

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

M E T R O

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



HOME IMPROVEMENT

Spruce up sales from home improvement advertisers with promotions geared toward every project.



SPRINGTIME CELEBRATIONS

Plan promotions around Groundhog Day, Presidents' Day, Leap Day, Mardi Gras and Lunar New Year.



FUN & RECREATION

From summer camps to sporting goods and family entertainment, move advertisers to action with ready-made spec ads and bonus images.



MiAD Spec Ad Library PP 73-80:

Ready-to-sell small-space ads for spring home improvement and real estate advertisers - MiAD enabled!

MATCH ADVERTISERS
WITH DOZENS OF WAYS
TO ATTRACT MORE
VALENTINE'S DAY BUSINESS.

VALENTINE'S DAY



ON THE COVER:
N1602P23008C

Help advertisers get customers in the mood for Valentine's Day spending on flowers, gifts, dining and entertainment with this romantic image of elegant pink roses.

Match all types of local advertisers with featured moneymaking Valentine's Day promotions!

- A "treats & eats" Marketplace layout combines ads for assorted restaurants, as well as jewelry, flowers and "great gifts under \$25" (13).
- Find coupon ads for a coffee shop, pizzeria, jeweler, salon, bakery, candy store, spa and florist grouped in a multi-advertiser layout (25).
- A shaped ad for a Valentine's Day red tag sale can be adopted by a number of retailers (40).
- Since Valentine's Day falls on a Sunday this year, use a campaign to promote dinner specials all weekend, as well as Sunday brunch (33).
- Also find a doubletruck directory perfect for gift and dining advertisers, as well as a themed grocery ad and a contest (10, 24, 67).



HOME IMPROVEMENT



Help advertisers improve sales as homeowners gear up for spring repairs and enhancements.

- Tie in ads with this month's *Templated Special Sections: Green Living and Spring Home* (46, 47).
- Help a contractor promote their green side with specials on energy-efficient solar systems, vinyl siding and new windows (34).
- Draw customers to a spring "yard sale" hosted by a garden center (17).
- Use a full-page ad for a home improvement center to advertise "back-to-spring savings" (31).
- Promote spring specials on home improvement services and replacement windows with a double-sided *Single Sheet* layout (41).
- Find more ads geared toward home improvement and real estate advertisers in *MIAD Spec Ad Library* this month.



SPRINGTIME CELEBRATIONS



Creative festive February promotions for Mardi Gras, Lunar New Year and Groundhog Day!

- Target bar and restaurant advertisers, party supply stores and retailers promoting sales in conjunction with Mardi Gras with illustrations and photos. An ad for a "party gras" celebration promotes a bar and restaurant's Cajun food and drink specials (19, 49, 54).
- Close sales from Chinese restaurants, gift shops and Asian grocery outlets with images for the Lunar New Year (64). Find ready-to-sell ads for a Lunar New Year festival, as well as a restaurant promoting a New Year's Eve reunion dinner and a New Year's Day lunch buffet (17, 19).
- Promote spring specials in conjunction with Groundhog Day coverage (12, 60).



FUN & RECREATION



Spring recreation advertisers into action with spec ads designed to rev up business.

- Help a sporting goods store build business by positioning itself as "your family's active play headquarters" promoting goods that make fitness fun for everyone (35).
- Extend sales from an amusement center with a campaign of BOGO promotions on activities like go-karts, mini golf and arcade games (32).
- Score sales from local bowling alleys with images and ads (12, 19, 38).
- Find coverage for a variety of summer camp advertisers, from bible camp to band camp, as well as a registration ad (58, 59).
- Also find travel photos and ready-to-sell ads for vacation specials, perfectly timed for tax refund time and Valentine's Day getaways (61, 62).



HEALTH, WELLNESS & BEAUTY



Find fresh, creative content for health, beauty and wellness advertisers, a valuable outlet for year-round revenue.

■ February is National Children's Dental Health Month, a great opportunity to approach pediatric dental advertisers (**18, 71**).

■ February is also American Heart Month. Create related promotions for healthy eating advertisers, cardiac care, stress-relief services, fitness centers, pharmacies and more using coverage provided, including a ready-made ad for a health center offering free blood pressure, glucose and cholesterol screening (**19, 63, 71**).

■ Target a range of beauty advertisers with ready-to-present-and-sell ads for hair salons, day spas, tanning salons, women's hairpieces and laser beauty cosmetic centers (**12, 18, 19, 41**).



Day Spa Grand Opening Luxe Spa
 1300 Broadway, Special 4.210 value / 1300 Broadway, Special 4.210 value
 1301 West 10th Street, Special 4.210 value / 1301 West 10th Street, Special 4.210 value
 www.luxespaspa.com

FEBRUARY PROMOTIONAL OPPORTUNITIES



Wrap up more February sales with these featured ideas and event opportunities:

- Sell Presidents' Day promotions with images, ads and headings (**12, 49, 54**).
- Create sale promotions for Leap Day February 29 with headings and images as well as a ready-made "leap sale" ad and a "lucky leap year \$29 gift card giveaways" contest (**10, 18, 27, 71, 72**).
- Focus on pet care during National Pet Dental Health Month and Spay/Neuter Awareness Month with images and ads (**12, 18, 27, 71**).
- Create restaurant ads promoting National Chili Day specials on February 25 (**19, 66, 71**).
- Encourage florists to run promotions tied in with Floral Design Day on February 28 (**18, 71**).
- Plus, don't forget opportunities related to the Hollywood awards season and tax refunds (**18**).
- Finally, invite local businesses to celebrate Black History Month with sponsored tributes and special events celebrating black history (**48**).



FEBRUARY CUSTOMER REQUESTS

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



N1602P72037C

FEBRUARY 2015's MOST DOWNLOADED IMAGE & AD!



N1502P23008C

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

These are the most downloaded to date from the FEBRUARY '15 issue of MNS.



N1502A08001C

FEBRUARY TEMPLATED SPECIAL SECTIONS

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

- SPRING HOME
- GREEN LIVING

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



Metro Creative Graphics, Inc.

519 Eighth Avenue,
 New York, NY 10018
 Voice 212.947.5100
 Toll-free 800.223.1600

www.metrocreativeconnection.com

Make Money With Metro!



COMPANION
 WEB ADS NOW
 AVAILABLE ON MCCI!

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



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



Follow Us on Twitter
[@MetroConnection](https://twitter.com/MetroConnection)



Follow Us on Instagram
[@metrocreativeconnection](https://www.instagram.com/metrocreativeconnection)

METROFEATURE

BLACK HISTORY MONTH D

The Beginning: Vann builds Harleston vision into dynasty
Courier celebrates 105 years of excellence



The Trinity that led Courier to greatness




As guardians of Black history throughout the year, the staff of the *New Pittsburgh Courier* takes an opportunity to highlight issues of importance in its annual Black History Month special sections.

Real Times CEO speaks to Courier's future



The Beginning: Vann builds Harleston vision into dynasty



Jackie Robinson opened doors for all



Black History Month Section Tackles Significant Topics

New Pittsburgh Courier
PITTSBURGH, PENNSYLVANIA

■ The *New Pittsburgh Courier* has a long and storied history. Founded in 1910, the Pittsburgh, Pennsylvania newspaper is among the nation's oldest and most influential African American publications. Over the years, the weekly has covered a wide range of topics of interest and importance to the city's African American community, including those in its annual Black History Month special section, which is published in February. Rather than providing an overview of African American history, each year's six- to eight-page broadsheet section focuses on an issue of significance to the community.

Managing editor Ulish Carter notes that focusing on a specific theme each February makes sense given the scope of the *New Pittsburgh Courier's* coverage throughout the year.

"We are here to cover the Black community," he explains, "so every edition we publish is Black history. For our Black History Month sections, we focus on particular issues that are certainly part of history, but that also have an impact on people today."

The 2015 section, for example, focused on voting rights and honored the 50th anniversary of the Voting Rights Act of 1965. The previous year's Black History Month section commemorated the 100th anniversary of the birth of Rosa Parks and explored the importance of the 381-day Montgomery Bus Boycott, which was ignited by Parks' arrest for refusing to give up her seat for a white passenger. In addition to highlighting essential historic moments, the section delved into specific events and people whose contributions to the Civil Rights Movement are often overlooked.

"Many people are unaware of the Black leaders who didn't want to be out front, but preferred to quietly lead and help with the struggle," Carter says. "That was the case

with E.D. Nixon, who was president of the Montgomery chapter of the NAACP at that time and played a key role in organizing the Montgomery Bus Boycott. In these sections, we make a point of identifying both national and local leaders — past and present — who people should know about. In every city, we have leaders who have opened doors for others and they need to have their stories told and be recognized. In the past, many of these people were lost to history but today, these community leaders are being recognized and honored — and that's a big change."

To ensure that the section's editorial content attracts advertising support, the newspaper's editorial and advertising teams collaborate on identifying each year's focus. Carter says that such collaboration is essential to the success of products like the Black History Month section because the choice of a theme directly affects sales reps' ability to fill its pages with advertising.

While the *New Pittsburgh Courier's* Black History Month publication is typically well supported by several of the city's large advertisers, including the University of Pittsburgh, UPMC Medical Center and Highmark Health, Carter would like to see a broader range of advertisers supporting the project.

"Pittsburgh has gone through so many changes in recent decades," he says. "It used to be a steel city, but now we're mostly noted for medical organizations and universities. Several of these institutions support the section, but more Black businesses need to be involved with Black History Month. They should be getting the exposure at a time when people's awareness is raised about supporting Black businesses, so we're actively looking for ways to engage those advertisers."

M (P1602BG2001C)

For more information, contact Ulish Carter, Managing Editor, *New Pittsburgh Courier*, Pittsburgh, Pennsylvania at ucarter@newpittsburghcourier.com.

METROFEATURE



The *Roane County News* advertising team easily customized Metro's "Cancer Awareness & Prevention" Fully-Templated Special Section by leading off with a locally written article and choosing which Metro stories to feature



Cancer Awareness Section Informs and Inspires

Roane County News
KINGSTON, TENNESSEE

■ The numbers are staggering. According to the National Cancer Institute, approximately 40 percent of Americans will be diagnosed with some form of cancer in their lifetime. In 2012, more than 13 million people in the United States were living with cancer. And it's hard to find someone whose life has not been affected by some form of the disease. However, hope is alive and well in the cancer community. The number of new cases has declined in recent years and more people are surviving five years or longer after diagnosis. This progress is not just the result of cutting-edge research from all corners of the globe. Public awareness and the dissemination of information about cancer prevention, early identification and effective treatment have significantly contributed to reducing the impact of cancer.

Among the publications that have stepped up to raise awareness about cancer is the *Roane County News* of Kingston, Tennessee, a tri-weekly community newsletter covering Roane County and the cities of Harriman, Kingston, Oliver Springs and Rockwood. On October 16, 2015 — National Mammography Day — the newspaper published its first "Cancer Awareness & Prevention" section, a broadsheet product based on Metro's line-up of fully-templated print and online special sections.

Sherry Long, regional ad manager for the *Roane County News*, was the driving force behind the section. Once she saw Metro's Templated Special Sections offerings, she recognized that the "Cancer Awareness & Prevention" product was too good to pass up.

"I read every one of the articles in the section and found that they were great, 'right-on-it' stories that provided important information and perspectives for people who are going through the cancer process either themselves or with a friend or family

member," said Long. "We needed to limit the number of pages in the section, so we had to pick and choose the stories we ran. But all of the stories were very informative and covered topics that go beyond the basics, such as one about the potential side effects of chemotherapy."

In addition to these broader articles, the *Roane County News*' cancer section featured an interview with a local breast-cancer survivor written by the newspaper's editorial department.

"Despite the timing of the section and the lead article about a local breast cancer survivor, we wanted a broader focus with information about multiple cancers for multiple ages and both men and women," Long recalls. "But having a local lead-in definitely helped with both readers and advertisers."

Long also notes that the section sold very quickly and brought in a fast \$4,000 in new revenue. In addition to a variety of medical advertisers — drug companies and medical centers — "Cancer Awareness & Prevention" was supported by ads for a hair salon, appliance store, several banks and services for senior citizens. The section's front page featured an ad for a heating and air conditioning company that included the colored ribbons for each major type of cancer.

"This section was a great opportunity for local businesses to show their support and for our readers to get the information they need," said Long. "And for our graphics department, having a template with articles that can be rolled in made production a breeze. Usually the hardest problem we have is finding good story content, especially because we've got limited editorial resources. But with the content from Metro's templated sections, we can get great information out to people who need it."

M (P16Q2B030G1C)

For more information, contact Sherry Long, Regional Advertising Manager, *Roane County News*, Kingston, Tennessee at slong@roanecounty.com.

METROFEATURE



Bringing Effective Team-and Revenue-Building Strategies to Life

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

■ Media salespeople are no different from their colleagues in other industries. To be successful in their jobs, they need to be both motivated and inspired. While many people use these terms interchangeably, there are important differences between them — differences that have a huge impact on building successful sales teams. Motivation seeks out immediate gains — meeting a sales goal, signing a particular number of new contracts, winning a prize — and

pushes from behind. Inspiration, on the other hand, is directed towards the bigger picture — having a sense of accomplishment, meeting a personal goal, earning the respect and recognition of colleagues — and pulls from within. Just as successful salespeople need to be both motivated and inspired, effective team-building strategies incorporate both motivation and inspiration at every level.

By considering the distinction between these two terms, it's easy to see why some team-building efforts falter while others flourish. Money and prizes, for example, are motivators — good ones, in fact. However, studies consistently show that most supercharged salespeople are inspired by their desire for accomplishment and recognition first and money second. Successful team-building efforts, therefore, will provide motivation — higher commissions, time off or prizes — as well as inspiration — mechanisms for sharing and celebrating accomplishments, rewarding creativity and recognizing the attainment of personal goals.

Taking note of individual sales reps' goals is a key element of team-building and a good way to link motivation with inspiration. For example, a salesperson who is a new parent may value time off more than a cash prize or increased commission, while a staff member who is closer to retirement may respond more positively to a travel voucher that can be used at some future date. Since it has been shown repeatedly that people tend to work harder toward goals linked to what inspires them, one effective team-building strategy is to work with sales reps to develop their individualized goals that go beyond the baseline quota. Very often, individuals will not only set higher goals for themselves, but also work harder to achieve them. In addition to identifying individual goals (inspiration) and establishing a series of incentives (motivation), it is essential to visibly recognize team members' successes — both large and small — along the way. Recognition — in the form of emails, verbal or visual announcements or small "displayable" gifts — spurs

selling, but also creates the kind of friendly competition that encourages salespeople to keep at it.

Clearly, paying solid commissions is not enough. Building solid and effective sales teams means giving salespeople something to get excited about and then creating ways for them share their excitement with advertisers. Here's a great example.

