

CREATE. SELL. PROFIT.

# METRO<sup>®</sup>

CREATIVE SERVICES



## HOME IMPROVEMENT

All the creative tools you need to build up spring home improvement sales



## HEALTH & WELLNESS

Targeted content for medical, dental, fitness and veterinary advertisers, and more



## PRESIDENTS' DAY

Promotions and images to carve out big holiday weekend sales for you and your advertisers

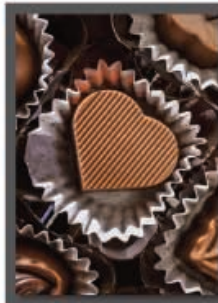


**MiAD Spec Ad Library** PP. 73-80:  
Ready-to-sell small-space ads for home improvement and real estate advertisers — all available in MiAD Wizard!

## Irresistible Valentine's Day

ads and images your local advertisers will love!

## VALENTINE'S DAY



**ON THE COVER:**  
N1702P20013C

Use this image to promote a variety of "sweet temptations" for Valentine's Day, from chocolates and gifts to sales and special offers.

**Woo a wealth of local Valentine's Day advertisers with eye-catching ads and content!**

- Include a chocolatier, florist, gift shop, spa, jeweler and fashion boutique in a *Marketplace* (13).
- Encourage a variety of directory advertisers to promote their "Valentine's Day specials" (23).
- Satisfy restaurant advertisers' needs with a fresh selection of dining ads (65).
- Other holiday-themed ads feature lingerie, jewelry, weight-loss services and grocery store offerings (18, 19, 67).
- Sell Valentine's Day greetings to help advertisers illustrate their customer appreciation (24).
- Also, find a contest to include multiple sponsors as well as a *Themed Event Package* content for a "Love Stories" special section (10, 32).



## HOME IMPROVEMENT



**Spring home improvement season is right around the corner. Find a great selection of content to start building this sales category!**

- Find banner-style ads perfect for small-space advertisers looking to promote handyman services or spring home fashions (12).
- Promote beautiful "handcrafted kitchens" from a kitchen showroom or contractor (30).
- Ask homeowners "why DIY?" when a local handyman service can complete home improvement projects while they enjoy the weekend (30).
- Use these ads to begin attracting businesses to this month's "Spring Home" *Templated Special Section* (46).
- February MSAL provides many more home improvement ads to fill your section advertising needs (74-80)!



## HEALTH & WELLNESS



**Prospect a wide variety of health and wellness advertisers – for both pets and people – with this month's coverage.**

- Ads for top sales prospects include orthopedic medicine, ENT services, pediatrics and cardiac care centers (18, 19, 41).
- Find ads designed to run in conjunction with American Heart Month, Pet Dental Health Month, Children's Dental Health Month and Spay/Neuter Awareness Month (18, 19, 71).
- Recruit fitness advertisers with ads for a health club offering twofor membership discounts and a trial membership offer from a pilates studio (18).
- An ad for a medical center offering healthcare services for the whole family can be found in this month's *Community Calendar* (17).



## PRESIDENTS' DAY



**Make sure your local advertisers have what it takes to draw customers to their Presidents' Day weekend events.**

- A *Themed Event Package* for "Presidents' Day Savings" is ideal for presenting coupons, sales and special offers from a variety of local businesses (34).
- Use themes like "dollar days" to tie in sales and special offers to Presidents' Day (12).
- Attract premium placement revenue with a shaped *Specialty Ad* promoting "monumental Presidents' Day savings." While written for a carpet store, this ad can be easily adapted to fit any number of advertiser categories (40).
- Create additional ads and promotions with headings, photos, illustrations, ad starters and other design elements (37, 50, 52-55, 57, 59).



## HUNTING, FISHING & OUTDOORS



Target advertisers that cater to hunters, anglers and other outdoor enthusiasts, as well as summer camp prospects.

- Create a special Hunting & Fishing section with this month's *Themed Event Package* content (33).
- Find banner-style ads for both a fishing supply store and hunting gear (12).
- Use photos and other images and design elements to create additional ads geared toward sportsmen (36, 50, 52-57).
- Find another *Themed Event Package* for a Summer Camp Guide (35).
- Use a banner-style ad as well as a *Single Sheet* design to promote summer camp sign-ups and activities (41).
- Create more ads with a variety of camp images (37, 52, 54-56, 61).



## FEBRUARY PROMOTIONAL OPPORTUNITIES



There's more to love in February with a variety of events and ad ideas!

- Create promotions like the "Party Mardi" restaurant ad featured to tie in advertisers with Mardi Gras (12, 58).
- Promote spring merchandise from a home and hardware store with a Groundhog Day sale ad, or use images and headings provided to create additional ads (12, 59).
- Celebrate Black History Month with event promotions or sponsored messages like the one featured (12, 62).
- Prospect a range of beauty advertisers with ads for a hair salon, beauty supply store and hair restoration center (19, 41).
- Incorporate virtually any type of advertiser in a "think local" coupon layout (43).
- Additional ads for top sales prospects this month include a carpeting store, car wash, check cashing service and game arcade (18, 19).



## FEBRUARY CUSTOMER REQUESTS

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



N1702P72002C

## FEBRUARY 2016's MOST DOWNLOADED IMAGE & AD!

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 '16 issue of MNS.



N1602A13005C



N1602P49005C

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

February's TSSs 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](mailto:service@metro-email.com) to order!



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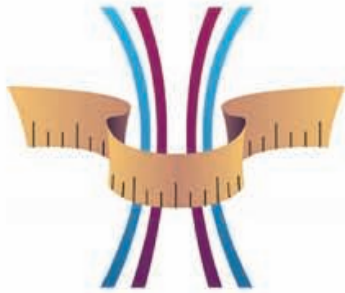
Follow Us on Instagram  
[@metrocreativeconnection](https://www.instagram.com/metrocreativeconnection)



COMPANION  
WEB ADS NOW  
AVAILABLE ON MCC!

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

METROFEATURE



DAILY HERALD  
**FITTEST  
LOSER  
CHALLENGE**



How are the Fittest Loser participants now?

By Anne Overton  
Dec 11, 2016 7:30 AM - At the beginning of this year, five brave contestants signed on to participate in the Daily Herald Fittest Loser Challenge. Today, we check in with them to see how they are doing.



Join our At Work Challenge

Daily Herald Reports  
Dec 11, 2016 1:30 AM - Want to lose some weight along with your co-workers? Form a team of five people and sign up for the Fittest Loser At Work Challenge.

Engaging readers before, during and after the Fittest Loser challenge is a key to its enduring success.

## Fittest Loser Challenge Turns Weight Loss into Plus Business

Daily Herald  
ARLINGTON HEIGHTS, ILLINOIS

■ The *Daily Herald* of Arlington Heights, Illinois found a great way to help readers get fit, turning a minus (pounds and inches) into a big plus (revenue). According to Eileen Brown, Director of Strategic Marketing & Innovation, the newspaper's annual Fittest Loser program was created nine years ago with a sponsor in mind — a local fitness business. In 2016, the program was sponsored by Push Fitness of Schaumburg, Illinois and led to a loss of 239 pounds for its five contestants — three women and two men — and a gain of \$52,000 for the newspaper.

Each year, five participants are chosen from those who apply via the newspaper's website. For 12 weeks, they work out three times a week at a fitness center, receive free instruction from a personal trainer and get advice about healthy eating from a nutritionist. Participants are featured in before-and-after photos that appear in the newspaper along with stories chronicling their journeys. A page on the sponsor's website is dedicated to tracking participants' progress, and a Fittest Loser winner is selected based on percentage of weight lost.

For 2017, the *Daily Herald* is focusing on veterans, challenging them to go "back to boot camp" and get back into great shape. The newspaper cited 2014 statistics from the U.S. Department of Veterans Affairs that estimated that nearly four out of five veterans are overweight or obese, and nearly one in four has been diagnosed with diabetes.

"We want to honor the men and women who serve our country by focusing this year's competition on helping local vets take their health back through healthy eating and exercise," says Brown.

The program has proven to be a win/win/win/win — benefitting participants, inspiring readers, boosting sales for a satisfied advertiser, and providing a reliable revenue stream for nearly a decade for the *Daily Herald*. While the fitness angle was a natural, it is possible to plan special programs and events around other types of sponsors — especially those businesses that offer instruction or are otherwise engaged in helping their customers learn, grow or make life changes. The idea is to offer a compelling challenge to "users" of the sponsor's products or services — one that will pique readers' curiosity. The paper can then highlight their stories and document their progress.

The challenge can take the form of a contest, or can simply chronicle the journeys of a handful of participants. Music schools, yoga or dance studios, cookware shops, craft supply stores, camera stores, bicycle shops, or DIY specialists (auto repair, home makeovers) are strong prospects. Travel agencies offer opportunities to chronicle literal journeys, including a search for the year's most unique itinerary or intriguing adventure. The possibilities are endless, and there is so much to gain.

M (P1702B02001C)

### CREATE. SELL. PROFIT.

**Create** a weight-loss contest sponsored by a local fitness center.

**Sell** a combination of sponsorships and advertising.

**Profit** from both ad sales and the high level of engagement that the promotion produces.

For more information, contact Eileen Brown, Director of Strategic Marketing & Innovation, *Daily Herald*, Arlington Heights, Illinois at [ebrown@dailyherald.com](mailto:ebrown@dailyherald.com).

## METROFEATURE



philly.com The Inquirer DAILY NEWS NEWS SPORTS BUSINESS HEALTH

my daughter's kitchen

### Carrot cake sweet even without icing

Updated: DECEMBER 15, 2016 — 3:00 AM EST



FOR THE INQUIRER  
Maureen Fitzgerald, Juliana Medina, and Pharis Lewis measure ingredients for carrot cake during week 7 of the fall 2016 My Daughter's Kitchen cooking program at LaSalle Academy.

The children are always in a good mood when they arrive for class, but this week they seemed especially happy. Desire Torres took a couple minutes to enjoy her snack but then wanted to get right to work. "We told the children we had good news and bad news — no onions this week but lots of carrots in pie! and ahead. They were happy with the trade off."



philly.com The Inquirer DAILY NEWS NEWS SPORTS BUSINESS HEALTH

### Tender carrot cake a treat for students and their families



FOR THE INQUIRER  
Maureen Fitzgerald, Juliana Medina, and Pharis Lewis measure ingredients for carrot cake during week 7 of the fall 2016 My Daughter's Kitchen cooking program at LaSalle Academy.

The "My Daughter's Kitchen" blog lets readers see what's cooking at the 35 schools that participate in the program and shares the recipes that kids are learning to cook across Philadelphia.

## CREATE. SELL. PROFIT.

**Create** an after-school cooking program for middle school students that is accompanied by a blog in the newspaper.

**Sell** the idea to a local nonprofit that helps to expand the program to multiple sites

**Profit** from extensive reader and community engagement.

For more information, contact Maureen Fitzgerald, *The Philadelphia Inquirer* / Philadelphia, Pennsylvania at [mfitzgerald@phillynews.com](mailto:mfitzgerald@phillynews.com).

# What's cooking? Food Editor Shares Her Recipe for Reader Engagement

Philadelphia Inquirer  
PHILADELPHIA, PENNSYLVANIA

It happened the way so many education brainstorms do: a parent ponders how to pass along something precious to a child.

Maureen Fitzgerald, the *Philadelphia Inquirer's* Food Editor, was teaching her college-age daughter to prepare easy, enjoyable, nutritious meals on a student's budget. In 2011, she and her daughter began sharing their culinary adventures in a blog called "My Daughter's Kitchen."

"Then I thought, if my daughter needs these lessons, other young people must need them as well," Fitzgerald explains.

Fitzgerald devised a fun, tasty way to teach cooking to one young person. Now the challenge was to multiply that "recipe" many times over. Starting small, Fitzgerald offered to teach cooking to a half-dozen students in a North Philadelphia school, and wrote about this experience in *The Inquirer*. The article drew an amazing response.

"We got hundreds of letters and emails from our readers saying that this kind of experience should be offered in every school," Fitzgerald says, noting that many readers volunteered to teach the lessons themselves.

In early 2013, Fitzgerald identified 10 eager readers, helped them get clearance to volunteer in schools, and offered a kickoff orientation. Before long, pairs of volunteers were giving after-school cooking lessons to small groups of fifth graders at five schools. Demand quickly grew, and Fitzgerald realized that she could not expand the program without help. She turned to the Vetri Partnership, a nonprofit founded by a chef and a restaurateur to help kids experience the connection between healthy living and healthy eating. The Vetri Partnership managed the contributions that were beginning to come in from readers. Vetri also had the capacity to match volunteers and school assignments, facilitate their

clearances and pitch in with fundraising. Today, the self-supporting program operates in 35 schools and has involved more than 180 middle-grades students and 70 volunteers. Participants attend eight weekly lessons, culminating in a celebratory meal that they cook for family, teachers and friends. Photographs and updates from every site appear on the newspaper's "My Daughter's Kitchen" blog; the classes are sometimes featured in the print edition as well.

The newspaper challenges readers to submit recipes for simple, 500-calorie nutritious meals that can be prepared in under an hour. Each recipe must feed a family of six for less than \$20. All of the recipes used by the program are reproduced in a book that goes home with participating students and volunteers.

"It's the ultimate in reader engagement," says Fitzgerald. "Every newspaper wants to know the impact of their work — whether readers take action based on what they read. Here, our readers were so engaged that they expanded a small effort into real community outreach."

Newspapers that want to replicate the *Inquirer's* program can start small — perhaps working at one or two sites (schools or community-based after-school programs). Fitzgerald recommends keeping the groups small so the young chefs have close supervision and lots of individual attention. Over time, Fitzgerald has accumulated many recipes, lesson plans and tips. Always alert to new business opportunities, *The Inquirer* is now looking into ways to make these materials available to other newspapers. "The program engages readers, it's great for PR, and it also provides great content," says Fitzgerald. That's a recipe every newspaper can applaud.

M (P17D2B03001C)

METROFEATURE

To promote its Coupon Book among advertisers, The Times Media Company produces colorful and eye-catching sales flyers that feature both customer testimonials and statistics about coupon usage.

# Coupon Books Extend Advertisements' Shelf Life

The Times Media Company  
MUNSTER, INDIANA

■ Coupons entice readers from all demographics. In fact, researchers say coupons are the second most popular section of the newspaper. Given the wide appeal and high rate of use of coupons, it's no wonder advertisers are crazy for them.

But advertisers know that if a coupon isn't clipped when it appears — if the reader doesn't happen to be thinking about a restaurant meal that day or doesn't need a haircut — it may be destined for the recycling bin. The challenge is to extend the coupon's shelf life while simultaneously creating a strong revenue stream. The Munster, Indiana-based Times Media Company, publishers of *The Times*, has come up with a powerful solution.

"For the last five years, we've produced monthly Coupon Books and sent them to every household in our market," says Craig Chism, Director of Major Accounts. "It's a cost-effective way to group many advertisers together in a direct-mail piece that has tremendous reach and a long shelf life."

*The Times* serves a sizable market in northwest Indiana and the southern suburbs of Chicago — some 40 miles from end-to-end. Four editions geared to four zones are created, and each book runs between 40 and 70 pages. Advertisers can publish coupons in a single edition or in all four.

"The first Coupon Book, produced about five years ago, was a quarterly," Chism says. "But we soon shifted to monthly books because advertisers saw such a good return on investment."

*The Times* has enjoyed a substantial return on investment as well, generating from \$400,000 to \$500,000 per year from Coupon Book advertising. Space is sold on an annual basis.

"We lock up commitments for 12 books on a one-time basis," Chism says, noting that there are four keys to the program's success:

**Full saturation.** The Times Media Company sends the Coupon Book to more than 240,000 households, achieving total market coverage.

**Longer horizon.** Readers usually toss out newspapers each day, but are more likely to hold onto Coupon Books for weeks.

**Multiple editions.** Advertisers can "hyperlocalize" their outreach by buying space in one edition or cover the entire market by appearing in all four.

**Multiple views.** *The Times* encourages advertisers to run the same ad in one or more daily editions at a discounted rate. This gives readers multiple glimpses of the same coupon, increasing the likelihood that they will act on the offer.

Publications in all kinds of settings — whether urban, suburban or rural — can generate revenues with a Coupon Book. Chism suggests starting with a quarterly book and then moving to monthly if demand is sufficient. While multiple editions allow more precise targeting in large markets, a single Coupon Book works well in small markets.

