

CREATE. SELL. PROFIT.

# METRO<sup>®</sup>

CREATIVE SERVICES



### HEART HEALTH

Pump up revenue with content for heart-healthy medical and lifestyle advertisers



### SPRINGTIME

Get a head start on spring sales with home improvement ads, Groundhog Day promotions, a spring coloring book and more



### SUMMER CAMP

Everything you need to sign up more summer camp and recreation advertisers



### MiAD Spec Ad Library PP. 45-52:

Dozens of ready-to-sell spec ads for spring home and green living advertisers – MiAD Wizard-enabled!

Enjoy sweet, sweet profits with a fresh batch of **VALENTINE'S DAY** ads, images, pages and ideas your local advertisers will love!

## VALENTINE'S DAY



**ON THE COVER:**  
N1802P46010C  
Use this image to whip up ads for bakeries, grocers, restaurants or baking supply stores, or create a "sweet treats" coupon guide for various Valentine's Day advertisers.

**February has all you need to attract a wealth of advertisers this Valentine's Day!**

- Help restaurant advertisers promote "reservations for romance" (14, 38, 39).
- An eye-catching full-page layout incorporates Valentine's Day fun facts and figures with a premium sponsor ad spot (39).
- *Single Sheets* spotlight flowers and candy (33).
- Engage business from multiple advertisers with a themed doubletruck directory (49).
- A full-page *Marketplace* incorporates spec ads for a jeweler, gift shop, gourmet market, clothing boutique and restaurants (14).
- Expand Valentine's Day sales with ads for lingerie, watches, jewelry and travel, all top advertiser categories for February (08, 09).



## HEART HEALTH



**February is Heart Health Month, American Heart Month and Women's Heart Week (68), which can also provide a complement to your Valentine's Day advertising and special sections!**

- Approach medical advertisers, such as a cardiologist or specialized hospital, with an ad for "complete cardiac care" (40).
- Heart health also presents a great angle to target business from lifestyle advertisers, such as fitness centers and weight-loss programs, who may want to run special offers in conjunction with these events (08, 61).
- Restaurant advertisers can also be included with features like heart-healthy menu options and specials (38).
- Find additional images and headings to create more ads on this topic (21).



## SPRINGTIME



**It's almost springtime! Get a head start on the season with ample content to jump start sales.**

- Focus on home advertisers with fresh ads and images. A full-page furniture ad promotes a spring-themed sale. A *Single Sheet* invites home and garden shoppers to "welcome spring" with special offers on outdoor furniture, planting essentials and the like (33, 60).
- A series of beautiful floral coloring panels are perfect for creating a Spring Coloring Book. Find a *Themed Event Package* to promote the section and recruit advertisers (11, 30).
- Groundhog Day pops up on February 2, presenting a fun way to approach advertisers with spring-themed ads and promotions (34, 61)!



## SUMMER CAMP



**Don't forget to sign up summer camp advertisers during registration season!**

- Create a Summer Camp Guide using this month's *Themed Event Package* content (10).
- A *Single Sheet* ad is a great way for a camp to lay out all the details of its programs to parents of potential campers (33).
- Another ad promotes "the summer camp experience they've been waiting for all year" along with early-bird registration discounts (61).
- Use additional images and headings provided to create more ads for all types of day and sleepaway camp programs and sign-up fairs, as well as family campgrounds, camping gear advertisers and summertime activities (35).
- Then invite those advertisers to participate in a "Summer of Fun Giveaway Contest" (05)!



## PETS



**Pet spending and industry growth continue to climb, making it a win-win focus for your publication at any time of the year.**

- Spearheading a pet expo event is a great way to involve local pet businesses as vendors and advertisers in a special section. Use this month's *Themed Event Package* to get started (13).
- Find a promotional ad for a pet expo featured in this month's *Community Calendar*, as well as an ad for "a wag-worthy lineup of quality pet care products" (19).
- Approach veterinary advertisers with promotions surrounding Pet Dental Health Month and Spay/Neuter Awareness Month (09, 68).
- Finally, run a fun Valentine's Day photo contest for readers and their "sweetheart pets" (05).



