

CREATE. SELL. PROFIT.

METRO®

CREATIVE SERVICES



WEDDINGS

Engage bridal advertisers with ads, directories, special sections and more



FOOD & DINING

All the ingredients to capture ad sales from a variety of food and beverage businesses



WINTERTIME

Lock in sales from winter activity advertisers, plus seasonable product and service promotions



MiAD Spec Ad Library PP. 73-80:
Ready-to-sell small-space ads for wedding and wellness advertisers – MiAD enabled!



Campaigns & Classified PP. 81-90:
All-new automotive, real estate, recruitment and self-promotion content to successfully kick off 2017

Big Game, Big Profits

with content to tackle sales from all types of advertisers

THE BIG GAME



ON THE COVER: N1611P20007C

Team up with almost any type of advertiser, from sports bars to retailers to service providers, and create eye-catching promotions for Super Sales, Big Game Specials, Party Zones, Fan Favorites & more.

Capitalize on the excitement leading up to the Big Game on February 5 with revenue-scoring football-themed promotions.

- Tackle support from multiple food and beverage advertisers in a contest giveaway for a "super spread" of party provisions (10).
- Sell a premium placement opportunity to a local sports bar with a shaped *Specialty Ad* promoting "unbeatable Big Game specials" (40).
- Use "The Big Save" to promote a furniture store's sale as demonstrated, or adapt it for an electronics or grocery advertiser promoting special offers in conjunction with the Big Game (19).
- Grocery advertisers can promote "Big Savings for the Big Game" with an ad layout focused on snacks, chili fixings and other game day fan favorites (67).

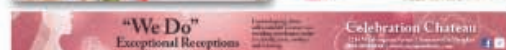


WEDDINGS



Marry ads, images, section covers and more to capture wedding season sales.

- Close sales from a florist, salon, wedding gift shop and jewelry store with fresh and elegant ad designs (25).
- Approach small-budget advertisers with space in a "wedding vendor showcase" directory or banner ads for a dress shop as well as a reception venue (12, 24).
- Use a *Themed Event Package* or this month's *Templated Special Section* to generate moneymaking wedding-themed sections (34, 46).
- Additional ads abound throughout January's *Mid-Ad Spec Ad Library (MSAL)* (74-79).
- Create even more ads with a beautiful selection of bridal headings and images (20-23).



FOOD & DINING



Scoop up your fill of dining advertisers with a variety of featured images and spec ads.

- Showcase made-to-order ads for diners, Italian restaurants, brunch spots and bars in an "indie eats" *Marketplace* layout (13).
- Help deli advertisers promote lunch deals, quality cold cut specials or even catering services with ads and additional image options (64, 65).
- Encourage takeout advertisers to reserve a spot in your publication's *Takeout Guide* with this month's *Themed Event Package* (33).
- A full-page layout featuring "local deals every day of the week" is a great way for restaurants to promote events like "twofer Tuesdays" or "thirsty Thursdays" (43).
- Cook up other ads with photos for sushi, salads, breakfast and more (36, 60, 62, 66).



WINTERTIME



Watch winter sales pile up with seasonal ads and images to target a wide range of advertisers.

- Invite multiple sponsors to participate in a "WINTER fun giveaway guide" showcasing activities like snowmobile rentals, ice skating, skiing, tubing, ice hockey and more (10).
- Seasonable ads for top advertisers featured this month cover car wash services, propane delivery, ski and snowboard shops, hockey equipment and storm damage restoration (18, 19).
- Use banner-style ads to attract sales from snowmobile dealers, ski resorts, skating rinks and sporting goods stores (12, 17).
- Find winter activity and scenic images to create more seasonable ads for a variety of local advertisers (26, 61).



HEALTH & WELLNESS



Find all you need to close sales with health, wellness, nutrition and fitness advertisers.

- A Themed Event Package and Health & Wellness TSS provide the framework for two moneymaking special sections (32, 47).
- Find a variety of ready-to-present-and-sell spec ads to fill these sections, including ads for a weight-loss center and pharmacy, both of which are top advertiser prospects in January (18, 19).
- Ads for a medical center and community health clinic incorporate this month's selection of healthcare images (58, 59).
- Single Sheet ads are designed for a dentist, diagnostic imaging center and urgent care (41).
- January MSAL features additional ads for a variety of fitness, healthcare and wellness advertisers (75-80).



JANUARY PROMOTIONAL OPPORTUNITIES



Kick off 2017 with a fresh crop of new moneymaking sales opportunities.

- The Chinese New Year begins on January 28. Find images and ads to close sales from restaurants, shops and event advertisers (12, 49, 71).
- Mark the dawn of Canada's 150th anniversary with a Themed Event Package and additional images to create related promotions (35, 37, 68, 69). Also, be sure to get your FREE Canada at 150 Special Section online at metrocreativeconnection.com.
- Target travel advertisers with a wealth of image content as well as ads (17, 18, 19, 48, 49).
- Find images for business, progress and manufacturing advertisers, as well as ads for machinery repair and executive recruitment (12, 14-16).
- Finally, remember to honor the life and memory of Dr. Martin Luther King, Jr. with tribute images, or use the content provided to encourage a day of service within your community (29).



JANUARY CUSTOMER REQUESTS

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



N1701P72019C

JANUARY 2016's MOST DOWNLOADED IMAGE & AD!



N1601A25002C



N1601P23008C

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 '16 issue of MNS.

FULLY TEMPLATED SPECIAL SECTIONS (TSS)

January's TSSs 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!



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www.metrocreativeconnection.com

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COMPANION
WEB ADS NOW
AVAILABLE ON MCC!

Get Web ads in the MCC Creative 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



The *Pocono Record* of Stroudsburg, Pennsylvania generated revenue and reader engagement with its first-ever coloring contest for adults, which was inspired by Metro's coloring pages.



Coloring Contest for Adults Generates Creativity and Profits

Pocono Record
STROUDSBURG, PENNSYLVANIA

■ Some ideas call out for immediate action. When Brad Bailey, associate publisher of the *Pocono Record* of Stroudsburg, Pennsylvania, heard about Metro's coloring pages for adults at a meeting of the Interstate Advertising Association, he knew they could be combined into a winning special section and coloring contest. Back at his office, Bailey shared the idea with digital sales manager, Stephanie Fairbanks, who jumped on board.

Eager to attract sponsors and prize donations for the section and contest, Fairbanks' first call was to Crayola, whose corporate office and Crayola Experience — a 65,000-square-foot Crayola-themed adventure center — are both in Easton, Pennsylvania, 32 miles south of Stroudsburg.

"Crayola doesn't advertise with us, but we were able to establish a relationship with its advertising agency that led to a trade of advertising exposure in our print section for 26 four-packs of tickets and four annual passes to Crayola Experience," says Fairbanks. "The company also supplied us with one of their Hallmark coloring pages, which could only be found in our book. That page became the center spread."

In addition to the annual passes to Crayola Experience, the grand prize included an overnight stay at Cove Haven, an adults-only resort in Lakeville, Pennsylvania. The four-packs of Crayola Experience tickets were given away to five runners-up and 15 people who registered to vote in the contest and were chosen at random.

Once Crayola was on board, Fairbanks approached American Ribbon and Craft Outlet of Stroudsburg, which joined in by

giving away Crayola coloring pencils to the first 150 people who brought in the sticker that was placed on the front page of the newspaper on the day the coloring book was published. Readers could also access the coloring pages online or use coloring pages of their own. To submit their works of art, readers simply took photos of their completed works of art and submitted them online.

Both Bailey and Fairbanks were extremely pleased with the turnout for the *Pocono Record's* first-ever coloring contest for adults. The newspaper received 58 submissions and 208 individuals registered to vote.

"The prizes for voters served as an incentive to get people to go online and see the ads, which also ran in the print section," Bailey says. "The promotion attracted a lot of advertisers, from an oil company and retirement center to a local McDonald's. It was great to get so many infrequent advertisers involved and we ended up making about \$6,000, which doesn't include the value of the prizes that were donated."

Bailey was also pleased that the *Pocono Record* saw a hefty 8 percent increase in single-copy sales on the day the coloring book published and that 110 people visited American Ribbon and Craft Outlet to claim their colored pencils.

"We were very happy with the way the whole thing came together," says Bailey. "Metro sparked the idea and brought it to our attention, and then Stephanie ran with it and made it a success."

M (P1701802001C)

CREATE. SELL. PROFIT.

Create a combined print and online promotion featuring coloring pages for adults and a contest offering prizes for both artists and voters.

Sell both major sponsorships and individual ads that run both in the print section and online.

Profit from ad sales, but also from prize donations and incentives from sponsors, which boost both reader engagement and visibility for the publication.

For more information, contact Stephanie Fairbanks, Digital Sales Manager, *Pocono Record*, Stroudsburg, Pennsylvania at sfairbanks@poconorecord.com.

METROFEATURE



With its eye-catching Art Deco-inspired cover, the *Tulsa World's* 2016 "Best in the World" winners' edition made an attractive addition to any decor all year long.



CREATE. SELL. PROFIT.

Create a readers' choice contest that engages both businesses and readers.

Sell advertising packages that include print products and the potential for year-long online exposure.

Profit by building the promotion's popularity over time, thereby ensuring that advertisers will not want to be left out.

"Best in the World": A Superlative Promotion for All Involved

Tulsa World
TULSA, OKLAHOMA

■ What is 84 pages long, leads off with a glossy cover, is filled with page after page of eye-catching, colorful ads, is a favorite of Tulsa, Oklahoma residents and businesses, and is one of the high points of the year for the *Tulsa World*? The answer is none other than "Best in the World" 2016, an annual readers' choice section and contest that shows off the best that Tulsa has to offer in 12 different categories — beauty and wellness, children, financial, food and drink, fun and leisure, health care, house, learning, pets, quality of life, shopping and transportation.

The colossal section, which was published on Sunday, September 25, 2016 and featured multiple winners in each category, was only one facet of the multipronged promotion.

"Our 'Best in the World' reader contest continues to provide revenue gains through a combination of print and digital advertising opportunities before, during and after the contest," says *Tulsa World* special sales manager, Amanda Boyaci. "It kicks off in July with a ballot edition that is printed as part of our weekly entertainment tabloid and offers readers the opportunity to vote for their favorite local businesses in the 12 categories and 138 subcategories."

During the weeks-long voting period, businesses can also elect to run ads online on a special "Best in the World" website — which remains live for a full year — and winners are prominently

featured in the 84-page winners' edition as well as on the website. Additional promotional opportunities linked to the contest exist for the winning businesses.

"Winners and finalists continue to advertise throughout the year, touting their 'Best of' title and corresponding logo in print and online ads," says Boyaci. "Winners and finalists also receive a window cling and a special certificate in addition to the 'Best in the World' logo to utilize in their marketing and communications."

Advertisers include businesses in all 12 of the contest categories and range from auto repair services and plastic surgery practices to bowling alleys and kid-friendly restaurants. During the voting period, advertisers not only receive print and digital advertising, but also get a stack of "Vote for Me" cards to personalize with their business name that can be passed out to customers to promote their participation in the contest. In addition, reader favorites in each of the 138 categories are assured of additional print and online exposure for the entire year in which they win.

"Selling advertising packages that include all elements of the program in advance of the voting is the key to the contest's success," Boyaci adds. "And the contest is also a great way to introduce all that we offer to new businesses. We know that this is the case because 2016 'Best in the World' revenue was up over 2015 by more than 21 percent."

M (#1701B03D01C)

For more information, contact Amanda Boyaci, Special Sales Manager, *Tulsa World* Media Company, at Amanda.Boyaci@tulsaworld.com.

METROFEATURE



Joey Young, owner of Kansas Publishing Ventures in Hillsboro, Kansas, believes that high-quality design is key to helping newspapers old and new gain traction in the communities they serve.



Opportunity Knocked and Joey Young Answered

Kansas Publishing Ventures
HILLSBORO, KANSAS

■ Joey Young, owner of Kansas Publishing Ventures in Hillsboro, Kansas, never imagined that, at the age of 31, he would be the majority owner of a media company with four weekly newspapers, a monthly TMC and an all-glossy quarterly magazine. When he purchased his first newspaper — *The Clarion* — in 2012, he was 27 and had worked his way up the ladder at a few local newspapers after two years at Hutchinson (Kansas) Community College. One of those local newspapers was *The Clarion*, where he served as managing editor for two years before leaving to accept a design position with the *Hutchinson News*.

"After a few years with these newspapers, I realized that it would probably take another 25 years to work up to a position with decision-making authority," Young said. "So when we found out that *The Clarion* was on the market, we decided to look into buying it. And we did."

On his first night as the newspaper's new owner, Young and his wife, Lindsey, a high school teacher, worked through the night to give the publication a totally revamped design.

"We wanted to give it a completely fresh look and were able to bring it up several notches from a design standpoint," says Young. "Over the past four years, we've built up the newspaper substantially and the community has rewarded us by buying subscriptions and advertising. We've also been named best weekly newspaper in its division at the Kansas Press Association's annual awards banquet, and we're very proud of that."

Just two years after purchasing *The Clarion*, opportunity knocked again. In those two years, Young had gotten to know a fellow publisher in the region, who he calls "one of the most innovative people in Kansas." When the publisher decided to sell his business — Kansas Publishing Ventures, home of the *Hillsboro Free Press* — he handpicked Young as his successor.

"I told him, 'We don't have that kind of money,' and his response was 'We'll make it work,' Young recalls. "Overnight, we went from having one paper and one employee to having a company with 12

employees. It's a position I never imagined myself in. I imagined we'd be country editors and then ended up owning a company."