In 2010, the *Tulsa World* launched a wildly successful, year-long, revenue-building program called "Revenue Trek." Its mission? To seek out new advertisers. Its goal? To sign 275 new advertising contracts. The result? *The World's* sales team exceeded their goal by 38 contracts and generated \$1.5 million in new revenue. While these numbers reflect the publication's status as a major player in a sizable city, the program's success stemmed from its design — a design that can be replicated in markets of all sizes.

At the outset, the *World* advertising sales staff was divided

CONT'D PG 5 >

METROFEATURE

into teams led by a manager or supervisor. The teams each chose a name and took on the challenge of selling a particular number of contracts during each of four selling periods, with the target numbers decreasing as the year progressed. The teams met regularly and submitted their own tracking sheets so others knew how they were doing. Some of the managers even created team-specific incentives, which helped to keep the competition lively.

In addition to receiving bonuses for new contracts, there were prizes for both teams and individuals based on their sales success. As the program drew toward completion — when new contracts were harder to sign — individual salespeople competed for a variety of prizes, everything from additional bonus money to travel vouchers to a TV.

The "Revenue Trek" program soared to success not only because it emphasized team and individual performance and kept the excitement building throughout the year, but also because the World's sales team had solid advertising solutions to sell. Ready-to-run layouts and spec ads play a huge role in securing contracts because they give advertisers a chance to see exactly what they are buying. And having presentation-ready sections, campaigns and promotions at hand makes salespeople feel more confident in what they are selling, giving them an edge in closing sales. When sales teams are inspired by a program that incorporates both motivation and inspiration and are equipped with eye-catching, high-quality designs for a variety of advertising products, the opportunities are endless. It is this approach that drives the development of Metro's creative solutions to help salespeople succeed day after day.



While creating an effective team-building program requires deep knowledge of your media landscape, **these five factors will start you on the road to success:**

- 1. Planning, planning and more planning.** Any effective program requires careful planning to ensure that it offers salespeople both motivation and inspiration.
- 2. Teams within teams.** If possible, break sales staff into teams led by a manager or supervisor. This encourages team spirit, allows various combinations of staff to work together and offers managers opportunities to employ their own creativity.
- 3. Change things up.** Create different incentives for different phases of the program, some of which reflect individual goals and offer individual options.
- 4. Build in recognition.** Create regular opportunities to let others know how they are doing.
- 5. Inspire confidence with creativity.** Give salespeople something to be excited about. If they have confidence in what they are selling, their confidence in themselves will skyrocket.

M (P16Q2B05001C)

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

METRO

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Search Source

- Individual Features
- Templated Print Sections**

View companion online e-Section

More Info

View online print e-Section

METRO
CREATIVE GRAPHICS, INC.

Search Services Editorial Ad Development Calendar About Help

Creative Library Editorial Library Sales MIAD

Search Source

Individual Features

Templated Print Sections

Search

EDITORIALS (120 results)

Weddings Health Mind & Body Disturbance Preparation Financial Planning Resolutions

Celebrate the Season Home for the Holidays Dining & Entertainment Giving Back Halloween

Holiday Gift Library On The Go Professional Cancer Awareness Sports

Weddings
NAME NEWSPAPER

Download Companion e-Section

Download Special Ad Package

Download e-Section (with Ad Package)

Download e-Section (with Ad Package)

Download e-Section (with Ad Package)

Companion rate sheets and self-promotion ads are available for each Templated Print Section.

More Info

Ready-to-Go Sections Save Time and Speed Sales

Special sections can be extremely profitable, but they can also take hours to produce and, without something physical to present, such sections can prove difficult to sell.

To resolve both of these issues, Metro created an unbeatable lineup of **Fully-Templated Special Sections** — ready-to-sell print sections showcasing engaging editorial features and ideal ad positions, each with an online e-Section counterpart.

Anyone with an MCC login can enter the *Templated Special Sections Library* to view an array of sections via e-*Edition* or PDF. Download capabilities are determined by subscription, but sections can also be purchased a la carte.

- Log into the *MCC Editorial Library* and click the *Templated Print Sections* button under the *Search Source* to peruse the full selection.
- Click the *View Templated Special Section Schedule* link to see the upcoming schedule.
- Icons beneath each thumbnail are links to *More Info*, a corresponding e-*Section* (where applicable) and an on-screen view through the e-*Edition*.
- Hover on a thumbnail to see download options or click the *More Info* button. Quark® and InDesign® options are available with spec ads (where applicable) or without.
- An "X" next to the *Purchased* indicator in the *More Info* window tells you that you have download access to the particular section. Once a section is downloaded, you'll see a checkmark in the thumbnail icon set.

Visit the *Fully-Templated Print and Online Sections* page under the *Editorial* pull-down menu on the MCC home page for more information. For pricing and subscription options, call Metro's Client Services at 800-223-1600 or e-mail service@metro-email.com. **M**

Weddings

Companion online e-Section

P1602B06001C

Print and online
Fully Templated Sections,
just released in the *Editorial Library*:
Spring Home
Green Living
Valentine's Day
*Online e-Section only

(Available by separate
subscription or a la carte
purchase — 800-223-1600)

Spring Home
NAME NEWSPAPER

Green Living
NAME NEWSPAPER

Find corresponding reader and advertiser
promotional ads for each templated section
in the *More Info* page under *Promos*.

Spring Home
NAME NEWSPAPER

Green Living
NAME NEWSPAPER

Good vs. Bad Ads: Why Do People Buy Things?

The single most important thing to keep in mind when composing good ads is the message. Each ad must be crafted to appeal to the right audience and entice them to buy now. In order to do that in the most expeditious manner, advertisers must understand what compels people to make purchases.

Purchase motivations have been studied since the dawn of market research, which has traditionally shown that certain factors tend to drive purchases regardless of the era in which those purchases are made. You'll find a host of Top 10 motivation lists out there, many of which overlap. For your convenience, Metro has culled the best of these prime motivators into a list of

Top 12 Reasons People Buy Things:

You Can't Stop the Unexpected. You Can Be Prepared.

Count on us for quality auto insurance and responsive service when you need it most. Call or go online today for your complimentary policy review and rate quote.

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

Insurance company ad's statement headline: Security and Safety; Avoiding Discomfort (expensive repair bills, being stranded)

NO TIME FOR THE FLU?

Save your sick days. Immunize Today!
5-Minute Flu Shots \$29
Call now for your appointment!

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

Now offering complete school and travel vaccination!

Pharmacy ad's question headline: Health; Avoiding Discomfort (flu, lost productivity and time)

Open Daily at 7 a.m.
Last wash at 8:30 p.m.

More Machines. Less Waiting.

Modern 6.1 cubic Washers & Dryers
Large Capacity Washers (7.0 cu. ft.) Front-Loading Washers
Dial Wash & Care (Cash & Friends) Easy-Parking

Now offering coinless laundry cards!

Laundry Spot

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

Laundromat ad's statement headline: Feel Important; Avoiding Discomfort (wasted time)

Your Family's Active Play Headquarters

up to **30% Off** Bicycles for the Whole Family
Valid until 1/31/16

Varsity Sporting Goods

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

Sporting goods ad's statement headline: Desire to Possess; Recreation and Relaxation

Security and Safety

Everyone wants to feel safe and secure, so it's no surprise consumers want to protect their families, property and belongings, too. Various businesses and retailers can employ this motivator, whether they're selling insurance, baby carriages, home alarms or self-defense classes.

Desire to Possess

We all like to own things, especially when those things are considered "the best." Appeal to those consumers who want the very best by highlighting award-winning products and customer testimonials offering rave reviews.

Following the Crowd

Sometimes we buy things just because we see others buying them. This desire to "keep up with the Joneses" also touches on our need to belong. Help your clients advertise those goods and services that appeal to their customers' need to be on top of the latest trends.

Health

Few products are more popular than those that promote better health. For example, the National Institutes of Health notes that, in 2014, Americans spent more than \$36 billion on supplements alone. Showcase health care practitioners, fitness services and the growing wellness industry to appeal to health-conscious consumers determined to be as healthy as possible.

Sex and Romance

We've all heard the saying, "Sex sells." What that phrase is really saying is that the *promise* that we will be sexier or have more romance in our lives is a prime motivator.

Curiosity

It may have killed the cat, but curiosity is sometimes all the motivation consumers need to make a purchase. Tailor messages that appeal to curious consumers by designing ads that make them ask "What if ...?"

Love of Beauty

We not only want to own things, we want to own things that are *beautiful*. But beauty is in the eye of the beholder, so this category may target a small segment of the population or one that includes millions of potential customers. Regardless, finding the most aesthetically appealing elements of a product can appeal to buyers' love of beauty and motivate them to make a purchase.

Recreation and Relaxation

We all want more leisure time, and we're willing to spend substantial amounts of money to make that time as enjoyable as possible. Appeal to this need by highlighting goods and services that help consumers make the most of their leisure — whether at rest or play, at home or away.

Feel Important

Consumers are often motivated by their desire to look and feel important. Appeal to this desire by showcasing advertisers offering everything from designer clothing to jewelry to the latest in luxury services.

Pleasure and Comfort

Comfort will never go out of style or stop driving purchase decisions. Help your advertisers appeal to consumers' quest for comfort by showcasing their most luxurious offerings, whether it's home furnishings like beds, pillows, towels and linens or wellness services like massage parlors and spas.

Love

Many purchase decisions are motivated by consumers' love for the people in their lives. Help your advertisers focus their efforts on gift-giving and altruism, and they will soon see how this motivator serves as a gateway to additional purchases made for other reasons.

Avoiding Discomfort

As much as we want to be comfortable, we often go out of our way to avoid discomfort. Regardless of how optimistic consumers can be, everyone wants to avoid the pitfalls of life — real or imagined — and are willing to spend money to do so. Connect with concerned consumers by showcasing those services, such as financial planning and healthcare, that alleviate anxiety about the future.

HEAT YOUR HOME FOR LESS

We offer prompt, reliable service and compare the prices for heat, hot water, and budget.

Reliant Propane & Oil

Call or visit our website today for more information!
1234 Washington Street
Somersville Heights
000-000-0000 | www.namewebsite.com

Propane & Oil Delivery
Star-Bond Payment Plan
System Sales, Service
& Installation

Heating oil & gas company ad's statement headline: Pleasure and Comfort; Love (family)

Make Time for You. Make Time for Yoga.

\$49 Unlimited Monthly Yoga
Call or visit us today to reserve your free introductory class. **Sign-ups only!**

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

Yoga company ad's statement headline: Health; Recreation and Relaxation

Many products and services address multiple motivator categories. When you are crafting your ad message with these motivators in mind, two approaches can make a great starting point: make a bold statement or ask a question. For example, "Treat Your Taste Buds" is a statement headline that can be used in a restaurant or bakery ad. It appeals to our *Desire to Possess*, *Curiosity*, *Pleasure and Comfort* and possibly *Following the Crowd* and *Recreation and Relaxation*, too. On the other hand, "Is Your Family Protected?" asks a question that appeals to our motivators of *Security and Safety*, *Health*, *Love* and *Avoiding Discomfort*.

Match these prime motivators to your prospect lists and you'll be improving your ad messages to create more good ads. **M**

P1602B07001C



N1602A08001C - 10x13

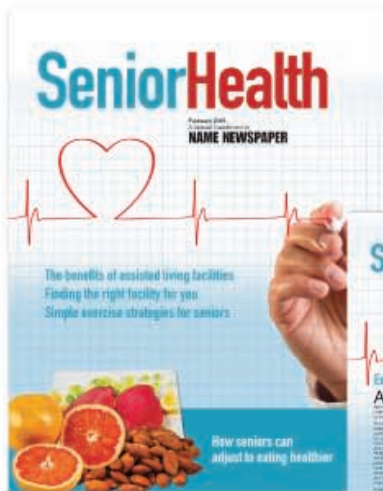
Around the time most people have had their fill of winter, home and flower shows crop up all over North America to give us a burst of color. Adapt this **Flower Show** cover design to suit your needs. Use the **Quick Sell** layout alone in ROP pages or as part of your Flower Show section. Full-page broadsheet versions for each **Quick Sell** layout are now available for you to choose the format that is best for you.

Flower Show
Did you know?
W...

Advertiser Suggestion Flower Design Class Call [Phone Number] [Address]	Advertiser Suggestion Furniture Store Call [Phone Number] [Address]	Advertiser Suggestion Wedding Planner Call [Phone Number] [Address]
Advertiser Suggestion Organic Food Market Call [Phone Number] [Address]	Advertiser Suggestion Home Goods Store Call [Phone Number] [Address]	Advertiser Suggestion Florist Call [Phone Number] [Address]
Advertiser Suggestion Restaurant Call [Phone Number] [Address]	Advertiser Suggestion Garden Center Call [Phone Number] [Address]	Advertiser Suggestion Nursery Call [Phone Number] [Address]

Advertiser Suggestion
Florist
Call [Phone Number]
[Address]

N1602A08002C - 5 col x 13
N1602A08003C - 6 col x 21



N1602A08004C - 10x13

It's hardly a secret that seniors are living longer, healthier and more active lives than ever before. As a result, the number and type of senior sections that publications choose to run is changing to meet the needs of this growing market. A **Senior Health** section or pages can encompass medical subjects, but can also go beyond to include overall health and wellness, fitness and nutrition. You may want the **Quick Sell** to run on a monthly basis with fresh articles each month.

SeniorHealth
Advertiser Suggestion
Medical Group
Call [Phone Number]
[Address]

Exercise and arthritis
A...

How seniors can adjust to eating healthier

Advertiser Suggestion Assisted Living Facility Call [Phone Number] [Address]	Advertiser Suggestion Sparring Clubs Store Call [Phone Number] [Address]	Advertiser Suggestion Dental Call [Phone Number] [Address]	Advertiser Suggestion Health Food Store Call [Phone Number] [Address]	Advertiser Suggestion Arts & Crafts Store Call [Phone Number] [Address]	Advertiser Suggestion Community Center Call [Phone Number] [Address]
--	--	--	---	---	--

Advertiser Suggestion
Gym
Call [Phone Number]
[Address]

N1602A08005C - 5 col x 13
N1602A08006C - 6 col x 21



N1602A08007C - 10x13

Once upon a time, all shops were local, but now more than ever **Shop Local** campaigns are mandatory for publications, as the local market makes up such a significant percentage of annual ad income. Establish **Shop Local** sections or pages to run quarterly or monthly, and be sure to create online guides for local shopping, too. Such guides will increase the potential for print and online ad package sales.

