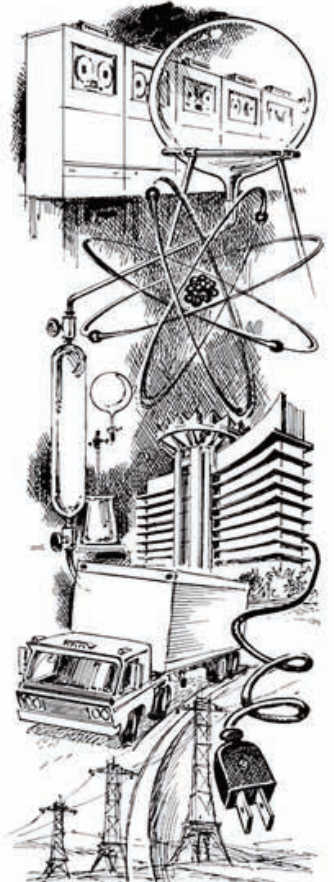
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N1601P45002A-●



N1601P45011A-●



N1601P45008A-●



N1601P45009A-●



N1601P45007A-●



N1601P45003A-●



N1601P45010A-●



N1601P45012A-●



N1601P45005A-●

METRO Templated Special Sections

Bonus images available in the Images Library:



N1601P46003C-●



N1601P46002C-●



N1601P46005C-●



N1601P46006C-●



N1601P46004C-●



N1601P46001C-●

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 ads to invite advertisers to participate in

your section are also included in the package. Adapt the ads for online use to promote the upcoming online version of the section.

View this month's **Weddings** Templated Special Sections package in MCC. If you like what you see, call **800-223-1600** or email service@metro-email.com to **order** and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL x 5



PASS 2 COL x 5

Bonus images available in the Images Library:



N1601P47006C-●



N1601P47002C-●



N1601P47007C-●



N1601P47003C-●



N1601P47005C-●



N1601P47004C-●



N1601P47001C-●

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 ads to invite advertisers to participate in

your section are also included in the package. Adapt the ads for online use to promote the upcoming online version of the section.

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



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



N1601P48017C*-O



N1601P48015C-●



N1601P48016C-●



N1601P48005C*-O



N1601P48011C*-O



N1601P48008C*-O



N1601P48006C*-O



N1601P48007C*-O



N1601P48002C*-O



N1601P48010C*-O



N1601P48012C*-O



N1601P48003C*-O



N1601P48001C*-O



N1601P48004C*-O



N1601P48009C*-O



N1601P48013C*-O



N1601P48019C*-O



N1601P48018C*-O



N1601P48020C*-O
N1601P48021C*-O



N1601P48014C*-O



N1601P48022C*-O
N1601P48023C*-O



N1601P49002C-●



N1601P49006C-●



N1601P49007C-●



N1601P49004C-●



N1601P49001C-●



N1601P49005C-●



N1601P49012C-●



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N1601P49008C-●



N1601P49009C-●



N1601P49010C-●



N1601P49003C-●

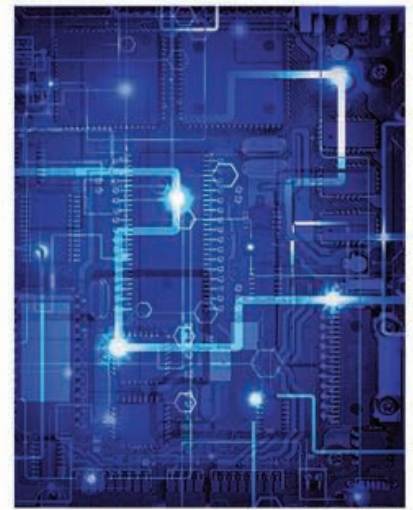


N1601P50008C-●

Usage Notes:

Use these backgrounds to help promote winter sales, technology, fitness, medical, wedding, the super game ... and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

(MCC Creative Library / Image Filter menu: "background")



N1601P50007C-●



N1601P50004C-●



N1601P50002C-●



N1601P50005C-●



N1601P50006C-●



N1601P50001C-●



N1601P50009C-●



N1601P50003C-●

N1601P51001C



Usage Suggestions:

Use this frosty ice crystals photo as a background or page header for all types of winter sales; heating and furnace repair ads; winter fashions; clearance sales; and more, in print and online.