In addition, Chism notes that, while restaurants and service providers are particularly good prospects for Coupon Books, it is important not to limit your outreach to those businesses. *The Times* sells space in its books to advertisers who may not offer coupons, but who want to announce an event, mark an anniversary or simply make their presence felt. For example, insurance agents aren't usually "coupon advertisers," but they have often appeared in *The Times' Coupon Books*. Reaching beyond the usual suspects helps to make *The Times' Coupon Books* both substantial and profitable.

M (P1702B04001C)

## CREATE. SELL. PROFIT.

**Create** a localized coupon book that goes to every home in the market.

**Sell** year-long commitments to advertisers of every size and type — even those that do not typically offer coupons and discounts.

**Profit** handsomely by offering total market coverage, selling annual contracts and retaining advertisers from year to year.

For more information, contact Craig Chism, Director of Major Accounts, The Times Media Company, Munster, Indiana at [craig.chism@nwi.com](mailto:craig.chism@nwi.com)

## METROFEATURE



## CREATE. SELL. PROFIT.

**Create** coupons that are engaging as well as valuable.

**Sell** by presenting advertisers with data showing that coupons attract a wide range of customers, including those with high incomes.

**Profit** by designing ongoing coupon promotions that can be sold as year-long commitments.

For more information, contact Client Services at 800-223-1600 or e-mail [service@metro-email.com](mailto:service@metro-email.com)

# Coupons Keep Customers Happy and Advertisers in Mind

By Jo-Ann Johnson  
Sales Consultant  
Metro Creative Graphics

■ Since the dawn of commerce and currency, people have delighted in saving money on the items they need and want. For the past 129 years, coupons have been among the most common and convenient forms of retail savings. While this marketing strategy launched one of the most successful products ever to hit the marketplace — Coca Cola — many people think that coupons continue to be popular only among those of modest income or advanced age. But that could not be further from the truth. There are, in fact, coupon clippers — and clickers — from every income bracket — including such luminaries as Lady Gaga, Kourtney Kardashian, Carrie Underwood and New York Knicks star Carmelo Anthony.

According to Deloitte, 89 percent of Americans have become more resourceful since the economic downturn of 2008. Moreover, 93 percent of that group plans to continue spending cautiously, even in a strong economy. For consumers, the increasing availability of online and mobile coupons has made it easier to spend cautiously and save money. At the same time, according to the Center for Media Research, when consumers are offered mobile coupons, they both buy more and spend more — a fact that is being noticed by more and bigger retailers. And as technology advances, coupons will continue to evolve in order to remain both relevant and popular.

Recent data on coupon users and usage not only demonstrates their popularity and strength as a marketing method, but also contains some surprises. Consider the following statistics and trends, which are drawn from a variety of sources, including CreditCards.com, MarketTrack, Valassis, Coupons.org and other national media-marketing firms.

- **About 85 percent of shoppers use coupons.** While a little more than half of those consumers use print coupons from a variety of sources, including newspaper inserts, a growing number are using a mix of print and digital coupons.

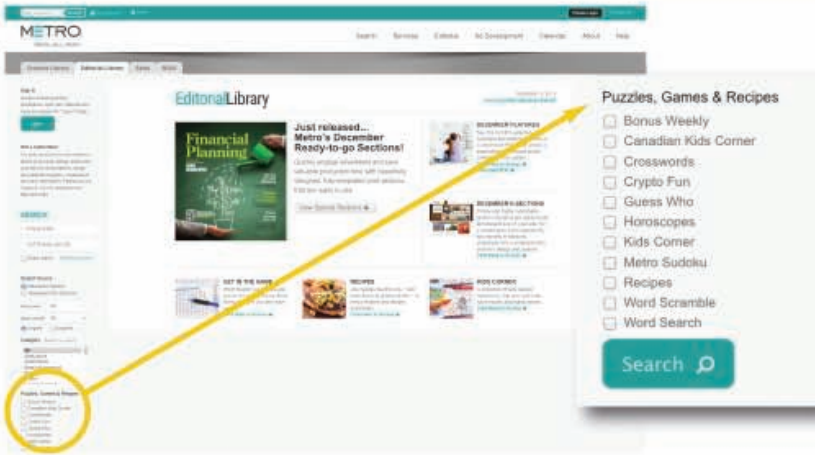
- **Millennials use coupons — a lot.** And surprisingly, millennials seem to prefer print coupons, using them twice as often as digital coupons. Data also points to millennial parents as frequent users of coupons.

- **According to Valassis, 90 percent of affluent shoppers use coupons.** And Coupons.org reports that households with incomes at or above \$100,000 are twice as likely to use coupons as households whose incomes are less than \$35,000. Similarly, college graduates are twice as likely to use coupons as individuals without high school diplomas. Across the board, consumer data reveals that affluent shoppers take action — use coupons, seek out in-store discounts, etc. — to save money on a regular basis.

The data tells a powerful story with a down-to-earth ending: People — especially affluent and young people — love to save money and coupons continue to be a key part of that process.

Consumers are met with various kinds of coupons at every turn and every turn of the page. Catch shoppers' attention with colorful, well-designed layouts that not only communicate the discount being offered, but also include a clear call to action. Metro offers a full range of coupon layouts, from standalone ads to pages with multiple offers from multiple advertisers to designs that can be combined into a print or online coupon book. With so many designs and ideas to choose from, there's no reason to settle for unremarkable when unforgettable is just a few clicks away.

M (P1) 7D28D5001C



## Puzzles, Games & Recipes in the MCC Editorial Library

The MCC Editorial Library is filled with reader-targeted, informative and entertaining content for your pages, sections and Web use. Click the Editorial Library tab above the search panel to switch Libraries. Among the ready-to-download features are a number of entertainment-based items that are perfect for selling ongoing sponsorship or composing family activity books. Check out these features by selecting them from the *Puzzles, Games & Recipes* menu:

### Bonus Weekly

The Bonus Weekly files are composed of *Crypto Fun*, *Word Scramble*, *Guess Who?* and *Word Search* all in one. Designed to be a full page in a tabloid layout, the provided .eps format lets you enlarge and reduce it as a whole unit to suit your needs. Plus, each of the items are available separately.

### Crosswords

Get a crossword puzzle for each week of the month or combine several on activity pages or in puzzle books. The answer puzzles are also included.

### Crypto Fun

People love brain teasers, and *Crypto Fun* are cryptographic word puzzles that are solved by using the clues to match numbers to letters. Get one for each week of the month.

### Guess Who?

Historical figures, celebrities and cultural icons are the subjects of *Guess Who?* puzzles. Use them as filler with sponsorship or run them as regular features on your family fun pages in print or online.

### Horoscopes

Get horoscopes for each week of the month so you can sell ongoing sponsorship up to a year in advance.

### Kids' Corner

As the name suggests, *Kids' Corner* features are puzzles and trivia designed for kids. There is also a Canadian version available. Each feature is also available separately.

### Metro Sudoku

*Metro Sudoku* puzzles are provided for each day of the month. They are designed to increase in difficulty as the week progresses, starting out with Beginner level, then to Intermediate and finishing with Advanced. You can also search by degree of difficulty if you wish to include several in the same level.

### Recipes

Tasty recipes of all types are available, with particular attention to the current season. Get one for each week of the month or combine several in dining and entertainment guides and recipe books.

### Word Scramble

Unscramble the letters to form the target word in *Word Scramble* puzzles. Get one for each week of the month. Download the *Scrambles* separately or as part of the *Bonus Weekly* files.

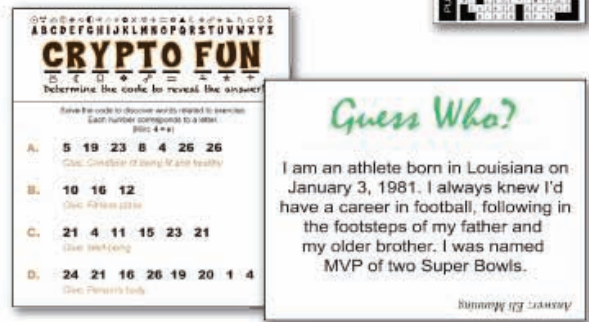
### Word Search

Look horizontally, vertically and diagonally to circle the words hidden among the grid of letters in each weekly word search. The answer to the puzzle is also provided.

Make the new MCC Editorial Library your go-to resource for entertaining features for adults and children. M



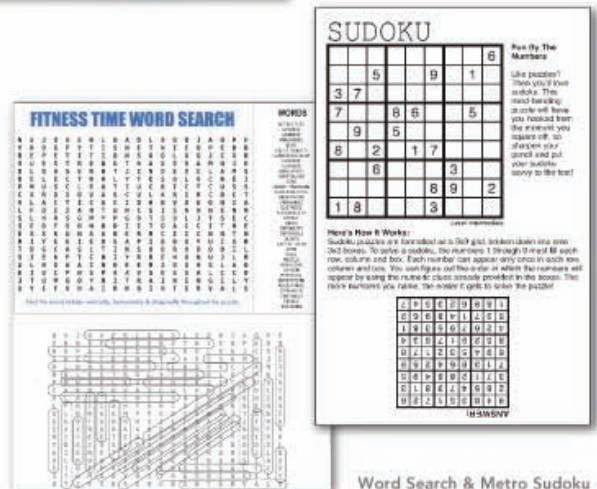
Bonus Weekly and Crossword



Crypto Fun & Guess Who?



Kids' Corner & Word Scramble



Word Search & Metro Sudoku



The screenshot shows the METRO Ideas website interface. At the top, there's a navigation bar with 'Search', 'Services', 'Editorial', 'Ad Development', 'Calendar', 'About', and 'Help'. Below this is a sub-navigation bar with 'Creative Library', 'Editorial Library', 'Sales', and 'MIAD'. The main content area is titled 'SalesResources' and features a search bar with 'keywords' and 'not these words' fields. A prominent article titled '1 Make Sales Soar Like Magic' is highlighted, featuring an illustration of a wizard. To the right, there's a 'PlusBusiness' section with several articles, including 'A New Year, A New Chance to Rethink What We Know' and 'Opportunity Knocked and Joey Young Answered'. Below the main article, there are several smaller featured articles: 'Metro Sales Tip: Carry Out A BIG Promotion', 'Weekly Quick Sell: Shop Local Holiday Coupon Pages', 'Picks, Tips & Ideas', 'Metro Sales Tip: Carry Out A BIG Promotion', 'Weekly Quick Sell: Monthly Community Calendar', and 'Picks, Tips & Ideas'. On the left side, there's a 'Category' filter with options for 'Plus Business Stories', 'Ideas & Training', and 'Sales Tips'. A 'Search' button is also present. At the bottom left, there's a 'Follow Us' section with social media icons for Facebook, Twitter, and LinkedIn.

## MCC Sales Area: Valuable Tips, Tools & Resources for Today's Sales Professionals

Sales success begins with intuitively designed, integrated multi-platform tools to quickly close sales, drive business and grow profits faster than ever.

- 1 MiAD Wizard**  
Get access to MiAD® Wizard from the Sales area opening screen. Close more sales like magic by personalizing ads for every prospect. No matter which advertiser you want to approach, it's as easy as 1: enter advertiser name and location info; 2: choose an ad; and 3: print or download a presentation-ready file. That's it! Quickly create spec ads to e-mail or present in person and close more sales!
- 2 Plus Business Success Stories**  
Metro *Plus Business* is a unique resource that provides the perfect forum for the creative exchange of moneymaking ideas. Articles describe the "how-tos" of executing successful ad and promotion ideas that other publications have already proven profitable for creating special sections, contests, themed pages, sales incentives, special events, Web pages, and more. Each story ends with contact information so you can communicate directly with the people involved in making the idea a success. Get access to the most current articles directly from the opening screen. Each *Plus Business* story can be shared by e-mail or downloaded as a printable PDF for offline reading or sharing.
- 3 Category**  
You can search the *Plus Business* archives for a huge variety of ideas to adapt to your market by selecting the appropriate *Category* checkbox and entering pertinent keywords for your topic of interest.  
Maximize ad sales by using the checkboxes to also search the archive for *Ideas & Training* material and *Sales Tips*. Use the e-mail file link option to share with others, or download a PDF to read, print or share.
- 4 Metro Sales Tips**  
Access the latest *Sales Tips* for seasonal, timely and trending promotional ideas. Each is designed with a variety of specific approaches to help you drive sales and increase revenue in your local market. Related content is also collected for every *Sales Tip* to give you a head start with your sales effort.  
Use these tips in your weekly sales meetings to launch ideas for expanding incremental sales.
- 5 Weekly Quick Sell:** Go after local advertisers with budgets of every size, and increase overall revenue, by presenting *Quick Sell Pages* that showcase evergreen topics, or take advantage of various seasonal- and event-related tie-ins. Gain immediate access to the highlighted *Weekly Quick Sell Page* as well as the archive via the provided link.
- 6 Picks, Tips & Ideas:** *Picks* highlight a big event or topic or valuable sales feature that is then complemented with an *MCC Project* of related content to give you an immediate jump-start. *Tips* give you links to the *Plus Business* stories of the month. *Ideas* highlight a page from the current issue that covers key topics for helping to maximize content use or sales resources.
- 7 Metro SearchBook:** Instantly access the new images, designs and ideas Metro brings you each month through the interactive SearchBook®, a unique presentation designed to inspire and support your creative and sales efforts. Pages link directly to content in *MCC* for immediate access and downloading.

CREATE. SELL. PROFIT.



N1702A08001C - 10x13

More families than ever before are interested in going green. Therefore, a **Being Green** section or pages can be a source of information for those seeking to make effective changes and connect local related advertisers with those families looking to lead greener lives. See MCC for a broadsheet full-page version of the *Quick-Sell* layout.



N1702A08002C - 5 col x 13  
N1702A08003C - 6 col x 21



N1702A08004C - 10x13

The desire for quality leisure time — and entertainment — is growing by leaps and bounds. An **Entertainment** section or pages can be the resource readers want and need. If you regularly run an entertainment section, think about ways to add one with a different twist, such as a spring preview, national touring theater and concert schedules, or one that spotlights local performers.



N1702A08005C - 5 col x 13  
N1702A08006C - 6 col x 21



N1702A08007C - 10x13

'Tis the season for home improvement. Expand your coverage with a **Spring Fix Up** section or pages. Your content and advertiser base can be as wide open or as narrowly focused as you desire. Limit your content and advertisers to outdoor spring projects like painting, masonry, roofing, and driveway repair, or run the gamut. It's up to you. Sell the *Quick-Sell* as part of the section or as a regular ROP page.



N1702A08008C - 5 col x 13  
N1702A08009C - 6 col x 21



N1702A08010C - 10x13

Since Valentine's Day falls on a Tuesday this year, dining options will encompass the weekend before as well as the event day itself. A **Valentine's Day Dine Out** section or pages can be just what couples hungry for romantic dining need to see their Valentine's options in your area. There is a full-page broadsheet version of the *Quick-Sell* layout available in MCC.



N1702A08011C - 5 col x 13  
N1702A08012C - 6 col x 21

N1702A32004C - 10x13

Valentine's Day is Tuesday, February 14. Create a **Love Stories** section or pages to appear the weekend before to spark reader interest and gain exposure for your advertisers' offerings. Sell the Quick-Sell layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

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

N1702A32005C - 5 col x 13  
N1702A32006C - 6 col x 21

N1702A33004C - 10x13

Spring hunting and fishing seasons will begin soon. A **Hunting & Fishing** section or pages will spotlight advertisers in your area and provide readers with the info they need to hunt and fish safely and legally in your area. It can quickly become an annual or twice-a-year moneymaker on your schedule. See the complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

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

N1702A33005C - 5 col x 13  
N1702A33006C - 6 col x 21

N1702A34004C - 10x13

Presidents' Day is Monday, February 20. Add a **Presidents' Day Savings** section or pages to your schedule to highlight the shopping deals that have become synonymous with the holiday. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

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

N1702A34005C - 5 col x 13  
N1702A34006C - 6 col x 21

N1702A35004C - 10x13

February is traditionally when summer camps reach out to parents to sign up their youngsters for the coming season. A **Summer Camp Guide** section or pages can serve as the introduction readers need to the available summer camps in your area and all related advertisers. Sell the QuickSell layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

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

N1702A35005C - 5 col x 13  
N1702A35006C - 6 col x 21



## WIN THE *Ultimate* Valentine's Day Date NIGHT

We've planned the perfect Valentine's Day for you and your sweetheart. All you have to do is enter online for your chance to win!

Enter to Win Through February 00  
[namenewspaper.com/contests](http://namenewspaper.com/contests)

One lucky couple will win these romantic prizes, thanks to our contest sponsors!