Shop Local
How buying local benefits your community
The impact that buying local has on the planet

Local events calendar
Local business owner spotlight

Shop Local
The hidden boost that buying local provides

Advertiser Suggestion Card & Gift Shop Call [Phone Number] [Address]	Advertiser Suggestion Jeweler Call [Phone Number] [Address]
Advertiser Suggestion Pottery Shop Call [Phone Number] [Address]	Advertiser Suggestion Market Call [Phone Number] [Address]

Advertiser Suggestion Photographer Call [Phone Number] [Address]	Advertiser Suggestion Boutique Call [Phone Number] [Address]	Advertiser Suggestion Restaurant Call [Phone Number] [Address]	Advertiser Suggestion Coffee Shop Call [Phone Number] [Address]
--	--	--	---

Advertiser Suggestion
Shoe Store
Call [Phone Number]
[Address]

N1602A08008C - 5 col x 13
N1602A08009C - 6 col x 21



N1602A08010C - 10x13

Spring planting dates vary based on geographic region, but one thing is certain: gardening retailers gear up in February for spring sales. A **Spring Garden Guide** section or pages will connect those advertisers with consumers who are eagerly awaiting the season. Tease the section by running the full-page broadsheet (or tab) **Quick Sell** layout by including the publication date of the section.

Spring Garden Guide
NAME NEWSPAPER

Plan ahead for as-friendly landscapes

The benefits of going green in your garden
Planting pointers
Choosing what to plant in your garden
Expert tips from a local gardening pro

Advertiser Suggestion Landscaping Co. Call [Phone Number] [Address]	Advertiser Suggestion Lawn & Garden Center Call [Phone Number] [Address]
---	--

N1602A08011C - 5 col x 13
N1602A08012C - 6 col x 21

Summer Recreation & Fun Guide
Finding the right camp for your kids

NAME NEWSPAPER

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

Begin planning kids' summer recreation now

Advertiser Suggestions:

- Day Camp
- Organic Food Market
- Kids' Clothing Shop
- Campground
- Sporting Goods Store
- Craft Supply Store

N1602A32004C - 10x13

February is Summer Camp Sign-up Month. A **Summer Recreation & Fun Guide** published now can serve as a foundation for summer camp advertisers and set the stage for the coming season. Use this *Themed Event Package* for a cover design, multiple-advertiser *Quick-Sell* page (tab and broadsheet sizes) and an ad campaign for a family fun center that could be a major sponsor for your section or pages. The campaign has print and companion digital ads for Web and mobile audience targeting.

N1602A32005C - 5 col x 13
N1602A32006C - 6 col x 21

Valentine's Day Dine Out
Planning the perfect date night
Local restaurant specials
Date night planning for moms and dads
The latest restaurants to hit the scene

NAME NEWSPAPER

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

Valentine's night out planning pointers

Advertiser Suggestions:

- Restaurant
- Jeweler
- Florist
- Card Shop
- Restaurant
- Restaurant
- Restaurant
- Restaurant

N1602A33004C - 10x13

More so than everyday dining, Valentine's Day dining is special and worthy of a **Valentine's Day Dine Out** section all its own. Use this *Themed Event Package* to highlight restaurants that appeal to diners in every demographic. Get a cover design, multiple-advertiser *Quick-Sell* page (tab and broadsheet sizes) and an ad campaign for a café. The campaign has print ads and companion digital ads for Web and mobile audience targeting.

N1602A33005C - 5 col x 13
N1602A33006C - 6 col x 21

Green Home
NAME NEWSPAPER

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

Line dry to save energy

Eco-friendly home appliances
How to trim your utility bill
How to make your home more efficient
Plan ahead for eco-friendly landscapes

Advertiser Suggestions:

- Appliance Store
- Electrician
- Heating & Cooling Co.
- Furniture Store
- Interior Designer
- Plumber
- Home Goods Store
- Windows & Door Co.

Home Improvement Contractor

N1602A34004C - 10x13

The world is becoming more eco-conscious and embracing phrases such as, "think global, act local." Help your readers in their quest with a **Green Living** section that can connect eco-friendly advertisers with the consumers in need of their goods and services. Use this *Themed Event Package* for a cover design, multiple-advertiser *Quick-Sell* page (tab and broadsheet sizes) and an ad campaign for a contractor. Get print ads and companion digital ads for Web and mobile audience targeting.

N1602A34005C - 5 col x 13
N1602A34006C - 6 col x 21

Family Fitness
NAME NEWSPAPER

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

How families can get up and go

Advertiser Suggestions:

- Rec. Center
- Health Foods Store
- Outdoorwear Center
- Yoga Studio
- Active Wear Shop
- Yogi
- Bike Shop

N1602A35004C - 10x13

A **Family Fitness** section can adopt a theme of "the family that plays together, stays fit together" by concentrating on physical activities for the whole family. Use this *Themed Event Package* for a cover design, multiple-advertiser *Quick-Sell* page (tab and broadsheet sizes) and print and digital ads for Web and mobile ad campaigns for a sporting goods store that could be a major sponsor for your section or pages.

N1602A35005C - 5 col x 13
N1602A35006C - 6 col x 21

Lucky LEAP YEAR

\$29 Gift Card Giveaways



To enter, go to namenewspaper.com/contests by 5 p.m. Friday, February 26, 2016. List contest rules, terms and conditions here. See contest page for complete rules and contest details.

Enter online today for your chance to win a \$29 gift certificate from one or more of the local businesses featured here!

 <p>Dry Cleaner 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Coffee Shop 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Beauty Salon 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Family Restaurant 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Accessories Shop 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Fast Food Restaurant 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Toy Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Pizzeria 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
 <p>Craft Supply Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Pet Supply Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Deli & Cafe 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Bookstore 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Variety Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Movie Theater 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Bowling Alley 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Hardware Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>

N1602A10001C

Usage Note:

The uniqueness of Leap Year — occurring once every four years — makes it the perfect subject for creating unique February promotions. Start yours with this **Lucky Leap Year Gift Card Giveaway**. We're suggesting \$29 prize amounts as a tip of the hat to the date of Leap Day in February. The timely, date-focused contest leaves it wide open for potential participants, who can also supply one or more of the prize gift cards. If you have the capabilities, send readers to your Web site to register and enter.











Submit Your Pet's Photo Through February 09, 2016 Then View & Vote February 09-09, 2016 at namenewspaper.com/contests

Puppy Love Valentine's Day Pet Photo Contest

We love pets as much as you do! So send us a photo of your cat or dog for Valentine's Day, and enter to win the whole kit and caboodle of prizes featured here from our contest sponsors:

 <p>Free Pet Exam Veterinary Clinic 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Free Full-Service Grooming Grooming Salon 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
---	--

 <p>One-Month Supply of Pet Food Pet Supply Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>\$30 Gift Card Restaurant 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Free Pet Dental Cleaning Pet Dental Service 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Treat Assortment Pet Bakery 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
 <p>One Month Free Doggy Day Care 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>One Month Free Pet Walking Service 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>One Week Free Pet Sitting Service 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	 <p>Pet Gift Basket Convenience Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>

Usage Note:

We really love our pets, so what could be better than combining that love with Valentine's Day for a **Puppy Love Valentine's Day Pet Photo Contest?** Gather pet-centric advertisers (or pet-loving advertisers) together to participate and sponsor prizes of their goods and services. Have readers submit their photo entries via your website. Advertisers can choose the winners for their prizes if you wish. Drive traffic to your website by publishing entries in a gallery. Create extra buzz during the contest entry period through your social media outlets.

N1602A10002C



Themed and general sales ads in full-page, tab-sized and additional sizes.



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

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

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

Campaigns & Classifieds

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

Metro Auto Photos Library

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

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

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



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



Sources: <http://www.detroitnews.com/story/business/autos/2015/10/14/the-sales-forecast/73937942/>
<http://www.reuters.com/article/2015/08/04/us-usa-automobiles-forecast-idUSKCN0911X20150804040x6ACVBA0GDI06.97>

METRO'S FILE NAMING SYSTEM AT A GLANCE

Service Indicator.
 N = Metro Newspaper Service
 S = MiAD Spec Ad Library
 C = Campaigns & Classified
 H = Holiday Advertising Service

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

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

Color Type.
 one-digit field to indicate color: C = color, K = b&w, A = line art.

N1602P12002K.TIF

Year Indicator.
 two-digit field to indicate the year (i.e., 15 = 2015).

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

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

Extension.
 three-digit field (or four) that indicates the file format (TIF, eps, jpg, QXP, indd).

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1602P49004C-●

Presidents' Day Weekend Sale



Saturday | Sunday | Monday
February 13-15, 2016

up to **50% Off** living rooms | dining rooms | bedrooms
sofas | lighting | mattresses | & more

Walton Furniture

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



AD# N1602A12001C PASS 6 COL. x 1

N1602P27008C-●



Fast Cash Solutions

OPEN 7 DAYS

Advance Check Cashing

Payday Loans | Check Cashing | Title Loans | Bill Pay | Wire Transfers | Prepaid Debit Cards | Money Orders

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

AD# N1602A12002C PASS 6 COL. x 1

N1602P60010C*-○

Hello, Spring!



Today Only up to **40% Off**
the grower's favorite home and garden picks for spring!

Central Hardware & Home

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

AD# N1602A12003C PASS 6 COL. x 1

N1602P36004C-●

Family Night Special



Large One-Topping Pizza
12 Garlic Knots ■ Liter Soda
\$14.99 No fuss, all flavor! Call or go online
for fast and easy pickup or delivery!

Pizza Plaza

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

AD# N1602A12004C PASS 6 COL. x 1

N1602P27003C-●

N1203P46009C*-○

Low-Cost Veterinary Care



Discount Vaccine Clinics
Every Saturday, 11am-1pm ■ No appointment necessary.
Vaccines | Spay/Neuter | Surgery | Preventive Care | Dental

Pawville Vet Clinic

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



AD# N1602A12005C PASS 6 COL. x 1

N1602P12001C-●

Spring Beauty Specials

Cut & Color Only \$59
Gel Manicure Only \$19
Brow Shaping Only \$12

Offers good by appointment through 02/01/16.



Signal Salon

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



AD# N1602A12006C PASS 6 COL. x 1

N1203P46009C*-○

N1602P38003C-●

Express Car Wash

car wash | waxing | detailing | bumper repair

Full-Service Wash & Vacuum
Only **\$5.99**
Everyday low price!

Skip's Car Wash

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



AD# N1602A12007C PASS 6 COL. x 1

N1602P38005C-●



Spring Leagues Now Forming

All ages and levels welcome!
Sign up today in person or online. Registration ends March 00, 2016.

Lightning Lanes

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



AD# N1602A12008C PASS 6 COL. x 1

N1602P16008C-●



Day Spa Grand Opening

\$39 Massage Special A \$59 value! ■ \$29 Facial Special A \$49 value!

Luxe Spa

Book Today! Limited-time promotions for first-time customers by appointment.

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

AD# N1602A12009C PASS 6 COL. x 1

N1602P66015C-●

Breakfast Served All Day



Your local 24-hour diner for great food and friendly service!

Somersville Diner

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

AD# N1602A12010C PASS 6 COL. x 1

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

N1602P50009C

Treats & Eats

Your guide to Valentine's Day dining, giving and celebrating.

Somersville Liquors

Champagne on sale!

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

Somersville Liquors

Champagne on sale!

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

Somersville Liquors

Champagne on sale!

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

Somersville Liquors

Champagne on sale!

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

Somersville Liquors

Champagne on sale!

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

Somersville Liquors

Champagne on sale!

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

Layla Boutique

Hot looks for Valentine's day!

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

Layla Boutique

Hot looks for Valentine's day!

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

Layla Boutique

Hot looks for Valentine's day!

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

Layla Boutique

Hot looks for Valentine's day!

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

Layla Boutique

Hot looks for Valentine's day!

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

Layla Boutique

Hot looks for Valentine's day!

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

Mira Salon

Gift cards available

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

Mira Salon

Gift cards available

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

Mira Salon

Gift cards available

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

Mira Salon

Gift cards available

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

Mira Salon

Gift cards available

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

Mira Salon

Gift cards available

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

Usage Note:

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

Companion WEB ADS available on MCC

Dine Your Heart Out

We're celebrating Valentine's Day all weekend with delicious dinner, brunch and dessert specials.

Valentine's Day
Prix-Fixe Dinner
3 courses, \$39 per person
Sat & Sun 5pm-10pm

Valentine's Day
Brunch Buffet
Sunday 10am-3pm
\$25 adults, \$15 children under 12



Reserve Today!

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

Romance Is Served



Valentine's Day
Dinner for Two
\$79.99
appetizer + entree + dessert
Try our heavenly
Changoumbou!
Served Saturday & Sunday
Seating is limited. Reserve today.
www.namewebsite.com

All Set for Valentine's Day?

We are! Call now to secure your Valentine's Day weekend brunch or dinner reservation.

On the Menu:
Chateaufort | Chicken Marsala | Filet Mignon |
Pasta Primavera | Grilled Salmon | Broiled Scallops |
Homemade Desserts | Specialty Martinis | & So Much More

Skyline Restaurant

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



Flowers Say It Best

Order your Valentine's Day flowers today!

Happy Valentine's Day

One Dozen
Premium
Long-Stemmed
Red Roses
\$29

Romantic Flower Bouquets
Orchids & Exotic Plants
Gift Baskets

Delivery Available
Please place all Valentine's Day delivery orders by Friday, February 12.

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

Valentine's Day GIFT SHOP

Heartfelt holiday gifts for all the ones you love!

Great Gifts Under \$25
premium chocolates + scented soy candles
+ collectibles + plush toys + albums &
frames + body care + fashion jewelry +
boxed valentines + & so much more

Occasions Card & Gift Boutique
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Open Valentine's Day, 9am-5pm

Express Yourself

Make the ultimate statement this Valentine's Day with our premium collection of certified diamond jewelry and engagement rings.