Since taking over Kansas Publishing Ventures, Young has launched a weekly newspaper in a neighboring community and bought another area weekly, which brought the company's total to four weekly newspapers with a combined circulation of 11,400 and a staff of 16. And Young reports that circulation is climbing weekly as the publications gain traction and attract subscribers.

In addition to its publications, Kansas Publishing Ventures offers complete design services, website creation and custom print products. A book publishing division is also in the fold. Over the last five years, Young has learned a considerable amount about publishing and entrepreneurship while retaining a sense of youthful energy and enthusiasm. He believes that now is a great time to invest in community publications and is optimistic about the future of his company.

"While newspaper industry revenue overall goes up and down, it will always be stable in communities," he says.

"We're not trying to do what the metro dailies are doing. I caution people all the time not to get caught up in what the dailies are doing because the business models are completely different. The fact is that most newspapers remain profitable, but are just not seeing the 40-percent margins they were used to. Today, most business owners aren't under the illusion that success means that kind of margin. You can run very successful papers that are cornerstones of their communities on 5 to 8 percent margins."

So far, Young's wisdom, energy and enthusiasm have served the company well and he looks forward to a bright future.

"I'm overwhelmingly positive and feel that newspapers are strong," says Young. "At this point, we're looking for growth rather than expansion, but who knows? When opportunity knocks, you're supposed to answer."

M (P1701804001C)

CREATE. SELL. PROFIT.

Create a group of weekly newspapers that feature high-quality design and community-oriented content.

Sell a variety of publishing and design services in addition to advertising.

Profit from investing in diverse revenue streams and growing the newspapers with content and advertising that address community needs.

For more information, contact Joey Young, Owner and Publisher, Kansas Publishing Ventures, Hillsboro, Kansas at joey@kspublishingventures.com.

Create, Sell & Profit With Print & Digital Sections

If you are looking for ways to grow both print and digital ad revenue, then Metro's fully templated print and online special sections are a great solution that provide an exceptional return.

PRINT TEMPLATED SECTIONS

These beautifully designed, 24-page print templated sections come complete with eye-catching cover designs and page layouts filled with timely editorial content, dynamic imagery and designated ad positions. All are available with or without in-position spec ads and a ready-to-go sell sheet. Each month we release new titles, two of which coordinate with Metro's online e-Sections. This complete package gives you what you need to sell in combination, expanding your ad sales options and revenue.

- Two or more complete 24-page, professionally-designed layouts
- Templates available with or without spec ads for key advertiser targets
- Downloadable PDF available for presentation
- Online e-Edition for viewing and presenting
- Marketing support materials, including a rate sheet and ads, to promote your sections to readers and advertisers
- QuarkXPress® and InDesign® file options
- Ready-to-sell advertising opportunities in full-, half- and quarter-page increments
- Customizable templates accommodate black and white or combination printing

ONLINE e-SECTIONS

Metro e-Sections are a key component of Metro's multimedia e-Connect program (visit the e-Connect area of MCC for further info). These timely and highly marketable themed online e-Sections are ready to sell and present live on your site. For a combination sales opportunity, two of the three monthly e-Sections coordinate with a print templated section's design and content. To assist in your sales efforts, print and online marketing materials are provided for each e-Section.

- Three mobile-responsive themed sites delivered each month
- Co-branded with your logo and information
- Sales support materials for each e-Section
- Print and Web ads to promote your e-Section to advertisers and readers
- Ready-to-sell advertising opportunities
- User-friendly Content Management System (CMS)
- Ability to add your own content
- Easy to market and sell with multiple ad positions and sizes
- Photo, video, social sharing, mapping and special offers options
- Ability to customize titles, articles and images

P1701B06001C



Print Templated Special Sections come complete with cover design, relevant feature articles and in-position ad spaces. A version with suggested spec ads is also available.



Every Print Templated Special Section has a companion e-Section available that also has ready-to-sell ad positions.

2017 Templated Special Sections Schedule

JANUARY

Weddings
Health, Mind & Body
The New Year*

FEBRUARY

Spring Home
Green Living
Valentine's Day*

MARCH

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

APRIL

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

MAY

Family Life
Women Today
Communions & Confirmations*

JUNE

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

JULY

School Year
Bridal Guide
Fun & Games
On the Grill*

AUGUST

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

SEPTEMBER

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

OCTOBER

Drive & Ride
Holiday Gifts & Lifestyle
Halloween
Local Professionals Guide

NOVEMBER

Giving Back
Dining & Entertaining
Pet Friendly*

DECEMBER

Financial Planning
Resolutions
Distinctive Properties

*Online e-Section only

Metro Interactive Calendars give you a wealth of planning data at a glance. See best-selling ad categories for the month, and daily, weekly and monthly events. In addition, each calendar event has contact info and ideas on promoting it. The printable versions of the monthly calendars feature events within each day of the week as well as lists of the best-selling ad categories and scheduled Metro content that appears online.

Plan, Promote, Sell: Utilizing the Metro Interactive Planning Calendar for Fun & Profit

Metro's Interactive Planning Calendar presents you with monthly, weekly and daily event tie-in possibilities and best-selling ad categories for the month. Each month includes listings of timely events that you can use to entice advertisers and increase your ad base.

Best sellers help you plan your monthly prospect list by naming the advertiser categories that spend a large percentage of their annual ad budget within that month. Metro Top Ad Prospects coordinate with these best seller ad categories in your current material. Daily, weekly and monthly events expand your selling options. Calendar events have contact information or links to the event sponsor's website for more information, and many contain suggestions on using the theme with Metro content as well as links to relevant content in MCC.

Monthly calendars can be printed to use offline in the office as a convenient, go-to reference in meetings. You also can add further notes or post sales staff assignment notifications, deadlines and

more. Click the *Printable View* button to print the pages.

Access monthly calendars from the top menu of the *Metro CreativeConnection (MCC)* homepage. The *Metro Interactive Calendar* pages are accessible anytime, anywhere, from most smartphones or tablets as well as all popular browsers on desktop and laptop computers — a great sales tool when meeting with advertisers.

Metro Interactive Calendars can assist in your planning, help to organize your sales strategy and expand your sales possibilities every month with event tie-ins and seasonal reminders. Don't miss this valuable resource! **M**

P1701B07001C



N1701A32004C - 10x13

As evidenced by the annual resolutions people make, health is among consumers' foremost concerns at the dawn of a new year. A **Health Outlook** section or pages can serve as a guide to all the health happenings in your area, right down to personal wellness choices. This makes it the perfect advertising vehicle for your prospects. Sell the Quick-Sell layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

Advertiser Suggestion: Department Store Sears Macy's JCPenney	Advertiser Suggestion: Sporting Goods Store Dick's Sporting Goods Sears Macy's	Advertiser Suggestion: Gym Planet Fitness Sears Macy's
Advertiser Suggestion: Mattress Store Mattress Firm Sears Macy's	Advertiser Suggestion: Health Foods Shop Whole Foods Market Sears Macy's	Advertiser Suggestion: Spa Sears Macy's

N1701A32005C - 5 col x 13
N1701A32006C - 6 col x 21



N1701A33004C - 10x13

Delivery and takeout food is one of the fastest growing categories in North America. Whether you call it "takeout," "carry out" or "take away," a **Takeout Guide** section or pages will spotlight advertisers in your area. It can quickly become an annual or twice-a-year moneymaker on your schedule. See the complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

Advertiser Suggestion: Restaurant Sears Macy's	Advertiser Suggestion: Restaurant Sears Macy's	Advertiser Suggestion: Restaurant Sears Macy's
Advertiser Suggestion: Restaurant Sears Macy's	Advertiser Suggestion: Restaurant Sears Macy's	Advertiser Suggestion: Restaurant Sears Macy's
Advertiser Suggestion: Restaurant Sears Macy's	Advertiser Suggestion: Restaurant Sears Macy's	Advertiser Suggestion: Restaurant Sears Macy's

N1701A33005C - 5 col x 13
N1701A33006C - 6 col x 21



N1701A34004C - 10x13

Many publications plan several wedding sections and pages throughout the year. Add a **Nuptials** section or pages to your schedule to offer a more formal presentation of the subject. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

Advertiser Suggestion: Photographer Sears Macy's	Advertiser Suggestion: Jeweler Sears Macy's	Advertiser Suggestion: Caterer Sears Macy's
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N1701A34005C - 5 col x 13
N1701A34006C - 6 col x 21



N1701A35004C - 10x13

Throughout 2017, Canada will celebrate 150 years of Confederation. Celebrate this milestone anniversary with a **Celebrating Canada at 150** section. U.S. cities near the Canadian border can also join in congratulatory festivities and stress the relationship our two countries have enjoyed. There are also ready-to-sell print and digital templated special section options available.

Advertiser Suggestion: Party Supply Store Sears Macy's	Advertiser Suggestion: Grocery Store Sears Macy's
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N1701A35005C - 5 col x 13
N1701A35006C - 6 col x 21

Win a SUPER SPREAD

Hosting the Big Game? Enter online to win a crowd-pleasing party spread, and entertain like a champ!

For details and entry, go to namenewspaper.com/contests
Enter before 02.02.17. List details, terms and conditions here. See contest page for complete rules and details.

One lucky winner will tackle the following contest prizes:

<p>Two Large Two-Topping Pizzas</p>  <p>Pizzeria 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Jumbo Wings Platter</p>  <p>Chicken Takeout 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>	<p>XL Cold Cut Deli Platter</p>  <p>Supermarket Prepared Foods 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Snack & Beverage Assortment</p>  <p>Beverage Center 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Gourmet Chili & Cornbread</p>  <p>Catering Company 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Catering Tray of Your Choice</p>  <p>Chinese Takeout 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>
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N1701A10001C

Usage Note:

The Super Bowl, which this year will be played Feb. 5 in Houston, TX, has become a worldwide spectacle. It's also become a massive bonanza for a variety of advertisers, especially those in the food industry. Last year, more than \$15 billion was spent on food in the U.S. alone. This **Win a Super Spread Contest** should be a big draw for your readers and advertisers. Keep in mind that use of the words "Super Bowl" or "Super Sunday" are forbidden in advertising unless there is a prior licensing agreement with the NFL. As always, if you have questions, consult legal counsel.

WINTER Fun Giveaway Contest

Don't miss the coolest ways to enjoy outdoor fun all winter!

Enter to Win Online Today!
namenewspaper.com/contests

Plus your winter adventures - plus find special discount offers - in our upcoming Winter Fun Guide, in print and online January 2017!

<p>Rink Admission & Skate Rental for Four Guests</p>  <p>Ice Skating Rink 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Two Free Season Lift Passes</p>  <p>Ski Resort 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>
<p>Free Name Brand Snowboard</p>  <p>Ski Shop 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Free Two-Night Stay for Two</p>  <p>Ski Lodge 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>
<p>Free Name Brand Snowshoes</p>  <p>Sporting Goods Store 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Four Tickets to Name Winter Festival</p>  <p>Special Event Advertiser 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>
<p>Snowmobile Tour for Two</p>  <p>Snowmobile Center 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>	<p>Four-Pack Snow Tubing Day Pass & Rentals</p>  <p>Snow Tubing Park 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>
	<p>Two Name Hockey Team Season Passes</p>  <p>Sports Arena 1234 Washington Street Somerville Heights 000-000-0000 www.namenewspaper.com</p>

N1701A10002C

Usage Note:

The post-holiday season is prime time for winter activities. Sell this **WINTER Fun Giveaway Contest** to keep your readers engaged with advertisers that specialize in winter merchandise and services. Set it up any way that works for you. We're suggesting that you have each sponsor offer a prize that directly relates to their business. Readers can enter online, which will drive traffic to your website.



Now close more sales like magic with

MiAD Wizard

Personalize and present **SPECT**acular ads for **EVERY** prospect in seconds — it's as easy as 1-2-3

Nearly 40 newspapers in 13 states reported significant revenue surges over a six-month period

The ease and efficiency of targeted spec ads with MiAD® Wizard has already delivered proven profits for hundreds of customers like you.

Ogden publications charges team to generate and present more spec ads to new and inactive accounts

CREATE a program that requires ad reps to generate and present spec ads to new and inactive advertisers every week.

SELL more spec ads with a "Back to Basics" strategy that includes in-person presentations, ready-to-roll spec ads and old-fashioned presentation boards.

PROFIT from producing high-quality spec ads in minutes with Metro's MiAD Wizard.



"The increased revenue we're seeing comes from our staff going out and selling, but **Metro provides the tools — and the speed.** Before, it took a lot of time to generate spec ads using our creative teams. But now, in 90 seconds, you're done! The staff can come in 15 minutes early and knock out 10 spec ads, do it from home or create ads instantaneously in front of the advertiser."

Lori Figurski, Ogden Regional Advertising Director

MiAD Wizard is a **FREE** upgrade for current MiAD subscribers! If you, too, would like to instantly conjure up targeted spec ads for sales calls that will practically close themselves, then [go to miadwizard.com](http://miadwizard.com) and set up a **FREE** Trial. You will see for yourself how the Wizard can make your sales soar!

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).

N1701P12002K.TIF

Year Indicator.
two-digit field to indicate the year (i.e., 17 = 2017).

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).

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1701P15007C-●

Minding Your Business

Executive talent solutions to foster your enterprise's growth and success. Call or visit us online today to discuss your staffing needs with a recruitment expert.

Core Staffing

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

AD# N1701A12001C PASS 6 COL x 1

N1701P14008C-●

N1203P46009C*-O

Keep Your Operation Moving

Fast & Reliable Industrial Machinery Expertise
repair | rebuilding | refurbishing maintenance | parts

Mobile Service
Emergency Repairs
Professional Technicians

Hanson Machine Repair

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

AD# N1701A12002C PASS 6 COL x 1

N1701P22036C*-O

“We Do” Exceptional Receptions

Limited spring dates still available! Contact our wedding coordinator today for details, tours, tastings and booking.