 <b>Bottle of Name Brand Champagne</b> Liquor Store <small>1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com</small>	 <b>\$100 Gift Card</b> Jewelry Store <small>1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com</small>	 <b>Red Rose Bouquet</b> Florist <small>1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com</small>
 <b>\$100 Gift Card</b> Ladies' Clothing Store <small>1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com</small>	 <b>\$100 Gift Card</b> Menswear Store <small>1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com</small>	 <b>Gourmet Gift Basket</b> Specialty Food Store <small>1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com</small>
 <b>Dinner for Two</b> Restaurant <small>1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com</small>	 <b>Bath &amp; Beauty Gift Basket</b> Beauty Supply Store <small>1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com</small>	 <b>Overnight Stay for Two</b> Hotel <small>1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com</small>
 <b>Evening of Transportation</b> Car Service <small>1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com</small>		

**Usage Note:**

Valentine's Day is Tuesday, February 14. According to the National Retail Federation, nearly four out of 10 people celebrated Valentine's Day with a night out last year, contributing to an overall spending record of more than \$19 billion. So interest will be high in this **Win the Ultimate Valentine's Day Date Night**, and that means enlisting the participation of sponsors should be a snap. We suggest you ask readers enter online to draw traffic to your website. Expand it or keep it with a limited number of sponsors, it's up to you.

N1702A10001C








# WIN SOMETHING NEW EVERY DAY

Enter Online Every Sunday by 5 p.m. and you'll automatically be entered to win a new prize giveaway every day of that week.

For details and entry, go online to  
[namenewspaper.com/contests](http://namenewspaper.com/contests)

Check Out This Week's Prizes!



 <b>LUNCH FOR TWO</b>	<b>Name Restaurant</b> <small>1234 Washington Street   Somersville Heights 000-000-0000   www.namewebsite.com</small>
 <b>\$25 FREE DRY CLEANING</b>	<b>Dry Cleaner</b> <small>1234 Washington Street   Somersville Heights 000-000-0000   www.namewebsite.com</small>
 <b>FREE PET GIFT BASKET</b>	<b>Pet Supply Store</b> <small>1234 Washington Street   Somersville Heights 000-000-0000   www.namewebsite.com</small>
 <b>\$25 GIFT CARD</b>	<b>Coffee Shop</b> <small>1234 Washington Street   Somersville Heights 000-000-0000   www.namewebsite.com</small>
 <b>FREE OIL CHANGE</b>	<b>Service Station</b> <small>1234 Washington Street   Somersville Heights 000-000-0000   www.namewebsite.com</small>
 <b>HANDMADE SCENTED SOY CANDLE</b>	<b>Gift Shop</b> <small>1234 Washington Street   Somersville Heights 000-000-0000   www.namewebsite.com</small>
 <b>\$25 PLAY CARD</b>	<b>Game Arcade</b> <small>1234 Washington Street   Somersville Heights 000-000-0000   www.namewebsite.com</small>

**Usage Note:**

The post-holiday season can produce a lull in ad sales for some areas. Boost reader and advertiser interest with an ongoing giveaway. This **Win Something New Every Day** contest can be sold as a 13-week run to fill the gap between Valentine's Day and Easter. Sponsors can alter their prize offerings each week, or you can mix sales between full-term sponsors and weekly sponsors. You can drive traffic to your website as well by suggesting readers check out the prizes they can win. Create some buzz, make some cash!

N1702A10002C



Now close more sales like magic with

# MiAD Wizard

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

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

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

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

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

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

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



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

Lori Figurski, Ogden Regional Advertising Director

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

## METRO'S FILE NAMING SYSTEM AT A GLANCE

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

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

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

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

N1702P12002K.TIF

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

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

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

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1702P58001C-●

N1702P58007C\*-○



**Tuesday, February 28**

- Cajun Food Specials
- \$5 Hurricanes
- Free Beads
- Live Music

The fun starts at 4pm!

**The Cajun Corner**

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



AD# N1702A12001C

PASS 6 COL. x 1

N1702P59014C\*-○

**Groundhog Day Sale**

Thursday, February 2  
Save on all things spring!

up to **30% Off**  
flowers | planting aids |  
garden tools | outdoor  
furniture | & more

**Home & Hardware**

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



AD# N1702A12002C

PASS 6 COL. x 1

N1702P60004C-●

**Dollar Days**



**\$1 DEALS**  
in Every Aisle  
reg. \$1.99-\$4.99

**All Presidents' Day Weekend**

Saturday | Sunday | Monday

**Variety Mart**

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



AD# N1702A12003C

PASS 6 COL. x 1

N1702P62010C-●

**In Celebration of Black History Month**

From Frederick Douglass and Harriet Tubman to Martin Luther King, Jr. and Barack Obama, please join us in saluting the countless African American leaders past and present whose invaluable contributions to our country and our culture will never be forgotten.

**Name Sponsor**

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

AD# N1702A12004C

PASS 6 COL. x 1

N1702P37009C-●

**Ready for Summer Camp?**



**Early Bird Enrollment Discounts Going On Now!**  
Call or sign up online today for single and sibling savings on our fun-filled summer activity camp programs!

**Camp Lakeshore**

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



AD# N1702A12005C

PASS 6 COL. x 1

N1203P46009C\*-○

N1702P36010C-●

**The Reel Deal**

Your one-stop source for everyday low prices on quality fishing gear and supplies.  
rods & reels | bait & tackle gear & accessories

See us for rod & reel repair & replacement parts!

**The Fishing Shack**

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



AD# N1702A12006C

PASS 6 COL. x 1

N1702P36009C-●

N1203P46009C\*-○



**Your Hunting Season Headquarters**

Firearms | Ammo  
Gear | Apparel  
Archery | Gift Cards  
Hunting Licenses Sold Here

**Outdoorsman Den**

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



AD# N1702A12007C

PASS 6 COL. x 1

N1702P49006C-●

N1702P49010C-●

N1702P49008C-●

N1203P46009C\*-○



**Shoe Care & Repair**

Entrust your finest footwear and leather goods to us for expert cleaning, repair and restoration.  
**shoes | boots | belts  
handbags | luggage**



**Shoe Shine Depot**

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



AD# N1702A12008C

PASS 6 COL. x 1

N1702P28007C-●

**Fresh Style for the Home**



Shop handpicked home furnishings and accents to add the perfect touch of personality to every room.

**HomeTique**

Great Gift Ideas In Store

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



AD# N1702A12009C

PASS 6 COL. x 1

N1702P29005C-●

N1203P46009C\*-○



**Get Your Fix**

**Affordable & Reliable Home Repair Services**  
drywall • painting • carpentry • tile • fixtures • staks • flooring • odd jobs

**Lend-a-Hand Home Services**

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

Call anytime for a free estimate!  
Insured & Bonded



AD# N1702A12010C

PASS 6 COL. x 1

N1702P20019C-0

# For Your Valentine

Everything to make this Valentine's Day special.

**Restaurant Amelle**  
Prix-Fixe Valentine's Day Dinner for Two \$59  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Restaurant Amelle**  
Prix-Fixe Valentine's Day Dinner for Two \$59  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Restaurant Amelle**  
Prix-Fixe Valentine's Day Dinner for Two \$59  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Restaurant Amelle**  
Prix-Fixe Valentine's Day Dinner for Two \$59  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Restaurant Amelle**  
Prix-Fixe Valentine's Day Dinner for Two \$59  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Restaurant Amelle**  
Prix-Fixe Valentine's Day Dinner for Two \$59  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Martini Lounge**  
Special Valentine's Day Martinis  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Martini Lounge**  
Special Valentine's Day Martinis  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Martini Lounge**  
Special Valentine's Day Martinis  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Martini Lounge**  
Special Valentine's Day Martinis  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Martini Lounge**  
Special Valentine's Day Martinis  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Martini Lounge**  
Special Valentine's Day Martinis  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Boutique**  
Red-Hot Valentine's Day Fashions  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Boutique**  
Red-Hot Valentine's Day Fashions  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Boutique**  
Red-Hot Valentine's Day Fashions  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

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

**Mira Boutique**  
Red-Hot Valentine's Day Fashions  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Boutique**  
Red-Hot Valentine's Day Fashions  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

## Usage Note:

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

Companion  
WEB ADS  
available  
on MCC

N1702P20013C-

**Love at First Bite**  
Homemade chocolate confections for the one who melts your heart.

Chocolate hearts & heart chocolates  
Chocolate-covered strawberries  
Fresh fudge & peanut brittle  
Specially curated & sugar-free candy  
Limited-edition gift boxes now in stock!

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

**Share the Love**  
Great Gifts under \$15

Be sweet to all the loved ones on your list this Valentine's Day!

**Halleron Pharmacy & Gifts**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Your Preferred Valentine's Day Florist**

Fresh & Beautiful Flowers, Guaranteed to Last 7 Days or More! long-stemmed roses, romantic bouquets, exotic arrangements, gift baskets, balloon bouquets

Save 10% Off Your Valentine's Day Order when you order by 9pm February 14!

Delivery Available - Call today to ensure availability!

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

AD# N1702A13002C  
PASS 2 COL x 5

AD# N1702A13003C  
PASS 2 COL x 5  
N1702P20022C-0

AD# N1702A13004C  
PASS 2 COL x 5  
N1702P21004C-0

N1702P16007C-

**Sparks Will Fly**

Valentine's Day Jewelry Sale  
Going On Now  
up to 40% Off select styles

Diamond Stud Earrings  
Engagement Rings  
Chain Bracelets • Greenstone Designer Watches • Pearls • Cultural & Freshwater Pearl Heart-Shape Jewelry & So Much More

Complimentary Gift Wrapping  
Ask about our jewelry layaway plan!

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

**Heartwarming Gifts For Valentine's Day**

Designer Fashions  
Luxury Accessories  
Elegant Lingerie

Gift cards and complimentary gift wrapping service available

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

Everyone Loves a Spa Day!

Services available by appointment only. Call now for Valentine's Day booking!

Couples' Massages  
Spa Manicures & Pedicures  
Facials & Luxury Skincare

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

Gift Cards Available in any amount or per service

AD# N1702A13005C  
PASS 2 COL x 5

AD# N1702A13006C  
PASS 2 COL x 5  
N1702P21009C-0

AD# N1702A13007C  
PASS 2 COL x 5  
N1702P21008C-0

AD# N1702A13001C PASS 6 COL x 21  
AD# N1702A13008C 10 x 13



N1702P14009C-●



N1702P14002C-●



N1702P14004C-●



N1702P14003C-●



N1702P14007C-●



N1702P14010C-●



N1702P14008C-●



N1702P14001C-●



N1702P14006C-●



N1702P14005C-●





N1702P15001C-●



N1702P15003C-●



N1702P15005C-●



N1702P15004C-●



N1702P15006C-●



N1702P15008C-●



N1702P15009C-●



N1702P15002C-●



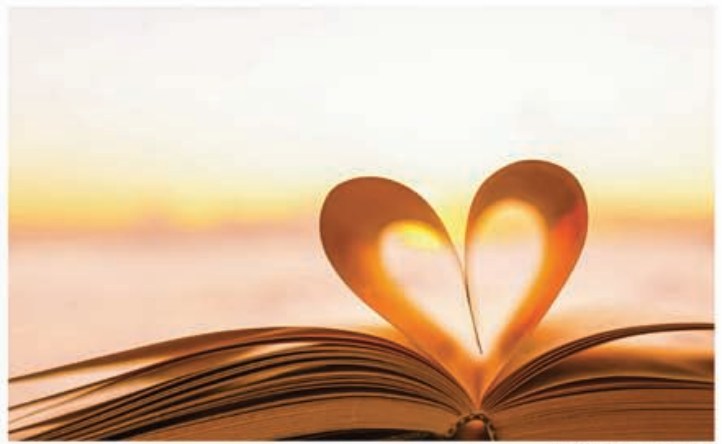
N1702P15010C-●



N1702P15007C-●



N1702P16003C-●



N1702P16006C-●



N1702P16005C-●



N1702P16008C-●



N1702P16002C-●



N1702P16004C-●



N1702P16010C-●



N1702P16001C-●



N1702P16007C-●



N1702P16009C-●

N1702P21004C  
N1702P62004C  
N1702P21006C

N1702P17002C  
N1702P17001C

N1702P61005C  
N1702P62014C  
N1702P36011C



## Community Calendar February

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



**February 00**  
**Summer Camp Sign-up Fair**  
Explore over 30 camp & recreation programs!  
Somerville Youth Center  
9am-4pm  
[www.namewebsite.com](http://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](http://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](http://www.namewebsite.com)



**February 00**  
**Black History Exhibit Opens**  
RSVP to join our opening reception celebration!  
Zia Gallery  
7pm  
[www.namewebsite.com](http://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](http://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](http://www.namewebsite.com)



**February 11**  
**Hunting & Fishing Expo**  
Event details here. Event details here. Event details here.  
Product demos, workshops, giveaways & more!  
The Somerville Convention Center  
Through February 12  
[www.namewebsite.com](http://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](http://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](http://www.namewebsite.com)

# SEE YOU THERE

## Hunting & Fishing EXPO

Catch all the action with over 100 exhibitors catering to outdoor enthusiasts!

**February 11-12, 2017**  
Saturday 10am-8pm | Sunday 10am-4pm

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

New Product Demos & Special Offers  
Contests, Raffles & Giveaways  
Adventure Package Discounts  
Workshops & Special Guests  
Kids' Education & Fun Zone

**\$5 Admission**  
Kids 12 & Under Enter Free  
FREE Parking



**February 00**  
**Symphony Concert**  
Classical love songs for Valentine's Day  
8pm  
[www.namewebsite.com](http://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](http://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](http://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](http://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](http://www.namewebsite.com)



**February 00**  
**Pet Adoption Fair**  
Meet more than 00 local dogs and cats for adoption!  
Somerville Animal Shelter  
9am-4pm  
[www.namewebsite.com](http://www.namewebsite.com)

**February 00**  
**Blood Drive**  
Donate to save a life!  
Somerville Blood Bank  
8am-8pm  
[www.namewebsite.com](http://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](http://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](http://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](http://www.namewebsite.com)



**February 00**  
**Quilt Show**  
Browse, purchase and meet the talented quilters!  
Somerville Community Center  
10am-7pm  
[www.namewebsite.com](http://www.namewebsite.com)

**February 23**  
**Chill Cook-off**  
Unlimited tastings with your ticket purchase!  
Somerville Community Center  
11am-4pm  
[www.namewebsite.com](http://www.namewebsite.com)



**February 28**  
**Flower Show**  
Free Admission. Event details here. Event details here. Event details here.  
Somerville Plaza  
9am-9pm  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1702A17003C  
PASS 6 COL x 3

N1702P14010C

## Quality Healthcare Served Family-Style

Getting the full spectrum of quality medical services your family needs is now more convenient than ever. With more than 00 physicians and specialists under one roof, we offer one-stop healthcare to fit your busy schedule!

Saturday Appointments Available  
To find a physician, schedule an appointment or verify insurance coverage, speak with a friendly patient coordinator today.



## Somerville Medical Center

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

Companion  
WEB ADS  
available  
on MCC

AD# N1702A17001C PASS 6 COL x 21

AD# N1702A17004C 10 x 13

**Shield Your Vehicle From Snow & Ice Damage**

Salt used to deice the roads can wreak havoc on your vehicle's paint job. Make sure your car is equipped with our professional-grade paint-protecting sealant wax, and protect your investment all winter.

**\$2 OFF Winterizing Wash With Paint-Protecting Sealant Glaze**  
Offer valid with coupon through 02.03.17. List details, terms and conditions here.



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

AD# N1702A18001C PASS 2 COL. x 5

N1702P38015C

**Cash Crunch?**

When you're short on cash, we're here to help ends meet with **low rates, fast approval and flexible terms** on loans up to **\$1,000.**

Title Loans  
Payday Loans  
Check Cashing  
Money Orders  
Money Transfers  
Prepaid Debit Cards

**Cash Source Lending**  
Apply by phone or online in minutes!

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



AD# N1702A18002C PASS 2 COL. x 5

N1702P39004C

**Sick of Being Sick?**

If recurring colds and sinus infections have you down for the count, it may be time to see a specialist. Book your appointment with an experienced ENT physician today, and learn about the latest treatment options available to help you breathe easy.

We specialize in treating:  
Nose & Sinus Conditions  
Ears & Hearing Disorders  
Snoring & Sleep Apnea

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



AD# N1702A18003C PASS 2 COL. x 5

N1702P38008C

**Get a RED-HOT BODY**

Show yourself some love this Valentine's Day with a weight-loss and healthy lifestyle program designed to transform the way you look and feel.