Open Sun-Thu February 12th • Open Sun-Thurs February 14th

Joya Jewelry

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



Financing available

AD# N1602A13002C
PASS 2 COL x 5

N1602P20011C

AD# N1602A13005C
PASS 2 COL x 5

N1602P21003C

AD# N1602A13001C PASS 6 COL x 21

AD# N1602A13008C 10 x 13

AD# N1602A13003C
PASS 2 COL x 5

N1602P67001C

AD# N1602A13006C
PASS 2 COL x 5

N1602P22011C

AD# N1602A13004C
PASS 2 COL x 5

N1602P67001C

AD# N1602A13007C
PASS 2 COL x 5

N1602P13001C



N1602P14005C-●



N1602P14001C-●



N1602P14004C-●



N1602P14010C-●



N1602P14002C-●



N1602P14009C-●



N1602P14003C-●



N1602P14008C-●



N1602P14006C-●



N1602P14007C-●



N1602P14011C-●



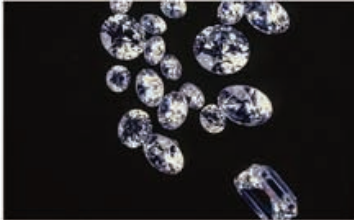
N1602P15001C-●



N1602P15011C-●



N1602P15014C-●



N1602P15012C-●



N1602P15013C-●



N1602P15006C-●



N1602P15004C-●



N1602P15008C-●



N1602P15005C-●



N1602P15009C-●



N1602P15010C-●



N1602P15004C-●



N1602P15003C-●



N1602P15002C-●



N1602P16005C-●



N1602P16007C-●



N1602P16003C-●



N1602P16002C-●



N1602P16006C-●



N1602P16011C-●



N1602P16008C-●



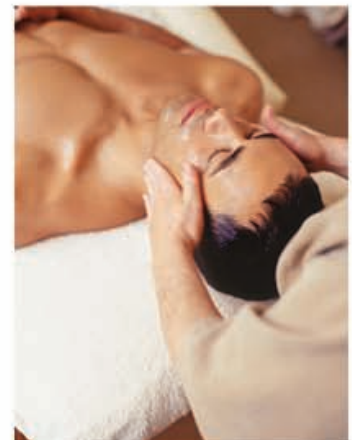
N1602P16010C-●



N1602P16001C-●



N1602P16009C-●



N1602P16004C-●

MCC Keyword Hints: salon services, spa, massage, nails, facial, hands, legs

N1602P21002C
 N1602P28009C
 N1602P14011C

N1602P17002C

N1602P17001C

N1602P64010C
 N1602P58001C

AD# N1602A17003C
 PASS 6 COL x 3

N1602P28001C



February

Community Calendar 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <i>Grounding Day</i>	2	3	4	5	6
7	8	9	10	11	12	13
14 <i>Valentine's Day</i>	15 <i>President's Day</i>	16	17	18	19	20
21	22	23	24	25	26	27
28	29					



February 00
Black History Month
 Photography Exhibit
 Opening Reception
 Gardie Gallery
 7-11pm
www.namewebsite.com

February 00
Ash Wednesday Services
 Everyone welcome
 St. Matthew's Church
 7am, 9am,
 4pm & 7pm
www.namewebsite.com

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



February 7
Lunar New Year Festival
 Music, food, entertainment & more!
 Somersville Cultural Center • 11am-7pm
www.namewebsite.com

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

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



February 00
Summer Camp Registration Fair
 More than 30 day & sleep-away camps attending!
 Somersville Rec Center
 10am-2pm
www.namewebsite.com

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

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

SEE YOU THERE

LUNAR NEW YEAR FESTIVAL

SUNDAY, FEBRUARY 7 • 11AM-7PM

JOIN US IN CELEBRATING THE YEAR OF THE MONKEY WITH FRIENDS, FAMILY, FOOD, CULTURE AND FUN!

Dragon Parade
 Along Washington Street
 12 noon - 2 pm

Lion Dances | Chinese Acrobats
 Live Music | Martial Arts |
 Authentic Chinese Cuisine

SOMERSVILLE CULTURAL CENTER

Free Event Open to the Public

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



February 00
Bridal Show
 Advance tickets only \$5!
 Somersville Convention Hall
 11am-6pm
www.namewebsite.com

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

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

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

February 00
Cherry Festival
 Food & fun for the whole family!
 Pine Ridge Park Pavilion
 11am-4pm
www.namewebsite.com

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

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

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

February 25
Chili Cookoff
 \$5 unlimited tastings!
 Pine Ridge Park Pavilion
 11am-4pm
www.namewebsite.com

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



February 28
Floral Design Day Demo
 Free with online RSVP!
 Petals Florist
 11am
www.namewebsite.com

Yard Sale

Scoop up early-bird savings on planting aids, garden tools, flowers, plants and more!

Going On Now
Sale Ends Sunday!

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

Mills Home & Garden Center

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

AD# N1602A17002C
 PASS 3 COL x 7

N1602P17003C

N1602P66001C
 N1602P66020C
 N1602P20005C

N1602P27001C

Companion WEB ADS available on MCC

AD# N1602A17001C PASS 6 COL x 21
 AD# N1602A17004C 10 x 13

N1602P27001C

Luxury Florals

The perfect touch of beauty and elegance for any room and any occasion.

- bouquets • centerpieces • weddings • special events
- plants & orchids • gifts

Free Workshop
Floral Design Day
Sunday, February 28
Call or go online for details and to reserve your spot.


We offer same-day local delivery!

Bloomers Floral Boutique

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

AD# N1602A18001C PASS 2 COL. x 5 

N1602P27006C



Professional Dental Care for Happy, Healthy Pets

Healthy gums and teeth are essential to your pet's long-term wellness. We offer gentle and effective preventive dental care services for dogs and cats without the use of anesthesia for your pet's safety and well-being.

Pet Dental Health Month Special
New Clients
Save \$20 Off
Pet Dental Cleaning

when you book on appointment through February 29, 2016. List details, terms and conditions here.

Paws & Claws Pet Clinic

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

AD# N1602A18002C PASS 2 COL. x 5 

N1602P27002C

GET TAX



Happy!


Get the maximum refund you're entitled to by law with fast and thorough tax prep service by a professional with more than 15 years of experience.

FREE with your tax prep service:
Electronic filing for a faster refund
Review of last year's tax return
2016 tax planning kit

Call today for your appointment!

L&M Accounting

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

AD# N1602A18003C PASS 2 COL. x 5 

N1602P27007C

Say, "Cheese!"

Free Photo Booth All Month • Come in anytime during February, Pediatric Dental Health Month for a free photo booth session!

\$89
New Patient Special Just for Kids!
Includes cleaning, full exam, x-rays and fluoride treatment.*

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

Call today for an appointment!





Kearns Pediatric Dentistry

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

AD# N1602A18004C PASS 2 COL. x 5 

N1203P46009C

Celeb Style

Get the looks your favorite stars are rocking on the red carpet this awards season!

\$199 Glam Makeover Giveaway
Step in to enter your fan award predictions by 5pm February 27 for your chance to win a free cut, color service and mani-pedi.

 Visit our Facebook page at [facebook.com/nameadvertiser](https://www.facebook.com/nameadvertiser) for style inspiration!



Nuance Salon

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

AD# N1602A18005C PASS 2 COL. x 5 

N1602P27010C



Leap Sale

29% Off
One Day Only Monday, February 29 Make It Count!

- Carpet | Rugs
- Hardwood
- Tile | Laminate

Plus, Low 2.9% APR Financing for 12 Months!

Showroom Open Monday-Saturday 10am-8pm, Sunday 11am-6pm



C&C Flooring

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

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

AD# N1602A18006C PASS 2 COL. x 5 

N1602P27009C

Companion WEB ADS available on MCC

N1602P16005C

Summer's Coming...

Get ready, set, gorgeous with our laser beauty specials.

up to **50% Off**
Laser Hair Removal Packages
Full Legs Only \$149



Inspire Cosmetic Surgery Center
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Now offering laser lipo for fast and safe fat removal!

AD# N1602A18007C PASS 2 COL. x 5 

N1602P39001C



Open Daily at 7 a.m.
Last wash at 8:30 p.m.

More Machines. Less Waiting.

Modern & Efficient Washers & Dryers
Large Capacity Machines | Fluff & Fold Laundry Service
Free WiFi & Coffee | Clean & Friendly | Easy Parking

Now offering coinless laundry cards!

Laundry Spot



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

AD# N1602A18008C PASS 2 COL. x 5 

N1203P46009C

Help for Hair Loss


Hair loss in women is more common than you may think. In fact, 50 percent of women experience some type of hair loss by the age of 50. We understand how much thinning hair and hair loss can affect your confidence and image. That's why we offer a large selection of premium natural looking clip-on hairpieces and luxury lace front wigs designed to give you the thicker, fuller hair you want, instantly.

Call ahead for an appointment or stop in anytime for a free consultation with a specialist, and let us find the perfect style for you.

Corina's Wig Emporium

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

AD# N1602A18009C PASS 2 COL. x 5 

N1602P38008C

High-Performance Car Wash

The latest state-of-the-art equipment and attention to detail for a spotless shine every time.

Ask about our monthly membership plans! **Gift Cards Available**

Snow Day Guarantee
If it rains or snows within 48 hours of your car wash, come back with your receipt for a free do-over wash.

Happy Hour
3-5 pm Weekdays
Drive happy with \$2 off any car wash!

Boulevard Car Wash

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

AD# N1602A19001C PASS 2 COL. x 5

Let the Good Times Bowl!

Open Bowling \$15 per hour, per lane

Bar & Restaurant
Bowling Leagues
Parties & Events
Pro Shop

Somersville Lanes

DJ Every Friday & Saturday Night
Karaoke Every Thursday Night

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

Reserve your lane by phone or online today!

AD# N1602A19002C PASS 2 COL. x 5

Your Knitting Hooks

Yarns & Fibers
Needles & Hooks
Books & Patterns
Stitching Notions
Handmade Gifts

We offer classes and crafting circles for all levels!

Call, stop in or visit us online to get started.

The Yarn Barn

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

AD# N1602A19003C PASS 2 COL. x 5

Celebrating Family & Prosperity

Enjoy all of your favorite tasty traditions in one place this new year!

Chinese New Year Eve Reunion Dinner Buffet
Sunday, February 7
5pm-10pm
\$29 adults, \$12 children 12 & under

Chinese New Year Day Celebration Lunch Buffet
Monday, February 8
11am-4pm
\$25 adults, \$10 children 12 & under

Serving beer, wine & cocktails • Reservations Suggested

Good Fortune Restaurant

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

AD# N1602A19004C PASS 2 COL. x 5

Some Like It Hot!

National Chili Day Special
Thursday, February 25
Traditional or Vegetarian Chili Bowl
Only \$3.99 (reg. \$6.99) • served with chips or fresh cornbread

Warm up this winter with a hearty helping of our famous homemade chili.

Somersville Diner

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

AD# N1602A19005C PASS 2 COL. x 5

Feel Beautiful

New Customers, **Save 25% Off** Your First Service

Book your appointment by phone or online today!

luxury skin care | customized massage
spa nail care | rejuvenating body treatments

Gift Cards Available

Rosewater Spa

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

AD# N1602A19006C PASS 2 COL. x 5

Goodbye Winter White.

Hello Healthy Glow!

Unlimited Monthly Tanning as low as **\$29**

Limited-time special pricing on packages and memberships.

Get a head start on summer with our discount tanning packages. • Now offering custom airbrush tans for a bronze body instantly!

SunSpot Tanning

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

AD# N1602A19007C PASS 2 COL. x 5

Party Gras

Join the Mardi Gras fun all weekend with food and drink specials, live music, contests, giveaways and more!

Jambalaya \$5
Crawfish Boil \$2
Spicy Gumbo
Po' Boys
Hush Puppies
Boudin

Jumbo Hurricanes & Daiquiris
Domestic Draft Specials

The Party Starts Saturday
Don't Miss Our Fat Tuesday Finale
Celebration February 9!

Big Easy Bar & Grill

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

AD# N1602A19008C PASS 2 COL. x 5

Keep Your Heart Happy

Uncontrolled high blood pressure and stroke, but it often shows no signs or symptoms. Be sure to have your blood pressure checked regularly, so you can stay in control of your health and your future.

Free Glucose, Cholesterol & Blood Pressure Screenings available by appointment during February, American Heart Month. Call or go online today for details and scheduling.

Somersville Health Center

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

AD# N1602A19009C PASS 2 COL. x 5

Companion WEB ADS available on MCC



N1602P20001C-●



N1602P20009C-●



N1602P20007C-●



N1602P20004C-●



N1602P20005C-●



N1602P20006C-●



N1602P20008C-●



N1602P20003C-●



N1602P20014C*-○



N1602P20002C-●



N1602P20012C*-○



N1602P20011C*-○



N1602P20010C*-○



N1602P20017C*-○



N1602P20015C*-○



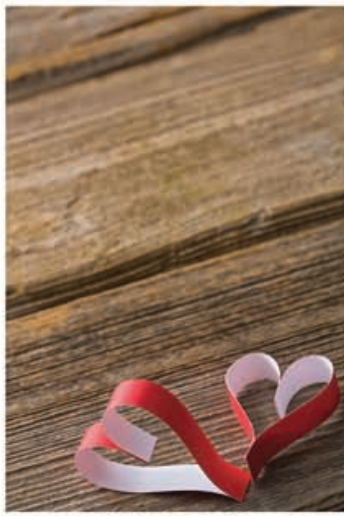
N1602P20013C*-○



N1602P20018C*-○



N1602P20016C*-○



N1602P21004C-●



N1602P21008C-●



N1602P21009C-●



N1602P21005C-●



N1602P21003C-●



N1602P21006C-●



N1602P21007C-●



N1602P21002C-●



N1602P21001C-●



N1602P21010C*-○



N1602P21018C*-○



N1602P21014C*-○



N1602P21013C*-○



N1602P21012C*-○



N1602P21011C*-○



N1602P21015C*-○



N1602P21016C*-○



N1602P21017C*-○



N1602P22004C-●



N1602P22005C-●



N1602P22008C-●



N1602P22007C-●



N1602P22002C-●



N1602P22003C-●



N1602P22014C-●



N1602P22010C-●



N1602P22006C-●



N1602P22016C-●



N1602P22001C-●



N1602P22015C*-○



N1602P22009C*-○



N1602P22011C*-○



N1602P22013C*-○



N1602P22012C*-○



N1602P23007C-●



N1602P23003C-●



N1602P23001C-●



N1602P23004C-●



N1602P23005C-●



N1602P23006C-●



N1602P23008C-●



N1602P23016C-●
N1602P23017C-●



N1602P23014C*-○
N1602P23015C*-○



N1602P23013C-●



N1602P23018C*-○



N1602P23012C*-○



N1602P23002C-●



N1602P23019C*-○



N1602P23009C*-○
N1602P23010C*-○



N1602P23011C*-○

N1602P24004C*O

N1602P24003C*O

N1602P24002C*O

N1602P24002C*O

For Your Valentine

<p>Candlelight Bistro <i>Reserve now for Valentine's Day!</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Shimmer Jewelry <i>Unforgettable heirloom-quality gifts</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Nina's Cards & Gifts <i>Heartfelt Valentine's Day gifts & greetings</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Coffee Nook <i>Live music & dessert on Valentine's Day!</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Petals Florist <i>Reserve your red roses today!</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>
<p>Demi Liquors <i>Champagne now on sale!</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Supreme Chocolates <i>Handmade truffles to melt her heart</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Lala Spa <i>Gift certificates available</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Pomegranate Gourmet <i>Romantic meals to go!</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	
<p>Estrella Boutique <i>Lingerie & gifts for the lady in your life</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Little Bake Shop <i>Be sweet to your valentine!</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Filigree Salon <i>Look beautiful for Valentine's Day!</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Knot Stop Massage <i>Book your couple's massage today!</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Flawless Beauty Supply <i>Your Valentine's Day beauty headquarters</i> www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>

All you need to make this Valentine's Day special!