Celebration Chateau

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

AD# N1701A12003C PASS 6 COL x 1

N1701P23006C-●

The Dress & All the Details

Designer bridal gowns | Veils & accessories
Elegant footwear | Bridal foundations
Expert on-site fitting | Plus size collections
Shop an extensive selection of breathtaking head-to-toe fashions for brides, bridesmaids, flower girls and mothers.

Epoch Bridals

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

AD# N1701A12004C PASS 6 COL x 1

N1701P26012C-●

New & Used Snowmobiles for Sale

Powder Up Your Winter!

+ Snowmobile Tours & Rentals
Maintenance & Repair Services
Factory Parts & Accessories
Midweek Rental Specials
Call or go online for details and reservations.

Motorsports Depot

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

AD# N1701A12005C PASS 6 COL x 1

N1701P26008C-●

Snow better place for winter fun!

Pine Mountain Tourism

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

AD# N1701A12006C PASS 6 COL x 1

N1701P26007C-●

You Deserve a Snow Day!

Weekday Lift Ticket
Special Only \$25*

Enjoy happy hour at the lodge, 4-6pm daily!
*Monday-Friday Only

Mount Cary Ski Resort

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

AD# N1701A12007C PASS 6 COL x 1

N1701P26005C-●

N1203P46009C*-O

It's Skate Season!

Ice Rink Open Daily 10am-9pm Through February 02

\$8 Admission
\$3 Skate Rentals

Plaza Ice Rink

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

AD# N1701A12008C PASS 6 COL x 1

N1701P49012C-●

Everything to Celebrate the New Year

Make it festive with low prices on celebration essentials!
Lanterns | Gifts
Specialty Foods | Dinnerware
Decorations | Red Envelopes

Tam's Asian Market

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

AD# N1701A12009C PASS 6 COL x 1

N1701P49011C-●

Auspicious & Delicious

Chinese New Year Family-Style Feast
Saturday, January 28
\$29 adults | \$14.12 & under

Reserve your table today!

Shanghai Bistro

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

AD# N1701A12010C PASS 6 COL x 1

N1701P62012C



Indie Eats

Your guide to great locally owned restaurants.

China Grill

Healthy & authentic Szechwan cuisine
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

China Grill

Healthy & authentic Szechwan cuisine
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

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000-000-0000
www.namewebsite.com

China Grill

Healthy & authentic Szechwan cuisine
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Tapas Española

Try our specialty house sangrias!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Tapas Española

Try our specialty house sangrias!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Tapas Española

Try our specialty house sangrias!
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000-000-0000
www.namewebsite.com

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

Tapas Española

Try our specialty house sangrias!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Tapas Española

Try our specialty house sangrias!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Breakfast Nook

A local tradition since 19XX
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Breakfast Nook

A local tradition since 19XX
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

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000-000-0000
www.namewebsite.com

Usage Note:

The purpose of this "Indie Eats" Marketplace layout is to give you the opportunity to promote local independent restaurant advertisers by offering a variety of price points to include even the smallest budgets. They can benefit from the association with fellow advertisers while you reap the rewards of a full-color page. Use this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. For your convenience, a tab-sized version of the page is available in the MCC Creative Library.



N1701P66011C



Enjoy your favorite comfort soups, made from scratch daily!



Follow us on social media for daily flavors, special offers and more.

Soup & 1/2 Sandwich Lunch Combo Special
served with a bottomless beverage Monday-Friday 11am-3pm
Only \$5.99

Marjoram Cafe

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

AD# N1701A13002C
PASS 2 COL x 5

Bloody-Good Brunch



Sunday Brunch Specials
\$5.99 & up
Add a Bottomless Bloody Mary or Mimosa Only \$4.99

Sidewalk Bistro

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



N1701P36003C



Open Daily at 4pm

World-Class Burgers

Every Monday Happy Hour Prices All Night
Every Tuesday \$10 Burger & Beer Combo
Every Wednesday \$5 Craft Beer Tasting Flights
Every Thursday Karaoke Beginning at 8pm

Choose from our mouthwatering menu of freshly ground specialty burgers, or build a custom creation tailored to your taste buds.

Blake's Bar & Grill

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

AD# N1701A13005C
PASS 2 COL x 5

Lunch or Dinner Stacked in Your Flavor

overstuffed sandwiches
juicy burgers | pulled entrees
specialty pastas | healthy salads
homemade desserts
Daily Specials • Open at 11AM

Now serving beer and wine!



Skyline Grill

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

"Quite pastably the best Italian in town!"



Homemade pasta classics
Fresh antipasto & salad bar
Authentic Italian specialties

Enjoy Our Famous House Garlic Bread Complimentary With Your Meal!

Mariano's

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

AD# N1701A13004C
PASS 2 COL x 5
N1701P66028C
AD# N1701A13003C
PASS 2 COL x 5
N1701P66020C



Home Cooking Without the Hassle

Enjoy your choice of more than 10 menu items, including special favorites like marinated chicken, beef, lamb, fish and shellfish, hot and cold sandwiches and more.

Daily Blue Plate Specials
served with salad, bread & beverage
Lunch \$9.95
Dinner \$11.95

Somersville Diner

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

AD# N1701A13007C
PASS 2 COL x 5
N1701P62011C
AD# N1701A13006C
PASS 2 COL x 5
N1701P62004C

AD# N1701A13001C PASS 6 COL x 21
AD# N1701A13008C 10 x 13



N1701P14010C-●



N1701P14008C-●



N1701P14007C-●



N1701P14009C-●



N1701P14006C-●



N1701P14003C-●



N1701P14002C-●



N1701P14004C-●



N1701P14005C-●



N1701P14001C-●



N1701P15004C-●



N1701P15006C-●



N1701P15005C-●



N1701P15003C-●



N1701P15011C-●



N1701P15008C-●



N1701P15007C-●



N1701P15010C-●



N1701P15012C-●



N1701P15009C-●



N1701P15001C-●



N1701P15002C-●

N1701P26011C
 N1701P29003C
 N1701P46004C

N1701P17002C
 N1701P17001C

N1701P36003C
 N1701P48001C
 N1701P30002C

N1701P26003C

AD# N1701A17003C
 PASS 6 COL x 3



Community Calendar

January

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



January 4

Trivia Night
 Food & drink specials all night!
 Bill's Bar & Grill
 7pm-10pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com



January 00

Worldwide Travel Expo
 Free parking, admission & giveaway!
 Somersville Convention Center
 10am-6pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com



January 00

Free Self-Defense Workshop
 Register online today to learn the basics of self-defense!
 Somersville Dojo
 7pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com



Worldwide Travel Expo

Enter to Win an All-Expenses-Paid Cruise Vacation From Name Cruise Line!

Somersville Convention Center

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

Saturday, January 00
 10AM-6PM
 FREE Admission & Parking

Group Tours
 Student Programs
 Senior Travel
 Family Resorts
 All Inclusive Packages
 Active Adventures
 Wine & Culinary Tours
 & So Much More



January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

January 00

Name Event Here
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 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

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www.namewebsite.com

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 0:00am-0:00pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com



January 00

Blood Drive
 Donate to save a life!
 Somersville Blood Bank
 8am-8pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

January 00

Name Event Here

Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

January 23

Celebrate National Pie Day
 Free Slice of Pie With Any Entree
 Somersville Diner
 11am-11pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

January 28

Chinese New Year Festival
 Free fun & entertainment for the whole family!
 Somersville Cultural Center
 12 noon-8pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

January 00

Name Event Here
 Event details here. Event details here.
 Name Event Location
 0:00am-0:00pm
www.namewebsite.com

N1701P58007C

Companion WEB ADS available on MCC



Here It Comes!

Chills & Thrills Winter Fun Sale

All-Season Sports

Starting This Saturday
 Deep discounts on **outerwear, boots, sleds, snowshoes, ski equipment** and so much more!
 Doors open at 9 a.m. Shop early for the best selection.

Sale runs January 00-00, 2017. List details, terms and conditions here.

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



AD# N1701A17001C PASS 6 COL x 21

AD# N1701A17004C 10 x 13

N1701P38015C*0

When the Forecast Calls for a Car Wash...



\$9.95
Full-Service Wash & Wax with interior vacuum & air freshener
Everyday low price! Fast, friendly & thorough!

Your 12th Wash is FREE!
Ask for your free punch card at the register.

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

AD# N1701A18001C PASS 2 COL. x 5

Baby, It's Warm Inside!

Reliable & Affordable Propane Gas Delivery Service
Ask about our automated delivery and 12-month payment plans.

residential & commercial delivery | propane appliance sales & service | cylinder exchange

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

Free price quotes
Licensed & Insured



AD# N1701A18002C PASS 2 COL. x 5

N1203P46099C*0

N1701P39002C*0

Wish You Were Here?

All-Inclusive Winter Getaways 3-Night Stay Specials
Bahamas
Jamaica
Dominican Republic
now starting at **\$299** pp + tax

Limited availability! Call or go online today for details and booking.

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



AD# N1701A18003C PASS 2 COL. x 5

N1701P39003C*0

Off-Peak Prices

Shop gently used and refurbished ski and snowboard gear for a fraction of the retail price!

Snowboards
in stock as low as **\$59**
Buy | Sell | Trade
Tuning & Repair
Service Also Available

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

AD# N1701A18004C PASS 2 COL. x 5

N1701P39015C*0

Performance HOCKEY GEAR

Sticks to skates, gear to gloves, shop everyday deals on everything hockey!

HOCKEY EQUIPMENT STARTER PACKAGES
starting from **\$199**

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



AD# N1701A18005C PASS 2 COL. x 5

N1701P39016C*0

Update Your Office

Stop in today for a look at the latest standing desks and ergonomic seating styles!

Office Furniture Design & Setup Service
Furniture Leasing Plans Available
Corporate Accounts & Financing

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



AD# N1701A18006C PASS 2 COL. x 5

N1701P39014C*0

Companion WEB ADS available on MCC

Just What the Doctor Ordered

- Fast & easy prescriptions
- Hands-free online & phone refills
- Professional pharmacy advice
- Friendly personalized service

Plus, you'll love our everyday low prices on the vast-to-counter remedies, personal care products, lower-hold-pants, convenience items and more!

Corner Pharmacy
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Pharmacy Open Evenings & Saturdays

AD# N1701A18007C PASS 2 COL. x 5

N1701P39013C*0

N1203P46099C*0

Clean. Fluff. Fold. Faster!

No time for laundry? Drop it off, and let us do the dirty work!

Get your clothes cleaner faster with our high-efficiency washers and dryers, including oversized units for extra-large loads.

- Free WiFi • Coin Change
- Detached Loading
- Snacks, Soda & Television
- Open 7 Days • Free • Free
- Commercial Pickup & Delivery

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



AD# N1701A18008C PASS 2 COL. x 5

N1701P39008C*0

Due for a Bigger House?

We're here to meet your growing needs with the right mortgage.

HOME LOANS
2.79% Rate
3.99% APR
30-year fixed rate
Purchase or refinance
No prepayment penalties
Jumbo loans also available

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

Call, click or come in to apply or speak with a mortgage specialist today!

AD# N1701A18009C PASS 2 COL. x 5

N1701P39007C*0

N1701P39001C



When Storm Damage Strikes

We're Here to Help

Immediate Response
24 Hours a Day
7 Days a Week
000.000.0000

Restoration Expertise Since 19XX
Structural Damage | Fire Damage
Flood Damage | Mold Remediation


Free Written Estimate | Licensed & Insured
Insurance Specialists | Local References

Halcyon Restoration

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

AD# N1701A19001C PASS 2 COL. x 5

N1701P38002C



Change the Way You Think About Hypnosis

Today's hypnotherapy techniques can help you improve your health and life with positive behavior changes, from smoking cessation to weight loss and anxiety relief. Learn more about how hypnosis works, and if it's right for you with a free consultation from an experienced and certified hypnotherapist dedicated to helping you achieve your goals.

Call Today for a Free Phone Consultation & Save 50% Off Your First Session!

Evolve Hypnotherapy

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

AD# N1701A19002C PASS 2 COL. x 5

N1701P39012C



We're Worth the Trip!

With the right travel gear, getting there is half the fun!

Stylish Travel Essentials & Luxuries for Every Budget
luggage | carryalls | backpacks | travel pillows | journals
passport holders | luggage tags | & so much more

Luggage & More

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

AD# N1701A19003C PASS 2 COL. x 5

N1701P38001C

Get Lucky in Love

Twofer Special
Buy 1 Month, Get 1 Month FREE
Sign up online today, and connect with more than 6,000 area singles!

Free With Your Subscription
Mobile App
Fun Social Events
Targeted Search Results
Ask-a-Matchmaker Support



Local Connections

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

AD# N1701A19004C PASS 2 COL. x 5

N1701P38016C



Comic Culture

Another dimension of entertainment for all ages!

vintage & new comic books | graphic novels | trading cards | manga | collectibles | toys & action figures

Reading Club & Gaming Events
Stop in or go online to join the fun!

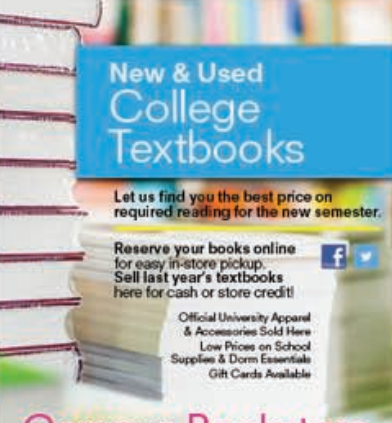
We buy vintage comic books, toys and graphic novels! Please call ahead for details.