N1601P51002C



Usage Suggestions:

Sunset photos are among the most popular in MCC. Use it as a background or page header for winter warm-destination travel ads, estate planning and more, in your print and online ads and pages.

N1601P51003C



Usage Suggestions:

This doves and lace banner photo is all about bridal. Use it for winter wedding registries, wedding dress ads, invitations printing ads, wedding accessories ads, and more.

N1601P51004C



Usage Suggestions:

Use this gold and fabric banner photo in ads for all types of bridal advertisers, including accessories stores, rehearsal dining and wedding jewelry as well as gold 50th anniversary uses, in print and online ads and page headers.

N1601P51005C



Usage Suggestions:

Use this silver and fabric banner photo in ads for all types of bridal advertisers, including accessories stores, rehearsal dining and wedding jewelry as well as silver 25th anniversary uses, in print and online ads and page headers.

N1601P51006C



Usage Suggestions:

Try this pill medication banner photo in pharmacy ads and directories highlighting cold and flu season, drug awareness campaigns, and more. Repurpose the image for use in online page headings and ads.



N1601P52004C*-O



N1601P52002C*-O



N1601P52003C*-O



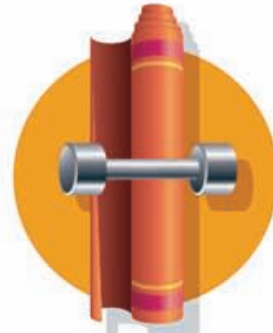
N1601P52005C*-O



N1601P52001C*-O



N1601P52016C*-O



N1601P52020C*-O



N1601P52019C*-O



N1601P52007C*-O



N1601P52017C*-O



N1601P52018C*-O



N1601P52009C*-O



N1601P52010C*-O



N1601P52006C*-O



N1601P52013C*-O



N1601P52014C*-O



N1601P52012C*-O



N1601P52011C*-O



N1601P52015C*-O



N1601P52008C*-O



N1601P53002C*-O



N1601P53001C*-O



N1601P53006C*-O



N1601P53005C*-O



N1601P53004C*-O



N1601P53003C*-O



N1601P53007C*-O



N1601P53009C*-O



N1601P53008C*-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 Creative Library* to search and download these items.





MCC KEYWORD HINT: metrobiz
N1601P55001C*-O



MCC KEYWORD HINT: metrobiz
N1601P55002C*-O



MCC KEYWORD HINT: metrobiz
N1601P55003C*-O



MCC KEYWORD HINT: metrobiz
N1601P55004C*-O



MCC KEYWORD HINT: metrobiz
N1601P55005C*-O



MCC KEYWORD HINT: metrobiz
N1601P55006C*-O



N1601P55007C*-O



N1601P55008C*-O



N1601P55009C*-O

Usage Note:

MetroBiz, banner, wedding, bridal, fitness, winter, skiing, progress

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.

METRO Icon Sets

To view individual icons from a set in MCC, click the "i" under the set's thumbnail, then click *Related Content*. For those elements you want to download, click the Selector box under each, then click Download.

(MCC Creative Library / Image Type pull-down menu: "Icon Set")



MCC KEYWORDS: ICON SET, BRIDAL
N1601S56002C*-O



MCC KEYWORDS: ICON SET, BASKETBALL
N1601S56001C*-O



MCC KEYWORDS: ICON SET, AUTOMOBILE
N1601S56003C*-O



MCC KEYWORDS: ICON SET, WINTER
N1601S56006C*-O



MCC KEYWORDS: ICON SET, HOCKEY
N1601S56005C*-O



MCC KEYWORDS: ICON SET, FITNESS
N1601S56004C*-O



N1601P57024C*-O



N1601P57025C*-O



N1601P57026C*-O

N1601P57023C*-O



N1601P57028C*-O



N1601P57029C*-O



N1601P57030C*-O

N1601P57027C*-O



N1601P57031C*-O



N1601P57032C*-O



N1601P57034C*-O



N1601P57033C*-O



N1601P57035C*-O



N1601P57039C*-O



N1601P57038C*-O



N1601P57036C*-O



N1601P57037C*-O



N1601P57001C*-O



N1601P57002C*-O



N1601P57005C*-O



N1601P57007C*-O



N1601P57006C*-O



N1601P57003C*-O



N1601P57004C*-O



N1601P57008C*-O



MCC KEYWORDS: ICON SET, WEDDING

N1601S57040C*-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 Filter Image Type menu along with your keyword(s) in the Search box. Try keywords of "wedding," "sports," "medical" and "fitness" to access borders on this page in the MCC Creative Library. Click "Exact Match" when using more than one keyword.