Personalized Weight-Loss Plans  
**FREE Consultation + 50% OFF Your First Month**  
Call today to get started!

**Weigh Healthy**

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



AD# N1702A18004C PASS 2 COL. x 5

N1702P38003C

**GET FIT TO THE CORE**

Have fun while building the foundation for a strong and beautiful physique with our core-strengthening, full-body Pilates workouts.

**\$25 Trial Month Offer**  
Call us to schedule your trial!

**Embody Pilates**

1234 Washington Street | Somersville Heights  
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AD# N1702A18005C PASS 2 COL. x 5

N1702P38006C

**Get Back on Track Faster**

Specialized Orthopedic Care & Sports Medicine  
Offering a range of surgical and nonsurgical treatment options for arm, elbow, foot, ankle, hand, wrist, hip, knee, back, neck and shoulder conditions.

Now welcoming new patients!  
Call for your consultation today.

**Somersville Orthopedics**

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



AD# N1702A18006C PASS 2 COL. x 5

N1702P38010C

Companion WEB ADS available on MCC

**Let the Good Times Roll!**

Visit our Snacks Bar for pizza, hot dogs, chicken fingers and 99c soft drinks!

Arcade Games  
Miniature Golf  
Go Karts  
Great Prizes

Sign up online for special offers and invitations! Birthday parties and group events welcome.

**FunZone Attractions**

1234 Washington Street | Somersville Heights  
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AD# N1702A18007C PASS 2 COL. x 5

N1702P38007C

**Give Your Pet Something to Smile About!**

Regular dental cleanings can help protect your pet against dangerous disease and painful infections. Book your appointment anytime during February, Pet Dental Health Month, for special savings!

Gentle, safe & effective **Doggy Dental Cleaning \$25 OFF**  
Offer good for new patients with appointment booking through February 28, 2017. List details, terms and conditions here. List details, terms and conditions here.

**LUV Veterinary Center**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com



AD# N1702A18008C PASS 2 COL. x 5

N1702P39009C

**Get It Together**

**Twofer Membership Discounts**  
Save 25% Off Both Memberships  
When You Sign Up With a Friend or Partner  
Offer good now through 02.03.17 for new members. List offer details, terms and conditions here. List offer details, terms and conditions here.

Free Weights  
Circuit Training  
Cardio Equipment  
Group Classes  
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Open Early  
Open Late  
7 Days a Week!

**Level X Fitness**  
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Somersville Heights  
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www.namewebsite.com



AD# N1702A18009C PASS 2 COL. x 5

N1702P38012C

N1702P38013C- ●



**Hair Replacement & Restoration Solutions for Men & Women**

We offer the latest surgical and nonsurgical hair-loss solutions to create the thick, natural-looking head of hair you've been dreaming about for years.

**Hair Systems**  
Micro Thickening  
Surgical Transplantation  
Extensions | Laser Therapy  
Hair Integration

Call today to schedule your free confidential consultation with a hair restoration specialist. We offer a variety of treatment options and easy financing plans to help you enjoy the results you want right away!

**Hair Solutions Unlimited**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1702A19001C PASS 2 COL. x 5 W

N1702P61004C- ●



Meeting your child's primary and specialized healthcare needs, ages newborn through 18.

**Feel-Good Pediatric Care**

Visit us online for a variety of free parenting resources, online symptom checker, kid-friendly healthy recipes and more!

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

Well Visits • Sick Visits  
Immunizations • Allergies & Asthma  
ADHD & Behavior Concerns  
Nutrition & Weight Management  
New Patients Welcome  
Call today for scheduling.  
We accept most health insurance plans.

AD# N1702A19002C PASS 2 COL. x 5 W

N1702P38005C- ●



**Great smiles start here!**

Give your child the gift of a healthy, beautiful smile with proper dental care beginning from the time his or her first tooth appears. We offer a full range of gentle professional dental care services for kids to prevent decay, promote proper dental care at home, and protect their precious smiles for life.

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

**\$29 Pediatric Dental Cleaning & Exam for New Patients**  
Call to book your child's appointment today!  
List details, terms and conditions here.  
List details, terms and conditions here.

AD# N1702A19003C PASS 2 COL. x 5 W

**The Gold Standard in Diamonds & Fine Jewelry**

Certified diamonds  
Engagement ring specialists  
Designer & custom jewelry  
Luxury timepiece collections  
Expert jewelry repair & resetting  
Insurance appraisals & jewelry buying

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

AD# N1702A19004C PASS 2 COL. x 5 W

N1702P15003C- ●

*Love Your Heart*

Heart disease is the leading cause of death for both men and women in the United States, but making healthy choices can often make all the difference. During American Heart Month, we invite you to take these simple steps to help prevent heart disease:

- Use spices in place of salt to season food.
- Make walking and physical activity a part of your daily routine.
- Talk to your doctor about your heart health and heart disease prevention.

For more heart-healthy tips or to schedule your appointment with a physician, please visit us online or call our office today!

**Healthwise Medical Associates**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1702A19005C PASS 2 COL. x 5 W

N1702P39014C- ●

**Spay Today to protect your pet & others**

Nearly 3 million dogs and cats are estimated to be killed in shelters each year, according to Animal People News. You can help do your part to prevent animal overpopulation, suffering and disease risk by spaying or neutering your pet during February, Spay/Neuter Awareness Month.

**Low-Cost Spay/Neuter Services**  
starting at just **\$59**  
Call today for details and booking! List details, terms and conditions here.

**PawCare Pet Clinic**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1702A19006C PASS 2 COL. x 5 W

Companion WEB ADS available on MCC

N1702P39001C- ●

**Carpet Rollout EVENT**

Hundreds of Beautiful New Styles  
In Stock & On Sale  
**up to 40% OFF**  
Area Rugs & Carpets  
Now Through February 05, 2017

**Calvern**  
Rug & Carpet Showroom

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Somersville Heights  
000-000-0000

AD# N1702A19007C PASS 2 COL. x 5 W

N1702P39013C- ●



Patterns  
Tools | Kits  
Fabrics | Notions

**Everything for Quilting**

Shop in store, or browse our online catalog!

Connect with us on social media for contests, events, workshops, special offers and more!

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

AD# N1702A19008C PASS 2 COL. x 5 W

N1702P19001C- ●

**Luxury Lingerie**

Personal shopping service  
Bra fitting specialists on staff

Valentine's Day  
Specials Now  
In Store  
up to **30% Off**  
Nightgowns,  
Chemises &  
Lingerie Sets

**Boutique Bella.**  
1234 Washington Street  
Somersville Heights  
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AD# N1702A19009C PASS 2 COL. x 5 W



N1702P20015C-●



N1702P20013C-●



N1702P20002C-●



N1702P20005C-●



N1702P20012C-●



N1702P20009C-●



N1702P20011C-●



N1702P20007C-●



N1702P20003C-●



N1702P20014C-●



N1702P20008C-●



N1702P20010C-●



N1702P20006C-●



N1702P20004C-●



N1702P20018C\*-○



N1702P20020C\*-○



N1702P20021C-●

N1702P20022C-●



N1702P20016C\*-○

N1702P20017C\*-○



N1702P20001C-●



N1702P20023C\*-○  
N1702P20024C\*-○



N1702P20019C\*-○



N1702P21015C-●



N1702P21001C-●



N1702P21009C-●



N1702P21012C-●



N1702P21002C-●



N1702P21007C-●



N1702P21011C-●



N1702P21005C-●



N1702P21004C-●



N1702P21010C-●



N1702P21003C-●



N1702P21008C-●



N1702P21006C-●



N1702P21014C-●



N1702P21016C-●



N1702P21013C-●



N1702P22026C-●



N1702P22024C\*-○



N1702P22023C-●



N1702P22018C\*-○  
N1702P22019C\*-○



N1702P22016C\*-○



N1702P22015C\*-○



N1702P22017C\*-○



N1702P22010C\*-○



N1702P22011C\*-○



N1702P22003C\*-○



N1702P22012C\*-○



N1702P22004C\*-○



N1702P22025C\*-○



N1702P22013C\*-○



N1702P22002C\*-○



N1702P22009C\*-○



N1702P22014C\*-○



N1702P22007C\*-○



N1702P22001C\*-○



N1702P22005C\*-○



N1702P22008C\*-○



N1702P22027C\*-○



N1702P22020C\*-○



N1702P22021C\*-○



N1702P22022C\*-○



N1702P23005C\*O

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# Valentine's Day Specials

Because everybody loves a great deal!

**Mira Salon**  
Free Haircut  
With Color Service  
Offer good through 02-14-17. See details, terms and conditions here.  
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1234 Washington Street  
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000-000-0000

**Little Boutique**  
25% Off  
All Dresses  
Offer good through 02-14-17. See details, terms and conditions here.  
www.metrowebinfo.com  
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Somerville Heights  
000-000-0000

**Petals Florist**  
12 Red Roses  
Only \$29.95  
Offer good through 02-14-17. See details, terms and conditions here.  
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Somerville Heights  
000-000-0000

**Starlight Restaurant**  
Dinner for Two  
\$59  
Offer good through 02-14-17. See details, terms and conditions here.  
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Somerville Heights  
000-000-0000

**Nail Nook**  
Spa Mani/Pedi  
Only \$29  
Offer good through 02-14-17. See details, terms and conditions here.  
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**Marquis Playhouse**  
BOGO 50% Off  
Theater Tickets  
Offer good through 02-14-17. See details, terms and conditions here.  
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Somerville Heights  
000-000-0000

**Gemstone Jewelers**  
14% Off  
All Diamond Jewelry  
Offer good through 02-14-17. See details, terms and conditions here.  
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Somerville Heights  
000-000-0000

**Home Base**  
\$14 Specials  
Throughout the Store  
Offer good through 02-14-17. See details, terms and conditions here.  
www.metrowebinfo.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Cora Beauty Supply**  
Free Gift  
With \$25 Purchase  
Offer good through 02-14-17. See details, terms and conditions here.  
www.metrowebinfo.com  
1234 Washington Street  
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**The Gourmet Market**  
Prepared Dinner  
for Two \$17.95  
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N1702P23001C●

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

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

Reserve Now for Valentine's Day!

N1702P23004C\*O

Cupid's Gift Guide

N1702P23006C\*O

N1702P20024C\*-O



Thanks for choosing us!

### Name Business

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N1702P24010C\*-O



N1702P24009C\*-O



N1702P24007C\*-O



N1702P24004C\*-O



N1702P24006C\*-O



N1702P24002C\*-O



N1702P24005C\*-O



N1702P24003C\*-O



N1702P24008C\*-O



N1702P24001C\*-O

## Happy Valentine's Day

Roses are red,  
Violets are blue,  
And we sure do appreciate  
Fine folks like you!

### Name Business

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



N1702P20004C\*-O

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N1702P20010C\*-O



## How Sweet It Is

to have great  
customers like you!

Happy Valentine's Day

### Name Business

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Somerville Heights  
000-000-0000  
www.namewebsite.com

AD# N1702A24002C

PASS 1 COL. x 3



Wishing you love  
and happiness this  
Valentine's Day  
and always!

N1702P24011C\*-O

### Name Business

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www.namewebsite.com

AD# N1702A24005C

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N1702P24003C\*-O



We're all aflutter over sweet  
friends and customers like you!

Thanks for your support!

### Name Business

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Somerville Heights  
000-000-0000  
www.namewebsite.com

AD# N1702A24003C

PASS 1 COL. x 3



Sending you  
our best wishes at  
Valentine's Day!

Thanks for being  
our customer and friend.

### Name Business

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Somerville Heights  
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www.namewebsite.com

AD# N1702A24006C

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N1702P24007C\*-O



N1702P25002C-●



N1702P25009C-●



N1702P25001C-●



N1702P25008C-●



N1702P25012C-●



N1702P25004C-●



N1702P25005C-●



N1702P25006C-●



N1702P25011C-●



N1702P25007C-●



N1702P25010C-●



N1702P25003C-●



N1702P26005C-●



N1702P26002C-●



N1702P26011C-●



N1702P26010C-●



N1702P26008C-●



N1702P26007C-●



N1702P26001C-●



N1702P26009C-●



N1702P26004C-●



N1702P26006C-●



N1702P26003C-●



N1702P27001C-●



N1702P27007C-●



N1702P27008C-●



N1702P27003C-●



N1702P27009C-●



N1702P27005C-●



N1702P27006C-●



N1702P27002C-●



N1702P27010C-●



N1702P27004C-●



N1702P28007C-●



N1702P28002C-●



N1702P28001C-●



N1702P28008C-●



N1702P28005C-●



N1702P28006C-●



N1702P28003C-●



N1702P28004C-●



N1702P28009C-●



N1702P29007C-●



N1702P29003C-●



N1702P29004C-●



N1702P29006C-●



N1702P29001C-●



N1702P29002C-●



N1702P29009C-●



N1702P29010C-●



N1702P29005C-●



N1702P29008C-●

N1702P29003C

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Turn your old kitchen into a culinary masterpiece with our professional remodeling services. From concept to completion, we'll handle every detail of your kitchen makeover for a stress-free transition to the beautiful modern kitchen you've always envisioned.

**Our Kitchens Get Rave Reviews!**  
5-Star Service  
Excellent Value  
Outstanding Design  
Guaranteed Quality



Get started today with a free consultation, and ask about our affordable financing plans! Call, complete our online interest form or simply stop by the showroom at your convenience to meet with our friendly and experienced design team.

Showroom Open  
Monday-Friday 10am-7pm, Saturday 10am-4pm

## The Kitchen Showroom

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N1702P29005C

# D-I-WHY?

Take back your weekends. We're here to handle all of your home improvement needs quickly and easily for professional, hassle-free results you will love!

Check out our sample rates, and contact us anytime for a free estimate!

<b>Ceiling Fan Installation</b> starting at <b>\$79</b>	<b>Hardwood Floor Refinishing</b> starting at <b>\$1.99</b> sq.ft.
<b>Fence &amp; Gate Repair</b> starting at <b>\$39</b>	<b>Tub or Counter Reglazing</b> starting at <b>\$199</b>

Fully Insured & Bonded

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N1702P31003C-●



N1702P31002C-●



N1702P31011C-●



N1702P31008C-●



N1702P31009C-●



N1702P31004C-●



N1702P31007C-●



N1702P31005C-●



N1702P31006C-●



N1702P31010C-●



N1702P31001C-●

SECTION COVER:

N1702P36005C  
N1702P16009C  
N1702P16005C  
N1702P32001C

NAME NEWSPAPER

# Love Stories

*Love & Dating Advice Through the Ages*  
*Valentine's Day Dining Guide*  
*Hot-Hot Valentine's Day Gift Ideas*  
*Cutest Couple Contest Winners*  
*& Romantic Date Ideas*

AD# N1702A32001C 10. x 13

HEADING:

N1702P32001C

# Love Stories

QUICK SELL:

N1702P32001C  
N1702P16005C  
N1702P36005C

# Love Stories

*Make every anniversary count*

With this newspaper guide, you'll be able to find the perfect gift for your loved one. Whether it's a romantic dinner, a weekend getaway, or a special surprise, we've got you covered. This guide is packed with ideas, inspiration, and practical advice to help you plan the perfect anniversary celebration. It's the ultimate resource for anyone looking to make their anniversary special.

<p>Advertiser Suggestion</p> <p><b>Restaurant</b></p> <p>1234 Washington Street Springfield, IL 62761 www.restaurant.com</p>	<p>Advertiser Suggestion</p> <p><b>Travel Agency</b></p> <p>1234 Washington Street Springfield, IL 62761 www.travelagency.com</p>
<p>Advertiser Suggestion</p> <p><b>Lingerie Boutique</b></p> <p>1234 Washington Street Springfield, IL 62761 www.lingerie.com</p>	<p>Advertiser Suggestion</p> <p><b>Jewelry Store</b></p> <p>1234 Washington Street Springfield, IL 62761 www.jewelry.com</p>
<p>Advertiser Suggestion</p> <p><b>Card &amp; Gift Shop</b></p> <p>1234 Washington Street Springfield, IL 62761 www.cards.com</p>	<p>Advertiser Suggestion</p> <p><b>Florist</b></p> <p>1234 Washington Street Springfield, IL 62761 www.florist.com</p>

AD# N1702A32002C 9.667 x 13  
AD# N1702A32009C PASS 6 COL. x 21

READER CAMPAIGN:

N1702P16009C  
N1702P21001C  
N1702P32001C

Appearing February 02. Look for your copy here and online at [www.newspaper.com/lovestories](http://www.newspaper.com/lovestories).