Comic Booktique

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

AD# N1701A19005C PASS 2 COL. x 5

N1701P38003C



New & Used College Textbooks

Let us find you the best price on required reading for the new semester.

Reserve your books online for easy in-store pickup. Sell last year's textbooks here for cash or store credit!

Official University Apparel & Accessories Sold Here
Low Prices on School Supplies & Dorm Essentials
Gift Cards Available

Campus Bookstore

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

AD# N1701A19006C PASS 2 COL. x 5

Companion WEB ADS available on MCC

N1701P38007C

It's Payback Time!

Let us make sure you get the full refund you're entitled to by the latest tax law changes.

File By April 17!

Easy & Affordable Tax Prep
Free E-filing for a Faster Refund



Ledger Accounting

Call or go online today for your appointment with an experienced tax prep professional.

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

AD# N1701A19007C PASS 2 COL. x 5

N1701P38009C

Best Year Ever. Best YOU Ever!

Get Started for Only **\$20.17** and get lasting weight-loss results!

Weekly Meal Planning
Nutrition Supplements
Medical Supervision
Lifestyle Counseling
Peer Support

Core Weight-loss Center

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



AD# N1701A19008C PASS 2 COL. x 5

N1701P31008C

THE BIG SAVE

Starting This Thursday up to **30% Off**
Everything to Turn Your Den Into a VIP Lounge

Leather Recliners
Leather Sofas
Reclining Sectionals
Entertainment Units & More
Easy Financing
Free Delivery

Discount Furniture

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

Side seats Sunday, February 5, 2017. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



AD# N1701A19009C PASS 2 COL. x 5



N1701P20001C*-O



N1701P20004C*-O



N1701P20002C*-O



N1701P20007C*-O



N1701P20003C*-O



N1701P20006C*-O



N1701P20008C*-O



N1701P20005C*-O



N1701P21009C-●



N1701P21010C-●



N1701P21007C-●



N1701P21004C-●



N1701P21003C-●



N1701P21012C-●



N1701P21005C-●



N1701P21008C-●



N1701P21002C-●



N1701P21011C-●



N1701P21001C-●



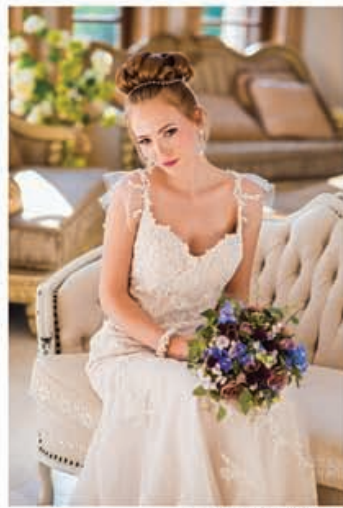
N1701P21006C-●



N1701P22005C-●



N1701P22004C-●



N1701P22007C-●



N1701P22002C-●



N1701P22001C-●



N1701P22008C-●



N1701P22003C-●



N1701P22006C-●



N1701P22016C*-○



N1701P22010C*-○



N1701P22017C*-○



N1701P22023C*-○



N1701P22032C*-○



N1701P22028C*-○



N1701P22019C*-○



N1701P22012C*-○



N1701P22013C*-○



N1701P22011C*-○



N1701P22009C*-○



N1701P22033C*-○
N1701P22034C*-○



N1701P22014C*-○



N1701P22026C*-○



N1701P22031C*-○



N1701P22029C*-○



N1701P22020C*-○



N1701P22035C*-○



N1701P22026C*-○



N1701P22015C*-○



N1701P22021C*-○



N1701P22030C*-○



N1701P22018C*-○



N1701P22036C*-○



N1701P22037C*-○



N1701P22022C*-○



N1701P22027C*-○



N1701P22025C*-○



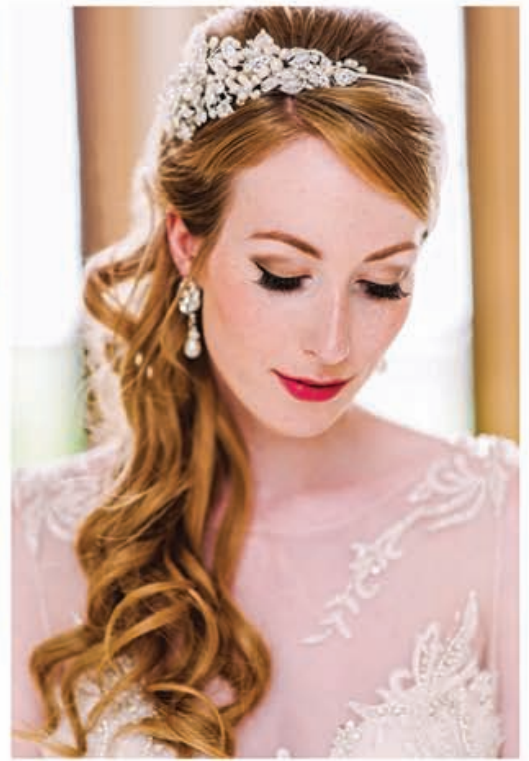
N1701P22024C*-○



N1701P23001C-●



N1701P23002C-●



N1701P23003C-●



N1701P23005C-●



N1701P23006C-●



N1701P23007C-●



N1701P23009C-●



N1701P23004C-●



N1701P23008C-●

N1701P24004C*-O

N1701P24002C*-O

N1701P24003C*-O

Wedding Vendor Showcase

Local professionals dedicated to making your big day perfect in every way.

Belle Bouquet Florals
Call for your free consultation!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Perspectives Photography
Experienced & artistic wedding photography
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Forever Jewelers
Heirloom-quality wedding jewelry since 1933
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Buttercream Bakery
Custom wedding cakes are our specialty!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Reflections Salon
Head-to-toe bridal beauty
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Juniper Catering
Food, cocktail & dessert catering for your wedding day
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Halcyon Day Spa
Bachelorette party packages available!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Celebration Chateau
Contact our wedding coordinator today for a tour & tasting!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Vestige Bridal Shop
Your one-stop bridal ensemble boutique
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Bevy Liquors
Beverage catering & delivery services
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

AD# N1701A24001C 19.334 x 13



N1701P24001C*-O

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.

(MCC Creative Library / Print Ad Size: Doubletruck / Print Ad Type: Multiple Advertiser or Directory)

The Wedding Planner Wedding Announcements

N1701P24005C*-O

N1701P24006C*-O

Bride & Joy

Bouquets of beauty to enhance your wedding day.

elegant & sophisticated bouquets, corsages & boutonnieres
artistic centerpieces & ceremony arrangements
lush floral arbors & decorative accessories

We invite you to browse our online event portfolio and contact us to arrange your complimentary consultation with a wedding arrangement specialist.

Gabardine Florals

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



AD# N1701A25001C PASS 3 COL. x 10

N1701P22001C



Radiant Beauty for Your Big Day

From airbrush makeup to keratin conditioning, hairstyling, brow shaping, nail design, microdermabrasion and more, we offer a full suite of beauty services to ensure a picture-perfect look for your wedding day.

Waves Salon

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

"We do" bridal party beauty packages!
Please give us a call for details and pricing.

AD# N1701A25002C PASS 3 COL. x 10

N1701P21010C

Where Timeless Style Marries Heirloom Quality

Certified Diamond Engagement Rings
Custom Gold & Platinum Wedding Bands
One-of-a-Kind Custom Jewelry Designs
Estate Jewelry & Vintage Restoration

We offer friendly financing options to put the perfect piece within your reach. Stop in today to browse our carefully curated wedding jewelry collections, and learn more about our lifetime courtesy cleaning program and other complimentary services for our valued customers.



Mayfair Jewelers

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



AD# N1701A25003C PASS 3 COL. x 10

N1701P21005C



Your Local Wedding Gift Boutique

Browse beautiful keepsake gifts and home collections for the special couple, or search our wedding registry for their preferred selections.



Convenient Online Registry
We make it easy to track and update your wedding wish list!

Complimentary Gift Wrapping
Guests enjoy free gift wrapping with any registry purchase!

FREE Gift With Your Bridal Registry
See store for details.

Crystal | Silver | China | Collectibles | Bed & Bath | Kitchen | Decor | & More

Hammonds Fine China & Home

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



AD# N1701A25004C PASS 3 COL. x 10

N1701P22012C

N1701P22023C

N1701P22028C

N1701P22008C

N1701P22014C



N1701P26007C-●



N1701P26008C-●



N1701P26003C-●



N1701P26011C-●



N1701P26004C-●



N1701P26001C-●



N1701P26010C-●



N1701P26009C-●



N1701P26002C-●



N1701P26012C-●



N1701P26005C-●



N1701P26006C-●



N1701P27003C-●



N1701P27010C-●



N1701P27002C-●



N1701P27007C-●



N1701P27009C-●



N1701P27001C-●



N1701P27005C-●



N1701P27006C-●



N1701P27008C-●



N1701P27004C-●



N1701P28003C-●



N1701P28007C-●



N1701P28002C-●



N1701P28011C-●



N1701P28004C-●



N1701P28006C-●



N1701P28009C-●



N1701P28001C-●



N1701P28010C-●



N1701P28005C-●



N1701P28012C-●



N1701P28008C-●



N1701P29004C-●



N1701P29002C-●



N1701P29001C-●



N1701P29003C-●



This image is for commemorative use only. Not for use in any advertising.
N1701P29012C*-○



This image is for commemorative use only. Not for use in any advertising.
N1701P29006C*-○



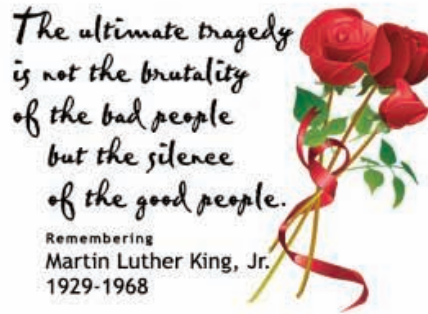
This image is for commemorative use only. Not for use in any advertising.
N1701P29007C*-○



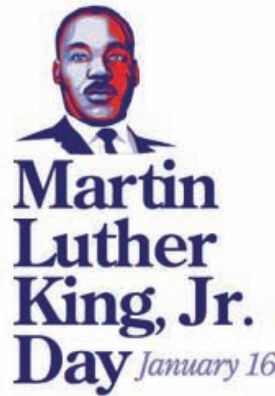
This image is for commemorative use only. Not for use in any advertising.
N1701P29010C*-○



This image is for commemorative use only. Not for use in any advertising.
N1701P29005C*-○



This image is for commemorative use only. Not for use in any advertising.
N1701P29011C*-○




This image is for commemorative use only. Not for use in any advertising.
N1701P29008C*-○
N1701P29009C*-○



This image is for commemorative use only. Not for use in any advertising.
N1701P29013C*-○

This message proudly sponsored by:

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



A World of Difference Begins With You

"Life's most persistent and urgent question is, 'What are you doing for others?'"
- Martin Luther King, Jr.

Monday, January 16 • MLK Day of Service

We invite you to honor the life and legacy of Dr. King with a day of service to your community. For ideas, inspiration and local volunteer opportunities, please go to namewebsite.com/mlkdayofservice.

AD# N1701A29001C PASS 6 COL. x 3



N1701P30004C-●



N1701P30012C-●



N1701P30011C-●



N1701P30003C-●



N1701P30006C-●



N1701P30002C-●



N1701P30008C-●



N1701P30009C-●



N1701P30007C-●



N1701P30005C-●



N1701P30001C-●



N1701P30010C-●

Rethink Your Fitness Routine

Martial arts training is more than just a great calorie-burning total body workout. It's also a highly effective way to improve focus and relieve stress while building strength, flexibility and self-defense skills.

**FREE
Introductory
CLASS**

Call, come in or visit us online today to register for your free class, and receive 50% off your first month!



Champion Martial Arts

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

AD# N1701A30001C PASS 6 COL x 3



N1701P31002C-●



N1701P31008C-●



N1701P31009C-●



N1701P31006C-●



N1701P31004C-●



N1701P31001C-●



N1701P31007C-●



N1701P31003C-●



N1701P31005C-●

SECTION COVER:

Health OUTLOOK
January 2017
A Special Supplement to
NAME NEWSPAPER

Health Check
Screening guidelines for every age

Refrigerator Makeover
Healthy alternatives to everyday ingredients

Fitness First
How to make morning workouts work for you

AD# N1701A32001C 10. x 13

N1701P36005C

N1701P36008C • N1701P32001C • O

READER CAMPAIGN:

The Latest Health & Fitness News

From the most efficient new workout tips to changes in health screening guidelines, nutrition news and more, **Health Outlook** is your guide to the latest developments on the health and wellness scene. This informative special section also features valuable advertising and special offers from a host of local businesses dedicated to enhancing your overall health. It's one beneficial supplement you don't want to miss!

Appearing January 00
In Print & Online at
www.name newspaper.com/healthoutlook

Health OUTLOOK
A Special Section From
NAME NEWSPAPER

AD# N1701A32003C PASS 2 COL. x 5

N1701P47003C

N1701P32001C • O

ADVERTISER CAMPAIGN:

Step Up Your Health & Fitness Advertising

Strengthen your core business with advertising in **Health Outlook**, a brand-new section dedicated to the latest health, nutrition, fitness and wellness news. This special section is packed with informative features for health-conscious readers, making it the ideal place to advertise your related products and services to a targeted audience in more than 90,000 local households.

Reservation Deadline: January 00
Publication Date: January 00
Call 000.000.0000 or email name@name newspaper.com to reserve your space.