AD# N1602A24001C 19.334 x 13



N1602P24001C-●

Usage Suggestion:

Multiple-advertiser, double truck layouts present unique opportunities for advertisers to gain more exposure while sharing the cost of appearing in color in a prime position. At the same time, they give you a full-color spread. Use the alternative headings on this page to change the focus of the layout, and don't forget to repurpose the content for your Web site.

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

Share the Love Valentine's Day Dining Guide

N1602P24005C*O

N1602P24006C*O

Valentine's Day Specials

All the deals your heart desires!

Made With a Whole Latte Love

Buy One, Get One 50% Off Any Beverage

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

- freshly brewed coffee
- espresso beverages
- tea & hot latte
- soups, salads & sandwiches
- breakfast pastries & desserts

Live Music Valentine's Day

Offer valid with coupon through February 05, 2016. Discount will apply to beverage of equal or lesser value. See details, terms and conditions here.

Love Pizza?

Take us home for Valentine's Day!

Free Topping With Any Pizza Purchase

Free Delivery within delivery area with \$15 minimum purchase

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

Offer valid with coupon through February 05, 2016. List details, terms and conditions here.

Inspire Desire

Make his heart beat faster this Valentine's Day.

Save 20% Off Any Beauty Service
hair | nails | tanning | waxing | makeup

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

Book now for Valentine's Day!

Offer valid with coupon through February 05, 2016. List details, terms and conditions here. List details, terms and conditions here.

Sweet Stuff

Fresh and delicious baked goods for Valentine's Day and every day.

Save \$2.00 Off
Your Purchase of \$10 or More

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

Offer valid with coupon through February 05, 2016. List details, terms and conditions here.

Love at First Sight

Save **10% Off** Your Jewelry Purchase

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

Five Jewelry Designer Timepieces Jewelry & Watch Repair Diamond Specialists

Open Valentine's Day Hours

Offer valid with coupon through February 05, 2016. List details, terms and conditions here.

The Way to Her Heart

Handcrafted chocolate truffles and candy for Valentine's Day.

Open February 14th • 9am-4pm

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

Save \$5 Off
Purchase of \$20 or More

Offer valid with coupon through February 05, 2016. List details, terms and conditions here.

Treat Yourself

facials | massage | manicures | pedicures | body wraps | infrared saunas

Save 20% Off
Any Massage or Couple's Massage

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

Gift Cards Available Services by appointment only.

Offer valid with coupon through February 05, 2016. List details, terms and conditions here.

Va-Va-Va-Bloom!

Set the mood this Valentine's Day with romantic and thoughtful fresh flowers.

Save 10% Off
Your Next Order

Local Delivery

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

Offer valid with coupon through February 05, 2016. List details, terms and conditions here. Please place all Valentine's Day delivery orders by Friday, February 12.

AD# N1602A29002C
PASS 3 COL. x 4.25

AD# N1602A29004C
PASS 3 COL. x 4.25

AD# N1602A29006C
PASS 3 COL. x 4.25

AD# N1602A29008C
PASS 3 COL. x 4.25

N1602P23006C

N1602P65003C

N1602P15008C

N1602P15010C

N1602P16003C

AD# N1602A29003C
PASS 3 COL. x 4.25

AD# N1602A29005C
PASS 3 COL. x 4.25

AD# N1602A29007C
PASS 3 COL. x 4.25

AD# N1602A29009C
PASS 3 COL. x 4.25

AD# N1602A29001C PASS 6 COL. x 21
AD# N1602A29010C 10 x 13



N1602P26001C-●



N1602P26009C-●



N1602P26005C-●



N1602P26008C-●



N1602P26007C-●



N1602P26002C-●



N1602P26004C-●



N1602P26006C-●



N1602P26003C-●

MCC Keyword Hints: Valentine's Day, couple, love, romance, heart, roses, senior



N1602P27008C-●



N1602P27001C-●



N1602P27009C-●



N1602P27005C-●



N1602P27003C-●



N1602P27007C-●



N1602P27002C-●



N1602P27006C-●



N1602P27010C-●



N1602P27004C-●



N1602P28007C-●



N1602P28009C-●



N1602P28001C-●



N1602P28006C-●



N1602P28003C-●



N1602P28010C-●



N1602P28008C-●



N1602P28002C-●



N1602P28004C-●



N1602P28005C-●



N1602P29001C-●



N1602P29008C-●



N1602P29005C-●



N1602P29006C-●



N1602P29004C-●



N1602P29002C-●



N1602P29003C-●



N1602P29007C-●



N1602P30023C-●



N1602P30022C*-○



N1602P30017C*-○



N1602P30002C*-○



N1602P30003C*-○



N1602P30014C*-○



N1602P30020C*-○



N1602P30004C*-○



N1602P30001C*-○



N1602P30018C*-○



N1602P30021C*-○



N1602P30005C*-○



N1602P30006C*-○



N1602P30007C*-○



N1602P30016C*-○



N1602P30008C*-○



N1602P30009C*-○



N1602P30010C*-○



N1602P30011C*-○



N1602P30012C*-○



N1602P30013C*-○



N1602P30019C*-○



N1602P30015C*-○

Back-to-Spring Savings for the Home

Refresh, renew and renovate with storewide savings on spring home improvement essentials.



N1602P46001C

N1602P29003C

N1602P29005C

N1602P46005C

10% Off
In-Stock
Rain Gutters

BOGO
50% Off
Name Brand
Garden Tools

Composite
Decking
\$2.19 ln. ft.

Name Brand
Paints & Stains
\$22.99 gal.

up to
30% Off
Name Brand
Power Tools

Ceiling
Fan Fixtures
\$49 & up

Solar
Landscape
Lights
2 for \$5

20% Off
Patio Furniture

up to
30% Off
Mowers
& Trimmers

10% Off
Name Brand
Weed Control
Products

4"x8" Pavers
Only **29¢**

up to
30% Off
In-Stock
Entry Doors

Spring Cleaning?

We rent pressure washers and carpet steamers!

Free How-To Clinics

Register in store or online today!

Edwards Hardware

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

Open
Monday-Saturday 7 a.m.-7:30 p.m.
Sunday 8 a.m.-3 p.m.

Spring in today!

Offers end Sunday, February 00, 2016. List details, terms and conditions here. List details, terms and conditions here.



AD# N1602A31001C

PASS 6 COL. x 21

AD# N1602A31002C

10 x 13

METRO Themed Event Package

SECTION COVER:

N1602P32001C*

Summer Recreation & Fun Guide

Finding the right camp for your kids

February 2016
A Special Supplement to
NAME NEWSPAPER

Family-friendly weekend events, local activities, camp listings, water parks, and don'ts

AD# N1602A32004C 10. x 13

QUICK SELL:

Begin planning kids' summer recreation now

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

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

Kids' Clothing Shop
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

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

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

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

AD# N1602A32005C 9.667 x 13
AD# N1602A32006C PASS 6 COL. x 21

CAMPAIGN:

Fun Fore the Whole Family!

BOGO 50% Off
Mini Golf Admission
With This Ad!

Mini Golf | Go-Karts | Arcade | Prizes | Snack Bar | Frides | Games

OPEN 7 DAYS ALL SUMMER!
Sun-Thur 11am-9pm,
Fri & Sat 11am-11pm
Offer good through 00.00.16
with ad. Valid for child or adult
admission. Discount will apply
to lesser value. Limit one
discount per visit.

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

AD# N1602A32001C
PASS 2 COL. x 5

You Can't Beat the Rush!

BOGO 50% Off
Go-Kart Rides
With This Ad!

Mini Golf | Go-Karts | Arcade | Prizes | Snack Bar | Frides | Games

OPEN 7 DAYS ALL SUMMER!
Sun-Thur 11am-9pm,
Fri & Sat 11am-11pm
Offer good through 00.00.16
with ad. Valid for child or adult
admission. Discount will apply
to lesser value. Limit one
discount per visit.

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

AD# N1602A32002C
PASS 2 COL. x 5

Score Good Times & Great Prizes!

BOGO 50% Off
Unlimited Arcade Play
With This Ad!

Mini Golf | Go-Karts | Arcade | Prizes | Snack Bar | Frides | Games

OPEN 7 DAYS ALL SUMMER!
Sun-Thur 11am-9pm,
Fri & Sat 11am-11pm
Offer good through 00.00.16
with ad. Valid for child or adult
admission. Discount will apply
to lesser value. Limit one
discount per visit.

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

AD# N1602A32003C
PASS 2 COL. x 5

WEB & MOBILE ADS:

HEADING:
N1602P32001C*

Score Good Times & Great Prizes!

BOGO 50% Off
Unlimited Arcade Play
GOING ON NOW!

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

AD# N1602W32003S

Score Good Times & Great Prizes!

BOGO 50% Off
Unlimited Arcade Play
GOING ON NOW!

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

AD# N1602W32003L

BOGO 50% Off
Unlimited Arcade Play
GOING ON NOW!

FunZone Amusements

AD# N1602W32003B

BOGO 50% Off
Unlimited Arcade Play
GOING ON NOW!

FunZone Amusements

AD# N1602W32003W

Score Good Times & Great Prizes!

BOGO 50% Off
Unlimited Arcade Play
GOING ON NOW!

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

AD# N1602W32003R

BOGO 50% Off
Unlimited Arcade Play
GOING ON NOW!

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

Companion
WEB ADS
available
on MCC

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

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

SECTION COVER:

Primary Title
Secondary Title
NAME NEWSPAPER

Valentine's Day Dine Out

Planning the perfect date night
Local restaurant specials
Date night planning for moms and dads
The latest restaurants to hit the scene

AD# N1602A33004C 10. x 13

QUICK SELL:

Valentine's Day Dine Out

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

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

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

Advertiser Suggestion
Card Shop
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

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

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

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

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

AD# N1602A33005C 9.667 x 13
AD# N1602A33006C PASS 6 COL. x 21

CAMPAIGN:

We Make Valentine's Day Special

Make it a date to remember with all the ingredients for a perfectly romantic evening.
fine cuisine
impeccable service
elegant setting

Book your Valentine's Day weekend reservations today!

Maya's Cafe
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1602A33001C
PASS 2 COL. x 5

WEB & MOBILE ADS:

HEADING:
N1602P33001C*-O

How Sweet It Is

Free Dessert with your purchase of two dinner entrees.



Make Reservations Now!
Free Dessert with your purchase of two dinner entrees.
Maya's Cafe

AD# N1602W33003B

Make Reservations Now!
Free Dessert with your purchase of two dinner entrees.
Maya's Cafe

AD# N1602W33003W

How Sweet It Is

Free Dessert with your purchase of two dinner entrees.

Make Reservations Online!

Maya's Cafe
1234 Washington Street • Somerville Heights
000-000-0000 • www.namewebsite.com

AD# N1602W33003S

AD# N1602W33003R

How Sweet It Is

Make Reservations Online!

Free Dessert with your purchase of two dinner entrees.

Maya's Cafe
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1602W33003L



Companion
WEB ADS
available
on MCC

The Perfect Start to Your Valentine's Day

Celebrate your love all day long with our delicious Valentine's Day brunch specials!

Mimosas by the Carafe Only \$9.99

Book your Valentine's Day reservations today for Sunday, February 14!

Maya's Cafe
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1602A33002C
PASS 2 COL. x 5

How Sweet It Is

Free Dessert Enjoy a complimentary shared dessert sampler this Valentine's Day with your purchase of two dinner entrees.

Book your Valentine's Day reservations today for Sunday, February 14!

Maya's Cafe
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1602A33003C
PASS 2 COL. x 5

METRO Themed Event Package

SECTION COVER:

Green Home

February 2016 | A Special Supplement to
NAME NEWSPAPER



Eco-friendly home appliances
How to trim your utility bill
How to make your home more efficient
Plan ahead for eco-friendly landscapes

AD# N1602A34004C

10 x 13

QUICK SELL:

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

Green Home

Line dry to save energy

It's important that you are aware of the energy consumption of your home. Line drying your clothes is a simple way to save energy and reduce your utility bills. It's also a great way to save space in your laundry room. Line drying is a simple way to save energy and reduce your utility bills. It's also a great way to save space in your laundry room.

Advertiser Suggestion

Appliance Store
The Appliance Store
1234 Washington Street
Somerville Heights
www.namewebsite.com

Advertiser Suggestion

Electrician
The Electrician
1234 Washington Street
Somerville Heights
www.namewebsite.com

Advertiser Suggestion

Heating & Cooling Co.
The Heating & Cooling Co.
1234 Washington Street
Somerville Heights
www.namewebsite.com

Advertiser Suggestion

Furniture Store
The Furniture Store
1234 Washington Street
Somerville Heights
www.namewebsite.com

Advertiser Suggestion

Interior Designer
The Interior Designer
1234 Washington Street
Somerville Heights
www.namewebsite.com

Advertiser Suggestion

Plumber
The Plumber
1234 Washington Street
Somerville Heights
www.namewebsite.com

Advertiser Suggestion

Home Goods Shop
The Home Goods Shop
1234 Washington Street
Somerville Heights
www.namewebsite.com

Advertiser Suggestion

Windows & Door Co.
The Windows & Door Co.
1234 Washington Street
Somerville Heights
www.namewebsite.com

Advertiser Suggestion

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

AD# N1602A34005C

9.667 x 13

AD# N1602A34006C

PASS 6 COL. x 21

CAMPAIGN:

Optimizing Home Improvement

We specialize in eco-friendly home improvements designed to enhance the beauty, value and enjoyment of your home.

\$1,000 Off Any Residential Solar System

Offer good through March 31, 2016. See details, terms and conditions here. Call now to schedule your free consultation!

Sustainable Flooring | Solar Energy Systems | Vinyl Siding | Energy-Efficient Doors & Windows | Insulation Solutions | Low-VOC Painting | & More

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

AD# N1602A34001C

PASS 2 COL. x 5

AD# N1602A34001C

PASS 2 COL. x 5

Optimizing Home Improvement

We specialize in eco-friendly home improvements designed to enhance the beauty, value and enjoyment of your home.

10% Off New Vinyl Siding

Offer good through March 31, 2016. See details, terms and conditions here. Call now to schedule your free consultation!

Sustainable Flooring | Solar Energy Systems | Vinyl Siding | Energy-Efficient Doors & Windows | Insulation Solutions | Low-VOC Painting | & More

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

AD# N1602A34002C

PASS 2 COL. x 5

AD# N1602A34002C

PASS 2 COL. x 5

Optimizing Home Improvement

We specialize in eco-friendly home improvements designed to enhance the beauty, value and enjoyment of your home.

