

CREATE. SELL. PROFIT.

METRO

CREATIVE SERVICES



WEDDINGS

A variety of spec ads and features to engage advertisers, audience and revenue



HEALTHCARE & WELLNESS

Sales opportunities in every shape and size for an assortment of advertisers



LOCAL COMMUNITY

Concepts and content to put local businesses and organizations in the spotlight



MiAD Spec Ad Library pp. 45-52:
Dozens of ready-to-sell spec ads for bridal, health and wellness advertisers – MiAD Wizard enabled!



Campaigns & Classified pp. 53-65:
Bolster first-quarter Classified sales with all-new automotive, real estate, recruitment, campaign and self-promotion content.

Win over readers and advertisers with spec ad, directory, image, section and contest content for

The Big Game

Editorial Features & Templated Special Sections:

Weddings • Fit Mind & Body • Emergency Preparedness & Response • January Timely Features • Games & Puzzles

FOOTBALL FEVER



ON THE COVER:
N1901P38002C

Tackle football season sales leading up to the Big Game from advertisers like food markets, caterers, sports bars, TV or furniture stores, and more with this iconic image.

Find creative elements and sales ideas to help advertisers capitalize on football fever, as the season wraps up with the championship game on Sunday, February 3.

- Create a special section perfect for advertisers like bars, restaurants, food markets, caterers, fashion retailers, television retailers and more with a Themed Event Package that features a Super Party Guide cover design, recipe-based group ad page, and promotional ads for readers and advertisers (04).
- Help a local sports bar invite patrons to indulge in food and drink specials for the Big Game (28).
- An ad design for a grocery or convenience market touts game-day specials with coordinated directory space in a Big Game Guide layout (32).
- Plus, don't miss a super contest idea (10)!



WEDDINGS



Find content to create eye-catching bridal promotions and engage more business this month.

- A Themed Event Package focused on Wedding Celebrations includes a tab cover, editorial piece, ad spots and an FAQ feature to incorporate expert input from local wedding vendors. Link this FAQ feature to a double-truck Wedding Vendors Guide to secure advertisers (09, 20).
- Upsell a bridal dress shop with an individual ad paired with a directory spot in a coordinating Wedding Resource Guide design (32).
- Create new ads and fill out special sections with fresh photos, artwork and headings (29-31).
- Turn to January's Weddings Templated Special Section (TSS) for more wedding coverage, and MSAL for additional spec ad options (68).



HEALTHCARE & WELLNESS



Target sales from healthcare advertisers with new ads and images featured this month.

- Showcase area physicians and specialists in a Top Docs Themed Event Package that helps readers locate a provider, along with ads to promote the feature to readers and advertisers (08).
- A second Themed Event Package focuses on family health and wellness (06).
- Target more medical advertisers with an ad for a clinic and a coordinating directory (32).
- Also find a Single Sheet design for an urgent care center, as well as ads for home fitness equipment and clinical research trials (03, 28).
- For additional health and wellness coverage, turn to January's Fit Mind & Body TSS, as well as a selection of spec ad in MSAL (68).



LOCAL COMMUNITY



As always, find features to help your team focus on local advertisers and reader interests, beginning with a contest concept (10).

- This month's Marketplace layout offers a way to showcase a variety of local businesses for a single week or as an ongoing feature for new advertisers each week. It incorporates directory space and ready-to-sell spec ads for haircuts, a bike shop, nail care, pharmacy services and more (14).
- A redesign of Metro's monthly Community Calendar provides added options to showcase events and related local business offerings, such as a bridal show or Soup Month specials (19).
- MLK Day of Service on January 21 is an excellent opportunity for nonprofit service organizations to showcase community volunteer opportunities and events (19, 32, 37, 59, 55).



A quick look at the many ways you can create, sell and profit from this month's content, and the perfect tool to include in your planning meetings.

WINTER WEATHER



Winter coverage continues with a variety of content-building elements and spec ads to help you accumulate ad sales.

- Help a snow removal service target on-demand business and seasonal contracts with a *Single Sheet* design (28).
- Another *Single Sheet* promotes clearance deals on winter clothing and outerwear for kids (28).
- Seasonal ads for top advertisers featured this month include furnace repair and oil and propane delivery (03).
- January also features a collection of image content focused on extreme weather and disaster response and preparedness. Use it to create ads, special sections or resource pages devoted to this growing concern (21-24).



JANUARY PROMOTIONAL OPPORTUNITIES



Here are a few more revenue-ready opportunities to consider this January:

- An Infographic feature for the U.S. and Canada focuses on statistics to raise awareness of the opioid epidemic affecting both countries. The page also features an ad spot with in-place spec design for a treatment center (25).
- Don't miss a wealth of food and beverage content offered this month. Ready-to-serve restaurant ads include breakfast offerings, Chinese food and family dining (03, 61). Additional images provide the basis for more ads (46, 47, 60).
- The Year of the Pig begins on Tuesday, February 5. Find images and ads to promote events, food and retail offerings in conjunction with Lunar New Year celebrations, as well as the makings of a special section (05, 19, 42).
- Also find ads, images and a Gallery Guide *Themed Event Package* focused on promoting arts and culture in your community (02, 07, 19, 42).



JANUARY CUSTOMER REQUESTS

FIND THIS MONTH'S CUSTOMER-REQUESTED ART ON PAGE 64!



N1901P64007C

SUDOKU, WORD FINDS, CROSSWORDS, COLORING PAGES & MORE!



CLUES ACROSS

1. Think piece of assembly
3. Major address
4. Recreational animal farm
11. French restaurant
13. Chinese festival
14. Nonsense
15. Chinese temple
16. Order signal
17. Most popular drink
18. Where you normally sit
20. Common house insect
21. Queue of people
22. Herby, thick and casual
23. Chinese
24. Chinese
25. Recreational equipment
26. Foreign banknote
27. Adding to music
28. Tennis body part

DOWN

10. Chinese festival
12. Recreational animal farm
19. Chinese festival
29. Chinese festival
30. Chinese festival
31. Chinese festival
32. Chinese festival
33. Chinese festival
34. Chinese festival
35. Chinese festival
36. Chinese festival
37. Chinese festival
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90. Chinese festival
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93. Chinese festival
94. Chinese festival
95. Chinese festival
96. Chinese festival
97. Chinese festival
98. Chinese festival
99. Chinese festival
100. Chinese festival

Tap into a new revenue stream with popular games and puzzles perfect for recruiting sponsor advertisers. They offer unique placement that will attract plenty of focused attention from readers of all ages! Access the entire archive online from the MCC Editorial Library.

SUDOKU



Fun By The Numbers

Like puzzles? Then you'll love Sudoku. This word-finding puzzle will have you looking for the numbers you need to fill in the grid. It's a challenge you'll love!

FULLY TEMPLATED SPECIAL SECTIONS (TSS)

- January TSSs in Print & Online:
- WEDDINGS • FIT MIND & BODY
 - EMERGENCY PREPAREDNESS AND RESPONSE

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



CREATE. SELL. PROFIT.

Like Us on Facebook
[facebook.com/MetroCreativeConnection](https://www.facebook.com/MetroCreativeConnection)

Follow Us on Twitter @
MetroConnection

Metro Creative Graphics, Inc.

519 Eighth Avenue,
New York, NY 10018
Voice 212.947.5100
Toll-free 800.223.1600
www.metrocreativeconnection.com

Follow Us on Instagram @
metrocreativeconnection



COMPANION WEB & MOBILE 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 or Mobile ad as a layered Photoshop file (.psd).

Have You Heard?
Season Tickets Are Now On Sale!



**Early-Bird Subscribers,
Save up to 40% Off Concert Packages.**
For details and to choose your package, please call or visit us online today. Early-bird pricing ends January 00, 2019.

Classical Music | Jazz | Film Accompaniment | Chamber Music | Special Concerts | Family Events

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

AD# N1901A02001C PASS 2 COL. x 5

N1901P33001C



Considering Divorce?

Choosing the right attorney is essential to protecting your rights and assets. Call us first for a free consultation with a family law specialist, so we can help you navigate the complex issues involved in the divorce process and reach a timely resolution. We offer affordable fees and payment plans to put experienced and reliable legal help within your reach.

**Kurtz & Lewis
LAW OFFICES**
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1901A02002C PASS 2 COL. x 5

N1901P33002C



**Specialists in
Rare Coins**

Buy | Sell | Consign | Appraise | Display

Look no further for trusted expertise in collectible coin, rare currency and precious metal appraisal and information.


[Store Hours Monday-Friday 9-5, Saturday 10-2]

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

AD# N1901A02003C PASS 2 COL. x 5

N1901P33003C

Ready for a Refund?
Act now to get your tax refund faster!



Get a free review of your last year's tax returns with 2018 tax prep service!

**Halleran & Associates
Accounting**
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Save 10% Off 2018 Tax Prep Service when you come in before January 06, 2019. Call today for your appointment!

AD# N1901A02004C PASS 2 COL. x 5

N1901P33004C

N1203P46009C

**Comfortable & Functional
OFFICE FURNITURE**
to bring out the best in your productivity



Huge Selection of Ergonomic Seating & Space-Saving Home Office Solutions!
Office Furniture Financing & Leasing Plans Available
Ask about our corporate account portal!

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

AD# N1901A02005C PASS 2 COL. x 5

N1901P33005C

Organize Your Office



**BUY 2,
GET 1 FREE**
Deals Throughout the Store
storage • binders • folders • clips
notes • writing • cleaning
office tools & more

Stop in today!
Sale ends 01.05.19
Last details, terms and conditions here.

Business Services Available Here!
print & copy • pack & ship • tech support


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

AD# N1901A02006C PASS 2 COL. x 5

N1901P33006C

Companion
WEB + MOBILE
ADS available
on MCC

our great selection of
TEXTBOOKS
is just the beginning



new & used textbooks
fiction, non-fiction & self-
improvement | graphic novels &
comics | children's books | board
games | school apparel & more |
in-store cafe | writing tools &
journals | cards & gifts

Sell your gently used
textbooks here! Buying hours
are Monday-Saturday 10am-6pm

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

AD# N1901A02007C PASS 2 COL. x 5

N1901P33007C

**Answer Your Craving for a
Rewarding Career**



We combine classroom and hand-on learning for a career education program that positions you for success in the healthcare field.

Get qualified and certified!
Massage therapist
Dental assistant
Medical assistant
Phlebotomy technician
Medical administrative professional

Call or contact us online today to get started. We offer flexible class schedules and tuition payment plans, and financial aid is available for those who qualify.

**Healthcare
Career Institute**
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1901A02008C PASS 2 COL. x 5

N1901P33008C



**Stock Up on
UNIFORM BASICS**

**BOGO
50% Off**
Select Styles
Now Through Sunday

Save on men's, women's and maternity styles in all sizes!
Sale ends 01.06.19. List details, terms and conditions here. List details, terms and conditions here.

Plus, Save 10% Off All In-Stock Footwear

The Uniform Store

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

AD# N1901A02009C PASS 2 COL. x 5

N1901P33009C

Clinical Trials & Research Studies

Help advance the future of medicine while receiving treatment and compensation for your participation.

To learn more about current and upcoming studies, please call 000.000.0000 today.

Current Studies Include:
Acne Treatment
Bipolar Depression
Psoriasis
Fatty Liver
Schizoaffective Disorders

PharmAdvance Institute

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

AD# N1901A03001C PASS 2 COL. x 5

N1901P34001C

Prompt & Professional Service for Your Furnace

FREE SERVICE CALL

With Your Repair Service, we visit on weekends or after hours. Mention this ad when calling!

Free Estimates on Replacements & New Installations
boilers | central air conditioning | water heaters | boilers

Best Heating & Mechanical

Commercial & Residential Financing Available
License # 000000 Fully Insured

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

AD# N1901A03002C PASS 2 COL. x 5

N1901P34002C

N1203P46009C

Get Ready. Get Set. Fly in Comfort.

Travel-Savvy Gear & Accessories
luggage | travel bags | packable blankets | headphones | travel pillows | toiletry bags | shoe & laundry bags | packing cubes | passport covers | luggage tags | & more

Going On Now **BOGO 50% Off** Select Travel Accessories
Sale ends 01.01.19. List details, terms and conditions here.