A Special Section From
NAME NEWSPAPER
Health OUTLOOK

AD# N1701A32006C PASS 2 COL. x 5

N1701P36011C • O

N1701P32001C • O

HEADING:
N1701P32001C • O

Health OUTLOOK

QUICK SELL:

Health OUTLOOK

Recognize and prevent repetitive stress injuries

Whether you're a professional athlete or a weekend warrior, repetitive stress injuries (RSIs) are a common problem. They can be caused by overuse, poor technique, or inadequate rest. This special section provides valuable information on how to recognize and prevent these injuries, including tips on proper warm-up, stretching, and rest. It also features a Q&A with a sports medicine expert.

AD# N1701A32002C 9.667 x 13

N1701P32001C • O

N1701P36008C • O

Improve Your Health Outlook

From the most efficient new workout tips to changes in health screening guidelines, nutrition news and more, **Health Outlook** is your guide to the latest developments on the health and wellness scene. This informative special section also features valuable advertising and special offers from a host of local businesses dedicated to enhancing your overall health. It's one beneficial supplement you don't want to miss!

Appearing January 00
In Print & Online at
www.name newspaper.com/healthoutlook

Health OUTLOOK
A Special Section From
NAME NEWSPAPER

AD# N1701A32004C PASS 2 COL. x 5

A Powerful Advertising Supplement

Strengthen your core business with advertising in **Health Outlook**, a brand-new section dedicated to the latest health, nutrition, fitness and wellness news. This special section is packed with informative features for health-conscious readers, making it the ideal place to advertise your related products and services to a targeted audience in more than 90,000 local households.

Reservation Deadline: January 00
Publication Date: January 00
Call 000.000.0000 or email name@name newspaper.com to reserve your space.

A Special Section From
NAME NEWSPAPER
Health OUTLOOK

AD# N1701A32007C PASS 2 COL. x 5

Make a Healthy Start Here

From the most efficient new workout tips to changes in health screening guidelines, nutrition news and more, **Health Outlook** is your guide to the latest developments on the health and wellness scene. This informative special section also features valuable advertising and special offers from a host of local businesses dedicated to enhancing your overall health. It's one beneficial supplement you don't want to miss!

Appearing January 00
In Print & Online at
www.name newspaper.com/healthoutlook

Health OUTLOOK
A Special Section From
NAME NEWSPAPER

AD# N1701A32005C PASS 2 COL. x 5

Advertising to Improve the Health of Your Business

Strengthen your core business with advertising in **Health Outlook**, a brand-new section dedicated to the latest health, nutrition, fitness and wellness news. This special section is packed with informative features for health-conscious readers, making it the ideal place to advertise your related products and services to a targeted audience in more than 90,000 local households.

Reservation Deadline: January 00
Publication Date: January 00
Call 000.000.0000 or email name@name newspaper.com to reserve your space.

A Special Section From
NAME NEWSPAPER
Health OUTLOOK

AD# N1701A32008C PASS 2 COL. x 5

<p>Advertiser Suggestion</p> <p>Department Store 1234 Washington Blvd Springville, NY 12159 www.departmentstore.com</p>	<p>Advertiser Suggestion</p> <p>Sporting Goods Store 1234 Washington Blvd Springville, NY 12159 www.sportinggoods.com</p>	<p>Advertiser Suggestion</p> <p>Gym 1234 Washington Blvd Springville, NY 12159 www.gym.com</p>
<p>Advertiser Suggestion</p> <p>Mattress Store 1234 Washington Blvd Springville, NY 12159 www.mattressstore.com</p>	<p>Advertiser Suggestion</p> <p>Health Foods Shop 1234 Washington Blvd Springville, NY 12159 www.healthfoods.com</p>	<p>Advertiser Suggestion</p> <p>Spa 1234 Washington Blvd Springville, NY 12159 www.spa.com</p>

AD# N1701A32002C 9.667 x 13
AD# N1701A32009C PASS 6 COL. x 21

Companion WEB ADS available on MCC

These valuable packages give you what you need to plan and publicize sections to take advantage of timely seasonal and event happenings during the month. Each provides a heading, print, Web and mobile ad campaigns for readers and advertisers, a ready-made cover design and a Quick-Sell multiple advertiser page.

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

N1701P36007C-
N1701P33001C*-O
N1701P36003C

Where to find your favorite foods!

Takeout guide

January 2017
A Special Supplement to **NAME NEWSPAPER**

- Must-try chefs' specialties
- Making leftovers last
- Pullout menus

AD# N1701A33001C 10. x 13

HEADING:
N1701P33001C*-O

Takeout guide

QUICK SELL:

N1701P36007C-
N1701P33001C*-O

Safely store leftovers in the refrigerator for up to four days.

Takeout guide

Advertiser Suggestion
Restaurant
1234 Washington Street
City, State, Zip
www.name.com

Advertiser Suggestion
Restaurant
1234 Washington Street
City, State, Zip
www.name.com

Advertiser Suggestion
Restaurant
1234 Washington Street
City, State, Zip
www.name.com

Advertiser Suggestion
Restaurant
1234 Washington Street
City, State, Zip
www.name.com

Advertiser Suggestion
Restaurant
1234 Washington Street
City, State, Zip
www.name.com

Advertiser Suggestion
Restaurant
1234 Washington Street
City, State, Zip
www.name.com

Advertiser Suggestion
Restaurant
1234 Washington Street
City, State, Zip
www.name.com

AD# N1701A33002C 9.667 x 13

AD# N1701A33009C PASS 6 COL. x 21

READER CAMPAIGN:

N1701P36012C-
N1701P33001C*-O

Craving Convenience?

Be sure to get your copy of our Takeout Guide for fast and easy access to the best local carry-out cuisine. From burgers to pizza, sushi to stir-fry, this special section is stuffed with a variety of menus and special offers to make mealtimes easier, faster, more delicious and more satisfying!

Takeout guide

A Special Section From **NAME NEWSPAPER**

Scoop up your copy in print or online Sunday, January 00
www.name.com
/takeoutguide

AD# N1701A33003C PASS 2 COL. x 5

Your Local Guide to Tasty Takeout

Be sure to get your copy of our Takeout Guide for fast and easy access to the best local carry-out cuisine. From burgers to pizza, sushi to stir-fry, this special section is stuffed with a variety of menus and special offers to make mealtimes easier, faster, more delicious and more satisfying!

Takeout guide

A Special Section From **NAME NEWSPAPER**

Scoop up your copy in print or online Sunday, January 00
www.name.com
/takeoutguide

AD# N1701A33004C PASS 2 COL. x 5

Dine In... Without the Usual Dishes

Be sure to get your copy of our Takeout Guide for fast and easy access to the best local carry-out cuisine. From burgers to pizza, sushi to stir-fry, this special section is stuffed with a variety of menus and special offers to make mealtimes easier, faster, more delicious and more satisfying!

Takeout guide

A Special Section From **NAME NEWSPAPER**

Scoop up your copy in print or online Sunday, January 00
www.name.com
/takeoutguide

AD# N1701A33005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

N1701P36002C-
N1701P33001C*-O

Bring In More Takeout Business

Give your carry-out business a boost with tantalizing advertising in our upcoming Takeout Guide. This special section is the perfect place to showcase your specialties and special offers to a wide audience of local diners hungry to try something new!

Takeout guide

A Special Section From **NAME NEWSPAPER**

Reserve your ad space today.
Call 000.000.0000 or email name@name.com
Reservation Deadline: January 00
Publication Date: January 00

AD# N1701A33006C PASS 2 COL. x 5

Ring Up More Takeout Sales

Give your carry-out business a boost with tantalizing advertising in our upcoming Takeout Guide. This special section is the perfect place to showcase your specialties and special offers to a wide audience of local diners hungry to try something new!

Takeout guide

A Special Section From **NAME NEWSPAPER**

Reserve your ad space today.
Call 000.000.0000 or email name@name.com
Reservation Deadline: January 00
Publication Date: January 00

AD# N1701A33007C PASS 2 COL. x 5

Tempt Local Diners in Our Takeout Guide

Give your carry-out business a boost with tantalizing advertising in our upcoming Takeout Guide. This special section is the perfect place to showcase your specialties and special offers to a wide audience of local diners hungry to try something new!

Takeout guide

A Special Section From **NAME NEWSPAPER**

Reserve your ad space today.
Call 000.000.0000 or email name@name.com
Reservation Deadline: January 00
Publication Date: January 00

AD# N1701A33008C PASS 2 COL. x 5



SECTION COVER:

N1701P34001C*
C20002C
C20002C

Nuptials

January 2017
A Special Section From
NAME NEWSPAPER

Pullout Planning Guide
A week-by-week wedding planner

Local Vendor Showcase
Cakes to caterers, florists, DJs & more

Everlasting Love *The secrets to a great marriage*

AD# N1701A34001C 10. x 13

N1701P37002C
N1701P37006C

READER CAMPAIGN:

An Engaging Special Section for Brides-to-Be

Nuptials is a must-see special section for brides, grooms and guests preparing for the big day. Filled with exciting editorial features, a pullout planning guide, local vendor showcase and valuable advertising, this supplement offers a wealth of planning resources to create the wedding day of your dreams!

Nuptials

A Special Section From
NAME NEWSPAPER

Sunday, January 01
In Print & Online at
www.namenewspaper.com/nuptials

AD# N1701A34003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

Engage More Business From Local Brides

If you're looking for an opportunity to grow your bridal business, look no further than our upcoming Nuptials special section. This supplement includes a variety of engaging editorial features, as well as a local wedding vendor showcase and pullout planning guide, making it the perfect place to tout your bridal products and services. Contact us today to learn more about securing your ad space!

Nuptials

A Special Section From
NAME NEWSPAPER

To Get Started, Call 000.000.0000 or Email name@namewebills.com
Advertising Deadline: Thursday, January 01
Issue Date: Sunday, January 01

AD# N1701A34006C PASS 2 COL. x 5

HEADING:

N1701P34001C*
C20002C

Nuptials

Here Comes the Guide!

Nuptials is a must-see special section for brides, grooms and guests preparing for the big day. Filled with exciting editorial features, a pullout planning guide, local vendor showcase and valuable advertising, this supplement offers a wealth of planning resources to create the wedding day of your dreams!

Nuptials

A Special Section From
NAME NEWSPAPER

Sunday, January 01
In Print & Online at
www.namenewspaper.com/nuptials

AD# N1701A34004C PASS 2 COL. x 5

You're Invited to Advertise!

If you're looking for an opportunity to grow your bridal business, look no further than our upcoming Nuptials special section. This supplement includes a variety of engaging editorial features, as well as a local wedding vendor showcase and pullout planning guide, making it the perfect place to tout your bridal products and services. Contact us today to learn more about securing your ad space!

Nuptials

A Special Section From
NAME NEWSPAPER

To Get Started, Call 000.000.0000 or Email name@namewebills.com
Advertising Deadline: Thursday, January 01
Issue Date: Sunday, January 01

AD# N1701A34007C PASS 2 COL. x 5

QUICK SELL:

N1701P34001C*
C20002C
C20002C

Nuptials

Throw a casual wedding to remember

Advertiser Suggestion

Hair Salon	Craft Supply Store	Venue
Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
Florist	DJ	Dress Shop

Advertiser Suggestion

Photographer
1234 Wedding St
San Antonio, TX
www.namewebills.com

Advertiser Suggestion

Jeweler
1234 Wedding St
San Antonio, TX
www.namewebills.com

Advertiser Suggestion

Caterer
1234 Wedding St
San Antonio, TX
www.namewebills.com

AD# N1701A34002C 9.667 x 13
AD# N1701A34009C PASS 6 COL. x 21

Save the Date!

Nuptials is a must-see special section for brides, grooms and guests preparing for the big day. Filled with exciting editorial features, a pullout planning guide, local vendor showcase and valuable advertising, this supplement offers a wealth of planning resources to create the wedding day of your dreams!

Nuptials

A Special Section From
NAME NEWSPAPER

Sunday, January 01
In Print & Online at
www.namenewspaper.com/nuptials

AD# N1701A34005C PASS 2 COL. x 5

Ready for Wedding Season?

If you're looking for an opportunity to grow your bridal business, look no further than our upcoming Nuptials special section. This supplement includes a variety of engaging editorial features, as well as a local wedding vendor showcase and pullout planning guide, making it the perfect place to tout your bridal products and services. Contact us today to learn more about securing your ad space!

Nuptials

A Special Section From
NAME NEWSPAPER

To Get Started, Call 000.000.0000 or Email name@namewebills.com
Advertising Deadline: Thursday, January 01
Issue Date: Sunday, January 01

AD# N1701A34008C PASS 2 COL. x 5

Companion WEB ADS available on MCC

These valuable packages give you what you need to plan and publicize sections to take advantage of timely seasonal and event happenings during the month. Each provides a heading, print, Web and mobile ad campaigns for readers and advertisers, a ready-made cover design and a Quick-Sell multiple advertiser page.

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

January 2017 A Special Supplement to
NAME NEWSPAPER

Celebrating Canada at 150
A keepsake special section honoring this year's historic anniversary

Local Celebrations
Top-Rated Road Trips
Historic Photographs
Fun Facts Trivia Quiz

AD# N1701A35001C 10. x 13

N1701P69003C

N1701P35001C

N1701P37003C

HEADING:
N1701P35001C

Celebrating Canada at 150

QUICK SELL:

Celebrating Canada at 150

How the Canadian maple leaf flag came to be

The maple leaf flag is thought to have been designed by a young Canadian boy named Kam O'Phelan in 1907. The flag was first used in 1907 and was later adopted as the national flag of Canada in 1965.