Free Window Glass Upgrade
Triple pane for the price of double pane!

Offer good through March 31, 2016. See details, terms and conditions here. Call now to schedule your free consultation!

Sustainable Flooring | Solar Energy Systems | Vinyl Siding | Energy-Efficient Doors & Windows | Insulation Solutions | Low-VOC Painting | & More

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

AD# N1602A34003C

PASS 2 COL. x 5

AD# N1602A34003C

PASS 2 COL. x 5

WEB & MOBILE ADS:

Optimizing Home Improvement

\$1,000 Off Any Residential Solar System

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

AD# N1602W34001S

AD# N1602W34001S

HEADING:
N1602P34001C*-O

Upgrade to a Green Home!

\$1,000 Off Any Residential Solar System

Greenways Contracting [Learn More](#)

AD# N1602W34001B

\$1,000 Off Any Residential Solar System

Greenways Contracting [Learn More](#)

AD# N1602W34001W

Optimizing Home Improvement

\$1,000 Off Any Residential Solar System

[Learn More](#)

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

AD# N1602W34001R

Optimizing Home Improvement

\$1,000 Off Any Residential Solar System

Greenways Contracting [Learn More](#)
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

AD# N1602W34001L

Companion WEB ADS available on MCC

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

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

SECTION COVER:

Family Fitness

February 2016
A special supplement to
NAME NEWSPAPER

How families can find more time to exercise
Fun fitness activities for the whole family
How to get kids excited about exercise
Spotlight on local athletes

AD# N1602A35004C 10. x 13

QUICK SELL:

Family Fitness

How families can get up and go

Advertiser Suggestion: Rec Center, Health Foods Store, Community Center, Sporting Goods, Active Wear Shop, Gym, Advertiser Suggestion: Bike Shop

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

AD# N1602A35005C 9.667 x 13
AD# N1602A35006C PASS 6 COL. x 21

CAMPAIGN:

Your Family's Active Play Headquarters

Hula Hoops On Sale
assorted sizes & colors
Only \$3.99
New through Saturday, February 02, 2016

Varsity Sporting Goods

Shop new ways to shake up your fitness routine!

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

AD# N1602A35001C
PASS 2 COL. x 5

Your Family's Active Play Headquarters

up to 30% Off
Bicycles for the Whole Family
New through Saturday, February 02, 2016

Varsity Sporting Goods

We make it easy to make fitness fun!

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

AD# N1602A35002C
PASS 2 COL. x 5

Your Family's Active Play Headquarters

Kids' Softball Set
plastic bat & ball combo
Only \$5.99
(reg. \$9.99)
New through Saturday, February 02, 2016

Varsity Sporting Goods

Score a triple play with exercise, quality time & fun!

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

AD# N1602A35003C
PASS 2 COL. x 5

HEADING:
N1602P35001C*-O

WEB & MOBILE ADS:

Hula Hoops On Sale
assorted sizes & colors
Only \$3.99

Shop new ways to shake up your fitness routine!

Varsity Sporting Goods

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

AD# N1602W35001S

Hula Hoops On Sale
Only \$3.99

Varsity Sporting Goods

AD# N1602W35001B

Hula Hoops On Sale
Only \$3.99

Varsity Sporting Goods

AD# N1602W35001W

Hula Hoops On Sale
assorted sizes & colors
Only \$3.99

Varsity Sporting Goods

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

AD# N1602W35001R

Hula Hoops On Sale
assorted sizes & colors
Only \$3.99

Shop new ways to shake up your fitness routine!

Varsity Sporting Goods

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

AD# N1602W35001L

Companion
WEB ADS
available
on MCC



N1602P36012C-●



N1602P36004C-●



N1602P36001C-●



N1602P36011C-●



N1602P36005C-●



N1602P36003C-●



N1602P36010C-●



N1602P36002C-●



N1602P36006C-●



N1602P36007C-●



N1602P36008C-●



N1602P36009C-●



N1602P37006C-●



N1602P37012C-●



N1602P37005C-●



N1602P37001C-●



N1602P37011C-●



N1602P37007C-●



N1602P37008C-●



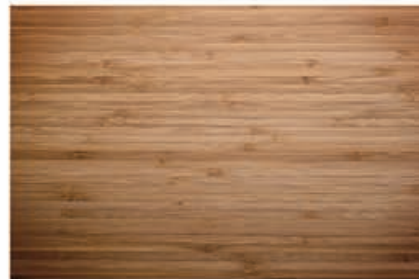
N1602P37016C-●



N1602P37003C-●



N1602P37013C-●



N1602P37010C-●



N1602P37015C-●



N1602P37009C-●



N1602P37002C-●



N1602P37004C-●



N1602P37014C-●



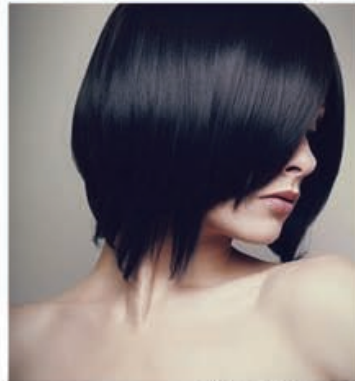
N1602P38007C-●



N1602P38005C-●



N1602P38001C-●



N1602P38008C-●



N1602P38009C-●



N1602P38004C-●



N1602P38002C-●



N1602P38006C-●



N1602P38003C-●

MCC Keyword Hints: sports, bowling, shoes, ball hairstyle, knitting, auto, car, car wash



N1602P39009C-●



N1602P39003C-●



N1602P39002C-●



N1602P39001C-●



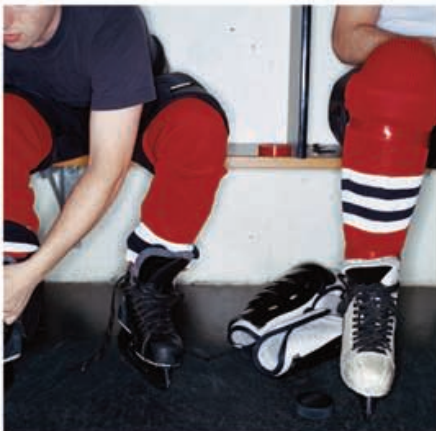
N1602P39008C-●



N1602P39004C-●



N1602P39006C-●



N1602P39007C-●



N1602P39005C-●

These unique ads are designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library. (MCC Creative Library / Ad Type pull-down menu: "Adscape/Shaped")

Promote Premium Placement Opportunities With Metro AdScape

The metro adscape ad is an ad that flows around the content of the page. It is designed to be placed around the content of the page, so that it does not interrupt the flow of the page. It is a premium placement opportunity, and it is available for a limited time. It is a great way to promote your business and reach a wider audience. It is a unique and effective advertising strategy.

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Usage Note:

Use this shaped specialty ad to attract attention to a Valentine's Day gift ad for a general store. It can be adapted for jewelry stores, lingerie stores, candy shops, florists, or any number of retail establishments. The ad's unique positioning on the page is sure to draw extra attention for your advertiser while gaining premium pricing for you.

Companion WEB ADS available on MCC

The ad is designed to be placed around the content of the page, so that it does not interrupt the flow of the page. It is a premium placement opportunity, and it is available for a limited time. It is a great way to promote your business and reach a wider audience. It is a unique and effective advertising strategy.

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AD# N1602A40001C

PASS 6 COL. x 8.25

up to 50% OFF

His & Her Apparel | Lounge Wear | Lingerie Jewelry & Watches | Fine Fragrances | Leather Goods

Shop Mon-Sat 9-9, Sun 10-6

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

Secret and save on great gifts for Valentine's Day!

Special and save on great gifts for Valentine's Day!

N1602P30015C*-O



THE HOME Makeover SPECIALISTS

Spring Special
Save **10% Off**
Any Job

Value up to \$500. Limited time offer through 03.03.15. List details, terms and conditions here.



Let us give your home a fresh new look for spring!

Complete Painting Services:
Interior & Exterior Painting
Drywall, Stucco & Surface Repair
Wallpaper Hanging & Removal
Pressure Washing
Priming & Caulking
Specialty Finishes

Home Repair & Improvement:
Kitchens & Bathroom Tile Work
Cabinet Refinishing & Repair
Flooring Installation
Hardwood Refinishing

Patios, Decks & Outdoor:
Deck Building, Repair & Staining
Paving & Stone Work
Concrete & Masonry
Fence Installation & Repair
Shed Assembly

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

Reliable, Neat & Professional
On-Time Completion Guaranteed
Great Local References
Licensed, Insured & Bonded

facebook Free Estimates • Call today!

AD# N1602A41001C 8.5 x 11

-C-0962702091N

N1602P29007C-●

N1203P46009C*-O



Quality Window & Door Replacement

We offer premium replacement windows and doors, expertly installed by an experienced team of certified professionals with guaranteed on-time completion dates. Your windows and doors are a lifetime investment that will add value and beauty to your home for decades to come. Why settle for anything less than the best?

Spring Special
\$50 Off each window
\$100 Off each door
Interest-Free Financing
for 12 Full Months with credit approval

See text or retailer website through 03/31/15. List details, terms and conditions here. List details, terms and conditions here.



Our Vinyl Replacement Windows Are:

- ✓ Energy Efficient
- ✓ Maintenance Free
- ✓ Noise Reducing
- ✓ Guaranteed for Life

Licensed, Insured & Bonded
facebook

Vinyl, Fiberglass & Wood Windows | Entry Doors | Patio Doors
French Doors | Sliding Glass Doors | Bay & Bow Windows

Free In-Home Consultation

Call, stop by our showroom or visit us online today to schedule your free, no-pressure consultation and estimate.



Cleary Windows & Doors

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

AD# N1602A41002C 8.5 x 11


N1602P29005C-● N1203P46009C*-O

N1602P15011C-●
N1602P39009C-●

Sophisticated Accents

We are proud to be the area's jewelry store of choice for personalized service and competitive prices. In addition to an unparalleled selection of fine jewelry and timepieces, we offer a full line of redesign and repair services as well as a diamond trade-in program to take your collection to the next level.



Your Trusted Source for Quality Jewelry & Outstanding Value:
Premium Diamonds & Gemstones | Unique & Custom Jewelry Designs | Watch & Jewelry Repair | Remounts & Redesigns | Jewelry-Cleaning | Jewelry Appraisals

Open Tuesday-Friday 11am - 5pm, Saturday & Sunday 10am - 4pm

Financing Available

Cerino Jewelers

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

Free Jewelry Cleaning

Stop in for a free cleaning on one piece of jewelry. Offer valid with receipt. Offer expires 03/31/15. List details, terms and conditions here. List details, terms and conditions here.

Save 10% Off

Your Next Jewelry Purchase. Offer valid with receipt. Offer expires 03/31/15. List details, terms and conditions here. List details, terms and conditions here.

Free Manicure

With Spa Pedicure Purchase. Offer valid with receipt. Offer expires 03/31/15. List details, terms and conditions here. List details, terms and conditions here.

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

AD# N1602A41003C 8.5 x 11

-C-9000216021N




Zen Moments

Get carried away by our pampering spa treatments and relaxing atmosphere, all designed to refresh your body, mind and sense of well-being. From the tranquil music to the complimentary herbal tea and luxe treatment rooms, every detail is in place to ensure your spa experience is simply extraordinary.

Your Local Day Spa for World-Class Spa Treatments:
Swedish, Hot Stone & Sports Massage | Skin-Correcting Facials | Deluxe Manicures & Pedicures | Detoxifying Body Wraps | Polishing Skin Scrubs | Facial & Body Waxing

By Appointment Only Tuesday-Friday 11am - 7pm, Saturday & Sunday 9am - 4pm

Gift Cards Available

Lotus Day Spa

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

Save \$10 Off

Any Facial or Massage. Offer valid with receipt. Offer expires 03/31/15. List details, terms and conditions here. List details, terms and conditions here.

Free Manicure

With Spa Pedicure Purchase. Offer valid with receipt. Offer expires 03/31/15. List details, terms and conditions here. List details, terms and conditions here.

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

AD# N1602A41004C 8.5 x 11

N1602P16002C-●
N1602P16008C-●



N1602P42001C-●



N1602P42002C-●



N1602P42005C-●



N1602P42006C-●



N1602P42014C*-○
N1602P42015C*-○



N1602P42012C*-○



N1602P42004C-●



N1602P42003C-●



N1602P42013C*-○

N1602P42008C*-○



N1602P42009C*-○



N1602P42007C*-○



N1602P42010C*-○

N1602P43001C*-O

N1602P65003C-●

N1602P28005C-●

N1602P42002C-●



Shopping and dining locally just got more rewarding! **Join our free local shopping network online today, and earn points for every purchase you make at the participating businesses featured here.** On the first of each month, members with a minimum of 100 points will be entered into a new monthly prize raffle with additional entries for every additional 100 points earned. It's that simple!

Monthly Prize Peek

March 1
Lunch for Two
Pisa Italian Restaurant

April 1
Free Spa Treatment
Escape Day Spa

May 1
\$25 Gift Card
Kenwood Boutique



Meet February's Winner:
Anna Henderson
Winter Gift Basket
Good Scents Candle & Gift Boutique

Register online today to get started at namenewspaper.com/shoplocal

Menswear Shop
Toy Store
Children's Clothing Store
Dry Cleaner
Family Restaurant
Florist
Gift Shop
Beauty Salon

Chinese Restaurant
Coffee Shop
Italian Restaurant
Clothing Boutique
Bookstore
Thrift Store
Electronics Store
Sushi Restaurant
Beauty Supply Store

Home Store
Pool Supply Store
Hardware Store
Seafood Restaurant
Deli Market
Discount Store
Pet Supply Store
Grocery Store
Pharmacy

Auto Supply Store
Indian Restaurant
Marine Supply Store
Sporting Goods Store
Car Wash
Bar & Grill
Craft Supply Store
Flooring Store
Furniture Store
Garden Center

Jewelry Store
Nail Salon
Ice Cream Parlor
Bowling Alley
Tanning Salon
Variety Store
Optical Shop
Shoe Store
Accessories Shop
Liquor Store

AD# N1602A43001C

PASS 6 COL. x 21

AD# N1602A43002C

10 x 13

N1602P65009C-●

N1602P28004C-●

N1004P23004C-●

"SHOP LOCAL" SUPPORT

This month, find a full-page "Earn Local Loyalty Points" layout designed to increase exposure for local businesses through a loyalty points program. Consumers can win monthly prizes simply by signing up and shopping at participating businesses. This could easily become a long-term promotion that can encompass your print, online and social media outlets. Promoting local shopping is more than an economic necessity in many areas; it has become a source of community pride. Look for two additional "shop local" pages each month for a variety of advertiser categories, so you can keep a local campaign going. Many have companion Web ads ready to present for combo package buys, too.