Jet Set Travel Shop

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

AD# N1901A03003C PASS 2 COL. x 5

N1901P34005C

Save on Premium Ski Wear

Our lowest prices of the season on high-quality ski wear from your favorite brands!

up to 40% Off
Ski Jackets | Vests | Ski S. Snowboard Pants | Accessories
Shop now for the best selection of styles and sizes!
Sale ends January 31, 2019 while supplies last.

Chalet Ski & Sports

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

AD# N1901A03004C PASS 2 COL. x 5

N1901P34004C

Trusted & Reliable Oil & Propane Delivery

We bring the heat with unbeatable service and value.

24-hour service and support
System sales, service and installation
Budgeting options to manage costs all year

Varick Oil & Propane

Call now for pricing and current offers!

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

AD# N1901A03005C PASS 2 COL. x 5

N1901P34006C

N1203P46009C

Family Dining

Fresh, Fun & Full of Flavor!

All-you-can-eat salad bar!

Nightly Dinner Specials | Burgers & Casual Fare
Healthy Dining Options | Craft Beer & Wine | Great Kids' Menu
*Sign and gluten-free options available!

Millbrook Restaurant

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

AD# N1901A03006C PASS 2 COL. x 5

N1901P34007C

Companion WEB + MOBILE ADS available on MCC

Bright & Clean Laundry Center

Open Daily at 7am
Last Wash at 10pm

Modern & Efficient Front-Loading Machines
Oversized Load Coposters • Coinless Laundry Cards
Soap, Snack & Beverage Vending
Attendant On Premises • Free Parking Lot

Spin Cycle Laundromat

We offer full-service washing and folding by the pound!

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

AD# N1901A03007C PASS 2 COL. x 5

N1901P34008C

N1203P46009C

Our Machines Mean Business.

Your source for quality office machines and fast, affordable on-site service.

Sales | Setup | Service | Repair | Leasing
ink & laser printers • copiers • shredders
fax machines • cash registers • ink & toner

Lex Office Machines

Call anytime for a free phone consultation!

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

AD# N1901A03008C PASS 2 COL. x 5

N1901P34009C

N1203P46009C

Home Fitness Solutions

Shop our showroom in person or online!

Enjoy Interest-Free Financing for 6 Months Plus. FREE Delivery to Your Home or Office
*Full purchase over \$100 through January 31, 2019.
List details, terms and conditions here. List details, terms and conditions here.

Freebills | Tikes | Ellipticals | Home Gyms | Weight Sets & Benches | A/C & Care Equipment | & More

Sporting Goods Unlimited

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

AD# N1901A03009C PASS 2 COL. x 5

N1901P36004C

QUICK SELL:

N1901P04001C*O

SUPER PARTY GUIDE



Serve up homemade soft pretzels for this year's big game

1. Preheat oven to 350°F. Roll out dough into a 12x18 inch rectangle. Cut into 12 squares. Roll each square into a rope. Dip into egg wash. Bake for 15 minutes.

2. In a large pot, boil water. Add 1/2 cup kosher salt. Boil for 10 minutes. Add 1/2 cup baking soda. Boil for 5 minutes. Drain. Rinse with cold water. Toss with oil. Roll into ropes. Dip into egg wash. Bake for 15 minutes.

3. In a large pot, boil water. Add 1/2 cup kosher salt. Boil for 10 minutes. Add 1/2 cup baking soda. Boil for 5 minutes. Drain. Rinse with cold water. Toss with oil. Roll into ropes. Dip into egg wash. Bake for 15 minutes.

Soft Rye Pretzels

- 1 1/2 cups water
- 1/2 cup kosher salt
- 1/2 cup baking soda
- 1/2 cup oil
- 1/2 cup egg wash

Celebrate football with a tailgating staple

1. Preheat oven to 350°F. Roll out dough into a 12x18 inch rectangle. Cut into 12 squares. Roll each square into a rope. Dip into egg wash. Bake for 15 minutes.

Chicken Wings with Bacon Breadcrumbs

- Preheat oven to 350°F.
- Roll out dough into a 12x18 inch rectangle. Cut into 12 squares. Roll each square into a rope. Dip into egg wash. Bake for 15 minutes.
- In a large pot, boil water. Add 1/2 cup kosher salt. Boil for 10 minutes. Add 1/2 cup baking soda. Boil for 5 minutes. Drain. Rinse with cold water. Toss with oil. Roll into ropes. Dip into egg wash. Bake for 15 minutes.
- In a large pot, boil water. Add 1/2 cup kosher salt. Boil for 10 minutes. Add 1/2 cup baking soda. Boil for 5 minutes. Drain. Rinse with cold water. Toss with oil. Roll into ropes. Dip into egg wash. Bake for 15 minutes.

Advertiser suggestion: Electronics Store

Advertiser suggestion: Sports Bar

Advertiser suggestion: Furniture Store

Advertiser suggestion: Liquor Store

Advertiser suggestion: Pizza Delivery

Advertiser suggestion: Meat Market

Advertiser suggestion: Catering

SECTION COVER:

N1901P04001C*O

N1901P43007C

N1901P43008C

N1901P43008C

SUPER PARTY GUIDE

GAME DAY

January 2019
A Special Supplement to
Name Newspaper

Recipes, entertaining ideas and more game-day fun for your home zone

Plus, Where to Watch Sports Bar & Restaurant Guide

AD# N1901A04003C

10 x 13

AD# N1901A04002C
AD# N1901A04001C

9.667 x 13
PASS 6 COL. x 21

HEADING:
N1901P04001C*O



SELF-PROMOTION READER:

N1901P43007C



N1901P43008C

A Super Opportunity for Advertisers

Score attention from thousands of potential customers with an ad in our Super Party Guide. This wildly popular special section is full of great ideas for football fans, whether they're hosting the game on their home turf or looking for a place to catch the action with fellow football fans. Make sure your products, services and special offers are in their field of vision by reserving your ad spot today!



Ad Deadline: January 01
Run Date: January 01

A Special Section From
Name Newspaper

Contact Advertising Sales at 800.899.0000
or email sales@namenewspaper.com.

AD# N1901A04005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

N1901P43007C



N1901P43008C

Big Plans for the Big Game?

Our Super Party Guide is full of great ideas, whether you're hosting the game on your home turf or looking for a place to catch the action with fellow football fans. From crowd-pleasing recipes to game-day food and drink specials, you'll catch it all inside this super section.



Score your copy January 01!

A Special Section From
Name Newspaper

Also online at namenewspaper.com/superpartyguide.

AD# N1901A04004C PASS 2 COL. x 5

Plan and publicize profitable special sections and features with these popular packages. Each provides a selection of concept-building content like headings, promotional ads, cover designs, editorial elements, Quick-Sell multi-advertiser pages and more. (MCC Creative Library / Print Ad Type: ThemedEventPackage)

QUICK SELL:

N1901P05001C*-O

Advertiser Suggestion: Special Community Event	Advertiser Suggestion: Financial Institution	Advertiser Suggestion: Restaurant	Advertiser Suggestion: Gift Shop
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Chinese NEW YEAR Celebration Guide

Celebrate Chinese New Year 2019 is the Year of the PIG

More than one billion people across the globe celebrate Chinese New Year every year in January or February. It's a time of joy and festivity, with people celebrating the start of a new year and the beginning of the lunar calendar.

2019 is the Year of the Pig. The pig is the 12th zodiac sign in the Chinese zodiac. It is a symbol of good fortune and wealth. People born in the Year of the Pig are said to be generous, hardworking, and honest.

Several central themes throughout the year are good luck, health, and wealth. People in each year are believed to have certain characteristics. The pig year is associated with good luck, health, and wealth. People born in the pig year are said to be generous, hardworking, and honest.

Parade & Festival SCHEDULE

January 2019 | A Special Supplement to Name Newspaper

Restaurant & Buffet Specials

Traditional New Year Recipes

TOP 10 Gift Ideas

Advertiser Suggestion: Chinese Buffet	Advertiser Suggestion: Medical Clinic	Advertiser Suggestion: China
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AD# N1901A05002C
AD# N1901A05001C

9.667 x 13
PASS 6 COL x 21

HEADING:
N1901P05001C*-O

Chinese NEW YEAR Celebration Guide

AD# N1901A05003C

Companion WEB + MOBILE ADS available on MCC

SELF-PROMOTION READER:

Advertise for the Lunar New Year!

There's still time to reserve your ad spot in our Chinese New Year Celebration Guide. This upcoming special section features recipes, gift ideas, cultural information, local festivities and more to draw attention to your products and services as readers prepare to welcome the Year of the Pig.

Advertising Sales
Call 000.000.0000

or email name@namepaper.com before January 01. This special section will publish in print and online February 01.

Chinese NEW YEAR Celebration Guide
A Special Section From Name Newspaper

AD# N1901A05005C PASS 2 COL x 5

SELF-PROMOTION ADVERTISER:

Counting Down to the Lunar New Year?

From great gift ideas to traditional recipes and local festivities, our upcoming special section has all you need to welcome the Year of the Pig in festive fashion.

Look for your copy here on February 01!

Also online at namepaper.com/chinesenewyearguide

Chinese NEW YEAR Celebration Guide
A Special Section From Name Newspaper

AD# N1901A05004C PASS 2 COL x 5

QUICK SELL:

N1901P26001C*-O

N1901P43002C-●

Fit & Healthy Family Guide



#4 happy HealthyFit 12 Family-Style Tips

No matter our age, physical activity and social connection are key to overall health and a sense of wellbeing. You can help kids nurture these habits and enjoy their lifelong benefits with a family approach to a health-conscious lifestyle. Here are 12 tips to get you started:

1. Make "playtime" a family affair with time on the weekend each week for active games like kickball, basketball, tag, hopscotch, dancing or hula hooping.
2. Skip the car whenever you can and turn that time into family walks or bike rides.
3. Sync up activity tactics for some family consideration among immediate and extended family members, including grandparents.
4. Look for ways to make household chores and yardwork more fun with music and opening it to family competitors like who can gather the most leaves or brush chores first.
5. Outdoor games in the driveway, front yard or sidewalk are a great way to get fresh air and exercise, as well as get handy with the neighbors.
6. Tying your car at the end of lots or giving to take the stairs. Instead of the escalator, meander the added steps for exercise in the family.
7. Cook and eat together as a family that only is choosing vegetables, active work, research finds that eating meals together at a family also has social and nutritional benefits.
8. Pack school and work lunches together with your kids. It's a great time to catch up with them, as well as ensure you're eating fresher and processed foods.
9. Look for local fitness or recreation classes offering family membership options. If not, nature walks, hiking and cycling are workouts that don't cost a dime.
10. On movie nights, opt for healthy homemade snacks like crispbread popcorn with herbs, apple slices, baked sweet potato fries, garlicky olives, frozen grapes or fresh guacamole.
11. Start conversations daily, encouraging them to share their thoughts, feelings, build on healthy praise, constructive and positive communication skills.
12. Be kind. Be encouraging. Be supportive. Appreciate and recognize self-purple makes. The atmosphere and sets example for kids.

January 2019
A Special Supplement to
Name Newspaper

SECTION COVER:



Making exercise a family affair

Fit & Healthy Family Guide



Fast & healthy recipes kids will love

Natural pain relief remedies for all ages

Helping teens maintain a healthy weight

Keeping the lines of family communication open

Advertiser Suggestion: Fitness Center	Advertiser Suggestion: Sporting Goods Store	Advertiser Suggestion: Family Restaurant	Advertiser Suggestion: Grocery Store
Advertiser Suggestion: Amusement Park	Advertiser Suggestion: Family Therapist	Advertiser Suggestion: Yogurt Shop	Advertiser Suggestion: Fast Food Restaurant
Advertiser Suggestion: Bike Shop	Advertiser Suggestion: Toy Store	Advertiser Suggestion: Family Physician	Advertiser Suggestion: Pharmacy

AD# N1901A06002C
AD# N1901A06001C

9.667 x 13
PASS 6 COL. x 21

HEADING:
N1901P06001C*-O

Fit & Healthy Family Guide

AD# N1901A06003C

10 x 13

SELF-PROMOTION READER:

N1901P43002C-●

Deadline: January 00
Publication: January 00

Reach a Bigger Family of Customers

Our Fit & Healthy Family Guide is the best place to promote your products and services to active and engaged parents in more than 6,000 area households. This helpful section features advice, ideas and tips to help families enjoy healthier, more active lifestyles together. Demonstrate how your business can help support their health, fitness and lifestyle goals with targeted advertising, available in print and online.

Fit & Healthy Family Guide
A Special Section From **Name Newspaper**

To advertise, call 000.000.0000 or email name@namenewspaper.com.