N1601P57009C*-O



N1601P57010C*-O



N1601P57011C*-O



N1601P57012C*-O



N1601P57013C*-O



N1601P57014C*-O



N1601P57015C*-O



N1601P57016C*-O



N1601P57019C*-O



N1601P57020C*-O



N1601P57022C*-O



N1601P57017C*-O



N1601P57018C*-O



N1601P57021C*-O



N1601P58002C*-O



N1601P58007C*-O



N1601P58003C*-O



N1601P58004C*-O



N1601P58006C*-O



N1601P58001C*-O



N1601P58005C*-O



N1601P58015C*-O



N1601P58014C*-O



N1601P58016C*-O



N1601P58012C*-O



N1601P58009C*-O



N1601P58017C*-O



N1601P58013C*-O



N1601P58011C*-O



N1601P58010C*-O



N1601P58018C*-O



N1601P58008C*-O



N1601P59001C-●



N1601P59012C-●



N1601P59006C-●



N1601P59011C-●



N1601P59007C-●



N1601P59005C-●



N1601P59010C-●



N1601P59008C-●



N1601P59009C-●



N1601P59003C-●



N1601P59002C-●



N1601P59004C-●



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

N1601P60008C-●



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

N1601P60001C-●



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

N1601P60002C-●



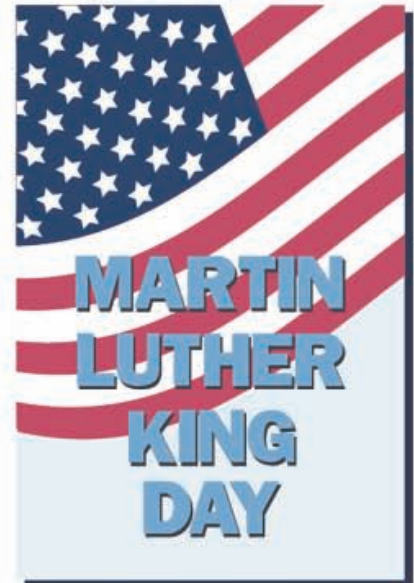
This image is for commemorative use only. Not for use in any advertising.

N1601P60007C*○



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

N1601P60004C-●



N1601P60006C*○



N1601P60003C-●

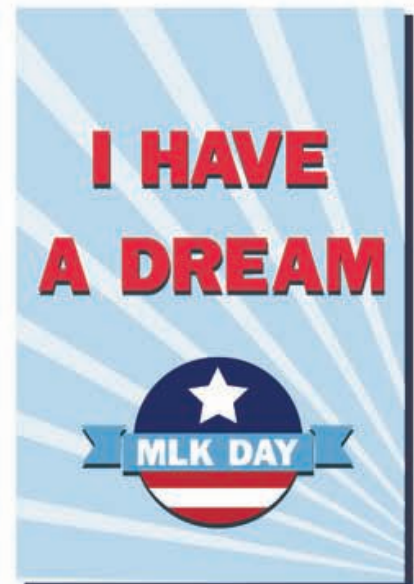


This image is for commemorative use only. Not for use in any advertising.