Party Supply Store
1234 Main Street
Toronto, ON M5H 1A5
www.party.com

Grocery Store
1234 Main Street
Toronto, ON M5H 1A5
www.grocery.com

Community Event
1234 Washington Street | Toronto, ON M5H 1A5 | 416-555-1234 | www.event.com

AD# N1701A35002C 9.667 x 13
AD# N1701A35009C PASS 6 COL. x 21

N1701P35001C

N1701P69003C

READER CAMPAIGN:

Your Complete Celebration Guide

From local and national events to top-rated road trip ideas, fun trivia facts and more, Celebrating Canada at 150 is your guide to making the most of this year's historic anniversary. Don't miss out on this exciting special section!

Celebrating Canada at 150 A Special Section From **NAME NEWSPAPER**
In Print & Online
Sunday, January 08
www.namepaper.com/celebratingcanada

AD# N1701A35003C PASS 2 COL. x 5

N1701P69013C

N1701P35001C

A Celebration of Our Nation

From local and national events to top-rated road trip ideas, fun trivia facts and more, Celebrating Canada at 150 is your guide to making the most of this year's historic anniversary. Don't miss out on this exciting special section!

Celebrating Canada at 150 A Special Section From **NAME NEWSPAPER**
In Print & Online
Sunday, January 08
www.namepaper.com/celebratingcanada

AD# N1701A35004C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

A Celebrated Advertising Opportunity

Don't miss your chance to be a part of our 150th anniversary celebration section! This highly anticipated keepsake section is filled with exciting features to capture the attention of readers in more than 00,000 local households with information about local celebrations, Canadian trivia, historic photos and much, much more. Contact your sales rep today to learn more about this unique advertising opportunity!

Celebrating Canada at 150 A Special Section From **NAME NEWSPAPER**

Call now to advertise!
000.000.0000 | name@namepaper.com
Advertising Deadline: January 08 | Publication Date: January 08

AD# N1701A35006C PASS 2 COL. x 5

N1701P69004C

N1701P35001C

Display Your Canadian Pride

Don't miss your chance to be a part of our 150th anniversary celebration section! This highly anticipated keepsake section is filled with exciting features to capture the attention of readers in more than 00,000 local households with information about local celebrations, Canadian trivia, historic photos and much, much more. Contact your sales rep today to learn more about this unique advertising opportunity!

Celebrating Canada at 150 A Special Section From **NAME NEWSPAPER**

Call now to advertise!
000.000.0000 | name@namepaper.com
Advertising Deadline: January 08 | Publication Date: January 08

AD# N1701A35007C PASS 2 COL. x 5

Make It a Year to Remember

From local and national events to top-rated road trip ideas, fun trivia facts and more, Celebrating Canada at 150 is your guide to making the most of this year's historic anniversary. Don't miss out on this exciting special section!

Celebrating Canada at 150 A Special Section From **NAME NEWSPAPER**
In Print & Online
Sunday, January 08
www.namepaper.com/celebratingcanada

AD# N1701A35005C PASS 2 COL. x 5

Capture the Excitement of Canada at 150!

Don't miss your chance to be a part of our 150th anniversary celebration section! This highly anticipated keepsake section is filled with exciting features to capture the attention of readers in more than 00,000 local households with information about local celebrations, Canadian trivia, historic photos and much, much more. Contact your sales rep today to learn more about this unique advertising opportunity!

Celebrating Canada at 150 A Special Section From **NAME NEWSPAPER**

Call now to advertise!
000.000.0000 | name@namepaper.com
Advertising Deadline: January 08 | Publication Date: January 08

AD# N1701A35008C PASS 2 COL. x 5





N1701P36011C-●



N1701P36008C-●



N1701P36003C-●



N1701P36004C-●



N1701P36005C-●



N1701P36006C-●



N1701P36010C-●



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N1701P39015C-●



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N1701P39004C-●



N1701P39001C-●



N1701P39012C-●



N1701P39011C-●



N1701P27006C

Convenient & Courteous Walk-In Urgent Care

Open 7 Days a Week | 7 a.m.-7 p.m.

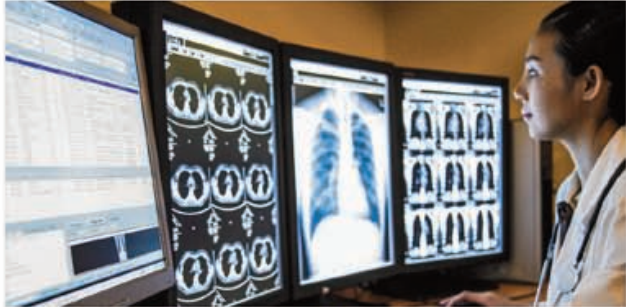
Fast and professional care for illness, injuries and non-life-threatening emergencies, no appointment necessary.
| General Medicine | Cold & Flu | Ear Infections | Eye Infections | Lacerations | Sore Throat | Sinus Infection | Burns | Sprains | Allergies | Broken Bones | Physicals | Immunizations | & More

**Experienced Physicians | On-Site Lab Work & X-Rays
Most Insurance Plans Welcome**

Somersville Urgent Care  

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

AD# N1701A41001C 8.5 x 11



N1701P27001C

Focused Imaging Expertise

for a better picture
of your healthcare needs

We offer a full spectrum of comprehensive diagnostic imaging and radiology services in a comfortable and convenient outpatient setting.

**CT Scan | Radiography |
Mammography | PET Imaging | MRI
Center | 3D Ultrasound | X-ray**

Now Offering Digital Mammography!

Open Monday-Friday, 8 a.m.-6 p.m.
Please call our office today to arrange an appointment and discuss any insurance concerns with a helpful patient coordinator.

Somersville Medical Imaging

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

AD# N1701A41002C 8.5 x 11

N1701P28007C



N1203P46009C

Your Best Smile Starts Here

We use the latest techniques and state-of-the-art technology to deliver a full suite of general and cosmetic dentistry services with a patient and friendly touch.

Preventive Dentistry | Root Canals | Crowns
Fillings | Teeth Whitening | Veneers
Oral Surgery | Periodontal Disease

Insurance Plans Welcome
Easy Payment Plans Available 

\$59 New Patient Special
Exam, X-rays & Cleaning
One good with coupon through 02/28/17. Not valid with other offers. See our website for details.

Tamor Dental Group
1234 Washington Street
000-000-0000 | www.namewebsite.com

50% OFF
Laser Teeth Whitening
One good with coupon through 02/28/17. Not valid with other offers. See our website for details.

Tamor Dental Group
1234 Washington Street
000-000-0000 | www.namewebsite.com

Tamor Dental Group

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

AD# N1701A41003C 8.5 x 11

N1701P39002C



N1203P46009C

Home Services for All Seasons

Winter, spring, summer or fall, we are here to handle your home improvement and repair needs quickly and professionally at the best possible price.

Home Painting | Carpentry | Drywall | Gutters
Tiling | Wood Floors | Fixtures | Fences
Decks | Patios | & So Much More

Free Written Estimates
Licensed & Fully Insured 

2 Hours for \$99
Handyman Services
One good with coupon through 02/28/17. Not valid with other offers. See our website for details.

Best Home Improvement
1234 Washington Street
000-000-0000 | www.namewebsite.com

10% OFF
Any Single Job
One good with coupon through 02/28/17. Not valid with other offers. See our website for details.

Best Home Improvement
1234 Washington Street
000-000-0000 | www.namewebsite.com

Best Home Improvement

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

AD# N1701A41004C 8.5 x 11



N1701P42006C-●



N1701P42005C-●



N1701P42001C-●



N1701P42002C-●



N1701P42003C-●



N1701P42004C-●



N1701P42018C-●



N1701P42012C*-○



N1701P42007C*-○



N1701P42008C*-○



N1701P42009C*-○



N1701P42010C*-○



N1701P42019C*-○



N1701P42015C*-○



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N1701P42014C*-○



N1701P42011C*-○



N1701P42013C*-○

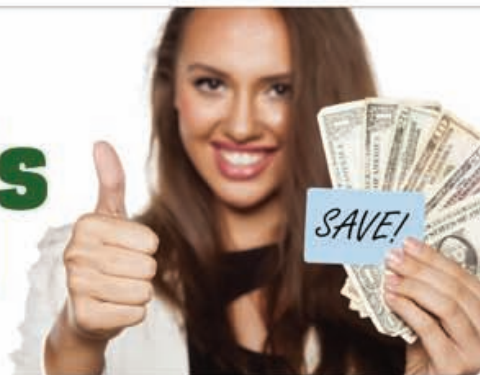
Support for area businesses is fundamental for a strong community and the foundation of every publication's ad revenue. This valuable content is designed to position your paper as the champion of local businesses, and therefore allow you to take the lead with "shop local" advertising.

N1701P43001C*O

Local Deals

Every Day of the Week!

Check out this month's collection of daily deals, and stay tuned for new offers starting in February!



N1701P38007C●

"SHOP LOCAL" SUPPORT

This month, see a full page devoted to "Local Deals Every Day of the Week" to demonstrate consumer savings when they shop local merchants. There is also an alternative tab size available in MCC.

Promoting local patronage 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.

N1701P42002C●

N1701P38003C●

Mega Mondays

Free Toppings
Get up to two free toppings with your ice cream purchase!
Other good every Monday during business hours through 02.28.17. See details, terms and conditions here.

The Scoop Ice Cream
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Free Workout
Come in for a free community workout 4-7 p.m.
Other good every Monday 4-7 p.m. through 02.28.17. See details, terms and conditions here.

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

Buy 2, Get 1 FREE
Mix and match from our Wines of the Week collection.
Other good every Monday during business hours through 02.28.17. See details, terms and conditions here.

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

Wild Card Wednesdays

New Mystery Offer Every Week
Stop in or follow us on social media for details!
Other good every Wednesday during business hours through 02.28.17. See details, terms and conditions here.

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

New Half-Price Special Every Week
Sign up online for weekly updates!
Other good every Wednesday during business hours through 02.28.17. See details, terms and conditions here.

Central Hardware & Garden Center
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

New Mystery Gift Giveaway Every Week
Text PEEK to 00000 for this week's offer!
Other good every Wednesday during business hours through 02.28.17. See details, terms and conditions here.

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

Support Local



Fab Fridays

\$5 Lunch Specials
Your choice of five delicious combo specials!
Other good every Friday 11 a.m. - 3 p.m. through 02.28.17. See details, terms and conditions here.

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

10% Off Your Total Purchase
Save on apparel, footwear, accessories, housewares & more!
Other good every Friday during business hours through 02.28.17. See details, terms and conditions here.

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

\$18 Oil Change Service
Regular price \$24.95. Appointments preferred.
Other good every Friday during business hours through 02.28.17. See details, terms and conditions here.

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

Twofer Tuesdays

Two-for-One Tacos
Choose from beef, chicken or fish!
Other good every Tuesday during business hours through 02.28.17. See details, terms and conditions here.

La Cantina Mexican Restaurant
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Two-for-One Slices
With Purchase of Beverage
Other good every Tuesday during business hours through 02.28.17. See details, terms and conditions here.

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

Two-for-One Games
Tuesdays just got twice as fun!
Other good every Tuesday during business hours through 02.28.17. See details, terms and conditions here.

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

Thirsty Thursdays

\$1 Domestic Drafts
Your choice of Name Beer or Name Beer this week!
Other good every Thursday during business hours through 02.28.17. See details, terms and conditions here.

Trophy Sports Bar & Grill
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Free Soda Pitcher
With Large Pizza Purchase
Other good every Thursday during business hours through 02.28.17. See details, terms and conditions here.

Carlo's Italian Restaurant
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Free Large Beverage
With Movie Ticket Purchase
Other good every Thursday during business hours through 02.28.17. See details, terms and conditions here.

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

Savvy Saturdays

Weekly Doorbuster Deal 9-10am
Stop in for a new deal every Saturday!
Other good every Saturday 9 a.m. - 10 a.m. through 02.28.17. See details, terms and conditions here.

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

Free Samples All Day
Make Saturday shopping the highlight of your week!
Other good every Saturday during business hours through 02.28.17. See details, terms and conditions here.

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

Weekly Gift Card Giveaway
Stop by any pizza store to enter for a new gift card giveaway every Saturday!
Must order every Saturday 12-10 p.m. during business hours through 02.28.17. See details, terms and conditions here.

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

Sunday FunDay

BOGO 50% Off Games
9 a.m. - 12 noon Sundays
Other good every Sunday 9 a.m. - 12 noon through 02.28.17. See details, terms and conditions here.

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

Happy Hour All Day
Enjoy happy hour food and drink specials all day Sundays!
Other good every Sunday 9 a.m. - 12 noon through 02.28.17. See details, terms and conditions here.

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

Free Kids' Craft
Register online for a free kids' craft activity every Sunday!
Other good every Sunday 2-4 p.m. during business hours through 02.28.17. See details, terms and conditions here.

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

AD# N1701A43001C

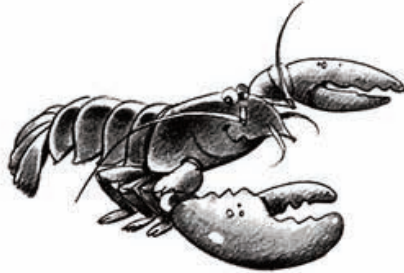
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AD# N1701A43002C

10 x 13



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N1701P44006K-●



N1701P44002K-●



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N1701P44004K-●



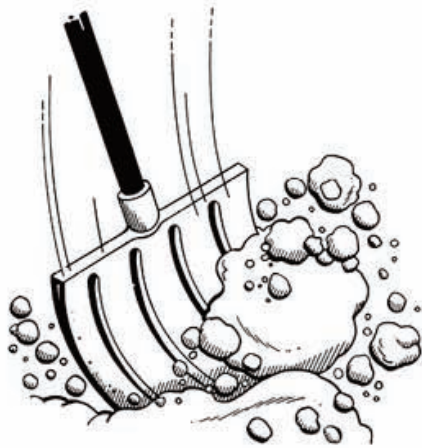
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N1701P44001K-●



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N1701P44013A-●



N1701P44010A-●



N1701P44009A-●



N1701P44011A-●



N1701P44012A-●



N1701P44008A-●

Over 100 years of providing premium content makes Metro's archive one of the deepest and richest in existence. Now you can access some of the best from years past to use in your creative design work.