## Ready for Valentine's Day?

From gifts and dining to great date ideas, find romantic inspiration in our Love Stories special section. It's your guide to planning the perfect Valentine's Day and beyond!

**Love Stories** A Special Section From NAME NEWSPAPER

AD# N1702A32003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

N1702P20014C  
N1702P32001C

Contact us today to advertise! Call 000.000.0000 or email [names@newspaper.com](mailto:names@newspaper.com)

## Connect With More Customers This Valentine's Day

Love Stories is the perfect place to promote your business this Valentine's Day. With targeted distribution to more than 80,000 local households, advertise alongside themed editorial features to complement your holiday offerings in this popular special section!

**Love Stories** A Special Section From NAME NEWSPAPER

Advertising Deadline: February 02  
Publication Date: February 03

AD# N1702A32006C PASS 2 COL. x 5

N1702P32001C

Appearing February 02. Look for your copy here and online at [www.newspaper.com/lovestories](http://www.newspaper.com/lovestories).

## Rekindle Your Romance

From gifts and dining to great date ideas, find romantic inspiration in our Love Stories special section. It's your guide to planning the perfect Valentine's Day and beyond!

**Love Stories** A Special Section From NAME NEWSPAPER

AD# N1702A32004C PASS 2 COL. x 5

N1702P32001C

Contact us today to advertise! Call 000.000.0000 or email [names@newspaper.com](mailto:names@newspaper.com)

## Attract More Business This Valentine's Day

Love Stories is the perfect place to promote your business this Valentine's Day. With targeted distribution to more than 80,000 local households, advertise alongside themed editorial features to complement your holiday offerings in this popular special section!

**Love Stories** A Special Section From NAME NEWSPAPER

Advertising Deadline: February 02  
Publication Date: February 03

AD# N1702A32007C PASS 2 COL. x 5

N1702P32001C

Appearing February 02. Look for your copy here and online at [www.newspaper.com/lovestories](http://www.newspaper.com/lovestories).

## Love is In the Air!

From gifts and dining to great date ideas, find romantic inspiration in our Love Stories special section. It's your guide to planning the perfect Valentine's Day and beyond!

**Love Stories** A Special Section From NAME NEWSPAPER

AD# N1702A32005C PASS 2 COL. x 5

N1702P32001C

Contact us today to advertise! Call 000.000.0000 or email [names@newspaper.com](mailto:names@newspaper.com)

## An Advertising Opportunity You Can't Resist

Love Stories is the perfect place to promote your business this Valentine's Day. With targeted distribution to more than 80,000 local households, advertise alongside themed editorial features to complement your holiday offerings in this popular special section!

**Love Stories** A Special Section From NAME NEWSPAPER

Advertising Deadline: February 02  
Publication Date: February 03

AD# N1702A32008C PASS 2 COL. x 5

Companion WEB ADS available on MCC

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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

February 2017  
Special Advertising to  
**NAME NEWSPAPER**

# Hunting & Fishing

Hunting & Fishing Map  
Where to Buy Your License  
Hunting Rules & Regulations  
Hunting & Fishing Expo Preview  
New Gear & Product Reviews

AD# N1702A33001C 10. x 13

HEADING:  
N1702P33001C\*O

# Hunting & Fishing

QUICK SELL:

<b>Advertiser Suggestion</b>	<b>Advertiser Suggestion</b>	<b>Advertiser Suggestion</b>	<b>Advertiser Suggestion</b>	<b>Advertiser Suggestion</b>	<b>Advertiser Suggestion</b>
<b>Diner</b> www.diner.com	<b>Coffee Shop</b> www.coffee.com	<b>Camera Shop</b> www.camera.com	<b>Sporting Goods</b> www.sporting.com	<b>Bait Tackle Shop</b> www.bait.com	<b>License Provider</b> www.license.com

# Hunting & Fishing

## Hunting basics

Thousands of people across North America find hunting game to be a rewarding pastime. People hunt many different types of animals, but deer are some of the most popular targets. Deer hunting can be fun for anyone who enjoys the outdoors. Many hunters use a variety of equipment to help them find and track their prey. Some hunters use binoculars, while others use a variety of other tools. Some hunters use a variety of other tools. Some hunters use a variety of other tools.

Advertiser Suggestion: **Sporting Goods Store**  
1234 Main Street  
Diner City, NY 10001  
555-555-5555  
www.sporting.com

Advertiser Suggestion: **Shooting Range**  
1234 Main Street  
Diner City, NY 10001  
555-555-5555  
www.shooting.com

AD# N1702A33002C 9.667 x 13  
AD# N1702A33009C PASS 6 COL x 21

READER CAMPAIGN:

## Catch This Valuable Special Section

Set your sights on our latest special section for targeted information, advertising and special offers geared toward outdoor enthusiasts like you, just in time for hunting and fishing season!

Land your copy February 00  
in print and online at [www.namepaper.com/huntingandfishing](http://www.namepaper.com/huntingandfishing).

# Hunting & Fishing

A Special Section From  
**NAME NEWSPAPER**

AD# N1702A33003C PASS 2 COL x 5

## Your Hunting & Fishing Hookup

Set your sights on our latest special section for targeted information, advertising and special offers geared toward outdoor enthusiasts like you, just in time for hunting and fishing season!

Land your copy February 00  
in print and online at [www.namepaper.com/huntingandfishing](http://www.namepaper.com/huntingandfishing).

# Hunting & Fishing

A Special Section From  
**NAME NEWSPAPER**

AD# N1702A33004C PASS 2 COL x 5

## Scope Out the Latest Hunting & Fishing News

Set your sights on our latest special section for targeted information, advertising and special offers geared toward outdoor enthusiasts like you, just in time for hunting and fishing season!

Land your copy February 00  
in print and online at [www.namepaper.com/huntingandfishing](http://www.namepaper.com/huntingandfishing).

# Hunting & Fishing

A Special Section From  
**NAME NEWSPAPER**

AD# N1702A33005C PASS 2 COL x 5

ADVERTISER CAMPAIGN:

## Targeted Advertising

Reach more hunters and anglers this year with targeted advertising in Hunting & Fishing. This themed special section is filled with features geared toward outdoor enthusiasts, putting your business in the crosshairs for more hunting and fishing season sales.

Reserve your ad space today!  
Call 800.888.0000 or email [aname@namepaper.com](mailto:aname@namepaper.com)

# Hunting & Fishing

A Special Section From  
**NAME NEWSPAPER**

In Print & Online February 00 | Advertising Deadline: February 00

AD# N1702A33006C PASS 2 COL x 5

## Gear Your Advertising Toward Local Sportsmen

Reach more hunters and anglers this year with targeted advertising in Hunting & Fishing. This themed special section is filled with features geared toward outdoor enthusiasts, putting your business in the crosshairs for more hunting and fishing season sales.

Reserve your ad space today!  
Call 800.888.0000 or email [aname@namepaper.com](mailto:aname@namepaper.com)

# Hunting & Fishing

A Special Section From  
**NAME NEWSPAPER**

In Print & Online February 00 | Advertising Deadline: February 00

AD# N1702A33007C PASS 2 COL x 5

## Catch Their Attention in Hunting & Fishing

Reach more hunters and anglers this year with targeted advertising in Hunting & Fishing. This themed special section is filled with features geared toward outdoor enthusiasts, putting your business in the crosshairs for more hunting and fishing season sales.

Reserve your ad space today!  
Call 800.888.0000 or email [aname@namepaper.com](mailto:aname@namepaper.com)

# Hunting & Fishing

A Special Section From  
**NAME NEWSPAPER**

In Print & Online February 00 | Advertising Deadline: February 00

AD# N1702A33008C PASS 2 COL x 5




SECTION COVER:

N1702P37008C  
N1702P34001C\*  
February 2017  
A Special Supplement to  
**NAME NEWSPAPER**

# Presidents' Day SAVINGS

Coupons, sales and special offers to make the most of this holiday weekend!



AD# N1702A34001C 10. x 13

HEADING:  
N1702P34001C\*  
Presidents' Day  
SAVINGS

QUICK SELL:

N1702P37008C  
N1702P34001C\*  
**Presidents' Day  
SAVINGS**

Shoppers' guide to Presidents' Day sales

**Advertiser Suggestion**  
Electronics Store  
1234 Washington Street  
New York, NY 10001  
www.electronics.com

**Advertiser Suggestion**  
Auto Dealer  
1234 Main Street  
New York, NY 10001  
www.autodealer.com

**Advertiser Suggestion**  
Shopping Center  
1234 Washington Street | Increase the Heights | (800.000.0000) | www.shoppingcenter.com

AD# N1702A34002C 9.667 x 13  
AD# N1702A34009C PASS 6 COL. x 21

READER CAMPAIGN:

N1702P37008C  
N1702P34001C\*  
Don't miss it!  
February 00  
In print and online at  
name@namepaper.com/  
presidentsday  
savings

## Don't Miss a Deal!

Find all the best deals this Presidents' Day, all in one place! Our Presidents' Day Savings section is your guide to coupons, events and special offers from your favorite local businesses, featuring more than \$500 in holiday weekend savings!

**Presidents' Day  
SAVINGS** A Special Section From  
**NAME NEWSPAPER**

AD# N1702A34003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

N1702P37008C  
N1702P34001C\*  
Place Your Ad Today!  
000.000.0000  
name@namepaper.com

## Maximize Holiday Weekend Sales

Promote your Presidents' Day weekend sales and special offers in our holiday savings guide for targeted distribution and exposure to local consumers in more than 00,000 area households!

Talk to an ad consultant today for details or to reserve your space in this valuable special section.

Advertising Deadline: February 00  
Section Publication: February 00

**Presidents' Day  
SAVINGS** A Special Section From  
**NAME NEWSPAPER**

AD# N1702A34006C PASS 2 COL. x 5

N1702P37008C  
N1702P34001C\*  
Don't miss it!  
February 00  
In print and online at  
name@namepaper.com/  
presidentsday  
savings

## Shop Till You Drop

Find all the best deals this Presidents' Day, all in one place! Our Presidents' Day Savings section is your guide to coupons, events and special offers from your favorite local businesses, featuring more than \$500 in holiday weekend savings!

**Presidents' Day  
SAVINGS** A Special Section From  
**NAME NEWSPAPER**

AD# N1702A34004C PASS 2 COL. x 5

N1702P37008C  
N1702P34001C\*  
Place Your Ad Today!  
000.000.0000  
name@namepaper.com

## Make the Most of Presidents' Day

Promote your Presidents' Day weekend sales and special offers in our holiday savings guide for targeted distribution and exposure to local consumers in more than 00,000 area households!

Talk to an ad consultant today for details or to reserve your space in this valuable special section.

Advertising Deadline: February 00  
Section Publication: February 00

**Presidents' Day  
SAVINGS** A Special Section From  
**NAME NEWSPAPER**

AD# N1702A34007C PASS 2 COL. x 5

N1702P37008C  
N1702P34001C\*  
Don't miss it!  
February 00  
In print and online at  
name@namepaper.com/  
presidentsday  
savings

## Savings to Celebrate

Find all the best deals this Presidents' Day, all in one place! Our Presidents' Day Savings section is your guide to coupons, events and special offers from your favorite local businesses, featuring more than \$500 in holiday weekend savings!

**Presidents' Day  
SAVINGS** A Special Section From  
**NAME NEWSPAPER**

AD# N1702A34005C PASS 2 COL. x 5

N1702P37008C  
N1702P34001C\*  
Place Your Ad Today!  
000.000.0000  
name@namepaper.com

## Make This Presidents' Day Count

Promote your Presidents' Day weekend sales and special offers in our holiday savings guide for targeted distribution and exposure to local consumers in more than 00,000 area households!

Talk to an ad consultant today for details or to reserve your space in this valuable special section.

Advertising Deadline: February 00  
Section Publication: February 00

**Presidents' Day  
SAVINGS** A Special Section From  
**NAME NEWSPAPER**

AD# N1702A34008C PASS 2 COL. x 5

Companion  
WEB ADS  
available  
on MCC

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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:



AD# N1702A35001C 10. x 13

HEADING:  
N1702P35001C\*O



QUICK SELL:

**SUMMER CAMP GUIDE**

Get prepared for summer camp season

Summer camp season is just around the corner. Each summer, thousands of children head to camp and enjoy the fun, excitement, and new experiences that come with it. Whether your child is going to camp for the first time or is a returning camper, it's important to be prepared for the summer camp season. This guide provides information on how to choose the right camp, what to pack, and how to make the most of the experience.

Summer camp offers a wide variety of activities, from sports and arts to nature and outdoor adventures. It's a great way for children to learn new skills, make friends, and enjoy the outdoors. Whether your child is a sports enthusiast or a nature lover, there's a camp out there for everyone. This guide provides information on how to choose the right camp, what to pack, and how to make the most of the experience.

<p><b>Advertiser Suggestion</b></p> <p><b>Shoe Store</b> 1234 Main Street 555-555-5555 www.shoestore.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Clothing Shop</b> 1234 Main Street 555-555-5555 www.clothingshop.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Sporting Goods</b> 1234 Main Street 555-555-5555 www.sportinggoods.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Health Foods Store</b> 1234 Main Street 555-555-5555 www.healthfoodsstore.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Doctor</b> 1234 Main Street 555-555-5555 www.doctor.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Swim Lessons</b> 1234 Main Street 555-555-5555 www.swimlessons.com</p>
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**Advertiser Suggestion**

**Summer Camp**  
1234 Washington Street | Summitville, MO | 655-000-0000 | www.summitville.com

AD# N1702A35002C 9.667 x 13  
AD# N1702A35009C PASS 6 COL. x 21

READER CAMPAIGN:

**Your Guide to Summer Camp Fun**

Read all about the best local summer camp and recreation programs right here! Our Summer Camp Guide is your go-to information and enrollment resource for all types of programs, from dance, music and theater to adventure, sports, swimming and more.

A Special Section From  
**NAME NEWSPAPER** **SUMMER CAMP GUIDE**

Arriving February 00  
Look for your copy in print or online at [www.namepaper.com/summercampguide/](http://www.namepaper.com/summercampguide/)

AD# N1702A35003C PASS 2 COL. x 5

**It's Summer Camp Sign-up Time**

Read all about the best local summer camp and recreation programs right here! Our Summer Camp Guide is your go-to information and enrollment resource for all types of programs, from dance, music and theater to adventure, sports, swimming and more.

A Special Section From  
**NAME NEWSPAPER** **SUMMER CAMP GUIDE**

Arriving February 00  
Look for your copy in print or online at [www.namepaper.com/summercampguide/](http://www.namepaper.com/summercampguide/)

AD# N1702A35004C PASS 2 COL. x 5

**Happy Campers Start Here**

Read all about the best local summer camp and recreation programs right here! Our Summer Camp Guide is your go-to information and enrollment resource for all types of programs, from dance, music and theater to adventure, sports, swimming and more.

A Special Section From  
**NAME NEWSPAPER** **SUMMER CAMP GUIDE**

Arriving February 00  
Look for your copy in print or online at [www.namepaper.com/summercampguide/](http://www.namepaper.com/summercampguide/)

AD# N1702A35005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

**Recruit More Summer Campers**

Provide your program in our Summer Camp Guide for targeted exposure to a local audience of kids and parents as they make plans for the upcoming summer season. This featured section is a go-to guide for summer camp and recreation researchers, making it the ideal place to outline your offerings and secure early enrollments.

A Special Section From  
**NAME NEWSPAPER** **SUMMER CAMP GUIDE**

Advertising Reservation Deadline: February 00  
Section Publication Date: February 00

To learn more or reserve your space, talk to us today!  
Call 000.000.0000 or email [name@namepaper.com](mailto:name@namepaper.com).

AD# N1702A35006C PASS 2 COL. x 5

**The Secret to Your Summer Camp's Success**

Provide your program in our Summer Camp Guide for targeted exposure to a local audience of kids and parents as they make plans for the upcoming summer season. This featured section is a go-to guide for summer camp and recreation researchers, making it the ideal place to outline your offerings and secure early enrollments.

A Special Section From  
**NAME NEWSPAPER** **SUMMER CAMP GUIDE**

Advertising Reservation Deadline: February 00  
Section Publication Date: February 00

To learn more or reserve your space, talk to us today!  
Call 000.000.0000 or email [name@namepaper.com](mailto:name@namepaper.com).

AD# N1702A35007C PASS 2 COL. x 5

**Get a Head Start on Enrollment Efforts**

Provide your program in our Summer Camp Guide for targeted exposure to a local audience of kids and parents as they make plans for the upcoming summer season. This featured section is a go-to guide for summer camp and recreation researchers, making it the ideal place to outline your offerings and secure early enrollments.