N1602P44012A-●



N1602P44006K-●



N1602P44007A-●



N1602P44001A-●



N1602P44005K-●



N1602P44011A-●



N1602P44013A-●



N1602P44002A-●



N1602P44008A-●



N1602P44009K-●



N1602P44003A-●



N1602P44004A-●



N1602P44010A-●



N1602P45004A-●



N1602P45006A-●



N1602P45002A-●



N1602P45007K-●



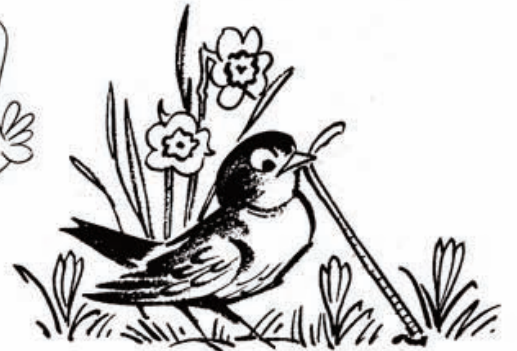
N1602P45010A-●



N1602P45012A-●



N1602P45005A-●



N1602P45008A-●



N1602P45001A-●



N1602P45009A-●



N1602P45003A-●



N1602P45011A-●

METRO Templated Special Sections

Bonus images available in the Images Library:



N1602P46004C-●



N1602P46001C-●



N1602P46002C-●



N1602P46006C-●



N1602P46005C-●



N1602P46003C-●

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



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL x 5



PASS 2 COL x 5

Bonus images available in the Images Library:



N1602P47004C-●



N1602P47002C-●



N1602P47003C-●



N1602P47005C-●



N1602P47001C-●



N1602P47007C-●



N1602P47006C-●

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



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



N1602P48001C-●



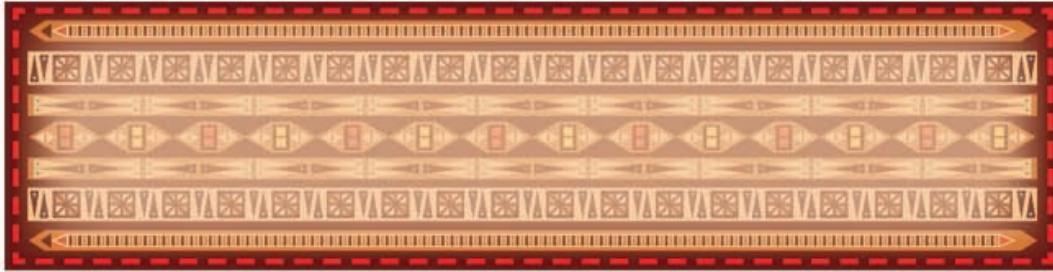
N1602P48003C-●



N1602P48004C-●



N1602P48002C-●



N1602P48005C*-○



N1602P48010C*-○



N1602P48007C*-○



AMAZING AFRICA

N1602P48012C*-○



N1602P48011C*-○



N1602P48009C*-○



N1602P48006C*-○



N1602P48008C*-○

N1602P48013C-●

Remembering History.
Celebrating Heritage.
Honoring Achievement.



During Black History Month, we focus on recognizing the accomplishments of generations of African American men and women, as we honor their diverse contributions to our community, country and history. We salute the black leaders and role models who have worked hard, struggled and sacrificed to make our world a better place for everyone throughout our nation's history and today.

Sponsored by:

Name Sponsor

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

AD# N1602A48001C PASS 6 COL x 3



N1602P49007C-●



N1602P49005C-●



N1602P49004C-●



N1602P49003C-●



N1602P49001C-●



N1602P49008C-●



N1602P49011C-●



N1602P49024C*-○



N1602P49002C-●



N1602P49006C-●



N1602P49020C*-○
N1602P49021C*-○



N1602P49014C*-○



N1602P49019C*-○



N1602P49025C*-○



N1602P49012C*-○



N1602P49013C*-○



N1602P49015C*-○
N1602P49016C*-○



N1602P49023C*-○



N1602P49018C*-○



N1602P49017C*-○



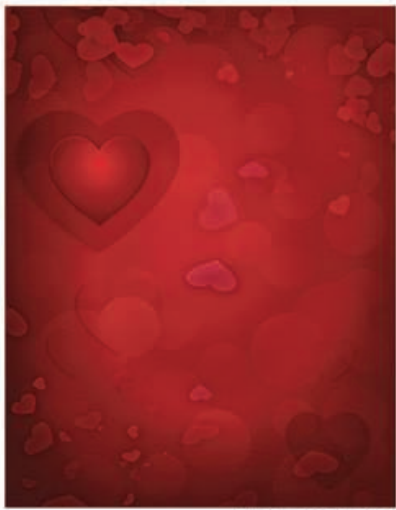
N1602P49009C*-○



N1602P49010C*-○



N1602P49026C*-○

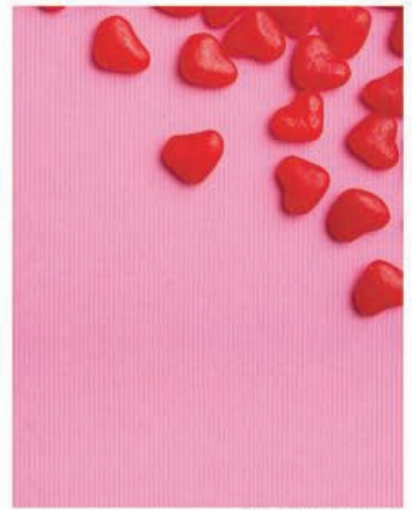


N1602P50009C-●

Usage Notes:

Use these backgrounds to help promote Valentine's Day, spring, home improvement, Mardi Gras, Presidents' Day ... and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

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



N1602P50001C-●



N1602P50005C-●



N1602P50004C-●



N1602P50008C-●



N1602P50007C-●



N1602P50003C-●



N1602P50002C-●



N1602P50006C-●

N1602P51001C



Usage Suggestions:

Try this sparkly kissing lips photo as a background or page header for all types of Valentine's Day ads: cosmetic stores, lingerie stores, hair salons and more, in print and online.

N1602P51002C



Usage Suggestions:

Candy corn is not just for Halloween any more. Use this one as a background or page header for kid-friendly Valentine's Day candy, party supplies, dental ads and more, in your print and online ads and pages.

N1602P51003C



Usage Suggestions:

Try this heart buttons banner photo for Valentine's Day sewing and notions ads, fashions, lingerie, gift shops, nail salons, variety and discount stores, and more, in your print and online promotions.

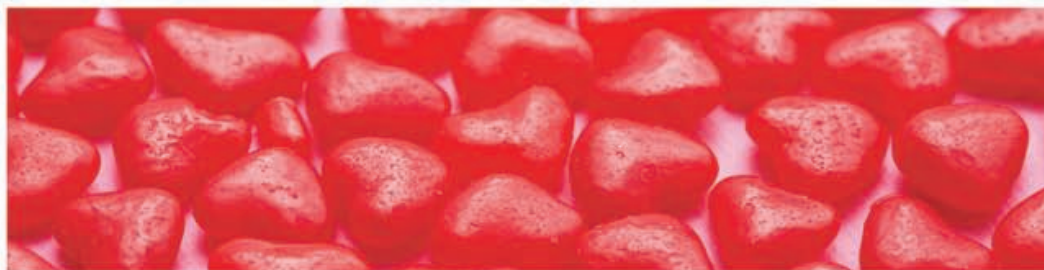
N1602P51004C



Usage Suggestions:

Use this glittery heart banner photo in ads for all types of Valentine's Day advertisers, especially where a touch of elegance is needed; try dining ads, romantic weekend getaways, jewelry stores, florists and more.

N1602P51005C



Usage Suggestions:

Use this red-hot candy heart banner photo in ads for all types of Valentine's Day advertisers, including candy stores, card shops, teen fashions, and more, in print and online ads, section and page headers.

N1602P51006C



Usage Suggestions:

Use this candy heart banner photo in Valentine's Day ads and directories for dining guides, couple massages, jewelry ads, and more. Repurpose the image for use in online page headings and ads.



N1602P52001C*-O



N1602P52004C*-O



N1602P52003C*-O



N1602P52002C*-O



N1602P52012C*-O



N1602P52010C*-O



N1602P52009C*-O



N1602P52011C*-O



N1602P52014C*-O



N1602P52016C*-O



N1602P52005C*-O



N1602P52007C*-O



N1602P52019C*-O



N1602P52013C*-O



N1602P52006C*-O



N1602P52008C*-O



N1602P52015C*-O



N1602P52017C*-O



N1602P52018C*-O



N1602P52020C*-O



N1602P53009C*-O



N1602P53008C*-O



N1602P53004C*-O



N1602P53006C*-O



N1602P53007C*-O



N1602P53005C*-O



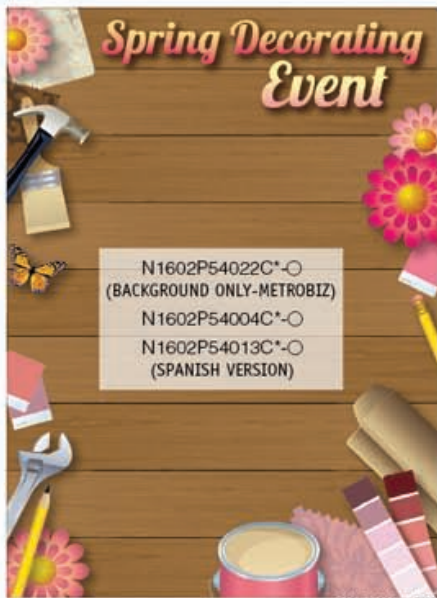
N1602P53003C*-O



N1602P53002C*-O



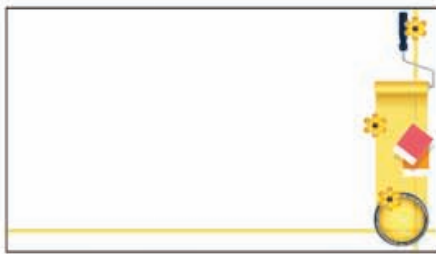
N1602P53001C*-O



Usage Note:

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





MCC KEYWORD HINT: metrobiz
N1602P55001C*-O



MCC KEYWORD HINT: metrobiz
N1602P55002C*-O



MCC KEYWORD HINT: metrobiz
N1602P55003C*-O



MCC KEYWORD HINT: metrobiz
N1602P55004C*-O



MCC KEYWORD HINT: metrobiz
N1602P55005C*-O



MCC KEYWORD HINT: metrobiz
N1602P55006C*-O



N1602P55007C*-O



N1602P55008C*-O



N1602P55009C*-O

Usage Note:

MetroBiz, banner, Valentine's Day, spring, Presidents' Day, home improvement

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



MCC KEYWORDS: ICON SET, VALENTINE'S DAY
N1602S56006C*-O



MCC KEYWORDS: ICON SET, PRESIDENTS' DAY
N1602S56004C*-O



MCC KEYWORDS: ICON SET, MARDI GRAS
N1602S56003C*-O



MCC KEYWORDS: ICON SET, SPRING
N1602S56005C*-O



MCC KEYWORDS: ICON SET, HOME IMPROVEMENT
N1602S56002C*-O



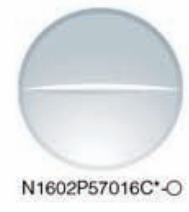
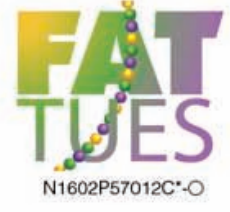
MCC KEYWORDS: ICON SET, GROUNDHOG DAY
N1602S56001C*-O



MCC Keyword Hints:

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

To search for borders, select "border" from the Image Filter Image Type menu along with your keyword(s) in the Search box. Try keywords of "Valentine's Day," "Mardi Gras," "fitness" and "home improvement" to access borders on this page in the MCC Creative Library. Click "Exact Match" when using more than one keyword.





N1602P58007C-●



N1602P58001C-●



N1602P58009C-●



N1602P58003C-●



N1602P58002C-●



N1602P58005C-●



N1602P58004C-●



N1602P58008C-●



N1602P58010C*-○



N1602P58011C*-○



N1602P58013C*-○



N1602P58023C*-○



N1602P58018C*-○



N1602P58017C*-○



N1602P58016C*-○



N1602P58020C*-○



N1602P58015C*-○



N1602P58019C*-○



N1602P58021C*-○



N1602P58006C-●



N1602P58024C*-○



N1602P58022C*-○



N1602P58014C*-○



N1602P58028C*-○



N1602P58026C*-○



N1602P58025C*-○



N1602P58012C*-○



N1602P58027C*-○



N1602P59006C-●



N1602P59001C-●



N1602P59004C-●



N1602P59005C-●



N1602P59009C-●



N1602P59015C-●



N1602P59008C-●



N1602P59003C-●



N1602P59007C-●



N1602P59002C-●



N1602P59017C*-○



N1602P59014C*-○



N1602P59013C*-○



N1602P59012C*-○



N1602P59016C*-○



N1602P59011C*-○



N1602P59020C*-○
N1602P59021C*-○



N1602P59010C*-○



N1602P59022C*-○



N1602P59019C*-○



N1602P59018C*-○



N1602P60001C-●



N1602P60006C-●



N1602P60003C-●



N1602P60002C-●



N1602P60007C-●



N1602P60009C-●



N1602P60005C-●



N1602P60004C-●



N1602P60017C*-○



N1602P60015C*-○



N1602P60013C*-○



N1602P60011C*-○



N1602P60012C*-○



N1602P60010C*-○



N1602P60008C*-○



N1602P60014C*-○



N1602P60016C*-○



N1602P61005C-●



N1602P61004C-●



N1602P61001C-●



N1602P61006C-●



N1602P61003C-●



N1602P61016C*-○



N1602P61015C*-○



N1602P61002C-●



N1602P61011C*-○



N1602P61012C*-○



N1602P61007C*-○



N1602P61009C*-○



N1602P61010C*-○



N1602P61013C*-○



N1602P61008C*-○



N1602P61014C*-○



Romantic Getaways

Book now for Valentine's Day!

Tour of Italy
Rome, Florence & Venice
8 Days, 7 Nights

\$1,499

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

Travel Team

1234 Washington Street
Somerville Heights
000-000-0000

www.namewebsite.com



AD# N1602A61001C

PASS 6 COL. x 3



N1602P62005C-●



N1602P62004C-●



N1602P62003C-●



N1602P62002C-●



N1602P62001C-●



N1602P62012C-●



N1602P62011C*-○



N1602P62014C*-○



N1602P62010C*-○



N1602P62013C*-○



N1602P62006C-●



N1602P62009C*-○



N1602P62008C*-○





N1602P62007C*-○



See How Far Your Tax Refund Can Take You!