(MCC Creative Library / Image Type: Retro)



N1701P45006K



N1701P45003A



N1701P45005A



N1701P45007K



N1701P45004A



N1701P45001A



N1701P45013A



N1701P45009A



N1701P45012A



N1701P45008A



N1701P45011K



N1701P45012A



N1701P45010K

Bonus images available in the MCC Creative Library:



N1701P46003C-●



N1701P46004C-●



N1701P46001C-●



N1701P46006C-●



N1701P46005C-●



N1701P46002C-●

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 the MCC Editorial Library. 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 MCC Creative Library:



N1701P47006C-●



N1701P47005C-●



N1701P47004C-●



N1701P47002C-●



N1701P47001C-●



N1701P47003C-●

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 the MCC Editorial Library. Like what you see? Call 800-223-1600 or email service@metro-email.com to order and grow your special sections revenue!



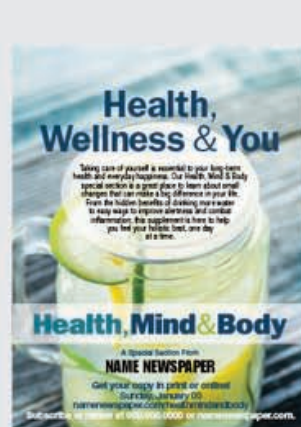
TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



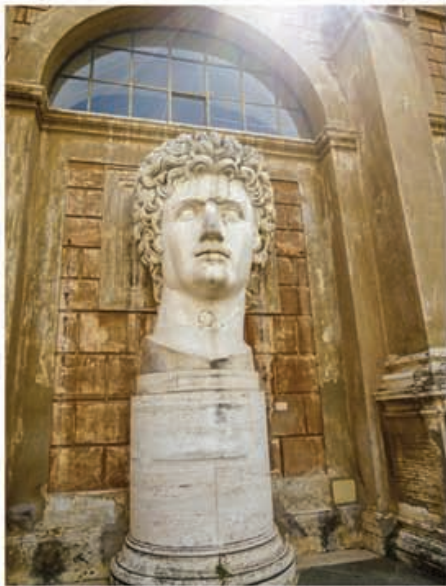
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N1701P48002C-●



N1701P48007C-●



N1701P48008C-●



N1701P48006C-●



N1701P48004C-●



N1701P48010C-●



N1701P48003C-●



N1701P48001C-●



N1701P49009C-●



N1701P49008C-●



N1701P49011C-●



N1701P49002C-●



N1701P49003C-●



N1701P49010C-●



N1701P49012C-●



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N1701P49001C-●



N1701P49006C-●



N1701P49004C-●

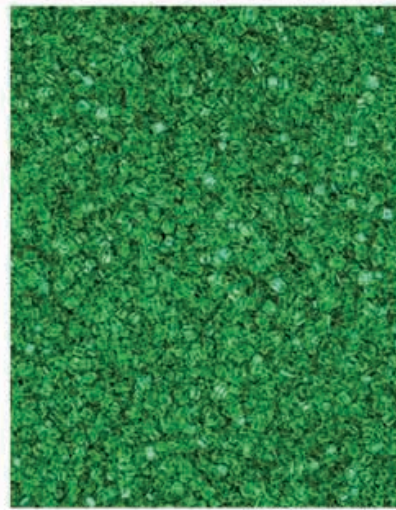


N1701P50003C-●

Usage Notes:

Use these backgrounds to help promote services and merchandise for first-of-the-year sales, winter and clearance sales, weddings and bridal, build-up to the Big Game in football, and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

(MCC Creative Library / Image Type: Background)



N1701P50004C-●



N1701P50007C-●



N1701P50008C-●



N1701P50006C-●



N1701P50009C-●



N1701P50005C-●



N1701P50002C-●



N1701P50001C-●

N1701P51001C



**Usage
Suggestions:**

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for winter sales, weddings and bridal, financial and estate planning, antiques ... and more.

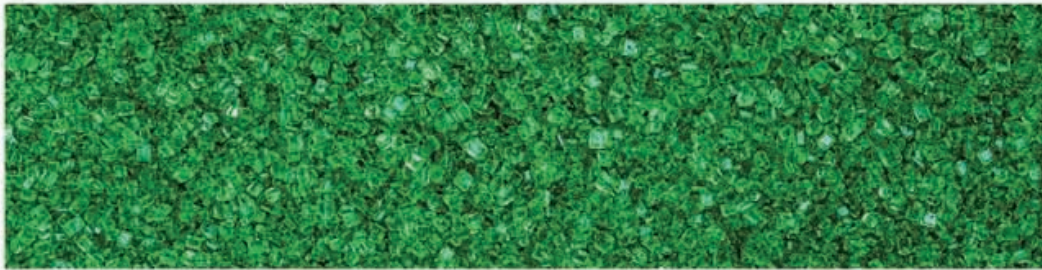
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N1701P51003C



N1701P51004C



N1701P51005C



N1701P51006C





N1701P52018C*-O



N1701P52002C*-O



N1701P52003C*-O



N1701P52005C*-O



N1701P52001C*-O



N1701P52017C*-O



N1701P52006C*-O



N1701P52004C*-O



N1701P52007C*-O



N1701P52016C*-O



N1701P52010C*-O



N1701P52015C*-O



N1701P52019C*-O



N1701P52008C*-O



N1701P52009C*-O



N1701P52020C*-O



N1701P52011C*-O



N1701P52014C*-O



N1701P52013C*-O



N1701P52012C*-O



N1701P53002C*-O



N1701P53008C*-O



N1701P53007C*-O



N1701P53006C*-O



N1701P53003C*-O



N1701P53004C*-O



N1701P53001C*-O



N1701P53005C*-O



N1701P53009C*-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.

MCC Creative Library / Image Type: Ad Starter
 or Image Type: **Background**
 / Keyword: **MetroBiz**



PASS 2 COL. x 5.25



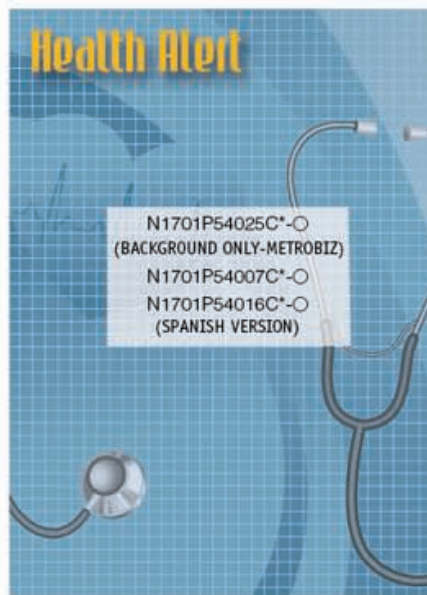
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PASS 1 COL. x 5.25



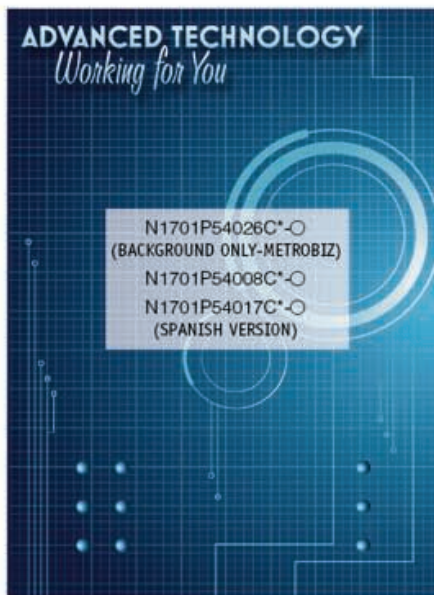
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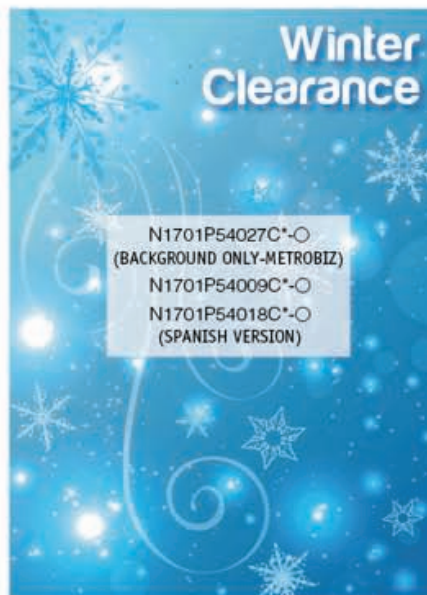
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PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



MCC KEYWORD HINT: Sweet Shop
N1701P55007C-●



MCC KEYWORD HINT: Meat Market
N1701P55008C-●



MCC KEYWORD HINT: Personal Trainer
N1701P55009C-●



MCC KEYWORD HINT: Travel Agent
N1701P55010C-●



MCC KEYWORD HINT: Florist
N1701P55011C-●



MCC KEYWORD HINT: Dentist
N1701P55012C-●

Usage Note:

MCC Creative Library / Image Type: frame, background, photo or MetroBiz, where applicable

Use these business card photo backgrounds to help you expand your printing business.

You can also employ these timely frames in print inserts, ads or online ads and pages.

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.



N1701P55001C*-○



N1701P55002C*-○



N1701P55003C*-○



N1701P55004C*-○



N1701P55005C*-○



N1701P55006C*-○

This image is for non-commercial use only. Not for use in any advertising.



MCC KEYWORDS: ICON SET, WINTER
N1701S56006C*-O



MCC KEYWORDS: ICON SET, BRIDAL
N1701S56001C*-O



MCC KEYWORDS: ICON SET, BRIDAL
N1701S56002C*-O



MCC KEYWORDS: ICON SET, MEDICAL
N1701S56005C*-O



MCC KEYWORDS: ICON SET, HOME
N1701S56004C*-O



MCC KEYWORDS: ICON SET, FOOD
N1701S56003C*-O



N1701P58008C●



N1701P58007C●



N1701P58004C●



N1701P58001C●



N1701P58005C●



N1701P58002C●



N1701P58006C●



N1701P58003C●



Get to Know Us

We believe in primary care that's all about you. Call or visit us online today to find a physician, and let us create an individualized care plan that addresses your health concerns with a personal touch.

- family medicine
- specialized care
- on-time appointments
- friendly physicians

Somerville Medical Center



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

AD# N1701A58001C PASS 6 COL. x3



N1701P59005C-●



N1701P59004C-●



N1701P59008C-●



N1701P59007C-●



N1701P59006C-●



N1701P59003C-●



N1701P59002C-●



N1701P59001 C-●



AD# N1701A59001C PASS 6 COL. x 3

Healthcare With Heart

Compassionate, convenient and understanding care from an expert medical team dedicated to your total health and well-being.

adult medicine | pediatrics
geriatrics | physicals
immunizations | prenatal care | health screenings
insurance assistance

Community Health Clinic

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



Now Open Saturdays | Same-Day Appointments Available

N1203P46009C-0



N1701P60004C-●



N1701P60005C-●



N1701P60001C-●



N1701P60011C-●



N1701P60002C-●



N1701P60003C-●



N1701P60008C-●



N1701P60006C-●



N1701P60007C-●



N1701P60010C-●



N1701P60009C-●



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N1701P61002C-●



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N1701P61003C-●



N1701P61009C-●



N1701P61005C-●



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N1701P61008C-●



N1701P61012C-●



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N1701P62008C-●



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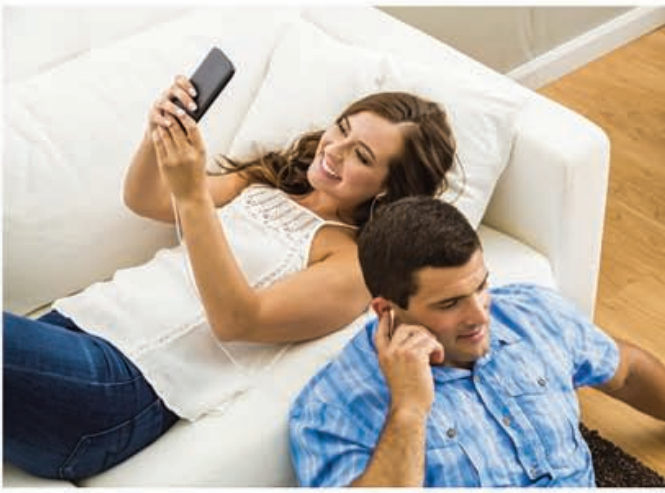
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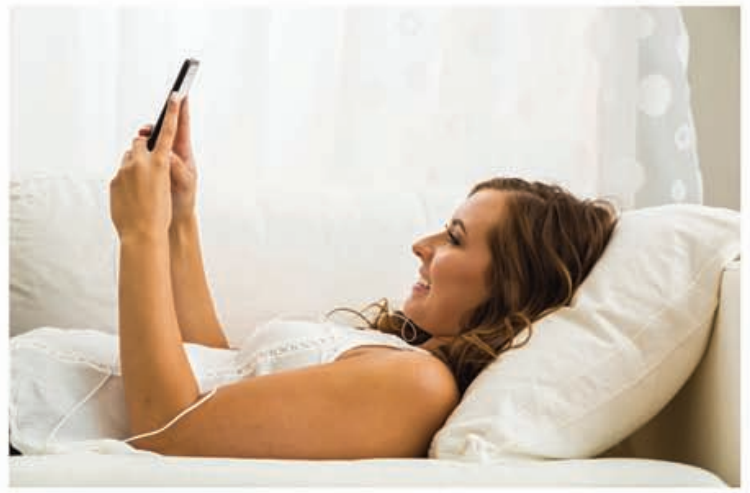
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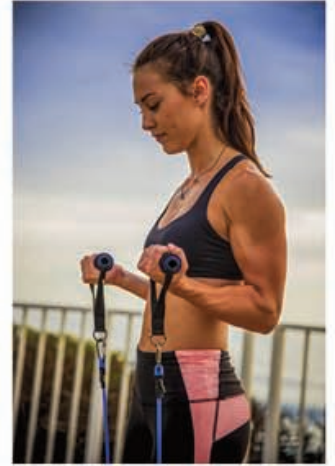
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N1701P63008C-●