A Special Section From  
**NAME NEWSPAPER** **SUMMER CAMP GUIDE**

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Call 000.000.0000 or email [name@namepaper.com](mailto:name@namepaper.com).

AD# N1702A35008C PASS 2 COL. x 5

Companion WEB ADS available on MCC



N1702P36012C-●



N1702P36003C-●



N1702P36001C-●



N1702P36002C-●



N1702P36009C-●



N1702P36011C-●



N1702P36010C-●



N1702P36013C-●



N1702P36006C-●



N1702P36006C-●



N1702P36007C-●



N1702P36008C-●



N1702P36004C-●



N1702P37008C-●



N1702P37011C-●



N1702P37007C-●



N1702P37003C-●



N1702P37010C-●



N1702P37002C-●



N1702P37006C-●



N1702P37005C-●



N1702P37009C-●



N1702P37012C-●



N1702P37004C-●



N1702P37001C-●



N1702P38010C-●



N1702P38011C-●



N1702P38009C-●



N1702P38006C-●



N1702P38004C-●



N1702P38008C-●



N1702P38013C-●



N1702P38005C-●



N1702P38015C-●



N1702P38003C-●



N1702P38012C-●



N1702P38007C-●



N1702P38002C-●



N1702P38001C-●



N1702P38014C-●





N1702P39002C-●



N1702P39014C-●



N1702P39013C-●



N1702P39011C-●



N1702P39001C-●



N1702P39010C-●



N1702P39008C-●



N1702P39004C-●



N1702P39009C-●



N1702P39012C-●



N1702P39017C-●



N1702P39005C-●



N1702P39016C-●



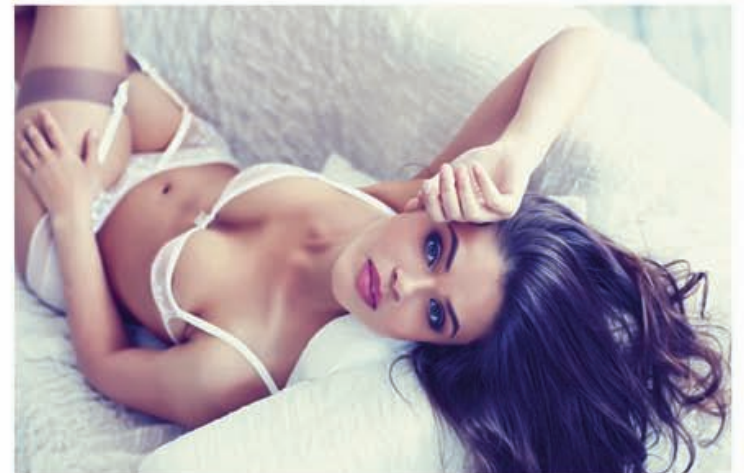
N1702P39003C-●



N1702P39015C-●



N1702P39006C-●



N1702P39007C-●

# Promote Premium Placement Opportunities With Metro AdScape

Use this ad to promote premium placement opportunities with Metro AdScape. The ad is designed to flow around the content of the page, providing a unique and eye-catching look. It is perfect for promoting high-quality advertising space and is available in a variety of shapes and sizes. The ad is easy to customize and can be used for a wide range of products and services. It is a great way to stand out from the competition and attract more attention to your business. The ad is also easy to track and measure, so you can see the results of your advertising campaign. It is a must-have for any advertiser looking to maximize their reach and impact. The ad is available for purchase on the MCC platform, where you can find a wide range of other advertising options. It is a simple and effective way to promote your business and reach your target audience. The ad is a great addition to any advertising strategy and is sure to help you achieve your goals. It is a unique and powerful tool for promoting premium placement opportunities with Metro AdScape. The ad is designed to be highly visible and memorable, ensuring that your message is seen by as many potential customers as possible. It is a great way to increase brand awareness and drive sales. The ad is also a great way to showcase your products and services in a creative and engaging way. It is a must-have for any advertiser looking to make a strong impression on their audience. The ad is available for purchase on the MCC platform, where you can find a wide range of other advertising options. It is a simple and effective way to promote your business and reach your target audience. The ad is a great addition to any advertising strategy and is sure to help you achieve your goals. It is a unique and powerful tool for promoting premium placement opportunities with Metro AdScape.

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## Usage Note:

Use this Adscape specialty ad to gain prime exposure for a Presidents' Day Sale by a carpeting business. The ad is easily adaptable for any number of advertiser categories with simple copy alterations. The ad's unique positioning and shape are sure to draw extra attention for your advertiser while gaining premium pricing for you. Introduce a new advertiser with the shaped ad and sell additional smaller-space ads to publish throughout your edition to keep the advertiser's name top-of-mind for readers.

Companion WEB ADS available on MCC

**Monumental Presidents Day SALE**

Now Through Monday, February 20, 2017

Wall-to-Wall Savings up to 40% OFF Carpet | Hardwood | Laminate | Tile

**Carpets & More**

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

AD# N1702A40001C PASS 6 COL x 21

N1702P250100C-0



## Put On Your FANCY FACE

We have all of today's best-selling beauty buys from your favorite names in the business. Stop in and stock up today!

<p><b>Name Brand Eye Color Palette</b> <b>\$19.95</b> <small>(reg. \$27.95)</small> <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> GlamIt Beauty Supply 1234 Washington Street 000-000-0000   www.namewebsite.com</p>	<p><b>Name Brand Contouring Kit</b> <b>\$12.95</b> <small>(reg. \$18.95)</small> <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> GlamIt Beauty Supply 1234 Washington Street 000-000-0000   www.namewebsite.com</p>	<p><b>Name Brand Skin Care Set</b> <b>\$29.95</b> <small>(reg. \$39.95)</small> <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> GlamIt Beauty Supply 1234 Washington Street 000-000-0000   www.namewebsite.com</p>
<p><b>Free Name Brand Lipstick</b> With Purchase of \$15 or More <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> GlamIt Beauty Supply 1234 Washington Street 000-000-0000   www.namewebsite.com</p>	<p><b>20% OFF</b> All Name Brand Hair Tools <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> GlamIt Beauty Supply 1234 Washington Street 000-000-0000   www.namewebsite.com</p>	<p><b>BOGO 50% OFF</b> Name Brand Cosmetic Brushes <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> GlamIt Beauty Supply 1234 Washington Street 000-000-0000   www.namewebsite.com</p>

**GlamIt Beauty Supply**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

Connect on social media for beauty tips, tutorials, events and more!

AD# N1702A41001C    8.5 x 11

N1702P380130C-0



## BEAUTY SMARTS

The price of beauty has never been better!  
Book your appointment today for these limited-time special savings.

<p><b>Free Haircut</b> With Any Color Service <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> SALON BELLA 1234 Washington Street 000-000-0000   www.namewebsite.com</p>	<p><b>\$10 OFF</b> Ladies' Haircut &amp; Style <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> SALON BELLA 1234 Washington Street 000-000-0000   www.namewebsite.com</p>	<p><b>\$29.95</b> Manicure/Pedicure Combo <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> SALON BELLA 1234 Washington Street 000-000-0000   www.namewebsite.com</p>
<p><b>25% Off</b> Any Waxing Service <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> SALON BELLA 1234 Washington Street 000-000-0000   www.namewebsite.com</p>	<p><b>\$49</b> 60 Minute Facial <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> SALON BELLA 1234 Washington Street 000-000-0000   www.namewebsite.com</p>	<p><b>\$5 OFF</b> Men's Haircut &amp; Style <small>Offer good while supply through 02/03/17. See details, terms and conditions here. Call details, terms and conditions here.</small> SALON BELLA 1234 Washington Street 000-000-0000   www.namewebsite.com</p>

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

Find us on social media for special offers and exclusive invitations!

AD# N1702A41002C    8.5 x 11

N1702P61032C-0



## IT'S SUMMER CAMP SIGN-UP TIME!

Sign up for an unforgettable summer where fun, friends and learning come together!

### Discovery Day Camp

**Grades K-9 Welcome**  
Morning, Afternoon & Full-Day Sessions  
Lunch & Transportation Included  
Sports | Crafts | Outdoor Play | Swimming | Music | Nature | Drama | Dance | Riding

### Summer Sessions

June 00 - July 00  
July 00 - July 00  
July 00 - August 00

### Early-Bird Enrollment Rates Now Available

Save up to \$500 when you register through February 00, 2017. Ask about additional discounts for multiple sessions and siblings!

### Open House Dates

Saturday, February 00  
Sunday, February 00  
Call or visit us online for details.

**Camp Bellemore**

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

AD# N1702A41003C    8.5 x 11

N1702P380100C-0



## Helping You Reach Recovery

As an experienced team of physical therapy, occupational therapy and sports medicine experts, our goal is to expedite our patients' recovery and enhance their well-being following injury or surgery. Step by step, our personalized treatment programs are designed to help patients regain movement and strength, so they can get back to doing what they love.

**Our areas of treatment include:**  
Neck & back pain | Joint pain | Neurological injuries | Balance disorders  
Orthopedic injuries | Sports injuries | Workplace injuries | Burn injuries

To learn more about our outpatient rehabilitation services and how we can aid your recovery, please call our office or visit us online today. We welcome most insurance and workers' comp plans, and will be happy to discuss your goals and arrange a consultation to better assess your needs.

**Horizons Physical Therapy & Rehabilitation Clinic**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1702A41004C    8.5 x 11



N1702P42001C-●



N1702P42004C-●



N1702P42003C-●



N1702P42011C\*-○



N1702P42002C-●



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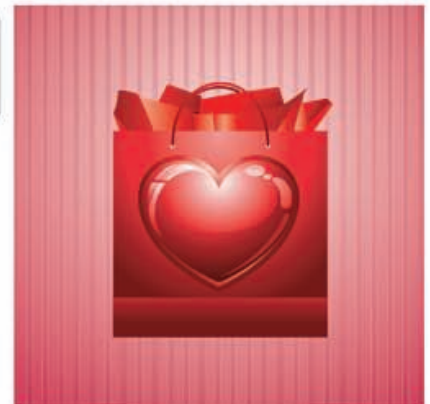
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N1702P42009C\*-○



N1702P42008C\*-○



N1702P42006C\*-○  
N1702P42007C\*-○

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

**Why shopping locally is the smart way to go:**

- + It helps strengthen our local economy.
- + It reduces pollution and saves you gas money.
- + It helps create local jobs and opportunities.
- + It helps local businesses give back to our community.
- + It helps make our town a better place to live, work and do business!



# Think Local...

## "SHOP LOCAL" SUPPORT

This month, see a full-page of coupon ads that demonstrate the community draw of your publication as readers redeem them as a show of shop-local support. There is also an alternative tab size available in MCC.

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

N1702P26010C

**For Hot Footwear Trends**

Shoe Spot  
Save **10% Off**  
Your Next Total Purchase

Great prices every day on the latest styles for men and women

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

Coupon required. Expires 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

**For That Perfect Date Dress**

The Runway  
Save **\$5 Off**  
Your Purchase of \$30 or More

Fab fashion finds for work and play

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

Coupon required. Expires 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

**For Great Gift Ideas**

Mementos Boutique  
Save **20% Off**  
Any Single Item

Little indulgences to make every occasion memorable

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

Coupon required. Expires 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

**For Authentic Italian Cuisine**

Ristorante Napoli  
BOGO **50% Off**  
Any Entree or Pizza

wood-fired pizza • handmade pasta • Italian grill

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

Coupon required. Expires 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

**For Happy Hour Fun**

Mitch's Bar & Grill  
Free Appetizer  
With Purchase of Two or More Beverages

Your local spot for craft beer, cocktails and great food

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

Coupon required. Expires 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

**For Fresh & Beautiful Flowers**

Hyacinth Florist  
Save **\$5 Off**  
Your Purchase of \$15 or More

floral arrangements • special events • gift baskets

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

Coupon required. Expires 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

**For Consignment Shopping**

Second Time Around  
Save **15% Off**  
Your Total Purchase

furniture • housewares • apparel • accessories

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

Coupon required. Expires 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

**For Head-to-Toe Beauty**

Salon Adella  
Save **25% Off**  
Any Single Service

A full-service salon for men and women.

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

Coupon required. Expires 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

AD# N1702A43002C  
PASS 3 COL x 3.25

AD# N1702A43004C  
PASS 3 COL x 3.25

AD# N1702A43006C  
PASS 3 COL x 3.25

AD# N1702A43008C  
PASS 3 COL x 3.25

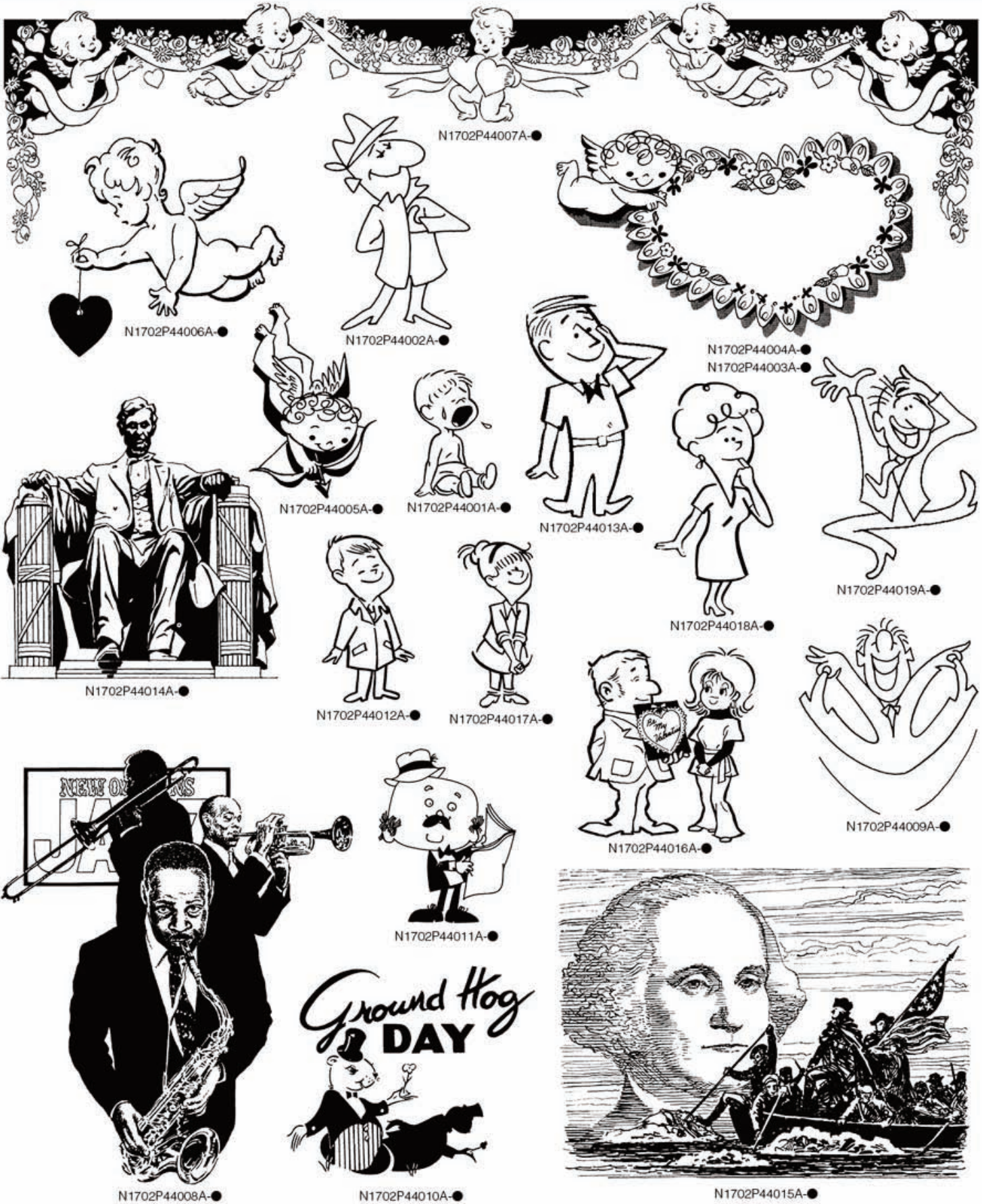
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PASS 3 COL x 3.25