AD# N1901A06005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

N1901P43002C-●

Enjoy and share your copy of this special section on January 00.

Make the Most of Family Time

Add more value to the time you spend together with our Fit & Healthy Family Guide. This new special section is filled with advice, ideas and tips to help you and your loved ones enjoy a healthier, more active lifestyle, as well as valuable special offers from a host of family-friendly local businesses.

Fit & Healthy Family Guide
A Special Section From **Name Newspaper**

Also online at namenewspaper.com/fitandhealthyfamily.

AD# N1901A06004C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

Plan and publicize profitable special sections and features with these popular packages. Each provides a selection of concept-building content like headings, promotional ads, cover designs, editorial elements, Quick-Sell multi-advertiser pages and more. (MCC Creative Library / Print Ad Type: ThemedEventPackage)

QUICK SELL: N1901P07001C*○ N1901P42004C● N1901P42001C●

Gallery GUIDE

1 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

2 Osha Collective
January 00 Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

3 Name Gallery
Counselor's Advice
Name Artist Event Information
Name Artist Event Information
E1 - 10
1234 Main Street
Somersville, VT 05488

4 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

5 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

6 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

7 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

8 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

9 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

10 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

11 Osha Collective
January 00 Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

12 Name Gallery
Counselor's Advice
Name Artist Event Information
Name Artist Event Information
E1 - 10
1234 Main Street
Somersville, VT 05488

13 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

14 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

AD# N1901A07002C 10 x 13

Downtown Somersville
While you're there, shop and dine at these gallery district businesses!

- Advertiser Suggestion: **Restaurant**
- Advertiser Suggestion: **Gift Shop**
- Advertiser Suggestion: **Clothing**
- Advertiser Suggestion: **Cook**
- Advertiser Suggestion: **Art**

QUICK SELL:

Gallery GUIDE

Downtown Somersville
The art of buying art for your home

1 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

2 Osha Collective
January 00 Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

3 Name Gallery
Counselor's Advice
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Somersville, VT 05488

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1234 Main Street
Somersville, VT 05488

14 Park Gallery
How many sculptures are left from Name Artist & Name Artist
E1 - 10
1234 Main Street
Somersville, VT 05488

Advertiser Suggestion: Restaurant

Advertiser Suggestion: Gift Shop

Advertiser Suggestion: Clothing

Advertiser Suggestion: Cook

Advertiser Suggestion: Art

Advertiser Suggestion: Jewelry Store

Advertiser Suggestion: Wine Bar

Advertiser Suggestion: Cocktail Bar

Advertiser Suggestion: Home Decor Store

Advertiser Suggestion: Gelato Shop

Advertiser Suggestion: Pet Boutique

AD# N1901A07001C PASS 6 COL x 21

The art of buying art for your home

Designing a home's interior can be fun. Whether furnishing a new apartment or a newly purchased family home, many people find that the art they put on the walls of their homes is an expression of their individuality, and that a home isn't truly a home until its interior reflects their personalities.

Furnishing a home with art can be intimidating, especially for people who do not have the time or the know-how to do so. But the more you know, the easier it becomes. Here are some tips to help you choose art that reflects the person who lives in the home, and that you'll love to look at every day.

- **Choose your personal style.** Don't be afraid to choose your own style. You can make some sense to follow a theme, it's a theme, possibly of your own or one that you want to purchase. Consider the style that you like best. It can be as simple as the person who lives in the home, or it can be as complex as the person who lives in the home.
- **Choose your personal style.** Don't be afraid to choose your own style. You can make some sense to follow a theme, it's a theme, possibly of your own or one that you want to purchase. Consider the style that you like best. It can be as simple as the person who lives in the home, or it can be as complex as the person who lives in the home.

Coming Soon...

Your local tour guide to the art, shops and restaurants of the downtown Somersville gallery district!

Pick up your copy here on January 00, and make a day of it! Also available online at name.newspaper.com/galleryguide.

To Advertise, Call 000.000.0000 or email name@name.newspaper.com before the January 00 reservation deadline.

Gallery GUIDE
A Special Section from Name Newspaper

AD# N1901A07003C PASS 3 COL x 10

HEADING: N1901P07001C*○

Gallery GUIDE

Companion WEB+MOBILE ADS available on MCC

N1901P08001C*O

Top Docs

Your guide to choosing a doctor in the greater Name County area.



Urgent Care Clinic

Name Person, MD
Name Person, MD
Name Person, MD
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Allergy & Immunology

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Cardiovascular Disease & Surgery

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com



Nursing School

1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Emergency Medicine

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

General Surgery

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com



Imaging Center

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Pediatrics

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Psychiatry

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Rheumatology

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Urology

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Anesthesiology

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Dermatology

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Endocrinology

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Geriatric Medicine

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Infectious Disease

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Internal Medicine

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Neurology

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Obstetrics & Gynecology

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Oncology

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Orthopedics

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

Women's Health

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com



Pharmacy

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com



Chiropractic

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com



Chiropractic

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com



Chiropractic

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com



Hospital System

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com



Hospital System

Name Person, MD
Name Hospital or Clinic
1234 Washington Street, Suite 100
Name City, MD 21000
www.nameperson.com

AD# N1901A08001C 19.33 x 10.904

HEADING:
N1901P08001C*O

Top Docs

Companion
WEB & MOBILE
ADS available
on MCC

SELF-PROMOTION READER:



Looking for a Doctor?

Find the right healthcare professionals for you and your family in our upcoming Top Docs guide, featuring dozens of top-rated physicians and specialists throughout Name County!

Top Docs

Coming Thursday, January 00

A Special Feature From
Name Newspaper
Look for it in print and online at
namepaper.com/topdocs19.

AD# N1901A08003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:



Helping More Patients Find You

If you're in the business of healthcare, we have targeted advertising opportunities to help you reach the potential patients who are looking for your services here in our local area. To learn more, give us a call today.

Top Docs

Directory Guide

Coming January 00!

To participate in this feature, you must reserve your spot before the January 00 deadline. For Advertising Info, Rates & Reservations, Call 000.000.0000 or email name@namepaper.com.

Healthcare Advertising That Works
In Print & Online From
Name Newspaper

AD# N1901A08002C PASS 2 COL. x 5

QUICK SELL: N1901P29008C N1901P30001C

WEDDING Celebrations

Tips for choosing a wedding reception menu

Weddings are memorable for a host of reasons. While couples remember the day they officially became one, guests may remember wedding reception menus, including the food served at the reception.

Some wedding reception menus for their wedding reception, while others host their wedding reception at a restaurant or club. Some couples hire a caterer to provide a wedding reception menu. Some couples hire a caterer to provide a wedding reception menu. Some couples hire a caterer to provide a wedding reception menu.

Advertisement: Baker

Advertisement: Card & Gift Shop

Advertisement: Caterer

Advertisement: Reception Hall

AD# N1901A09002C 9.667 x 13
AD# N1901A09001C PASS 6 COL. x 21

SECTION COVER:

January 2019
A Special Supplement to
Name Newspaper

WEDDING Celebrations

WEDDING Expert FAQs

Wedding Planning Tips & Trends

DIY Favors & Decor

Wedding Vendor Guide

N1901P30001C
N1901P29001C
N1901P30008C
N1901P30002C
N1901P30007C

AD# N1901A09003C 10. x 13

SELF-PROMOTION READER:

Getting Married? We're Here to Help!

We've gathered great advice, advertising, ideas, inspiration and more in one place to help you plan the wedding day of your dreams!

Look for this special coverage coming soon in **Wedding Celebrations** on **Sunday, January 06.**

WEDDING Celebrations A Special Section From **Name Newspaper**

AD# N1901A09005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

Advertise Directly to Local Brides

Wedding Celebrations is the ideal advertising vehicle for wedding vendors looking to connect with brides-to-be throughout the greater Name County area. For details about this targeted print and online special section advertising opportunity, please contact us today!

Ad rates and reservations: 000.000.0000
or name@namepaper.com
Advertising Deadline: January 06
Publication Date: January 06

WEDDING Celebrations A Special Section From **Name Newspaper**

AD# N1901A09004C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

Usage Note:

You know what shopping locally means to your ad sales. Now you can ask your readers what they like about shopping locally with a **Why Do You Shop Local? Contest**. In this promotion, we suggest the sponsors supply gift cards redeemable at either their specific establishments, or possibly any of the sponsor establishments — the choice is up to you and your advertisers. In the meantime, you and your advertisers can gain valuable testimonials for current and future shop local campaigns.

Why Do You Shop Local?



Let us know what you enjoy most about shopping, dining and hanging out at independent local businesses here in Name Community, and you could win a \$25 gift card from one of these participating area merchants!

Go to namenewspaper.com/locallove to take our survey and automatically be entered to win!

Contest Deadline: Friday, January 00

See contest page for details and entry. List details, terms and conditions here. List details, terms and conditions here.

Gift Shop

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

Pet Supply Store

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

Bookstore

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

Health Food Store

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

Restaurant

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

Bakery

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

Clothing Store

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

Jewelry Store

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

Coffee Shop

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

Pharmacy

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

N19012A10001C

Usage Note:

The Super Bowl will be played February 3, 2019 in Atlanta, Georgia. Although copyrights forbid the use of the event name, you can still get in on the action with a **Sunday Scores Super Countdown Giveaway Contest**. Sponsors provide the prizes for this weekly giveaway in the month leading up to the Big Game. Readers can see the prizes and enter each weekly giveaway, generating increased interest all month long.

SUNDAY SCORES
Super Countdown Giveaway Contest

Enter Online Weekly to Win!
Go to namenewspaper.com/sundayscores for contest details and registration. List details, terms and conditions here. List details, terms and conditions here.

January 6

55" Name Brand HDTV



Electronics Store

1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com
Enter by 5 p.m. January 4 to be eligible to win.

January 13

Luxury Leather Recliner



Furniture Store

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

Enter by 5 p.m. January 11 to be eligible to win.

January 20

Super Game Day Party Spread



Supermarket/ Grocery Store

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

Enter by 5 p.m. January 18 to be eligible to win.

January 27

Pizza Party for 16



Italian Restaurant

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

Enter by 5 p.m. January 25 to be eligible to win.

February 3

\$100 Gift Card



Sports Bar

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

Enter by 5 p.m. January 31 to be eligible to win.

N1901A10002C

“Shop Local” is More than a Good Idea — It’s Good Business

In response to challenges created by national chains and Internet shopping channels, a grass-roots movement is now underway across North America to raise awareness of small businesses while celebrating community and regional uniqueness, often with locally sourced or locally made products. As the marketing partner to local advertisers, it’s only natural that print and digital publications would carry the “shop local” banner for their communities.

Here are just a few of the long-known benefits of what shopping local provides for communities:

- **More of the money spent locally stays local.** According to the Retail Merchants Association, 45¢ out of every dollar gets reinvested in the local community,* while *Entrepreneur* magazine states that for every \$100 spent with local businesses, \$68 stays in the community.**
- **Shopping locally creates jobs.** Small businesses are the number one employer in North America, so every job created is a plus for a community. Shopping locally ensures those jobs.
- **Shopping locally helps keep taxes lower.** The more people working and more businesses in a community to form a tax base, the better financially situated a community will be. Owners and employees live in the area, so their paychecks are also being spent in the community.
- **Community uniqueness is enhanced.** Shopping locally can display what is special about a community. In a world where online spending has cut deeply into local businesses, differentiation can be a deciding factor on where a consumer will spend.
- **A more personalized shopping experience is created.** Customer service is the hallmark of small business, especially since small business employees often know more about the products they sell.
- **Local businesses support area organizations.** Charities, arts organizations, school events and local sports all benefit from local business sponsorship throughout the year.

When your publication is a top source of community information, there is no question that “shop local” campaigns need to be part of the annual sales schedule. To help in your efforts, Metro is providing an ongoing series of headings, images, photos and spec ads to assist in your promotions:

- **Top Ad Sales Prospects** provide spec ads for the businesses that are most likely to advertise in any given month, with the focus on local establishments.
- **Themed Event Packages** give you a variety of focused, coordinated elements to quickly build and sell sections, pages and moneymaking features connected to seasonal events and popular or timely topics.
- **Shop Local images, photos, headings and spec ad campaigns** are provided and designed to boost awareness and get results for local businesses.

To quickly locate “shop local” content in MetroCreativeConnection type “shop local” into the search box of the Creative Library. Click the **Exact Match** box to keep the search limited to both words in the phrase. Of course, you can always search by advertiser category as well.