N1701P63006C-●



N1701P63005C-●



N1701P64008C-◇
SANDWICH



N1701P64013C-◇
SANDWICH



N1701P64006C-◇
STRIP STEAK



N1701P64007C-◇
COLD CUT HAM



N1701P64003C-◇
SWISS CHEESE



N1701P64011C-◇
SLICED STEAK



N1701P64012C-◇
T-BONE



N1701P64009C-◇
SWISS CHEESE



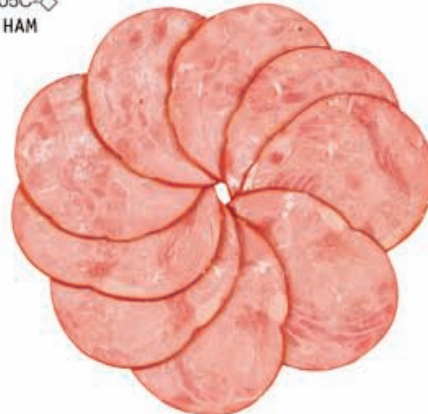
N1701P64005C-◇
COLD CUT HAM



N1701P64001C-◇
STEAK



N1701P64010C-◇
CHEDDAR CHEESE WHEEL



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COLD CUT HAM



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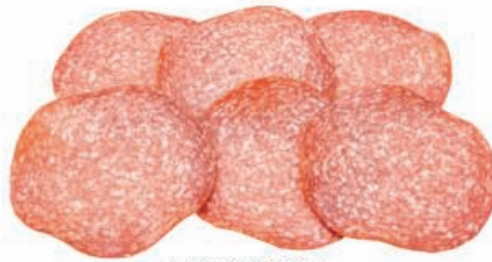
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N1701P65011C-◇
LARGE SANDWICH



N1701P65002C-◇
COLD CUT SALAMI



N1701P65012C-◇
LARGE SANDWICH



N1701P65010C-◇
PORK



N1701P65009C-◇
PORK



N1701P65001C-◇
COLD CUT SALAMI



N1701P65004C-◇
BEEF STEAK



N1701P65003C-◇
COLD CUT SALAMI



N1701P65005C-◇
AMERICAN CHEESE



N1701P65008C-◇
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N1701P65006C-◇
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N1701P66021C-●
MIMOSA



N1701P66025C-●
CHAMPAGNE



N1701P66020C-●
BLOODY MARY



N1701P66016C-●
CROISSANT



N1701P66010C-●
CREAM SOUP



N1701P66013C-●
STACK OF PANCAKES



N1701P66014C-●
PANCAKES



N1701P66006C-●
BEANS



N1701P66018C-●
HOT TEA



N1701P66012C-●
OATMEAL



N1701P66004C-●
CANDY



N1701P66019C-●
BLOODY MARY



N1701P66015C-●
CROISSANT



N1701P66005C-◇
SPAGHETTI



N1701P66026C-◇
CANDY



N1701P66027C-◇
JAR OF CANDY



N1701P66001C-●
CHOPPED MEAT



N1701P66029C-◇
RAW MEAT



N1701P66030C-◇
RAW MEAT



N1701P66037C-◇
CREAM SOUP



N1701P66005C-●
SPAGHETTI



N1701P66002C-●
JAR OF CANDY



N1701P66017C-●
HOT TEA



N1701P66031C-◇
LONDON BROIL



N1701P66033C-◇
BLOODY MARY



N1701P66032C-◇
HOT TEA



N1701P66007C-●
SNOW PEA



N1701P66009C-●
FRENCH ONION SOUP



N1701P66035C-◇
CHOCOLATE BUNDT CAKE



N1701P66034C-◇
MIMOSA



N1701P66036C-◇
CHOCOLATE CAKE



N1701P66023C-●
CHOCOLATE CAKE



N1701P66011C-●
CREAM SOUP



N1701P66008C-●
RAW STEAK



N1701P66024C-●
EGGS



N1701P66003C-●
MARSHMALLOW TWISTS



N1701P66022C-●
CHOCOLATE CAKE

N1701P6002C



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Name Brand Chili Powder <small>0 oz. shaker</small> \$1.29	

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N1701P31008C

N1701P51004C

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AD# N1701A67001C PASS 6 COL. x 10

Seafood Counter Specials

N1701P67003C*-O

Frozen Food Specials

N1701P67002C*-O

Canned Good Specials

N1701P67001C*-O



N1701P68019C*-O



N1701P68018C*-O
(Maple Syrup on Snow Candy)



N1701P68016C*-O
(Sleigh Ride)



N1701P68013C*-O
(Church of Frontenac Hotel)



N1701P68014C*-O
(Church of Saint Joseph's)



N1701P68015C*-O
(Saint Joseph's Oratory)



N1701P68008C*-O



N1701P68010C*-O



N1701P68011C*-O



MAPLE SYRUP
Festival

N1701P68020C*-O



N1701P68017C*-O
(Ice Fishing)



N1701P68012C*-O



N1701P68007C*-O



N1701P68009C*-O



N1701P68022C*-O



N1701P68023C*-O
N1701P68024C*-O



N1701P68005C*-O



N1701P68006C*-O



N1701P68021C*-O



(FLY SOUTH)
N1701P68004C*-O



(TIE YOUR WINTER HAT!)
N1701P68003C*-O



(I'M TAKING CARE OF MYSELF)
N1701P68002C*-O



(AN AVALANCHE OF LOW PRICES)
N1701P68001C*-O



N1701P69008C-●
CANADA FLAG



N1701P69009C-●
CANADIAN FLAG BALLOON



N1701P69006C-●
CELEBRATING 150 YEARS



N1701P69004C-●
CANADA BALLONS



N1701P69007C-●
150 YEARS



N1701P69002C-●
N1701P69003C-●
CANADA CELEBRATION



N1701P69001C-●
CANADIAN FLAG



N1701P69010C-●
CANADIAN FLAG CUPCAKES



N1701P69011C-●
CANADIAN FLAG CAKE



N1701P69012C-●
CANADIAN FLAG CAKE



N1701P69005C-●
CANADIAN FLAG BUTTON



N1701P69013C-●
CANADIAN FLAG CAKE W/SPARKLERS

MCC KEYWORD HINT: week2

This is your illustration and copy for January 12, 2017.

N1701P70007C*
N1701P70003C*
N1701P70006C*
N1701P70002C*

Smile More



The advice to smile more is ancient wisdom. Proverbs 17:22 tells us that "A cheerful heart is good medicine, but a crushed spirit drags up the bones." And even more to the point, we are told in Proverbs 15:13 that a "happy heart makes the face cheerful." But it also works the other direction: a happy face gladdens the heart. When the body goes, the mind will follow, and it turns out that the mind can be easily tricked into being happy (or sad) simply by making the face corresponding to the desired emotion. Smile long enough and you'll start to feel happy; frown and you'll soon be feeling quite down. The mind follows the body as much as the body follows the mind. When the body plays a role convincingly, the mind believes it. Exercise and exercise work similarly, but smiling is something we can do throughout the day, and it has the added benefit of spreading to those around us. We all know how refreshing it can be to see children laughing and playing. Most adults have somewhere lost that playful game for life, but we can regain it just a bit by simply smiling and laughing more often.

—Christopher Simon

AD# N1701A70003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

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N1701P70006C*
N1701P70002C*

Do Something Nice for Someone



The advice to do something nice for someone follows logically from the golden rule, i.e. "do unto others as you would have them do unto you" (Matthew 7:12), and is, in effect, a summary of the Bible's teaching on morality. We all know how good it feels when someone does something nice for us, and we should extend the same, or perhaps "yes it forward," as the saying goes. This can be done in so many simple ways, from helping someone with their chores, to writing someone to say what you or someone you care about is doing well, to just being there for others if they don't have to be supportive; sometimes the best gift is the gift of our time. A patient and understanding listener is often the best therapist. On the other hand, gifts are also nice. Who doesn't like to be the recipient of a thoughtful gift? And necessary gifts are always practical. Sometimes the nicest things we do are the things we do for those who don't expect it, or deserve it. If someone deserves to be forgiven, then it's not a big deal to forgive them. But if someone doesn't deserve to be forgiven and we forgive them, that is a big deal. Do something nice for someone each and every day and occasionally do something really nice for someone who doesn't necessarily expect it, or deserve it.

—Christopher Simon

AD# N1701A70002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

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N1701P70005C*
N1701P70001C*

Be Thankful




The advice to start and end each day by reflecting on what we have to be thankful for is almost guaranteed to get our day off to a good start. This has the immediate effect of putting us into a positive frame of mind, since we are usually focusing on something which we think of as good if we are thankful for it. It also has a tendency to create a virtuous cycle, since thinking about the things we are thankful for helps us repeat our successes and avoid our failures. And there is even a way to be thankful for our failures. We often learn valuable lessons from our failures, and disabilities or weaknesses can often create compensating abilities or strengths which we are justifiably proud of. The visually-impaired man must learn to use and trust his ears in ways that most of us consider extraordinary, in the same way that a hearing-impaired woman might use her sight to pick up on social cues the rest of us would miss. Take time out of every day to consider what you have to be thankful for, and a good time to do this is every morning before getting out of bed, and again at night, before going to sleep.

—Christopher Simon

AD# N1701A70001C PASS 2 COL. x 5.25



N1701P70013C*
N1701P70014C*



N1701P70009C*
N1701P70015C*



N1701P70010C*
N1701P70011C*

MCC KEYWORD HINT: week1

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Ten Tips for a Better Life in the New Year



Whether you have given up on New Year's resolutions or are simply trying to get your new self-tracking device into operation, there are many simple and easy ways to improve your life in the New Year. Here are ten tips that will make your life happier and healthier this year:

1. Smile more, even when you don't feel like it.
2. Do something nice for someone every day.
3. Start and end your day by remembering what you have to be thankful for.
4. Protect your health—it's your most cherished asset, and without it nothing else matters.
5. Save something for a rainy day; you'll be glad you did when you need it.
6. Learn something new every day; knowledge is power.
7. Exercise every day, even if it's only going for a short walk.
8. Cultivate your friendships and remember that friendships don't grow in isolation.
9. Cultivate better relationships with your family.
10. Cultivate a good relationship with God; pray and read scripture daily.

Over the coming weeks, we will examine each of these tips in more detail, giving practical advice on how to make them part of our everyday lives.

—Christopher Simon

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(CELEBRATING MARTIN LUTHER KING, JR. JANUARY 16TH)
N1701P71001C*O
N1701P71002C*O



(HAPPY KINGS' DAY!)
N1701P71004C*O



(FREE MEMBERSHIP)
N1701P71005C*O



(KEEP YOUR RESOLUTION)
N1701P71011C*O



(HEALTH AND WELLNESS)
N1701P71003C*O



(INTO THE FUTURE)
N1701P71010C*O



(CALENDAR OF EVENTS)
N1701P71009C*O



(HEALTHY EATING)
N1701P71006C*O



(FINANCIAL SERVICES)
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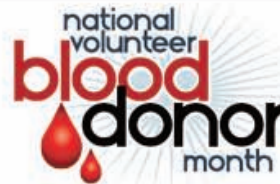
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January 1-8
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JANUARY 23
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N1701P71023C*O



N1701P71026C*O



N1701P71028C*O



January 16-20
N1701P71014C*O



N1701P71020C*O



JANUARY 4
N1701P71029C*O



N1701P71024C*O



N1701P71018C*O



N1701P71017C*O



N1701P71021C*O



N1701P71025C*O



N1701P71019C*O



JANUARY 20
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N1701P71016C*O



JANUARY 28
N1701P71012C*O



N1701P71013C*O



N1701P72018C-●
(Magician's Wand)



N1701P72019C-●
(Magician's Wand)



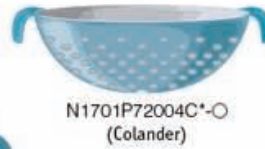
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(Deflated Basketball)



N1701P72013C-●
(Squash the Competition)



N1701P72009C*-○
(Ladle)



N1701P72004C*-○
(Colander)



N1701P72002C*-○
(Spatula)



N1701P72001C*-○
(Tall Cookie Jar)



N1701P72005C*-○
(Skillet)



N1701P72010C*-○
(Lid)



N1701P72007C*-○
(Large Pot)



N1701P72012C*-○
(Claw Marks)



N1701P72006C*-○
(Frying Pan)



N1701P72011C*-○
(Pot)



N1701P72015C*-○
(Football Helmets Crashing)



N1701P72003C*-○
(Large Pot with Lid)



N1701P72008C*-○
(Strainer Spoon)



N1701P72024C*-○
N1701P72025C*-○
(Man Buying Wine)



N1701P72022C*-○
N1701P72023C*-○
(Fish Fry)



N1701P72020C*-○
N1701P72021C*-○
(Fish Fry)



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(Bartender)

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Green Living
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Think Pink
Best of the Best**



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PP. 01-72

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