AD# N1702A43005C  
PASS 3 COL x 3.25

AD# N1702A43007C  
PASS 3 COL x 3.25

AD# N1702A43009C  
PASS 3 COL x 3.25

AD# N1702A43001C PASS 6 COL x 21  
AD# N1702A43010C 10 x 13





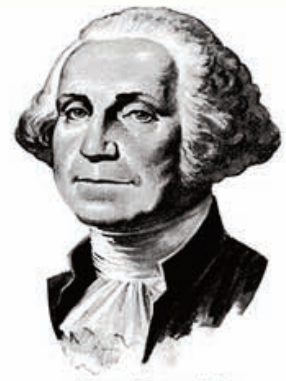
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N1702P45002A-●



N1702P45008K-●



N1702P45009K-●



N1702P45020A-●



N1702P45003A-●



N1702P45017A-●



N1702P45004A-●  
N1702P45005A-●



N1702P45006A-●  
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N1702P45015A-●



N1702P45016A-●



N1702P45018A-●



N1702P45010A-●



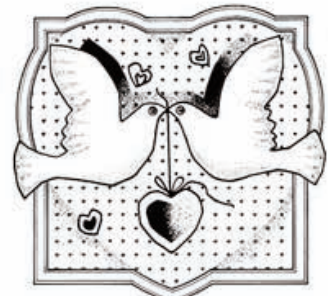
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N1702P45013A-●



N1702P45012A-●



N1702P45019A-●



N1702P45014A-●

Bonus images available in the MCC Creative Library:



N1702P46006C-●



N1702P46004C-●



N1702P46005C-●



N1702P46001C-●



N1702P46002C-●



N1702P46003C-●

## 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 the MCC Editorial Library. If you like what you see, call **800-223-1600** or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



Bonus images available in the MCC Creative Library:



N1702P47006C



N1702P47003C



N1702P47004C



N1702P47007C



N1702P47005C



N1702P47002C



N1702P47001C

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



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL x 5



PASS 2 COL x 5



N1702P48008C-●



N1702P48009C-●



N1702P48002C-●



N1702P48004C-●



N1702P48007C-●



N1702P48001C-●



N1702P48006C-●



N1702P4800xC-●



N1702P48005C-●



N1702P49002C-●



N1702P49001C-●



N1702P49004C-●



N1702P49003C-●



N1702P49009C-●



N1702P49007C-●



N1702P49008C-●



N1702P49006C-●



N1702P49005C-●



N1702P49010C-●



N1702P50007C-●

### Usage Notes:

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

(MCC Creative Library / Image Type: Background)



N1702P50009C-●



N1702P50001C-●



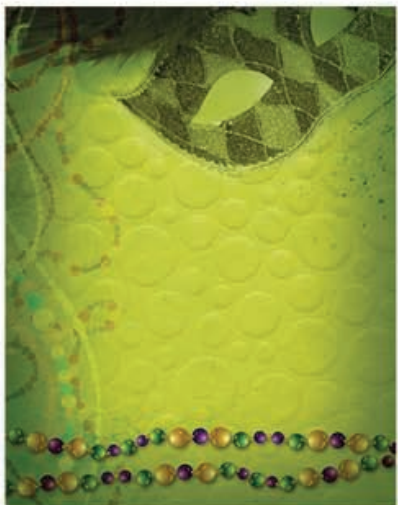
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N1702P50005C-●



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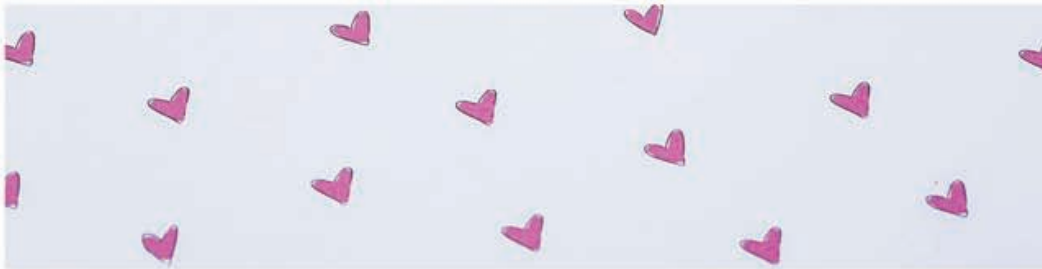
N1702P51001C



**Usage  
Suggestions:**

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for all types of Valentine's Day promotions, from gifts to dining to twofer deals... and more.

N1702P51002C



N1702P51003C



N1702P51004C



N1702P51005C



N1702P51006C





N1702P52003C\*-O



N1702P52004C\*-O



N1702P52001C\*-O



N1702P52002C\*-O



N1702P52019C\*-O



N1702P52020C\*-O



N1702P52016C\*-O



N1702P52017C\*-O



N1702P52007C\*-O



N1702P52018C\*-O



N1702P52006C\*-O



N1702P52015C\*-O



N1702P52008C\*-O



N1702P52005C\*-O



N1702P52010C\*-O



N1702P52011C\*-O



N1702P52009C\*-O



N1702P52013C\*-O



N1702P52012C\*-O



N1702P52014C\*-O



N1702P53007C\*-O



N1702P53009C\*-O



N1702P53008C\*-O



N1702P53002C\*-O



N1702P53006C\*-O



N1702P53003C\*-O



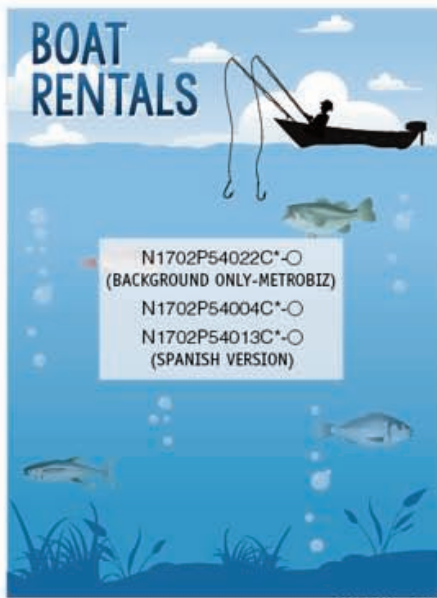
N1702P53004C\*-O



N1702P53005C\*-O



N1702P53001C\*-O



**Usage Note:**

These frame-and-heading ad starters are also presented as frames without headings for you to use in your pages and ads. They can also be used as background letterhead templates for customers of your printing business. Plus, you can repurpose them to use in HTML e-mail for newsletters and messages that require extra attention.

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







MCC KEYWORD HINT: Bakery  
N1702P55007C-●



MCC KEYWORD HINT: Handyman  
N1702P55008C-●



MCC KEYWORD HINT: Jeweler  
N1702P55009C-●



MCC KEYWORD HINT: Pet Sitter  
N1702P55010C-●



MCC KEYWORD HINT: Music Center  
N1702P55011C-●



MCC KEYWORD HINT: Florist  
N1702P55012C-●

### Usage Note:

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

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

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

The banner-style frames can be used for top- or bottom-of-the-page print ads

or repurposed for Web banners. Look for more seasonal and timely subjects throughout the year.



N1702P55001C\*-○



N1702P55002C\*-○



N1702P55003C\*-○



N1702P55004C\*-○



N1702P55005C\*-○



N1702P55006C\*-○



MCC KEYWORDS: ICON SET, CAMPING  
N1702S56001C\*-O



MCC KEYWORDS: ICON SET, FISHING  
N1702S56002C\*-O



MCC KEYWORDS: ICON SET, MARDI GRAS  
N1702S56003C\*-O



MCC KEYWORDS: ICON SET, WINTER  
N1702S56006C\*-O



MCC KEYWORDS: ICON SET, VACATION  
N1702S56005C\*-O



MCC KEYWORDS: ICON SET, SPRING  
N1702S56004C\*-O



N1702P57021C\*-O

N1702P57022C\*-O

N1702P57023C\*-O



N1702P57024C\*-O



N1702P57025C\*-O

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N1702P57027C\*-O

N1702P57028C\*-O



N1702P57029C\*-O



N1702P57030C\*-O

N1702P57031C\*-O

N1702P57032C\*-O



N1702P57033C\*-O



N1702P57034C\*-O

N1702P57035C\*-O

N1702P57036C\*-O



N1702P57001C\*-O



N1702P57002C\*-O

N1702P57003C\*-O

N1702P57004C\*-O

N1702P57005C\*-O



N1702P57015C\*-O



N1702P57016C\*-O

N1702P57018C\*-O

N1702P57017C\*-O

N1702P57019C\*-O



N1702P57006C\*-O



N1702P57007C\*-O



N1702P57008C\*-O



N1702P57009C\*-O



N1702P57010C\*-O



N1702P57011C\*-O



N1702P57012C\*-O



N1702P57013C\*-O



N1702P57014C\*-O

MCC Creative Library /  
Image Type: Border, Icon Set  
or Object



MCC KEYWORDS: ICON SET, VALENTINE'S DAY  
N1702S57037C\*-O



N1702P58009C-●  
N1702P58010C\*-○



N1702P58002C-●



N1702P58001C-●



N1702P58003C-●



N1702P58011C\*-○



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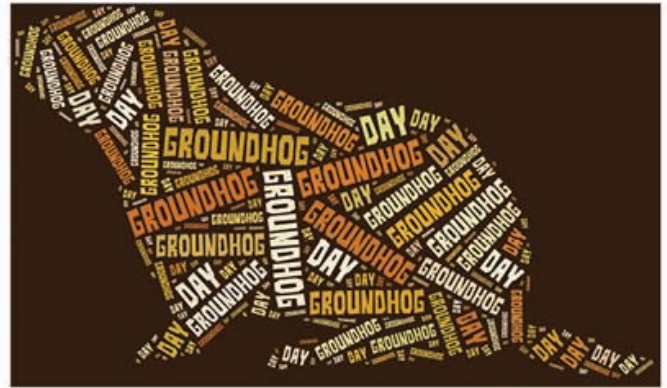
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N1702P59006C\*-○



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N1702P59015C\*-○



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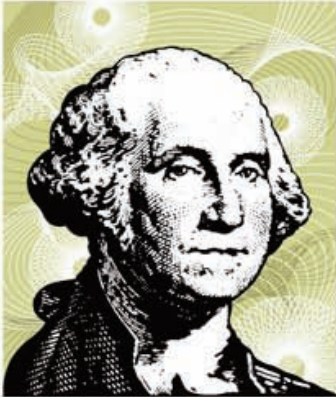
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N1702P60017C\*-○



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N1702P60006C\*-○



N1702P60010C\*-○



N1702P60009C\*-○



N1702P60013C\*-○  
N1702P60014C\*-○



N1702P60015C\*-○



N1702P60011C\*-○



N1702P60018C\*-○



N1702P60012C\*-○



N1702P61006C-●



N1702P61001 C-●



N1702P61004C-●



N1702P61035C-●



N1702P61005C-●



N1702P61002C-●



N1702P61003C-●



N1702P61030C\*-○



N1702P61027C\*-○



N1702P61010C\*-○



N1702P61009C\*-○



N1702P61014C\*-○



N1702P61026C\*-○



N1702P61011C\*-○



N1702P61016C\*-○



N1702P61015C\*-○



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N1702P61021C\*-○



N1702P61012C\*-○



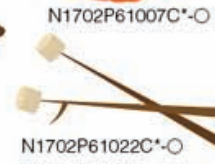
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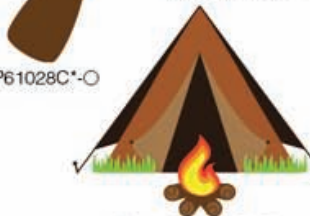
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N1702P61018C\*-○



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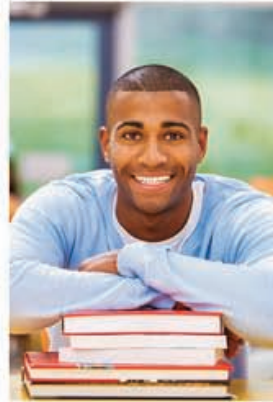
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N1702P62002C-●



N1702P62006C-●



N1702P62010C-●



N1702P62008C\*-○



N1702P62007C\*-○



N1702P62013C\*-○



N1702P62016C\*-○



N1702P62017C\*-○



N1702P62018C\*-○



N1702P62009C\*-○



N1702P62015C\*-○



N1702P62012C\*-○



N1702P62011C\*-○



N1702P62014C\*-○





N1702P63013C-●



N1702P63015C-●



N1702P63017C-●



N1702P63012C-●



N1702P63014C-●



N1702P63016C-●



N1702P63010C-●



N1702P63006C-●



N1702P63007C-●



N1702P63018C-●



N1702P63004C-●



N1702P63003C-●



N1702P63001C-●



N1702P63002C-●



N1702P63011C-●



N1702P63008C-●



N1702P63009C-●



N1702P63005C-●



N1702P64009C-●



N1702P64002C-●



N1702P64003C-●



N1702P64001C-●



N1702P64005C-●



N1702P64006C-●



N1702P64011C-●



N1702P64004C-●



N1702P64012C-●



N1702P64007C-●



N1702P64008C-●



N1702P64010C-●

**That's Amore!**

Wood-fired pizza, fresh pasta, authentic Italian sauces... what's not to love?

Reserve now for Valentine's Day!  
Now serving wine and beer.

**Italian Kitchen**  

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

AD# N1702A65001C PASS 2 COL. x 5

N1702P21007C

**Celebrate Your Love**

Make a toast to romance with today's happens for Valentine's Day!

Name Brand Brut Champagne \$16.95 reg. \$19.95	Name Brand Rose Champagne \$29.95 reg. \$39.95
Name Brand Prosecco \$12.95 reg. \$17.95	Name Brand Cava \$14.95 reg. \$19.95

Sale ends February 02, 2017. List details, terms and conditions here.

**Central Liquors**

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

AD# N1702A65002C PASS 2 COL. x 5

N1702P21005C

**Be Our Valentine**

**Valentine's Day Dinner for Two**

Enjoy four gourmet courses with optional wine pairing. **\$70 per couple**

Reserve Today  

**Millbrook Restaurant**

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

AD# N1702A65003C PASS 2 COL. x 5

N1702P20022C

**In the Mood for Great Food?**

Make your reservation today for a delicious and romantic Valentine's Day dinner!

**Garnet Cafe**

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

AD# N1702A65004C PASS 2 COL. x 5

N1702P64010C

N1702P64012C

**Dine Your Heart Out This Valentine's Day**

**3-Course Dinner with Champagne Toast \$39 per guest**

Choose from chef's specialties like herb-crusted sea bass, chicken mornels and steak au poivre, served with your choice of fresh soup or salad and decadent dessert.

Reservations recommended  

**Rustica Bistro**

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

AD# N1702A65005C PASS 2 COL. x 5

N1702P64002C

N1702P21016C

**Our Treat**

Complimentary Shared Dessert with purchase of any two entrees Now Through Valentine's Day

Put the finishing touch on your Valentine's Day celebration with a decadent dessert compliments of our pastry chef!

Reservations Welcome  

**River's Edge Restaurant**

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

AD# N1702A65006C PASS 2 COL. x 5

N1702P64009C

**Wine & Dine Your Valentine**

**Cottage Restaurant**

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



**Valentine's Day Sweetheart Special \$49.99 per couple**

Your choice of entree served with soup or salad, Chicken Parmigiana | Pasta Primavera | Grilled Salmon | Beef Wellington includes a complimentary glass of wine and shared dessert!

Book your reservation to enjoy this special menu Saturday through Tuesday, February 11-14.

**Roma Cucina** 

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

AD# N1702A65007C PASS 2 COL. x 5

N1702P20018C

N1203P46009C

**Start an Italian Love Affair This Valentine's Day**

Try our delicious grilled entrees, casseroles and hand-tossed pizza!

Reservations welcome

**Pasta & Salad Dinner Special \$14.95**

penne alla vodka | fettuccine alfredo | spaghetti carbonara | lasagna | ravioli | pesto linguine | spaghetti bolognese | baked ziti | cavatelli with garlic & oil

**Roma Cucina** 

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

AD# N1702A65008C PASS 2 COL. x 5

N1702P64005C

N1203P46009C

**The Icing on Your Valentine's Day**

custom cakes  
gourmet cupcakes  
assorted cookies  
brownies & blondies  
Italian pastries  
fresh bread

Call ahead for fast and easy pickup!

Try our red velvet cake and cupcakes this Valentine's Day!