Top Ad Sales Prospects and *Themed Event Packages* content can also easily be accessed using the *Ad Type* pull-down menu in the MCC Creat Library.

Local businesses keep communities strong and are the foundation of your ad sales. Maximize your Metro resources to develop ongoing “shop local” efforts that herald your area businesses. M

Sources:
*<http://thinkshopbuylocal.com/>
<http://www.abc2news.com/buylocalbuymaryland/why-should-you-buy-local-get-the-facts>
**<https://www.entrepreneur.com/article/227551>



Find a variety of shop local content in MCC, from images to photos and headings, local business ads to self-promotion campaigns, and print and web/mobile presentations.

“Shop Local” Ideas and Info in the MCC Sales Tools Area

How are other publications addressing the need to keep “shop local” top-of-mind with their readers? There are several stories in the MCC Sales Tools area that focus on the successful “shop local” campaigns of papers large and small. Here are two:

- “Best in the World” asks *Sacramento Bee* (CA) readers to vote for their favorite businesses in a wide variety of categories (P1701B03001C)
- “Custom Artwork Helps Turn a Popular Event into a Local Shoppportunity” tells the story of how a Jefferson (IA) paper highlighted an annual local event. (P1803B11001C)

Type relevant “shop local” keywords into the search box and check the *Plus Business* box for more selections.



Tangible. Powerful. Credible. Engaging. Target New & Returning Readers With House Ads.

House ads can help you effectively tout all the ways your publication keeps readers informed and educated on local issues, entertains, saves subscribers money, and connects advertisers with a highly desirable consumer base. Investing in the use of house ads to promote your publication in print, online and even in broadcast media will help you cast a wide net, targeting new and returning subscribers in every age group. Use these ads to show new readers (particularly younger age groups) what's in it for them with easy print and digital access to real news, local connections and money-saving offers, while also reminding lapsed subscribers what they've been missing.



These house ads are available to National Newspaper Association members at nweb.org/resources by clicking on the House Ads link. For membership information, check the membership section of their website, call 217.241.1400 or email membership@nna.org.



House ads like these help Metro subscribers grow subscription and Classified ad sales, as well as advertising, with a focus on print and digital access, special sections and specific content. Metro provides a fresh new selection of house ads, campaigns and self-promotion resources each quarter in Campaigns & Classified. Subscribers can access these ads in the Creative Library of MCC by selecting Spec Ads and Covers, choosing Self-Promotion from the Print Ad Type menu, and adding any relevant keywords such as "subscription" or "classified".

If you have any questions about finding, accessing or using house ads please contact the Metro Client Services Team at 800.223.1600 or service@metro-email.com.

Metro Seen *Content in Action*

Take a look at some of the ways Metro images can enhance your ads, special section covers and event promotions!

From holidays to wedding days, seasonal sales and mainstay topics like real estate and healthcare, these publications found all the right images in the **Creative Library of MetroCreativeConnection.com**.



As Seen In
Press Enterprise
Bloomsburg, PA
MCC Image # N1505P36007C.TIF



As Seen In
Press Enterprise
Bloomsburg, PA
MCC Image # N1711P47004.eps,
N1711P47004C.eps



As Seen In
The Derrick/The News Herald
Oil City, PA
MCC Image # N1810P52007C.eps



As Seen In
Press Enterprise
Bloomsburg, PA
MCC Image # N1705P26009C.TIF



As Seen In
The Derrick/The News Herald
Oil City, PA
MCC Images # N1806P36007C.TIF,
N1405P23012C.TIF, N1808P34004C.TIF



As Seen In
Press Enterprise
Bloomsburg, PA
MCC Images # C184QP33006C.TIF,
N1810P44001C.TIF, N1810P49006C.TIF



Note: These examples show the use of eye-catching Metro photos and images by Metro clients to illustrate various editorial topics. You can search hundreds of ready-made cover designs by topic in the Creative Library of MCC by checking Images or Spec Ads & Covers. For related editorial features, simply search the MCC Editorial Library! Remember, if your staff has any questions or needs some assistance in searches, they can always call Client Services at 1-800-223-1600. The call is free, but the help is priceless.

N1901P62003C
N1901P62019C



Usage Note:

Sell this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. Advertisers will benefit from the association with fellow businesses associated with the Marketplace layout's theme while you reap the rewards of a full-color page. For your convenience, a tab-sized version of the page is available in the MCC Creative Library.

The Clothesline
A Fashion Boutique for Women & Men
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
A Fashion Boutique for Women & Men
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
A Fashion Boutique for Women & Men
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
A Fashion Boutique for Women & Men
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
A Fashion Boutique for Women & Men
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
A Fashion Boutique for Women & Men
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Presto Dry Cleaning
Open Weekends for Your Convenience
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Presto Dry Cleaning
Open Weekends for Your Convenience
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Presto Dry Cleaning
Open Weekends for Your Convenience
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Presto Dry Cleaning
Open Weekends for Your Convenience
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Presto Dry Cleaning
Open Weekends for Your Convenience
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Presto Dry Cleaning
Open Weekends for Your Convenience
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Happy Joe
\$3 Morning Coffee & Pastry Special!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Happy Joe
\$3 Morning Coffee & Pastry Special!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Happy Joe
\$3 Morning Coffee & Pastry Special!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Happy Joe
\$3 Morning Coffee & Pastry Special!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Happy Joe
\$3 Morning Coffee & Pastry Special!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Happy Joe
\$3 Morning Coffee & Pastry Special!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com



N1901P17001C

Pro Nail Care
to keep your hands looking healthy and beautiful!
Become a member to save 10% off every service, and never miss a manicure.
Call, text or visit us today for Adults!
Try our relaxing lavender infusion spa pedicure with foot massage!
• Hot, hot & approximate pedicure • Complimentary beverages •
The Nail Bar
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1901A14002C
PASS 2 COL. x 5

The Cyclist's Shop
Bikes | Tune-Ups | Repairs
Your First Tune-Up is FREE with any new bicycle purchase.
We have a great selection of new and pre-owned bikes in stock for serious cyclists, and the whole family, and we welcome trade-ins.
Come in for a free custom bike fitting!
road bike | mountain bike | electric bike | kids' bikes | beach cruisers | parts | wheels, tubes & tire inflation gear | apparel | cycling shoes | our racks | tools | accessories
Cycle Stop
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

MODERN Men's Cuts
Unique style | hot shaves | great service
New Client: SAVE \$5 Off Your First Haircut
Open Evenings & Weekends
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Appointments and walk-ins welcome

AD# N1901A14003C
PASS 2 COL. x 5
N1901P17003C
AD# N1901A14004C
PASS 2 COL. x 5
N1901P17004C

N1901P17005C

Your Hometown Home Improvement Store
We have a full spectrum of products and knowledge to bring your best ideas to life.
tools & hardware | paint center | building supplies | garden center
Goode Paint & Hardware Center
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Seniors & Military, Save 5% Every Day!

AD# N1901A14005C
PASS 2 COL. x 5

Homegrown Flavor
Fresh fruits & vegetables
Deli & prepared foods • Meat & seafood market
Cakes & specialty foods • Organic & gluten-free products
Wine, beer & beverages • Friendly take & bar prices
Dixon Farms Food Market
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Over the Counter & At the Counter We're Here to Help
While you're here, pick up personal care, household and convenience items at our everyday low prices!
Your Local Full-Service Pharmacy
Friendly attention from trained pharmacists
Great selection & competitive prices
Fast service & online refills
Household supplies
Customer counseling
Delivery available
Newman Pharmacy
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1901A14006C
PASS 2 COL. x 5
N1901P17006C
AD# N1901A14007C
PASS 2 COL. x 5
N1901P17007C

AD# N1901A14001C PASS 6 COL. x 21
AD# N1901A14008C 10 x 13



N1901P15008C-●



N1901P15004C-●



N1901P15007C-●



N1901P15002C-●



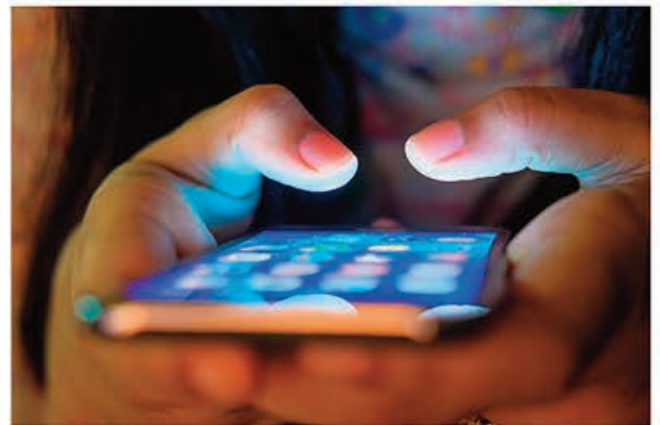
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N1901P18002C-●



N1901P18005C-●



N1901P18006C-●



N1901P18007C-●



N1901P18004C-●

Mark Your Calendars!

JANUARY

Events and special promotions you don't want to miss this month!



Join us for a day of fashion, flowers, favors, fabulous giveaways, free refreshments and more!

You're Invited...

Bridal Expo 2019

Saturday, January 00
at the Somersville Convention Center
in Downtown Somersville

RSVP Today for \$2 Off Admission
Use code ID019 at reservation checkout to secure your discount.

Bridal Expo 2019

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
●	●	1 <small>New Year's Day</small>	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 <small>Martin Luther King Jr Day</small>	22	23	24	25	26
27	28	29	30	●	●	●
●	●	●	●	●	●	●

To feature your February event on this page, contact Sales Rep Name at 000-000-0000 or email salesrop@name.newspaper.com



Opening Night Reception

Friday, January 00
Name Exhibit • Name Artist

It's an evening not meant to be missed!
Enjoy the music and complimentary pizza and beer.

RSVP to name@namewebsite.com to reserve your spot on our guest list.

Gateway Gallery

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



January Is Souper Delicious

CelebrEAT National Soup Month with three new made-from-scratch varieties daily!

Only 99¢

Add a bowl of soup to your lunch or dinner entree for just 99¢ during the month of January.

Sunny's Cafe

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



Please join us in honoring Dr. King's memory and helping your community in a day of volunteer service.

Community Cleanup Event

Please go to namewebsite.com/mlkday for details or to sign up. Group cleanup teams and families welcome!

MLK Day of Service

Monday, January 21

Connect with us on social media for ongoing volunteer opportunities and community-building events.

Somersville Community Outreach Center

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



Fitness Center Open House Weekend

Saturday & Sunday January 00 & 00, 2019

Free Marked Purses | Free Personal Training Consultations | Free Healthy Refreshments | Door Prizes & Raffle Drawings

Free Fitness Classes for Kids, Families & Adults All Weekend!
Check out the schedule and reserve your spot online today.

Energized Fitness

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



Pop in & say hello!

Free Popcorn
Saturday, January 19
11am - 3pm

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

Companion WEB + MOBILE ADS available on MCC

N1901P19002C*O
 N1901P29003C-●
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 PASS 3 COL. x 7
 N1901P42007C-●
 N1901P46004C-●
 AD# N1901A19003C
 PASS 3 COL. x 4
 N1901P19003C*O
 N1901P59006C-●
 AD# N1901A19005C
 PASS 03 COL. x 5
 N1901P37009C*O
 N1901P80001C-●
 AD# N1901A19006C
 PASS 3 COL. x 5
 N1901P65029C*O
 N1901P36000C-●
 N1901P48001C-●
 AD# N1901A19007C
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 AD# N1901A19001C
 PASS 6 COL. x 21
 AD# N1901A19008C
 10 x 13

N1901P19001C*O
 N1901P36006C-●
 N1901P65029C*O
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 PASS 3 COL. x 7
 AD# N1901A19006C
 PASS 3 COL. x 5
 AD# N1901A19007C
 PASS 03 COL. x 15

N1901P20002C*-O

N1901P20006C*-O

N1901P20005C*-O

Local Wedding Vendors

Industry professionals dedicated to helping you enjoy the wedding day of your dreams!