Save up to **50% OFF**

Europe | Southeast Asia | Alaska | Hawaii | & More with our last-minute travel packages

Call or visit us online today for great travel deals, and turn your tax refund into the experience of a lifetime.  

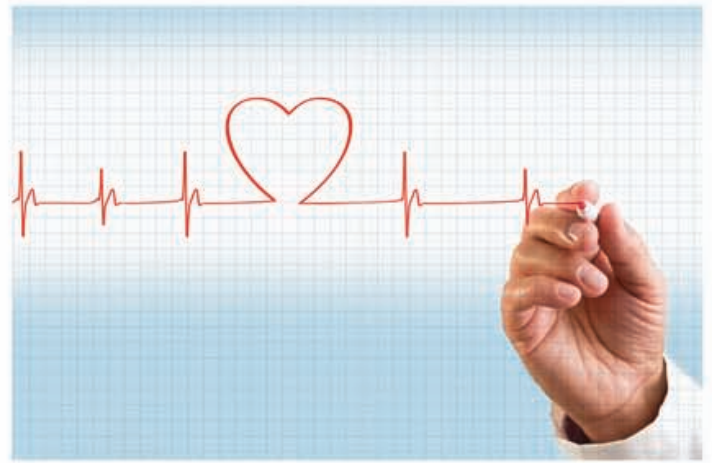
Whirlwind Travel

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

AD# N1602A62001C PASS 6 COL x 3



N1602P63004C-●



N1602P63005C-●



N1602P63003C-●



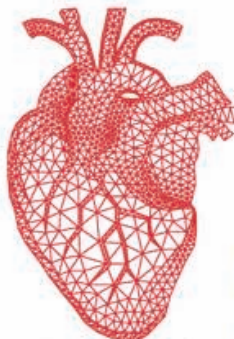
N1602P63001C-●



N1602P63002C-●



N1602P63012C*-O



N1602P63009C*-O



N1602P63006C*-O



N1602P63008C*-O



N1602P63010C*-O



N1602P63011C*-O



N1602P63007C-●



N1602P64009C-●



N1602P64001C-●



N1602P64007C-●



N1602P64004C-●



N1602P64006C-●



N1602P64003C-●



N1602P64005C-●



N1602P64008C-●



N1602P64010C-●



N1602P64002C-●



N1602P64011C-●



N1602P65010C-●



N1602P65008C-●



N1602P65006C-●



N1602P65009C-●



N1602P65004C-●



N1602P65007C-●



N1602P65002C-●



N1602P65005C-●



N1602P65001C-●



N1602P65003C-●



N1602P66002C-●
CUP OF CHILI



N1602P66020C-●
SLICE OF CHERRY PIE



N1602P66019C-●
STRAWBERRIES



N1602P66017C-●
STRAWBERRIES & BLUEBERRIES



N1602P66009C-●
BEEF STEW



N1602P66012C-●
STACK OF PANCAKES



N1602P66004C-●
RED VELVET CUPCAKE



N1602P66010C-●
ALMONDS



N1602P66007C-●
CHOCOLATE CUPCAKES



N1602P66014C-●
SCALLOPS WITH ASPARAGUS



N1602P66023C-●
BAKING INGREDIENTS



N1602P66011C-●
ALMOND MILK



N1602P66003C-●
PISTACHIO CUPCAKE



N1602P66024C-●
BAKING INGREDIENTS



N1602P66001C-●
BOWL OF CHILI



N1602P66005C-●
CONVERSATION HEARTS



N1602P66015C-●
PANCAKES WITH BERRIES



N1602P66029C-◇
CHERRY PIE



N1602P66034C-◇
GRAPEFRUIT JUICE



N1602P66027C-◇
TUNA STEAKS



N1602P66026C-●
CHERRIES



N1602P66016C-●
OMELETTE



N1602P66028C-◇
CUP OF CHILI



N1602P66033C-◇
GRAPEFRUITS



N1602P66030C-◇
ALMONDS



N1602P66006C-●
CHOCOLATE-COVERED CHERRIES



N1602P66013C-●
STACK OF PANCAKES



N1602P66031C-◇
STACK OF PANCAKES



N1602P66032C-◇
BREAKFAST PLATE



N1602P66021C-●
CANNED FOOD



N1602P66008C-●
BEEF STEW



N1602P66018C-●
STRAWBERRIES



N1602P66025C-●
CUPCAKES



N1602P66022C-●
CANNED FOOD

Sweet Savings

on the Brands You Love!

From breakfast in bed to sweets for your sweetheart, save on ingredients to make **Valentine's Day** – and every day – special!



Sweet Stuff

- Name Brand Cake Mix assorted varieties **\$1.49**
- Name Brand Baking Flour enriched **\$1.99**
- Bakery Cupcakes assorted flavors **\$4.99 doz.**
- Valentine's Day Sugar Cookies 1 lb. 12 pk. **\$4.79 ea.**

Breakfast Favorites

- Grade AA Eggs extra large **\$1.49 doz.**
- Name Brand Coffee for trade **\$1.99 13 oz.**
- Name Brand Pancake Mix buttermilk or multi-grain **\$1.99 ea.**
- Bakery Croissants rich & buttery **2 for \$1**

Premium Groceries

- Name Brand Canned Vegetables assorted varieties **59¢ 14.5 oz.**
- Name Brand Olive Oil extra-virgin **\$6.99 18 oz.**
- Name Brand Enriched Rice long-grain **\$1.89 2 lb.**
- Name Brand Chicken Broth all-natural **\$1.89 24 oz.**
- Name Brand Salad Dressing assorted varieties **\$2.29 16 oz.**
- Name Brand Pasta Dinners assorted varieties **\$1.99 6 oz.**
- Name Brand Party Crackers assorted varieties **\$1.89 10 oz.**
- Name Brand Peanut Butter creamy or chunky **\$3.19 18 oz.**
- Name Brand Sandwich Breads white or whole wheat **\$1.99 24 oz.**
- Name Brand Canned Soups assorted flavors **99¢ 16 oz.**



All-Natural Meats, Poultry & Seafood

- Whole Chicken free range **\$1.47 lb.**
- Boneless Pork Loin tender & juicy **\$1.97 lb.**



Fresh Fruit & Vegetables

- Jumbo Scallops previously frozen **\$10.89 lb.**
- Boneless Beef Roast grade A **\$2.99 lb.**
- Wild Alaskan Salmon omega-rich **\$5.99 lb.**
- Bone-In Rib Roast all-natural **\$5.99 lb.**
- Sweet Strawberries peak of freshness **\$2.99 pint**
- Organic Salad Mix with herbs **\$2.99 5 oz.**
- Tender Asparagus pre-washed **\$1.69 lb.**
- Sweet Large Grapefruits yellow or red **49¢ ea.**
- Roma Tomatoes perfect for salads **89¢ lb.**
- Broccoli Crowns packed with vitamins **79¢ lb.**
- Red or White Potatoes great for roasting **76¢ lb.**
- Honeydew Melons very ripened **65¢ lb.**



Greeting Cards & Fresh Flowers

- Premium Roses red, pink or white **\$19.99 dozen**

Fresh Value Grocery

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

Open Monday-Saturday 8am-9pm, Sunday 9am-5pm

Advertised offers good February 01-02, 2016. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.



AD# N1602A67001C

PASS 6 COL. X 21

AD# N1602A67002C

10 x 13



N1602P68010C-●



N1602P68012C*-○



N1602P68005C*-○



N1602P68006C*-○



N1602P68008C*-○



N1602P68011C*-○



(LOVE IS IN THE AIR)

N1602P68001C*-○



N1602P68009C*-○



N1602P68007C*-○



(ACTIVITIES FOR SPRING BREAK)

N1602P68004C*-○



(BOOK YOUR SUMMER CAMP)

N1602P68003C*-○



(SEE YOU AT THE SUGAR SHACK)

N1602P68002C*-○



N1602P69002C-●



N1602P69003C-●



N1602P69009C-●



N1602P69001C-●



N1602P69007C-●



N1602P69008C-●



N1602P69004C-●



N1602P69006C-●



N1602P69005C-●

MCC KEYWORD HINT: week2

This is your illustration and copy for February 11, 2016.

N1602P70008C*
N1602P70004C*
N1602P70007C*
N1602P70003C*

Practice Courage



Not to be born a hero or a coward. Both are made by the same mix and resulting habits of action which drive develop. It is tempting to think that we have it so in mind and fight for some great cause merely because that cause resonates with our feelings and emotions about justice. But if you do not stand and fight for only an end which you are not the path to becoming a coward, or perhaps a hero, but not a hero. Change, like every other virtue, must be practiced. It must be put into action in the small things of everyday life, such as standing up to a bully or having the courage to speak your mind when you know it's unpopular before it can be practiced as the great things of life, such as risking your life to save someone else's. Express there to be fear and trepidation. Even the heroes of the Bible struggled with their own fears and lack of resolution. Moses didn't want to be God's messenger by facing down the Pharaohs of Egypt, and even Jesus had the moment of doubt and despair in the garden of Gethsemane. But the heroes of the Bible eventually conquered their fear and did God's will, even to the face of great danger. God's will is rarely revealed by councils, or secular courage is your daily life. You may be practicing for something much bigger.

—Christopher Isaac

"For the Spirit God gives us does not make us fearful, but gives us power, love and self-discipline."
—2 Timothy 1:7 NIV

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MCC KEYWORD HINT: week3

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N1602P70007C*
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Holiness Is Our Essential Purpose



Most religions consider it a fundamental tenet of faith that our essential purpose here on earth is to serve God and man, and to seek to be truly holy in this life, so that we might see God in the hereafter. Despite this being a core spiritual tenet of faith in nearly every religion, modern man appears to have forgotten his essential purpose. Everywhere we see teens, women and children, reading about beauty and happiness promoting dieting, gym, and spa treatments, and as a consequence many of these same people are radically distracted with life, and go through life with a nagging sense that something fundamental is missing. But then we occasionally catch sight of a truly holy person, and we begin to know that they have grasped that fundamental truth that we are created to serve others, and are raised up just when we need that calling. We all have different talents to lift, and yet all of us are called to be holy by serving God and our fellow men.

—Christopher Isaac

"No academic abilities, do not conform to the world, do not be ashamed of what you think is ignorance. But just as the ruler called you to help, so be holy in all you do."
—1 Peter 1:14-17 NIV

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Be True to Yourself



Every person is a unique individual with his or her own specific talents, desires and vision of the world. Even identical twins reflect this truth, and although they may appear to be identical at birth, it rapidly becomes evident that they are not carbon copies of each other, and as they grow they each carve out their own personal identity. The task of becoming who we are is difficult because we have the freedom and the ability to develop our talents within a fairly broad range. We may be naturally an athlete, but we may be naturally an artist, but neither of these inclinations tells us which instrument or sport will be ideal for us. It is up to us to choose. Likewise, our sense of the meaning and purpose of life—including our overall worldview—can be shaped with a variety of philosophies or religions, and ultimately we have to choose which one fits us best. The task of becoming who we are is essentially a walk to the unknown. It will take most of our entire life to get to all figured out. The great American philosopher and psychologist William James believed that in his life that the great tragedy of life was that when we're finally given it figured out, it's just about over. But such that exactly what's great about life is it's big and grand enough to require a long and full life to work it out, and even at the end, we'll still be left with a sense of wonder.

—Christopher Isaac

"Many are the plans in a person's heart, but it is the LORD's purpose that prevails."
—Proverbs 19:21 NIV

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Ash + Wednesday

February 10

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N1602P70014C*
N1602P70012C*



Lent

February 10 - March 26

N1602P70015C*
N1602P70016C*



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Coming Into Your Own



At a certain age, we realize that we cannot live our lives by anyone else's standards. Despite the fact that we are social beings, and other people's opinions matter to us, we must sooner or later head our own course and follow our own advice, wherever that may lead. Some are blessed to make this shift, perhaps even in their teens or twenties, for others this realization may not come until they are in their forties or even fifties, and some may never come into their own, being their entire life by someone else's plan for them. The path may not always be straight or clear, but trust that there is an authentic path there. If only you can quiet the noisy voices calling you down those inauthentic paths long enough to see your own way. And if there is no path there, but you see your goal, know that you may have to clear your own path to get there. Trust yourself and remember the admonition of Ralph Waldo Emerson when he said that "Whoever would be a man, must be a nonconformist" for "Nothing is at last sacred but the integrity of your own mind." Be a lamp unto yourself, and since God has put within you a spark of divine fire to light your lamp, you cannot go astray if you trust in your true self.

—Christopher Isaac

"You will keep in perfect peace those whose minds are steadfast, because they trust in you."
—Isaiah 26:3 NIV

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(Country Home Star Decoration)



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N1602P72012C*-○
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N1602P72010C*-○
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N1602P72007C*-○
N1602P72008C*-○
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N1602P72026C*-○



N1602P72022C*-○



N1602P72039C*-○
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N1602P72021C*-○



N1602P72016C*-○



N1602P72025C*-○



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(Curio Cabinet)



N1602P72031C*-○
(Arm Chair)



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(Hallway Table)



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N1602P72038C*-○



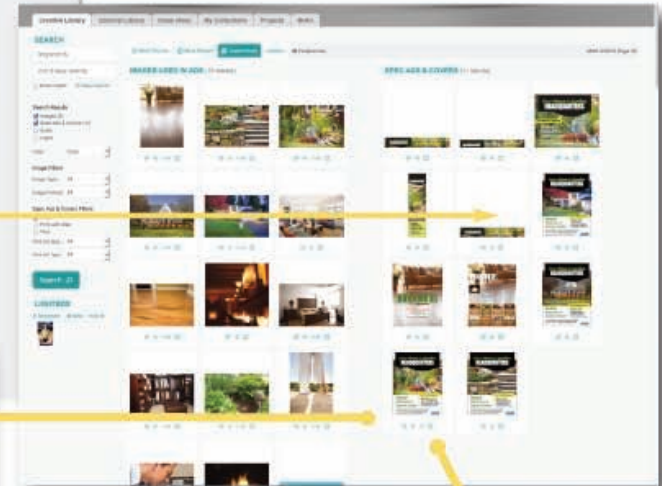
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JAN. Issue
PP. 81-93

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

Auto sales have steadily increased in recent years, and are projected to be back to pre-recession levels when 2015 sales are tallied. Lower gas prices, favorable financing terms and higher employment rates have boosted consumer confidence, causing forecasters to predict a record year in 2016.

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

Campaigns & Classifieds

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

Metro Auto Photos Library

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

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

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



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



Sources: <http://www.detroitnews.com/story/business/autos/2015/10/14/hs-sales-forecast/73937942/>
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