N1601P60009C-●



N1601P60010C*○



N1601P60005C*○



N1601P61006C-●



N1601P61005C-●



N1601P61008C-●



N1601P61007C-●



N1601P61010C-●



N1601P61009C-●



N1601P61012C-●



N1601P61002C-●



N1601P61001C-●



N1601P61004C-●



N1601P61003C-●



N1601P61014C-●



N1601P61013C-●



N1601P61011C-●



N1601P62010C-●



N1601P62008C-●



N1601P62004C-●



N1601P62015C-●



N1601P62009C-●



N1601P62003C-●



N1601P62005C-●



N1601P62002C-●



N1601P62001C-●



N1601P62012C-●



N1601P62011C-●



N1601P62014C-●



N1601P62006C-●



N1601P62013C-●



N1601P62007C-●



N1601P63013C-●



N1601P63012C-●



N1601P63007C-●



N1601P63001C-●



N1601P63005C-●



N1601P63006C-●



N1601P63002C-●



N1601P63004C-●



N1601P63010C-●



N1601P63011C-●



N1601P63008C-●



N1601P63009C-●



N1601P63003C-●



N1601P64011C-●



N1601P64012C-●



N1601P64003C-●



N1601P64004C-●



N1601P64001C-●



N1601P64002C-●



N1601P64005C-●



N1601P64006C-●



N1601P64010C-●



N1601P64007C-●



N1601P64009C-●



N1601P64008C-●

MCC Keyword Hints: food, condiment, mustard, falafel, Middle Eastern, hummus, pita, Greek, tzatziki, Indian, rice



N1601P65008C-●



N1601P65003C-●



N1601P65002C-●



N1601P65004C-●



N1601P65009C-●



N1601P65010C-●



N1601P65007C-●



N1601P65005C-●



N1601P65006C-●



N1601P65011C-●



N1601P65001C-●



N1601P66019C-● CHICKEN NOODLE



N1601P66018C-● CREAM OF BROCCOLI



N1601P66017C-● MINISTRONE SOUP



N1601P66016C-● CHICKEN POT PIE



N1601P66015C-● BUFFALO WINGS



N1601P66012C-● BUFFALO WINGS



N1601P66003C-● CHAMPAGNE



N1601P66031C-◇ CUP OF TEA WITH COOKIES

N1601P66026C-◇ GLASS OF BEER



N1601P66007C-● BROWN EGGS



N1601P66011C-● SPICES



N1601P66023C-● MINT TEA



N1601P66032C-◇ LEMON TEA



N1601P66033C-◇ GINGER TEA



N1601P66024C-◇ OATMEAL



N1601P66021C-● CUP OF COFFEE



N1601P66004C-● BOWL OF OATMEAL



N1601P66028C-◇ CUP OF MINISTRONE



N1601P66025C-◇ BROWN EGGS



N1601P66030C-◇ CUP OF COFFEE



N1601P66013C-● CREAM OF POTATO SOUP



N1601P66010C-● POTATOES



N1601P66027C-◇ NACHOS



N1601P66029C-◇ SCRAMBLED EGGS



N1601P66014C-● BASKET OF WINGS



N1601P66006C-● VEGGIE PLATTER



N1601P66001C-● OATMEAL COOKIES



N1601P66005C-● RAW FILET



N1601P66002C-● COFFEE BEANS



N1601P66009C-● PITA & CELERY & DIPS



N1601P66022C-● CUP OF COFFEE



N1601P66020C-● BREAKFAST



N1601P66008C-● NACHOS

N1601P66013C

N1601P67001C

N1601P66024C

N1601P66030C



A winter tradition!

**Name Brand
Canned Soups**
12 oz. varieties
Only 99¢

**Name Brand
Shredded Cheese**
12 oz. pkg.
\$1.99

**Name Brand
Oyster Crackers**
14 oz. pkg.
\$1.29

Low Prices
on Everyone's
Winter Favorites

Premium Groceries



**Name Brand
Instant Oatmeal**
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\$1.49

**Name Brand
Canned Vegetables**
00 oz. varieties
2 for \$1

**Name Brand
Pasta Sauces**
00 oz. varieties
\$1.99

**Name Brand
Ground Coffee**
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\$4.99

**Name Brand
Frozen Dinners**
00 oz. varieties
2 for \$5

**Name Brand
Sandwich Bread**
00 oz. varieties
\$1.79

**Name Brand
Mac & Cheese**
00 oz. varieties
\$1.79

**Name Brand
Baking Mixes**
00 oz. varieties
2 for \$3

**Name Brand
Cream Cheese**
00 oz. varieties
\$2.19

Fresh Foods

**Rotisserie
Whole Chicken**
for busy weeknights
\$5.99

**90% Lean
Ground Beef**
for delicious mmmeal loaf
\$1.29 lb.

**Boneless Beef
Rib Roast**
for a classic Sunday supper
\$2.99 lb.

**Name Brand
Jumbo Eggs**
for hearty morning breakfasts
\$2.99 dozen

**Russet
Potatoes**
for tasty twice-baked potatoes
19¢ lb.

**Broccoli
Florets**
for immune-boosting nutrition
\$1.19 lb.

Value Grocery

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

Advertised offers good January 00-00, 2016. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Shop Monday-Saturday 8am - 9pm, Sunday 9am - 6pm