Buttercream Bakery
The Wedding Cake Specialists
Call to arrange your tasting today!
www.nornewebble.com
1234 Washington Street
Somersville Heights
000-000-0000

Elysian Florals
Unique Designs for Your Big Day
Book your free consultation today!
www.nornewebble.com
1234 Washington Street
Somersville Heights
000-000-0000

Sage Catering
Food for an Affair to Remember
Book a spot at our next tasting event!
www.nornewebble.com
1234 Washington Street
Somersville Heights
000-000-0000

Vicente Photography
Artistically Candid Wedding Photography
Preview our portfolio & packages online!
www.nornewebble.com
1234 Washington Street
Somersville Heights
000-000-0000

The Emory Inn & Restaurant
An Idyllic Setting for Your Reception
Call for your consultation and tour!
www.nornewebble.com
1234 Washington Street
Somersville Heights
000-000-0000

Mira Salon
Head-to-Toe Beauty for Brides
Call to book your trial appointment today!
www.nornewebble.com
1234 Washington Street
Somersville Heights
000-000-0000

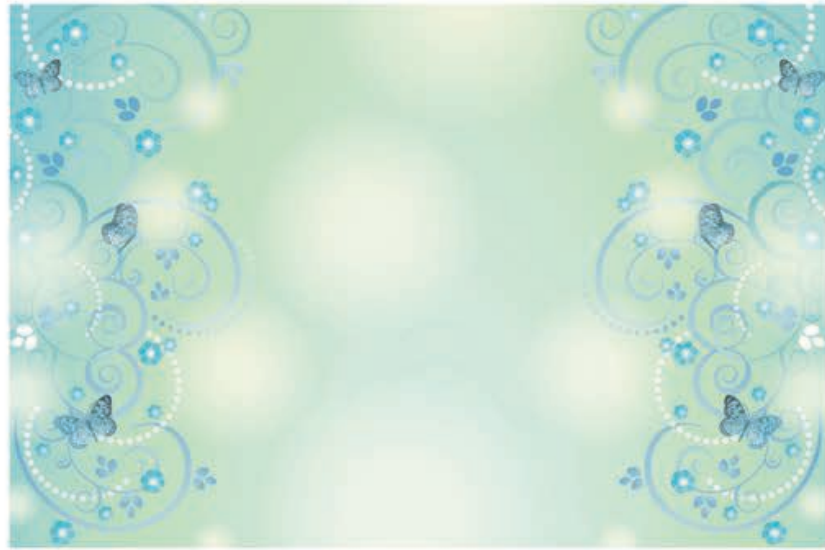
Allaire Fine China & Gifts
Bridal Registry With Free Gift Wrapping
dinnerware | glassware | silver | home
www.nornewebble.com
1234 Washington Street
Somersville Heights
000-000-0000

Beatitude Bridals
Your Favorite Designers & Styles
brides | bridesmaids | mothers | girls
www.nornewebble.com
1234 Washington Street
Somersville Heights
000-000-0000

The Tuxedo Depot
Great Selection of Styles for Every Budget
Ask about our wedding party discount!
www.nornewebble.com
1234 Washington Street
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Union Jewelers
The Wedding & Engagement Ring Specialists
Custom designs available!
www.nornewebble.com
1234 Washington Street
Somersville Heights
000-000-0000

AD# N1901A20001C 19.334 x 13



N1901P20001C*-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)

Bride's Guide
N1901P20003C*-O

Wedding Season Specials
N1901P20004C*-O



N1901P21002C-●



N1901P21001C-●



N1901P21007C-●



N1901P21009C-●



N1901P21004C-●



N1901P21006C-●



N1901P21005C-●



N1901P21008C-●



N1901P21003C-●



N1901P22010C*-O



N1901P22007C*-O



N1901P22004C*-O



N1901P22002C*-O



N1901P22008C*-O



N1901P22003C*-O



N1901P22001C*-O



N1901P22006C*-O



N1901P22009C*-O



N1901P22005C*-O



N1901P23010C*-O



N1901P23006C*-O



N1901P23004C*-O



N1901P23007C*-O



N1901P23005C*-O



N1901P23008C*-O



N1901P23009C*-O



N1901P23001C*-O



N1901P23003C*-O



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N1901P24002C-●



N1901P24003C-●



N1901P24001C-●



N1901P24004C-●



N1901P24005C-●



Combating *the Crisis*

Opioid Addiction in the U.S.



According to the Centers for Disease Control and Prevention, the sharpest increase in overdose deaths in the U.S. in 2017 were those related to fentanyl and fentanyl analogs (both synthetic opioids). Overall, an estimated 42,249 of the more than 72,000 drug overdose deaths resulted from opioids.



130+

Deaths Occurred From Opioid-Related Drug Overdoses Each Day in 2017

20% of Students

Have Misused a Prescription Drug by Their Senior Year of High School

11.4 Million

People Misused Prescription Opioids in 2016

2 Million

People Misused Prescription Opioids for the First Time in 2016



3 out of 4 New Heroin Users Misused Prescription Opioids Prior to Using Heroin

886,000 People Used Heroin in 2016

81,000 People Used Heroin for the First Time in 2016

If you or someone you love is struggling with prescription drug or any drug addiction, help is available. Talk to your doctor about treatment options available, or call the Substance Abuse and Mental Health Services Administration help line at 1.800.662.4357 or online at samhsa.gov 24 hours a day to locate a treatment center in your area.

Sources: U.S. Department of Health and Human Services, National Center for Health Statistics 2016 and 2017 data, National Institute on Drug Abuse

ADDICTION HOLDING YOU DOWN?

Rise up, starting now.

CALL 800.800.8000 TO SPEAK WITH A COUNSELOR ABOUT GETTING THE TREATMENT HELP YOU NEED TO SUCCESSFULLY OVERCOME ADDICTION AND RECLAIM CONTROL OF YOUR LIFE.

Personalized, medication-assisted treatment for opioid addiction. Inpatient & outpatient programs for ages 18 and up. We welcome most insurance plans.

Wallace Treatment Center

1224 Washington Street | Saxonsville Heights
800-800-8000 | www.wallacetreatment.com



AD# N1901A25003C
PASS 6 COL. x 3

AD# N1901A25001C PASS 6 COL. x 21
AD# N1901A25002C 10 x 13

AD# N1901A25004C PASS 6 COL. x 21
AD# N1901A25005C 10 x 13



N1901P26005C-●



N1901P26002C-●



N1901P26004C-●



N1901P26003C-●



N1901P26007C-●



N1901P26001C-●



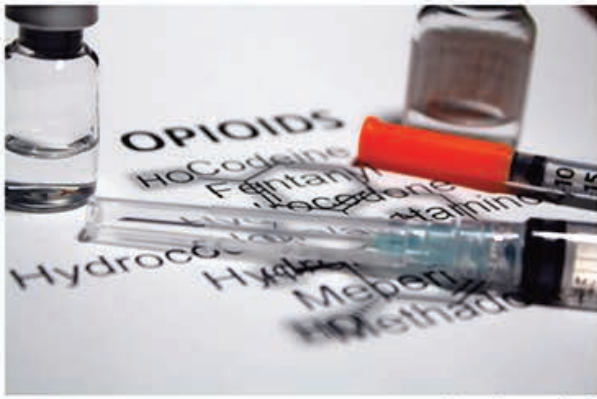
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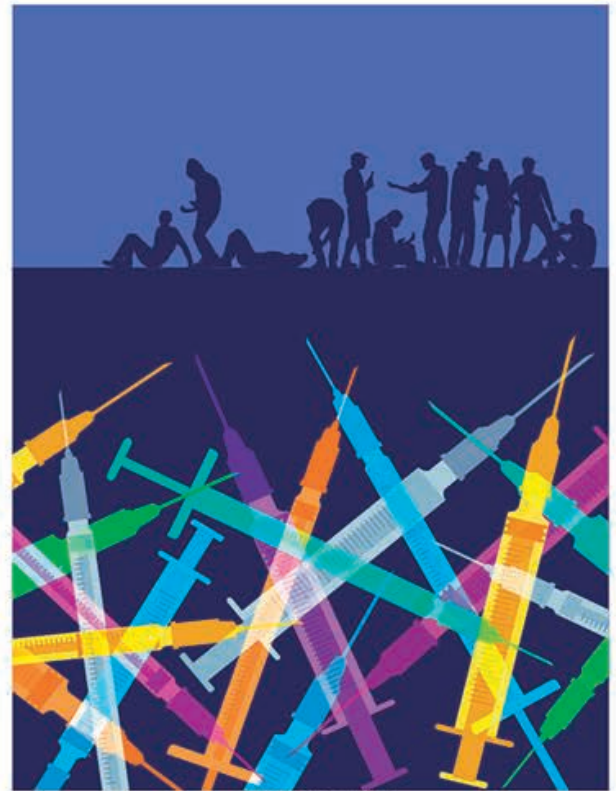
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N1901P27006C*-○



N1901P27002C*-○



N1901P27001C*-○



Professional-Grade Snow Removal Services

Let it snow, let it snow, let it snow, knowing we'll be there on the double to clear the way for you!

Fast | Affordable | Reliable
Residential & Commercial
On-Demand & Seasonal Contract Service Available

Call Anytime!
000.000.0000

Save With a Seasonal Contract!
Call or visit us online for rates and details.

Free Quotes | Fully Insured

Plow Pros Snow Removal Services

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

AD# N1901A28001C 8.5 x 11

N1901P35001C

N1901P45006C



Winter Kidswear CLEARANCE

These prices are really coming down!
Stock up on favorite cold-weather styles to keep them warm and cozy this winter and next.

Starting Thursday
January 31

up to **40% Off**

OUTERWEAR | HATS | SCARVES
GLOVES | SNOWSUITS | SWEATERS
BOOTS | THERMALS | FLANNELS
INSULATED JEANS | & MORE

Bonus Coupon Savings
Extra 20% Off
Any Single Item

Valid from January 31st to Feb 28th. See details, terms and restrictions here. Call 800-000-0000 for more details. Limit one coupon per item.
Kidswear ClozeOuts

Store Hours: Monday-Saturday 10 a.m.-7 p.m.
Sunday 11 a.m.-5 p.m.

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

Kidswear ClozeOuts

AD# N1901A28002C 8.5 x 11

N1901P43005C



Easy Access to Expert Care Now in Your Neighborhood!

Get comprehensive and convenient walk-in care for routine health concerns or an unexpected illness or injury. Our board-certified providers offer extended hours to treat a variety of non-life-threatening medical issues, from flus to fractures, with prompt and professional attention.

Open 7 Days | 8 a.m.-9 p.m.

Somersville Urgent Care

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

Extended Hours
Shorter Wait Times
No Appointment Needed
Insurance Plans Welcome

Walk-In Urgent Care Services
Acute Illness | Sore Throat, Flu & Fever | Broken Bones & Fractures | Wounds & Lacerations | On-Site X-Ray & Lab | Pharmacy Services

Physicals & Vaccines
Also Available Here
Walk-ins and appointments welcome

AD# N1901A28003C 8.5 x 11

N1901P16001C

N1901P16007C



SUPER PARTY ZONE

We're taking **Sunday Funday** to a whole new level with super food and drink specials for the **Big Game!**

Sunday, February 3
The Fun Starts at 12 Noon

\$3 Domestic Beer Specials | \$9 Domestic Pitchers
Super Drink Deals on the Hour | \$5 Food
Specials | 20 Giant-Screen HDTVs | Halftime Contests & Prizes

Group Reservation Packages Available
Call or go online for details and booking today!

End Zone Sports Bar & Restaurant

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

AD# N1901A28004C 8.5 x 11

N1901P39019C



N1901P29007C-●



N1901P29002C-●



N1901P29006C-●



N1901P29004C-●



N1901P29003C-●



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N1901P29001C-●



N1901P29008C-●



N1901P30006C-●



N1901P30005C-●



N1901P300004C-●



N1901P30001C-●



N1901P30002C-●



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N1901P06005C*-O



N1901P06006C*-O



N1901P06007C*-O



N1901P06003C*-O



N1901P06017C*-O



N1901P06016C*-O



N1901P30004C

Flattering Bridal Fashions for Every Body

Shop top-rated designers in styles for every shape and size. From classic cuts to bold and daring designs, we have a full spectrum of wedding dress styles in stock and expert assistance to help you find "the one" that's right for you.

Sale Styles up to 40% Off

Plus Size Collections Available

- wedding gowns
- formal dresses
- bridesmaid fashions
- flower girl dresses

Rose & Vine Brides

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

Please call or go online to book your appointment with a bridal consultant today.