**The Bake Shop**  

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

AD# N1702A65009C PASS 2 COL. x 5

N1702P64008C



N1702P66016C-●  
RED WINE



N1702P66001C-●  
BLUEBERRIES



N1702P66003C-●  
BLUEBERRIES



N1702P66011C-●  
HOT BREAKFAST



N1702P66019C-●  
JAR OF PICKLES



N1702P66021C-●  
CHEESE FRIES



N1702P66010C-●  
SWEET POTATOES



N1702P66018C-●  
TORTELLINI



N1702P66006C-●  
GRAPEFRUIT JUICE



N1702P66014C-●  
CANNED FOOD



N1702P66026C-●  
STACK OF PANCAKES



N1702P66025C-●  
PANCAKES



N1702P66004C-●  
PEARS



N1702P66020C-●  
BAGELS & LOX



N1702P66024C-●  
PANCAKES



N1702P66007C-●  
ALMONDS



N1702P66002C-●  
BERRIES



N1702P66012C-●  
CHERRY PIE



N1702P66039C-◇  
PICKLES



N1702P66037C-◇  
CHILI



N1702P66041C-◇  
CHERRIES



N1702P66032C-◇  
BOX OF CHOCOLATES



N1702P66009C-●  
VALENTINE'S DAY CANDY HEARTS



N1702P66013C-●  
CHERRY PIE



N1702P66036C-◇  
HOT BREAKFAST



N1702P66027C-◇  
TRAIL MIX



N1702P66030C-  
CHOCOLATE COVERED  
STRAWBERRY



N1702P66022C-●  
PIZZA



N1702P66005C-●  
MIXED VEGETABLES



N1702P66035C-◇  
BREAKFAST



N1702P66034C-◇  
SWEET POTATOES



N1702P66029C-◇  
GRAPEFRUIT JUICE



N1702P66038C-◇  
RED WINE



N1702P66023C-●  
ASSORTED PIZZA



N1702P66008C-●  
BOX OF CHOCOLATES



N1702P66017C-●  
TORTELLINI SOUP



N1702P66033C-◇  
VALENTINE'S DAY MONKEY



N1702P66028C-●  
FLAX SEED



N1702P66015C-●  
BOWL OF POPCORN

N1702P22022C\*-O

N1702P66032C\*-O

N1702P66031C\*-O

N1702P24001C\*-O

# LOVE, LOVE, LOVE THESE DEALS!



Fresh  
Strawberries  
**\$1.99** pint



Ruby Red  
Grapefruits  
**3 for \$1**



Gifts From  
Our Floral  
Department

12 Red Roses  
**\$14.99**

While supplies last!

Boxed Chocolates  
**\$4.99** & up

Name Farm New  
York Strip Steak  
**\$4.79** lb.

Fresh Atlantic  
Salmon Filets  
**\$8.99** lb.

Name Farm Boneless  
Chicken Breasts  
**\$2.19** lb.

Jumbo  
Raw Shrimp  
**\$4.99** lb.

Name Brand  
Organic Soups  
16 oz. varieties  
**\$1.79**

Name Brand  
Hearth Breads  
24 ct. varieties  
**\$2.19**

Name Brand  
Pasta Sauce  
24 oz. varieties  
**\$2.19**

Vine-Ripened  
Tomatoes  
locally grown  
**79¢** lb.

Name Brand  
Greek Yogurt  
6 oz. varieties  
**99¢**

Name Brand  
Salad Blends  
12 oz. varieties  
**\$1.89**



## ValueSmart Grocery

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Advertised offers good through February 09, 2017. 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# N1702A67001C

PASS 6 COL. x 10

N1702P63018C\*-O  
N1702P63004C\*-O

# Bakery Department Specials

N1702P67001C\*-O

# Bulk Food Specials

N1702P67002C\*-O

# Grocery Aisle Specials

N1702P67003C\*-O



N17021P68001C-●



N17021P68002C-●



N17021P68003C-●



N17021P68004C-●



N17021P68024C-●



N1702P68022C\*-○



N1702P68021C\*-○



N1702P68023C\*-○



N1702P68016C\*-○



N1702P68015C\*-○



N1702P68005C\*-○



N1702P68006C\*-○



N1702P68013C\*-○



N1702P68008C\*-○



N1702P68011C\*-○



N1702P68012C\*-○



N1702P68009C\*-○



N1702P68010C\*-○



N1702P68007C\*-○



N1702P68025C\*-○



N1702P68014C\*-○

**Passion**  
Saint-Valentin  
(VALENTINE'S DAY PASSION)  
N1702P68020C\*-○

**Prêts pour la relâche?**  
(READY FOR SPRING BREAK?)  
N1702P68019C\*-○

**Finances organisées, retraite dorée**  
(ORGANIZED FINANCES MEAN GOLDEN RETIREMENT)  
N1702P68017C\*-○

**Invitez l'érable à votre table**  
(INVITE MAPLE PRODUCTS TO YOUR TABLE)  
N1702P68018C\*-○



N1702P69001C



N1702P69002C



N1702P69003C



N1702P69004C



N1702P69005C



N1702P69006C

Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
Name Sponsor	Name Sponsor	Name Sponsor	Name Sponsor	Name Sponsor	Name Sponsor
Advertiser Suggestion				Advertiser Suggestion	Advertiser Suggestion
Name Sponsor	<p><b>E</b>lvis Presley's early home and the first of his records were recorded in Alberta. He was born in Tupelo, Mississippi, but he spent his childhood in Memphis, Tennessee. He moved to Alberta in 1956 to record his first album. He was a huge success in the province, and he was named the most popular artist in the province. He was a huge success in the province, and he was named the most popular artist in the province.</p>			Name Sponsor	Advertiser Suggestion
Advertiser Suggestion	<p>Alberta's landscape is a study in contrasts, featuring high mountains and expansive prairie, and verdant forests and desert badlands. There are mountains in the north, with the Rocky Mountains and the Canadian Rockies. The climate is a mix of continental and maritime, with the warm waters of Lake Louise and the cold waters of Lake Athabasca. The province is a mix of continental and maritime, with the warm waters of Lake Louise and the cold waters of Lake Athabasca.</p>			Advertiser Suggestion	Name Sponsor
Name Sponsor	<p>Alberta's landscape is a study in contrasts, featuring high mountains and expansive prairie, and verdant forests and desert badlands. There are mountains in the north, with the Rocky Mountains and the Canadian Rockies. The climate is a mix of continental and maritime, with the warm waters of Lake Louise and the cold waters of Lake Athabasca. The province is a mix of continental and maritime, with the warm waters of Lake Louise and the cold waters of Lake Athabasca.</p>			Advertiser Suggestion	Name Sponsor



N1702P69008C



N1702P69009C



N1702P69010C



N1702P69011C



N1702P69012C



N1702P69013C

Advertiser Suggestion	Advertiser Suggestion
Name Sponsor	Name Sponsor
Advertiser Suggestion	
Name Sponsor	
1234 Main Street   Corner 10th Street   000-000-0000   <a href="http://www.northernad.com">www.northernad.com</a>	
AD# N1702A69002C	PASS 6 COL x 21
AD# N1702A69001C	10 x 13

**USAGE NOTE:**  
To help you with your ongoing Canada at 150 promotions in 2017, Metro presents this series of multiple-sponsor layouts. Each layout is anchored by informative copy that highlights each of the provinces and territories. You can sell them as a 13-week package, and publish one layout per week, or combine them in a series of pages or in a section. For your convenience, each layout is available for download in MCC in full-page broadsheet size as well as tabloid.



N1702P69007C

MCC KEYWORD HINT: week2

This is your illustration and copy for February 9, 2017.

N1702P70006C\*-O  
N1702P70002C\*-O



## Save Something for a Rainy Day

*"Say something for poverty, but don't look long enough at who's getting things in summer to a profit aim, but do also sleep during winter to a dignified aim."  
—Proverbs 14:18*

The advice to save something for a rainy day probably has its roots in agricultural traditions, since we can't harvest our crops in rainy weather, and too much rain can threaten the entire crop. Likewise, most people's needs are better during sunny weather than when it's raining, which suggests that during the sunny times we feel our resources are growing and someone is depending during the rainy times. Though most of us no longer work in agriculture, we still feel how apt the advice is. It is natural to feel more secure when our bank account is growing and our investments are doing well, and to feel anxious as our bank account declines and our investments take a hit. While we shouldn't worry too much about our bank accounts or other material things—after all, it shows faith and trust in God when we can live like the birds of the air and the lilies of the field—we must know that winter is coming, and if you haven't stored up some food for the winter for some money in the bank, you'll soon be begging a handout. And while there is nothing inherently wrong with asking for help, it's always better to be on the giving rather than the receiving end of a handout. So be diligent in your work, and create a plan, such as a direct deposit, to save a little bit from every paycheck for that rainy day. — Christopher Simon

AD# N1702A70002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for February 16, 2017.

N1702P70008C\*-O  
N1702P70004C\*-O



## Learn Something New Every Day

*"The best of the discerning acquire knowledge for the use of the wise seek it out."  
—Proverbs 18:15*

The advice to learn something new every day is akin to saving something for a rainy day since skills and knowledge are powerful tools which we will someday need. We just don't know when. You never know when those Spanish classes will pay off, but you can rest assured that you will eventually run into someone who speaks Spanish but doesn't speak English. Learning also satisfies what psychologists call "intrinsic drives," that is, drives such as curiosity and a desire for novelty which make us more open to the world around us and more competent in our interactions with the world. A former professor of mine used to say that knowledge was like the empty bags from the grocery store that we keep under the sink. We don't know when, but we know we will eventually use them. So, besides the inherent joy and interest that comes from learning something new, it's money in the bank that will pay healthy dividends. — Christopher Simon

AD# N1702A70001C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for February 23, 2017.

N1702P70007C\*-O  
N1702P70003C\*-O



## Exercise Every Day

*"Do you not know that your bodies are temples of the Holy Spirit, who is in you, whom you have received from God? You are not your own; you were bought at a price. Therefore honor God with your bodies."  
—1 Corinthians 6:19-20*

The advice to exercise every day is related to protecting our physical health, but exercise is so important for our overall well-being that we should also bring it to mind for its mental and emotional benefits. By now, we probably all know the witty remark that "getting in the new smoking." Most of us who don't want to be part of the new smoking, but some of us still do a lot of sitting. On the other hand, "standing desks" and even "bicycle desks" are becoming common in many workplaces. Many workplaces also have exercise rooms or allow workers to take exercise breaks during the day. Our bodies are designed to move, and if we don't do a bit of movement every day, we're going to get weak and flabby. Exercise doesn't have to be strenuous to be good, most of us are not destined to be Olympians. But considering that the human body is designed to walk efficiently, it shouldn't surprise us that walking is great exercise. The human body is also well-designed for swimming, throwing things, and locomotion in general. So get out of that chair and move your body. It's important to find something that you enjoy enough for it to become a habit, and then you will be well on your way to living the healthy life that God desires for you. — Christopher Simon

AD# N1702A70003C PASS 2 COL. x 5.25



N1702P70011C\*-O



N1702P70012C\*-O

# LENT

N1702P70010C\*-O

N1702P70005C\*-O  
N1702P70001C\*-O

MCC KEYWORD HINT: week1

This is your illustration and copy for February 2, 2017.



N1702P70013C\*-O  
N1702P70014C\*-O



N1702P70015C\*-O  
N1702P70016C\*-O

N1702P70009C\*-O

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AD# N1702A70005C PASS 6 COL. x 7

## Protect Your Health

*"Dear friend, I pray that you may enjoy good health and that all you do go with you, even as your soul is getting along well."  
—John 12:10*

The advice to protect your health might seem obvious, but then why do so many of us engage in unhealthy lifestyles? Most of us eat too much and exercise too little. We ignore our need for sleep, we drive carelessly, and otherwise adopt lifestyles which put our health at risk. Good health is both intrinsically and extrinsically good. That is, it is inherently good, or good in and of itself, but it is also good as a means to other ends, such as happiness. It is difficult to be happy if you are sick or simply living a very unhealthy life, and without good health it is almost impossible to enjoy the other good things in life. So protect your health as one of life's greatest assets, and if you are neglecting any of the major contributors to good health, make a genuine effort to work on them. Don't rationalize your bad health habits by thinking that experts disagree on these issues. There may be disagreement on some of the details of healthy living, but there is broad consensus on the essentials of healthy living. Eat a variety of healthy foods, exercise daily, get enough sleep every night (and have a regular sleep schedule), avoid dangerous activities, such as driving while distracted or not wearing a seatbelt, and avoid dangerous drugs. It's pretty simple, and the benefits of healthy living are irrefutable. — Christopher Simon

AD# N1702A70004C PASS 2 COL. x 5.25

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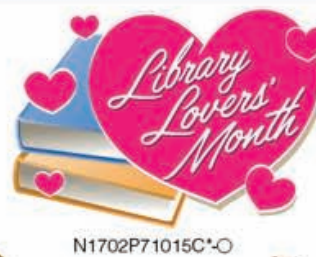
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Use special event headings to launch or expand promotional opportunities for your advertisers. Use them in ads as a springboard to larger promotions, sections or full-page developments.

(MCC Creative Library / Keyword: Event / Image Type: heading).





N1702P72028C\*  
(Police Woman)



N1702P72003C\*  
(Fireplace)



N1702P72002C\*  
(Fireplace)



N1702P72001C\*  
(Fireplace)



N1702P72005C\*  
(Matches)



N1702P72006C\*  
(Lighter Fluid)



N1702P72021C\*  
(Birch Tree Background)



N1702P72022C\*  
(Birch Tree Border)



N1702P72009C\*  
(Fireplace Poker)



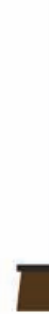
N1702P72010C\*  
(Fireplace Log Lifter)



N1702P72007C\*  
(Fireplace Shovel)



N1702P72004C\*  
(Matches)



N1702P72008C\*  
(Fireplace Brush)



N1702P72011C\*  
(Firewood)



N1702P72020C\*  
(Propane Truck)



N1702P72012C\*  
(Firewood)



N1702P72027C\*  
(Business Sale)



N1702P72025C\*  
(Lumberjack)



N1702P72024C\*  
(Lumberjack)



N1702P72023C\*  
(Lumberjack)



N1702P72014C\*  
(Armed Robbery)



N1702P72013C\*  
(Armed Robbery)



N1702P72018C\*  
(Tornado)



N1702P72026C\*  
(Store Closing)



N1702P72019C\*  
(Power Outage)



N1702P72015C\*  
(Shooting)



N1702P72017C\*  
(Fire)



N1702P72016C\*  
(Shooting)

# 2017 THEME SCHEDULE

## FULLY-TEMPLATED ONLINE AND PRINT SPECIAL SECTIONS

Expand your print and digital ad sales with a coordinated sections program. Each month, Metro delivers new section opportunities filled with fresh content and ready-to-sell ad positions. Contact us today to get started with Metro's fully-templated print and online sections: 800.223.1600, service@metro-email.com.



### JANUARY PACKAGE | Available 11/21/16

**Weddings**  
**Health, Mind & Body**  
**The New Year\***



### JULY PACKAGE | Available 5/19/17

**School Year**  
**Bridal Guide**  
**Fun & Games\*\***  
**On the Grill\***



### FEBRUARY PACKAGE | Available 12/20/16

**Spring Home**  
**Green Living**  
**Valentine's Day\***



### AUGUST PACKAGE | Available 6/20/17

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



### MARCH PACKAGE | Available 1/20/17

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



### SEPTEMBER PACKAGE | Available 7/20/17

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



### APRIL PACKAGE | Available 2/21/17

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



### OCTOBER PACKAGE | Available 8/21/17

**Drive & Ride**  
**Holiday Gifts & Lifestyle**  
**Halloween**  
**Local Professionals Guide\*\***



### MAY PACKAGE | Available 3/20/17

**Family Life**  
**Women Today**  
**Communions & Confirmations\***



### NOVEMBER PACKAGE | Available 9/20/17

**Giving Back**  
**Dining & Entertaining**  
**Pet Friendly\***



### JUNE PACKAGE | Available 4/20/17

**How-To**  
**Health & Wellness**  
**Coloring for Adults/All Ages\*\***  
**Summer Fun\***



### DECEMBER PACKAGE | Available 10/20/17

**Financial Planning**  
**Resolutions**  
**Distinctive Properties**



PP. 01-72

### METRO NEWSPAPER SERVICE

February MNS has a heart-felt selection of ready-to-sell sales opportunities for Groundhog Day, Valentine's Day, Presidents' Day, Mardi Gras, shop local, Black History Month, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 73-80

### MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with February's MSAL spec ads for Home Improvement and Real Estate advertisers. Presented in this book and available to view online in the MSAL SearchBook®, every ad is also available in MiAD Wizard so you can immediately personalize ads to present and close more sales.



JANUARY Issue  
PP. 81-93

### CAMPAIGNS & CLASSIFIED

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

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