AD# N1601A67001C

PASS 6 COL. x 21

AD# N1601A67002C

10 x 13



N1601P68013C*-O



N1601P68008C*-O



N1601P68005C*-O



N1601P68009C*-O



N1601P68010C*-O
N1601P68011C*-O



N1601P68006C*-O



N1601P68012C*-O



N1601P68014C*-O



N1601P68015C*-O



N1601P68007C*-O



(MAKE YOUR WEDDING RESERVATIONS NOW)
N1601P68004C*-O



(HAPPY NEW YEAR!)
N1601P68003C*-O



(JANUARY SALE)
N1601P68001C*-O



(OUR PRICES ARE FROZEN!)
N1601P68002C*-O



N1601P69008C-●



N1601P69004C-●



N1601P69005C-●



N1601P69007C-●



N1601P69006C-●



N1601P69001C-●



N1601P69003C-●



N1601P69009C-●



N1601P69002C-●

MCC KEYWORD HINT: week2

This is your illustration and copy for January 14, 2016.



Try a Little Tenderness

"Be kind and compassionate to one another, forgiving each other, just as in Christ God forgave you."
—Ephesians 4:32 NIV

We are spiritual and material beings, bodily creatures with feelings which can be hurt or comforted in equal measure. Those who work in the healing arts know the importance of tenderness, especially when people are in pain. We have all felt the pain of someone treating us roughly, and this treatment is all the worse when we know they could have been gentle. Sometimes we need God's grace in order to show tenderness, because the person in question is morally or physically repulsive to us. There is a good example of this from the life of Saint Francis. As a young man he had always found lepers repulsive, a natural reaction to their appearance. But one day after seeing a leper he was told by God that what he had previously detested actually would be repulsive to him and what he found repulsive would give him enormous delight. A few days later he came upon a leper and was moved to give the leper a coin, kissing him on the hand as he did so. Thereafter he found that the sight of lepers no longer repulsed him and that he was able to embrace them and kiss them tenderly. What are the lepers in your life that you need to be kind and tender? Praise for God's loving kindness to work through you, and especially for it to be made manifest to those who you may find repulsive. — Christopher Smart

N1601P70008C*
N1601P70004C*
O

AD# N1601A70002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for January 21, 2016.



Receiving Criticism With an Open Heart

"Whosoever desires perfection will first be humbled. The teaching of the wise is a fountain of life, turning a person from the realm of death."
—Proverbs 13:10 NASB

Most of us chafe at criticism, especially if it is delivered bluntly and concerning matters which hit close to home. We are also prone to be hostile if the person is criticizing as an insidious manner and both him- or herself a model of rectitude. But if we really want to improve then we should strive to find the kernel of truth in every criticism. We often take instructions and criticism to be inherently negative, but if it enables us to improve in some way then there is really something valuable in it. If we can somehow merge it with an open heart and gratefully thank the person giving it to us, then they are more likely to do us the favor of correcting future errors as well. We live in an era where everyone expects to get an A in their classes and a trophy for their athletic efforts, and so honest criticism is often lacking, and the result is that a lot of mediocre performers get high marks and may have lost the ability to receive instruction and criticism graciously. There is some grain of truth in almost every criticism, so seek to learn from it. — Christopher Smart

N1601P70006C*
N1601P70002C*
O

AD# N1601A70003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for January 28, 2016.



Seek Holiness First

"Make every effort to live in peace with everyone and to be holy, without which no one will see the Lord."
—Hebrews 12:14 NIV

Joy can be had without the psychological feeling of happiness. A deeper sense of joy is often the result when we know that we have done the right thing, despite things not working out happily. Sometimes the subtle nagging the mind that we can hope for is that we have done the right thing and that our integrity is intact. Our culture is so focused on the shallow version of happiness, the psychological or emotional feeling of happiness, that we sometimes lose sight of holiness. Seek holiness first, not happiness, and realize that sometimes happiness is just not part of the plan. This can be hard to accept, because we think that justice and fairness should reward virtue with happiness. But remember that virtue is the very thing that makes us deserving of happiness and there are many seemingly happy people who are lacking in virtue. — Christopher Smart

N1601P70007C*
N1601P70003C*
O

AD# N1601A70004C PASS 2 COL. x 5.25



N1601P70016C*
O



Three Kings Day
January 6

N1601P70010C*
N1601P70011C*
O



National Catholic Schools Week
January 31-February 6

N1601P70012C*
N1601P70013C*
O

N1601P70005C*
N1601P70001C*
O

MCC KEYWORD HINT: week1
This is your illustration and copy for January 7, 2016.