N1901P47007C

Wedding Resource Guide

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1901A32002C
PASS 3 COL. x 10

AD# N1901A32001C PASS 3 COL. x 10

N1901P55001C

We can all honor and uphold Dr. King's legacy through community service. On MLK Day and every day, let us all remember that change starts with us.

Saluting Dr. King & His Service to Our Communities

A tireless advocate for civil rights, Martin Luther King, Jr. served as an inspiration and an agent of change for our country and the entire world with his dedication to achieving equality for all people through nonviolent protest. Today we honor his dedication, his vision, his contributions and his legacy, as he continues to inspire new generations with words and actions that still resonate and remind us that "injustice anywhere is a threat to justice everywhere."

Name Sponsor

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

AD# N1901A32003C PASS 3 COL. x 10

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1901A32004C
PASS 3 COL. x 10

Please Note:

See these additional Quick-Sell opportunities created alongside timely 3-column ads to expand your coverage of these subjects in order to accommodate a wide range of price points. That means you can create, sell and profit from a 3-column ad sold to a single advertiser, and a second 3-column directory-style ad to multiple advertisers. More exposure for them equals more revenue for your publication.

N1901P38005C



Chow Down Like a Champ

Team up with super food and beverage deals for the big game!

	Name Brand Snack Chips \$5.99 (reg. \$6.99) 2 for \$3		Name Brand Wings \$12.99 (reg. \$14.99) \$12.99
	Name Brand Party Dips \$1.99 (reg. \$2.99) \$1.99		Name Brand Frozen Pizza \$3.99 (reg. \$4.99) \$3.99
	Name Brand 2-Liter Soda \$1.99 (reg. \$2.99) 99¢		Name Brand Canned Soup \$2.99 (reg. \$3.99) 2 for \$4.99

Corner Market

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

AD# N1901A32005C PASS 3 COL. x 10

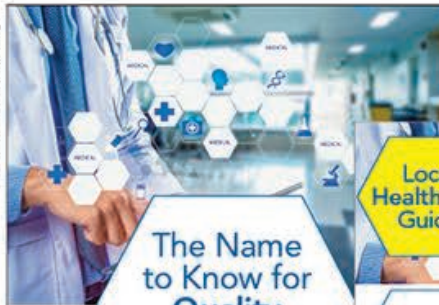


Big Game Guide

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1901A32006C
PASS 3 COL. x 10

N1901P160012C



The Name to Know for Quality Medical Care

From preventive medicine to aches, pains, colds and chronic conditions, you can count on top-notch healthcare in sickness and in health.

New patients welcome! Call or visit us online today to find a physician, verify insurance or book an appointment. Our friendly patient care coordinators are happy to assist you and answer your questions.

Physical Exams
Women's Health
Podiatric Care
Disease Management
In-Office Procedures

Somersville Medical Center

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

AD# N1901A32007C PASS 3 COL. x 10

Local Healthcare Guide	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
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Advertiser	Advertiser
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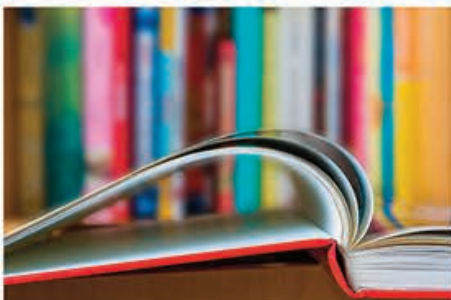
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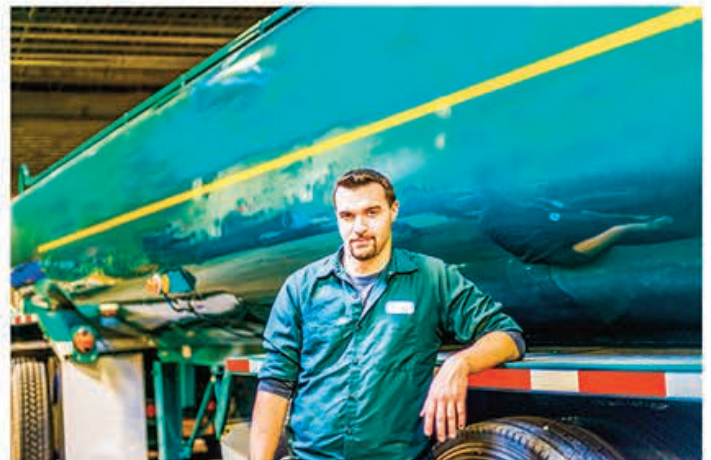
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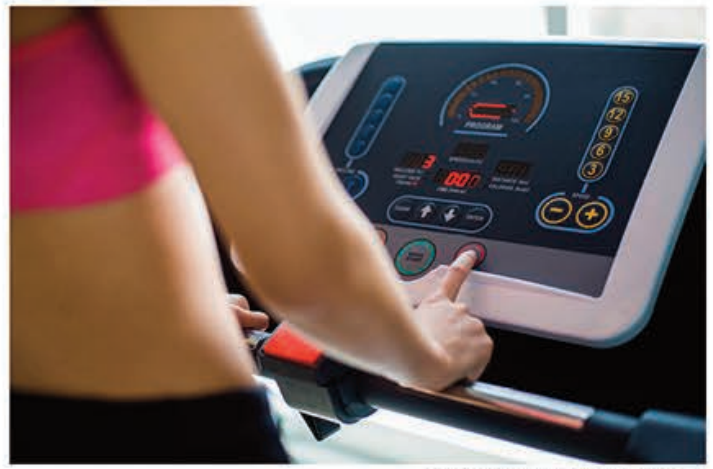
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N1901P37007C-●



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IMPORTANT NOTE: All images of Dr. Martin Luther King, Jr. are the intellectual property of the King Estate. As such, all MLK content is for commemorative use only — not for use in any commercial ads.



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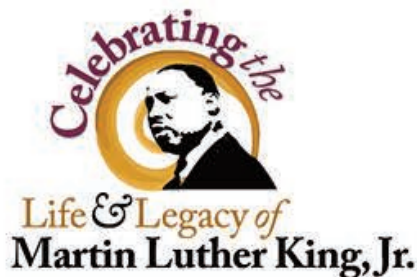
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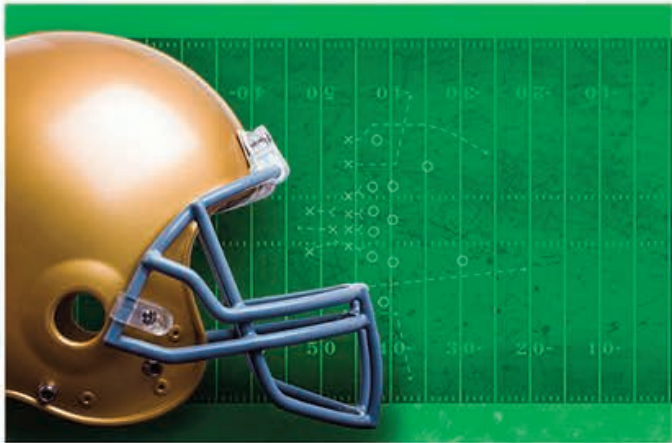
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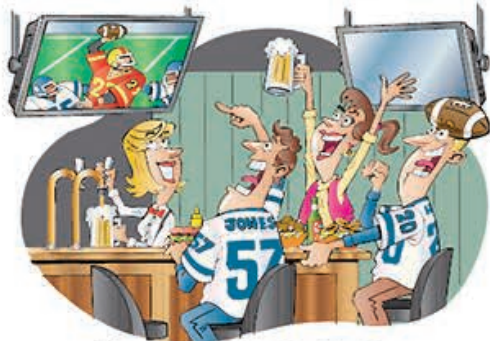
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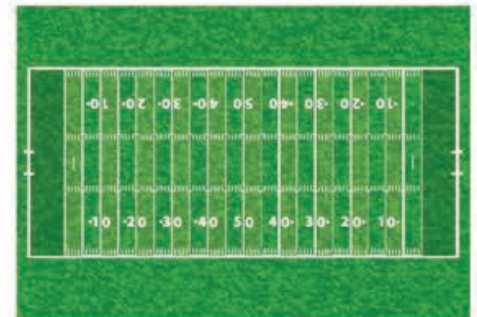
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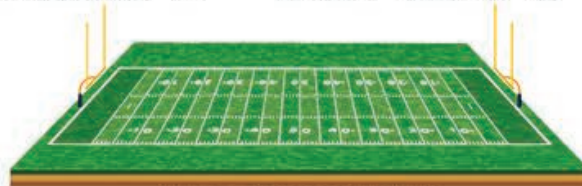
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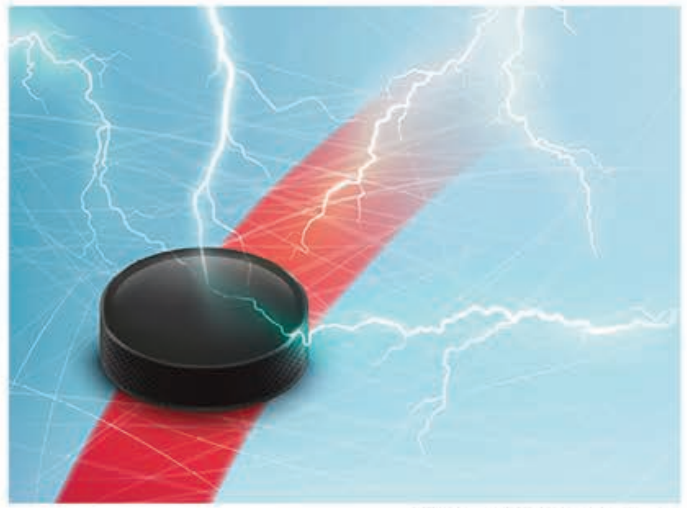
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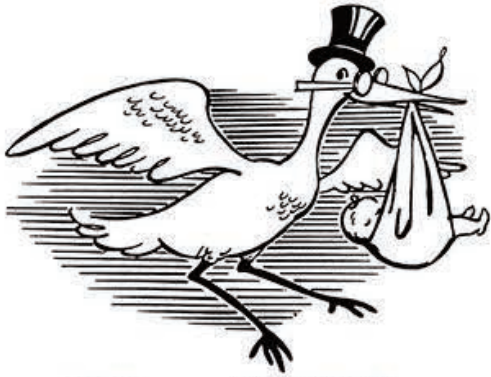
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N1901P41008A-●



N1901P41014K-●



N1901P41003A-●



N1901P41005A-●



N1901P41004A-●

Please Note:
See additional January
Retro images not
pictured here, and the
entire Retro collection
representing decades of
imagery, in the MCC
Creative Library.



N1901P41009A-●



N1901P41012A-●



N1901P41002A-●



N1901P41007A-●



N1901P41020A-●



N1901P41012A-●



N1901P42003C-●



N1901P42004C-●



N1901P42007C-●



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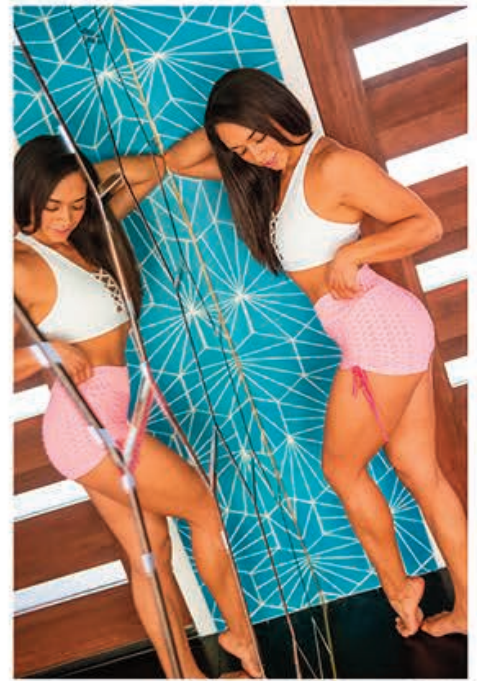
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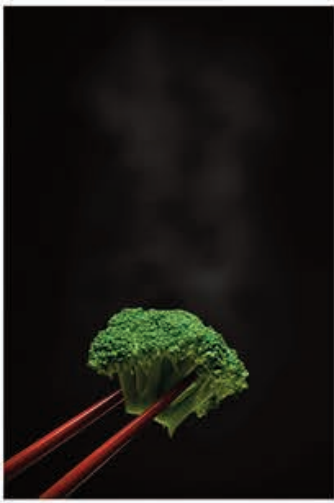
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N1901P50002C-●



N1901P50001C-●



N1901P50012A*-○



N1901P50003C*-○



N1901P50008C*-○



N1901P50004C*-○



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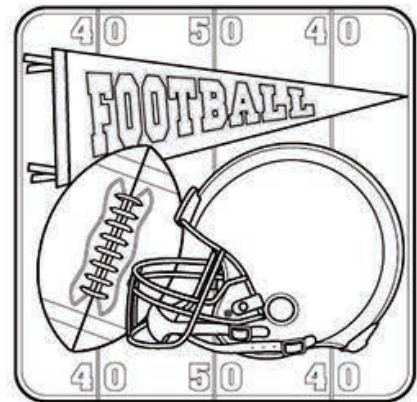
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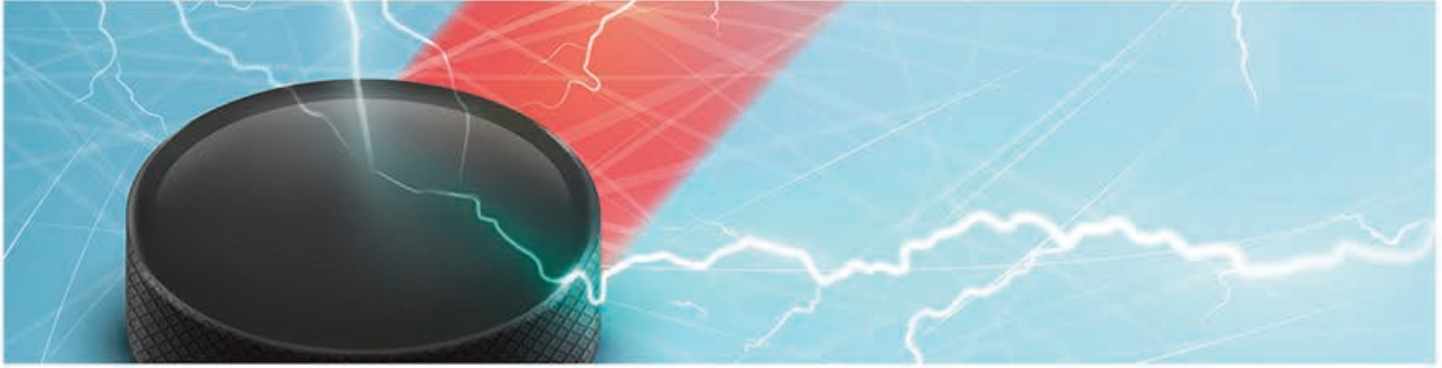
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N1901P52001C-●



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N1901P52003C*-○



N1901P52006C*-○



N1901P52005C*-○



N1901P52004C*-○



N1901P52008C*-○



N1901P52009C*-○



N1901P52007C*-○



N1901P53002C-●



N1901P53001C-●



N1901P53011A*-○



N1901P53005C*-○



N1901P53004C*-○



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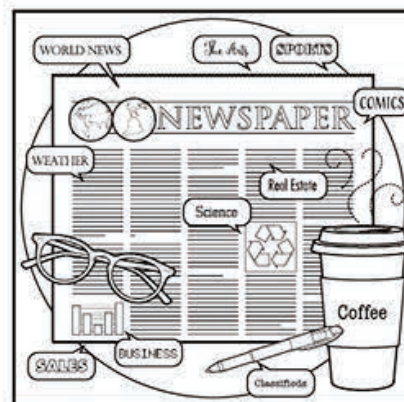
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N1901P54007C*-○



IMPORTANT NOTE: All images of Dr. Martin Luther King, Jr. are the intellectual property of the King Estate. As such, all MLK content is for commemorative use only — not for use in any commercial ads.

N1901P55002C-●



N1901P55001C-●



N1901P55010A*-○



N1901P55006C*-○



N1901P55004C*-○

N1901P55005C*-○



N1901P55008C*-○



N1901P55007C*-○

N1901P55003C*-○



N1901P55009C*-○



MCC KEYWORD: ICON SET, Basketball
N1901S56001C*-O



MCC KEYWORD: ICON SET, Computer
N1901S56002C*-O



MCC KEYWORD: ICON SET, Medication, Pharmacy
N1901S56003C*-O



MCC KEYWORD: ICON SET, Winter Sports
N1901S56006C*-O



MCC KEYWORD: ICON SET, Ice Hockey
N1901S56005C*-O



MCC KEYWORD: ICON SET, Health, Wellness
N1901S56004C*-O

Engagement Event

N1901P57022C*-O
(BACKGROUND ONLY-METROBIZ)
N1901P57004C*-O
N1901P57013C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

FAN FAVORITES

N1901P57023C*-O
(BACKGROUND ONLY-METROBIZ)
N1901P57005C*-O
N1901P57014C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

Your Wedding Jeweler

N1901P57019C*-O
(BACKGROUND ONLY)
N1901P57001C*-O
N1901P57010C*-O
(SPANISH VERSION)

PASS 1 COL. x 5.25

Fitness Center

N1901P57024C*-O
(BACKGROUND ONLY-METROBIZ)
N1901P57006C*-O
N1901P57015C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

In Service to His Memory on MLK Day

N1901P57025C*-O
(BACKGROUND ONLY-METROBIZ)
N1901P57007C*-O
N1901P57016C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

Free Class

N1901P57020C*-O
(BACKGROUND ONLY)
N1901P57002C*-O
N1901P57011C*-O
(SPANISH VERSION)

PASS 1 COL. x 5.25

Treatment Center

N1901P57026*-O
(BACKGROUND ONLY-METROBIZ)
N1901P57008*-O
N1901P57017*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

SKI SEASON Special

N1901P57027*-O
(BACKGROUND ONLY-METROBIZ)
N1901P57009*-O
N1901P57018*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

Game On

N1901P57021C*-O
(BACKGROUND ONLY)
N1901P57003C*-O
N1901P57012C*-O
(SPANISH VERSION)

PASS 1 COL. x 5.25

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



N1901P58004C-●



N1901P58003C-●



N1901P58001C-●



N1901P58006C-●



N1901P58002C-●



N1901P58008C-●



N1901P58007C-●



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N1901P59002C-●



N1901P59001C-●



N1901P59004C-●



N1901P59003C-●



N1901P59006C-●



N1901P59005C-●



N1901P59008C-●



N1901P59007C-●



N1901P60015C-●
POTATO SKINS



N1901P60009C-●
MILK



N1901P600xxC-●
GREEN DRINK



N1901P60020C-●
STRAWBERRY ICE CREAM



N1901P60010C-●
CREAM PUFF



N1901P60002C-●
LAMB



N1901P60013C-●
ROAST DUCK



N1901P60018C-●
BOWL OF OATMEAL



N1901P60006C-●
PANCAKES



N1901P60016C-●
CHOCOLATE CAKE



N1901P60004C-●
CHILI



N1901P60025C-●
NEW YEARS EVE



N1901P60003C-●
APPLE PIE



N1901P60039C-◇
SLICE OF CHOCOLATE CAKE



N1901P60030C-◇
SWEET POTATO PIE



N1901P60031C-◇
BREAD BOWL



N1901P60029C-◇
COCONUT CUSTARD PIE



N1901P60028C-◇
PECAN PIE



N1901P60035C-◇
PANCAKES



N1901P60033C-◇
BLOODY MARY



N1901P60026C-◇
CHOPPED MEAT



N1901P60032C-◇
BLOODY MARY



N1901P60037C-◇
BOTTLES OF MILK

Please Note:
See additional January
Food images not
pictured here, and the
entire Food collection
representing decades of
imagery, in the MCC
Creative Library.

N1901P58008C-●



Service, Samples & Savings

We make grocery shopping fun for everyone, so you can look forward to making your list!
Great weekly specials | Daily cooking demos & food samples | Mini carts & stickers for the kids | Fast & friendly cashiers | Online cooking tips & recipe ideas

Everyday Low Prices!

Premium Groceries 	Meat & Seafood Market 	In-Store Bakery 
Local & Organic Produce 	Tasty Prepared Foods 	Frozen Foods 

Full-Service Deli **and so much more!**



Open 7 Days a Week
Monday-Saturday 8 a.m.-9 p.m.
Sunday 9 a.m.-6 p.m.



FreshFare Groceries

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

AD# N1901A61001C

PASS 3 COL. x 21

N1901P47009C-●

N1901P47003C-●

N1901P60002C-●

N1901P60022C-●

N1901P60003C-●

Pancake House

Stack the day in your favor with a great-tasting, satisfying breakfast.



Over 30 Varieties of Sweet and Savory Pancakes

- +Eggs, Omelets and Breakfast Sandwiches
- +Waffles, Crepes, Biscuits and Pastries
- +Fresh Coffee and Espresso Bar

Lunch Menu Also Available

We offer specially priced portions for kids and seniors!

Open 7 a.m. - 3 p.m. | Closed Mondays

Sunny's Cafe

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

AD# N1901A61003C

PASS 3 COL. x 10

N1901P60005C-●

N1901P42006C-●

DELICIOUS & AUTHENTIC CHINESE CUISINE

Enjoy a flavorful menu of chicken, beef, pork and seafood specialties; classic noodle dishes; fresh vegetables and more.

Lunch Specials Daily
Dim Sum Sundays | Beer & Wine

JOIN US FOR CHINESE NEW YEAR! CELEBRATION BUFFET

Tuesday, February 5
\$15 Adults | \$10 Kids 12 & under
Kids 3 and under eat free

Reservations Welcome

MANDARIN HOUSE CHINESE RESTAURANT

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

AD# N1901A61003C

PASS 3 COL. x 10

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.



MCC KEYWORD HINT: Bakery

N1901P62004C-●



MCC KEYWORD HINT: Hair Salon

N1901P62005C-●



MCC KEYWORD HINT: Nail Salon

N1901P62006C-●



MCC KEYWORD HINT: Farm Market

N1901P62007C-●



MCC KEYWORD HINT: Coffee Shop

N1901P62008C-●



MCC KEYWORD HINT: Ice CreamShop

N1901P62009C-●

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.



N1901P62014C*-○
N1901P62015C*-○



N1901P62012C*-○
N1901P62013C*-○



N1901P62010C*-○
N1901P62011C*-○



N1901P62016C*-○



N1901P62017C*-○



N1901P62002C-●



N1901P62003C-●



N1901P62022C*-○



N1901P62021C*-○



N1901P62020C*-○



N1901P62001C-●



N1901P62019C*-○



N1901P62023C*-○



N1901P62018C*-○

MCC KEYWORD HINT: week1

This is your illustration and copy for January 3, 2019.

New Beginnings

The New Year is a good time for a fresh start. The month of January was named for Janus, the two-faced Roman god who could look forward and backward at the same time because he had two faces which looked in opposite directions. The ability to simultaneously look back over the previous year or year while looking forward to where we want to go is an important life skill. Many of us make plans to diet or get into better physical shape. Some of us look at our finances and make plans to save more money for retirement or for our children's college expenses. There are wonderful goals, but we should also think about the condition of our souls and our spiritual well-being. How might we improve our lives, spiritual life, and our relationship with God? Consider improving your prayer life by adding to your daily prayers. If you pray every day, you are creating an opportunity to start and end your day in the presence of God. If you pray every morning, consider adding a prayer before bedtime, or adding morning prayers if you usually pray at bedtime. Consider adding some serious Bible study to your life. Prayers, consider doing some form of penance. Penance, in its most basic form, is simply creating opportunities to show feelings, sorry, etc. It implies so to be greatly sorry for our sins, and to make a sacrifice to atone for our sins. Taking some time out of our busy lives and looking forward to a new and better life is perhaps the most appropriate expression of the ever-kind God Janus. — Christopher Stone

AD# N1901A63001C PASS 2 COL. x 5.25

N1901P63008C*
N1901P63003C*
N1901P63004C*
N1901P63005C*

MCC KEYWORD HINT: week2

This is your illustration and copy for January 10, 2019.