Can You Change Your World?

"Better a patient person than a warrior, one with self-control than one who takes a city."
—Proverbs 16:32 NIV

Many of us long for a better world, one with more kindness and civility, a world where everyone is treated with the dignity and respect befitting persons made in the image of God. And wouldn't we all like for the earth to be treated better, not treating it as a big garbage dump but rather as our precious, holy and beautiful home? Youthful idealism rushes out into the world intent on changing it for the better, but it is often met with cynicism or even apathy and resignation over the prospects of making the world a better place. It is indeed hard to change others, and no one can clean up the whole planet. But we can all start with ourselves and our own little corner of the world. Maybe we can't change the world, but we can change ourselves. And in changing ourselves, don't we in effect do our small part for changing the world? Reflect on what needs changing in your own life before you set out trying to improve others. Ask yourself whether there is some part of you that needs to change but which you stubbornly refuse to give up. Sometimes the greatest victory is the one which we win when we conquer our own vices. — Christopher Smart

AD# N1601A70001C PASS 2 COL. x 5.25

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N1601P70009C*
O

METRO Spanish

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



Día de
Martin Luther King, Jr.

This image is for commemorative use only. Not for use in any advertising.
(MARTIN LUTHER KING, JR. DAY)
N1601P71007C*-O



Novia

(BRIDE)
N1601P71006C*-O



Servicios Legales

(LEGAL SERVICES)
N1601P71009C*-O

EXPO



Boda

(WEDDING EXPO)
N1601P71008C*-O

Abierto

(OPEN)
N1601P71004C*-O



GRAN APERTURA

(GRAND OPENING)
N1601P71005C*-O



Servicios Médicos

(MEDICAL SERVICES)
N1601P71010C*-O



PÓNGASE EN FORMA & SIÉNTASE MEJOR

(GET FIT & FEEL BETTER)
N1601P71001C*-O



Manténgase Saludable

(KEEP HEALTHY)
N1601P71002C*-O



Cumpla Con Sus Resoluciones

(KEEP YOUR RESOLUTIONS)
N1601P71003C*-O

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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 Creative Library / Keyword: "Event" / Image Type pull-down menu: "heading")



national
HOT TEA MONTH

N1601P71016C*-O

TRIVIA DAY

JANUARY 4
N1601P71025C*-O
N1601P71026C*-O

NATIONAL
poverty in america
AWARENESS MONTH

N1601P71022C*-O

National
Mentoring Month

N1601P71017C*-O

NATIONAL
OATMEAL MONTH



N1601P71021C*-O

FINANCIAL WELLNESS MONTH



N1601P71013C*-O



NATIONAL GLAUCOMA AWARENESS MONTH

N1601P71015C*-O

Volunteer
BLOOD DONOR MONTH



N1601P71027C*-O

National
Skating Month



N1601P71020C*-O

NATIONAL
CLEAN UP YOUR COMPUTER MONTH



N1601P71014C*-O




religious freedom day
January 16
N1601P71023C*-O
N1601P71024C*-O

NATIONAL
Pie Day
JANUARY 23
N1601P71018C*-O
N1601P71019C*-O



DIET RESOLUTION WEEK
JANUARY 1-7
N1601P71011C*-O
N1601P71012C*-O



WORLD RELIGION DAY
JANUARY 17
N1601P71028C*-O
N1601P71029C*-O

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!