Telling the Truth

Who is to be in an age when some justify lies by calling them "strategic facts" and where people accept "strategic facts" implicitly, indubitably which says that one is entitled to believe whatever one wishes, even when one is believing blatant falsehoods. The fact that people can believe things which are really shown to be false only illustrates how naive and glibly we can be. This tendency to distinguish us from falsehood is something which we see most clearly in children. Young children will believe almost anything, e.g., the tooth fairy, the Easter Bunny and Santa Claus, to name just a few. As children get older, we expect them to discern truth from falsehood, and to tell the truth. Some parents question the wisdom of lying to children about such things as Santa Claus, as it sends certain "spiritual" messages. As children grow out of the naivete of early childhood, we teach them to be critical and discerning. For example, telling them not to trust strangers, and warning them to tell the truth at all times. Like the little boy who told the truth, we have trouble trusting those who have repeatedly deceived us. We are not children in our everyday life, knowing that there is an objective truth about factual matters. And while it may be wise to respond judiciously on some issues, the fact is we better know, we should not deceive ourselves into believing that there are alternative realities of which Truth is one. — Christopher Stone

AD# N1901A63002C PASS 2 COL. x 5.25

N1901P63009C*
N1901P63004C*
N1901P63005C*

MCC KEYWORD HINT: week3

This is your illustration and copy for January 17, 2019.

A Children's Crusade?

Historians disagree about precisely what occurred during the Children's Crusade, but the outline of what happened is fairly clear. In the year 1212, groups of children from Europe journeyed to the Holy Land, ostensibly to convert the Muslims who were then in control. Historians think their story have been several movements of fanatical crusaders, with children among the ranks. Whatever the details of the Children's Crusade of 1212, we see similar movements of traveling children today. In mid-2015, Syrian refugees came to Jordan, Turkey and Lebanon consisted of a million school-age children. At our southern border with Mexico, children often show up alone or with their parents, many from violence-ridden countries such as Honduras, El Salvador and Guatemala. The media focuses largely on displaced people showing up at or crossing international borders, but millions of refugees do not have the means to leave their country and are considered "internally displaced refugees." People who are desperate enough to risk their lives undoubtedly have good reason to do so. The Christian response to these unfortunate people should certainly be to help them. One way to directly help them would be to open your home to a refugee or asylum seeker (assuming you have an extra room). You might also volunteer your time to teach English to refugees in your area or employ them in your business. Perhaps the better way to help them is to donate to organizations such as UNICEF, UNHCR, Catholic Charities, or other well-run aid organizations. — Christopher Stone

AD# N1901A63003C PASS 2 COL. x 5.25

N1901P63006C*
N1901P63001C*
N1901P63002C*
N1901P63003C*

MCC KEYWORD HINT: week4

This is your illustration and copy for January 24, 2019.

The Good Life

The ancient philosophers agreed on the value of philosophy to the good life. While they did not seem like self-prophets, it is simply the recognition that life is problematic, and that happiness, virtue and the good life are not things that just happen. A life well-lived must be planned, and worked at, and reflected upon. Socrates considered that living well, the state of being a good person and living virtuously, was so important that he spent his whole life questioning people who claimed to know about virtue. Socrates famously wrote that "the unexamined life is not worth living." Unfortunately for Socrates, the so-called experts didn't know as much as they thought, and Socrates' role as a vocal critic led to his downfall. Aristotle viewed the importance of philosophy to the good life because he thought that the part of the soul which understands should be the guiding element in life, saying "the human good, power to be activity of the soul in accord with virtue, and indeed with the best and most complete virtue, if there are more virtues than one." Basically, the ancients wanted to understand that life is complicated and requires deep thought to figure it out, whereas in our more complicated modern times, we seem to drift through life without giving much thought to the most important questions, such as the meaning of life and how to live a good life. Look around at all the unhappy people who think that happiness is just a feeling, or a psychological state and that if only they take the right pill, or assume themselves with the right combination, they will be happy. — Christopher Stone

AD# N1901A63004C PASS 2 COL. x 5.25

N1901P63007C*
N1901P63005C*
N1901P63006C*
N1901P63007C*

MCC KEYWORD HINT: week5

This is your illustration and copy for January 31, 2019.

Believe and You Shall Understand

In the spiritual realm, there are many things which are difficult, if not impossible, to understand, without first believing. In many cases, belief opens the work of understanding, so that one's faith and knowledge of God can grow only once one has taken the first steps towards believing in God. In many areas of life, we must trust and believe before we can have knowledge and understanding. In our social life, we gain understanding and knowledge of friends and family by first meeting them, and then their response to our trust creates the bonds of trust and love that we can then know and rely on. In order to know and trust God, it is likewise necessary to first extend a heart and mind willing to believe, though at first we may not have that certainty which our anxious minds desire. Many of us must remain before we are able to believe, trusting that believing without proof is putting the cart before the horse. But believing first, and then understanding and acting afterwards, is more often the correct order of doing things. Belief is the horse which drives us to act and to understand as we act. We will fight valiantly without first believing that we do have the strength and skills necessary to win. We must first believe that others can create for us, we will walk out to love them. And likewise, with God, we must first believe that God loves and cares for us like children before we can know and understand that He is our true father. — Christopher Stone

AD# N1901A63005C PASS 2 COL. x 5.25

N1901P63007C*
N1901P63002C*
N1901P63003C*
N1901P63004C*



THREE KINGS' DAY
January 6

N1901P63017C*
N1901P63018C*
N1901P63019C*
N1901P63020C*



Catholic SCHOOLS WEEK III January 27 - February 2

N1901P63015C*
N1901P63016C*
N1901P63017C*
N1901P63018C*



N1901P63014C*
N1901P63013C*
N1901P63014C*
N1901P63015C*



N1901P63012C*
N1901P63013C*
N1901P63014C*
N1901P63015C*

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AD# N1901A63006C PASS 6 COL. x 7

N1901P63011C*
N1901P63012C*
N1901P63013C*
N1901P63014C*

METRO Customer Requests

CREATE. SELL. PROFIT.

Thanks to your feedback, we're including a number of customer-requested art, headings, photos and spec ads in your service as another valuable client benefit. Email your request(s) to service@metro-email.com!

(MCC Creative Library / Keywords: Art Subject)



N1901P64004C-●
(Yahrzeit Memorial Candle)



N1901P64003C-●
(Yahrzeit Memorial Candle)



N1901P64007C*-○
(Air Tanker Plane Fighting Wildfires)



N1901P64002A*-○
(Tea Kettle & Cup Coloring Panel)



N1901P64011C*-○
(Monk)



N1901P64001A*-○
(Cat Drinking Tea Coloring Panel)



N1901P64008C*-○
(Air Tanker Helicopter Fighting Wildfires)



N1901P64009C*-○
(Copyist)



N1901P64006C*-○
(Football Stadium)



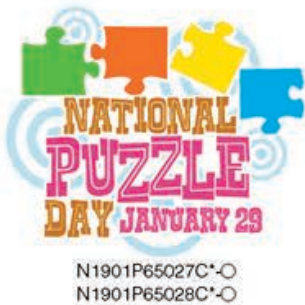
N1901P64010C*-○
(Pope)



N1901P64005C*-○
(Fish N' Chips Platter)



N1901P64012C*-○
(Newspaper Banner)





N1901P66007C-●
TUBING



N1901P66001C-●
ICE HOCKEY



N1901P66002C-●
WINTER FUN



N1901P66008C-●
ARCTIC WOLF



N1901P66005C-●
LYNX



N1901P66006C-●
HAMLET OF LAVOY, ALBERTA



N1901P66003C-●
TORONTO



N1901P66004C-●
TORONTO SKYLINE



N1901P66010C-●
BANFF, ALBERTA



N1901P66009C-●
CANNABIS LEAF / CANADA LEGALIZATION



N1901P67006C*-O



N1901P67007C*-O
 N1901P67008C*-O



N1901P67001C*-O



N1901P67009C*-O



N1901P67003C*-O



N1901P67005C*-O



N1901P67004C*-O



TRAVEL CANADA!

N1901P67010C*-O



N1901P67002C*-O



(A STORM OF ACTIVITIES!)
 N1901P67012C*-O



(COCOA OR PAREO?)
 N1901P67014C*-O



(AFTER-CHRISTMAS SALE)
 N1901P67013C*-O



(COUNTER THE JANUARY COLD)
 N1901P67011C*-O

Bonus images available in the MCC Creative Library:



N1901P68004C-●



N1901P68001C-●



N1901P68002C-●



N1901P68005C-●



N1901P68003C-●

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 Templated Special Sections packages 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:



N1901P69004C-●



N1901P69003C-●



N1901P69005C-●



N1901P69002C-●



N1901P69001C-●

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TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5

Web & Mobile Ad Solutions Delivered Three Ways

Metro has three ways for you to get the ad content you need to expand your sales efforts with Web and mobile. Choose the ways that work best for your sales and creative teams.

1 Ads for Web & Mobile in MCC

Included as a **FREE** value-added bonus of your subscriptions, Metro gives you ads for Web and mobile to show, sell and produce on their own or in conjunction with print ad layouts. Located in the *MetroCreativeConnection Creative Library*, Metro ads for Web and mobile are provided in the most popular shapes and sizes: rectangle, leaderboard, skyscraper and two mobile-specific banners. Each ad is delivered in Adobe Photoshop® format, giving you complete editing control. Drop in advertiser specifics and save the file as a ready-to-post JPEG or GIF.

View all the combination print and digital ads in the monthly *Multi-Platform Ad Packages e-Edition*. Click the *e-Edition* link on the opening screen to view the latest selection onscreen or download the entire PDF.

You can also view print ads that have companion Web/mobile ads in each monthly *SearchBook*®. There, you can click to gain immediate access to the ads from the pages.

Search the *Creative Library* by checking the "Print with Web/Mobile" or "Web/Mobile" box along with relevant keywords. You can even select your Web/Mobile standard ad size from the pull-down menu.



View each of the ads in the *Multi-Platform Ad Packages e-Edition* accessed through the MCC home page.



Search for Web/mobile ads in the MCC Creative Library. Use the "Print with Web/Mobile" or "Web/Mobile" check boxes to narrow your search, along with ad sizes and relevant keywords.



2 Quick Spec Ads for Web & Mobile with MiAD

Metro Interactive Ad Designer (desktop) gives you the option of creating your own Web or mobile ads onscreen through the use of your online browser. Search thousands of ad options, select a file and enter your advertiser info in the appropriate fields. You can also open a Web/Mobile ad directly in *MiAD*® by selecting the pencil-in-the-box icon below ad thumbnails in the *MCC Creative Library*.

When your ad is ready, download a JPEG of the ad to present on a laptop or a ready-to-post file. *MiAD mobile*® users can take this functionality on the go and present to prospects on their iPads. *MiAD* is an optional service. For further info, or to set up a free trial, call our Client Services team at **800-223-1600** or e-mail service@metro-email.com.

3 Custom Ads for Web & Mobile from ADS On Demand™

With a fast turnaround, no long-term contracts, and no ad-quantity commitments, *AOD* is a cost-effective back-up team when you need custom print, Web and mobile ads. *AOD* can provide you with an extremely quick and efficient way to get all the ads you need. Just fill out the online request form and your ad file(s) will be ready for your approval within 24 hours. From simple static ads to complex animations, *AOD* does it all! Call **800-223-1600** or e-mail service@metro-email.com for further information about this unique service, and to begin a free trial. **M**





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METRO NEWSPAPER SERVICE

Kick off January sales opportunities with MNS coverage for weddings and bridal, the Big Game, health and fitness, winter sports, weather, the opioid crisis, Chinese New Year, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with January's MSAL spec ads for Wedding Services and Health, Mind & Body advertisers. Presented online in the MSAL SearchBook,[®] ads are MiAD Wizard-enabled so you can immediately personalize them to present and close more sales.



PP. 53-65

CAMPAIGNS & CLASSIFIED

Get your first quarter sales off to a good start with a ready-to-present mix of multiple-ad campaign selling, timely and seasonal winter into spring auto layouts, recruitment, real estate, self-promo ads and Web ads. Campaigns & Classified is presented quarterly online as a SearchBook.

Create, Sell & Profit with Ready-to-Sell Special Sections

Cater to your community's calendar-driven activities, popular trends and top-selling interests — weddings, home improvement, real estate, automobiles, holidays, and more — with ready-to-sell Metro Special Sections. Local advertisers will jump to capture their market share.

- 24-page, beautifully designed, fully templated print sections are ready-to-sell — saving valuable production time
- Magazine-quality articles with relevant, motivating content
- Fresh, eye-catching imagery
- Wealth of ad positions and size options
- PLUS, accompanying sales sheets and promotional ads help to generate pre-special section excitement
- Increase your profitability — coordinate your print sections with mobile-responsive e-Sections

Visit metrocreativeconnection.com, email service@metro-email.com or call Client Services at 800.223.1600.



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