(MCC Creative Library / Keywords: Art Subject)



N1601P72044C-●
(Friends Playing a Game)



N1601P72045C-●
(Wolves)



N1601P72046C*-○
(Bingo)



N1601P72011C*-○
N1601P72012C*-○



N1601P72013C*-○
N1601P72014C*-○



N1601P72025C*-○
N1601P72026C*-○



N1601P72021C*-○
N1601P72022C*-○



N1601P72017C*-○
N1601P72018C*-○



N1601P72027C*-○
N1601P72028C*-○



N1601P72015C*-○
N1601P72016C*-○



N1601P72033C*-○
N1601P72034C*-○



N1601P72035C*-○
N1601P72036C*-○



N1601P72029C*-○
N1601P72030C*-○



N1601P72023C*-○
N1601P72024C*-○



N1601P72031C*-○
N1601P72032C*-○



N1601P72003C*-○
N1601P72004C*-○



N1601P72007C*-○
N1601P72008C*-○



N1601P72039C*-○
(Bingo)



N1601P72037C*-○
N1601P72038C*-○



N1601P72047C*-○
(Bingo)



N1601P72009C*-○
N1601P72010C*-○



N1601P72001C*-○
N1601P72002C*-○



N1601P72019C*-○
N1601P72020C*-○



N1601P72005C*-○
N1601P72006C*-○



N1601P72042C*-○
N1601P72043C*-○
(Rocky Mountain Oyster Feed)



When the cares of my heart are many
your consolations cheer my soul.
Psalm 141:1

N1601P72051C*-○
(Sympathy)



IN MEMORIAM

N1601P72052C*-○
(In Memoriam)



N1601P72041C*-○
(No Symbol)



N1601P72050C*-○
(In Memoriam)



N1601P72048C*-○
(Sympathy)



N1601P72049C*-○
(Sympathy)



N1601P72040C*-○
(Winter Car Wash)



C&C41



C&C42



C&C43



C&C44



PP. 01-72

METRO NEWSPAPER SERVICE

January MNS is ready for you to cash in on the promise of a new year. Get coverage for weddings, winter sports, the Big Game, health and fitness, adult education, and more. Plus, get a bright selection of seasonal images, ads, Web ads and ideas in the online MCC Libraries.



PP. 73-80

MIAD SPEC AD LIBRARY

Smaller-space advertisers are the foundation of your ad sales. Get more first-of-the-year ad sales with spec ads for Wedding Services and Health, Mind & Body advertisers. Presented in this book and available in the online SearchBooks™, MIAD Spec Ad Library is your best resource for closing more small-space ad sales.



PP. 81-93

CAMPAIGNS & CLASSIFIED

Start the first quarter out right with a ready-to-present mix of multiple-ad campaign selling, timely and seasonal winter-to-spring auto layouts, recruitment, real estate, self-promo ads and Web ads. Campaigns & Classified is presented quarterly in this book and available as an online SearchBook.

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Auto Sales on the Rise: Gear Up to Sell More Auto Ads

Auto sales have been steadily increasing and are projected to be back to pre-recession levels when 2015 sales are tallied. Lower gas prices, continuing favorable financing terms and increasing employment have boosted consumer confidence, causing forecasters to predict a record year in 2016 as sales of light trucks, crossover vehicles and used cars remain strong.

Prepare for an influx of auto sales advertising to meet this demand, and position your publication as the go-to source for local auto advertising, with the help of:

Campaigns & Classifieds

- Ready-to-present auto ads, in the most popular sizes, that will drive sales of new and used vehicles
- Timely seasonal and event-themed layouts to attract dealers and motivate buyers
- Coordinated digital ads for multi-platform sales of print, Web and mobile to reach all prospective auto shoppers

Metro Auto Photos Library

- Known by publishers as the best resource for brand-name manufacturer auto photos
- Six optimal views of each vehicle gives advertisers a choice selection for optimizing their ad
- Ready-to-activate clipping paths eliminate extra production work
- Manufacturer-approved colors expand your options
- Interior shots and background scene photos further expand your advertiser offerings
- Complete collection goes from 2000 through today

Combined, these services give your sales and creative teams what they need to get your auto advertising in full gear for 2016.

Call or email our Client Services team today to start your FREE TRIAL!



2-column print ad with companion digital Web and mobile ads



Sources: <http://www.detroitnews.com/story/business/autos/2015/10/14/ihc-sales-forecast/73937942/>
<http://www.reuters.com/article/2015/08/04/us-usa-autos-forecast-idUSKCN0911X20150804#qXoEACVbW0FGDI06.97>



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