## FEBRUARY PROMOTIONAL OPPORTUNITIES



**Here are a few more great ways to attract revenue this February!**

- Presidents' Day is February 19. Present potential advertisers with a "dollar deals" promotional idea featuring BOGO \$1 specials. Find headings and images to create additional ads and related promotions (23, 40).
- Chinese New Year begins on Friday, February 16, giving businesses an opportunity to run weekend-long sales and events. Find an ad for a Lunar New Year restaurant buffet and more images to celebrate the Year of the Dog (31, 37, 61).
- Last month's coverage of Mardi Gras continues leading up to Fat Tuesday on February 13 (31).
- Use images celebrating Black History Month to create promotions for community events and observances (22).
- Other popular topics to note this month include wine, spring sports and spa treatments (09, 12, 20, 41, 44).



## FEBRUARY CUSTOMER REQUESTS

FIND THIS MONTH'S CUSTOMER-REQUESTED ART ON PAGE 69!



N1802P69018C

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

**SUDOKU**

Fill in the Numbers

Like puzzles? Then you'll love Sudoku. This mind-bending logic puzzle uses numbers 1-9. You'll start with the numbers you already see and fill in the rest. It's a challenge, but you'll love it!

7								
8			4					
	7		3	1				
1	2							
9			7	4				
3	6				9			
5		9		6				
4			7	9	3			
7			2					

How to Play: Sudoku puzzles are formatted as a 9x9 grid, broken down into nine 3x3 sub-grids. Numbers 1-9 are placed in the grid, and you must fill in the rest. Each number can appear only once in each row, column, and sub-grid. The numbers 1-9 are placed in the grid, and you must fill in the rest. The numbers 1-9 are placed in the grid, and you must fill in the rest.

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



## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

February's TSSs in Print & Online:

- SPRING HOME • GREEN LIVING
- MODERN MAN

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



CREATE. SELL. PROFIT.



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COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

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



## Home & Garden Templated Special Section (TSS) a Door to Revenue

### Traverse City Record Eagle Traverse City, MI

Long-time Metro client combines content from two Templated Special Sections to expand revenue potential from local advertisers.

**CREATE:** With home improvement a hot topic among local readers and advertisers, the Record Eagle decided to create a comprehensive 24-page Home & Garden special section that combined content from two of Metro's Templated Special Sections: Spring Home and Lawn & Garden.

**SELL:** The Record Eagle's Classified sales staff were able to sell ad space in their Home & Garden section over the phone. The TSS format made it accessible for advertisers of all budgets, and the section's editorial features complemented product and service offerings from a variety of local businesses, from lawn and garden tools to kitchen remodeling, paint, building supplies and more.

**PROFIT:** Home & Garden was a successful revenue generator for the Record Eagle with 16 pages of advertising that ranged from full-page ads to three smaller-space advertisers featured together on a single page.

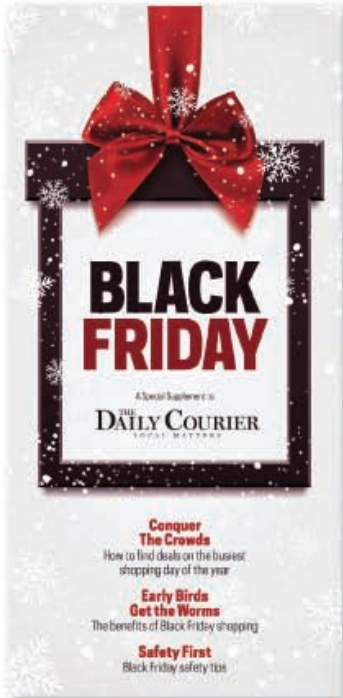


**Added Plus:** Metro values client feedback and requests, and we love the idea of producing a Golfing Guide TSS as suggested by the Record Eagle team. Let us know what we can do for you!

*“Both of these Metro sections were very helpful. Please thank the editorial staff for the diversity of articles!”*

**Traverse City Record Eagle**  
Traverse City, MI  
Graphic Designer Gyneth King  
gking@record-eagle.com

– Gyneth, Graphic Designer



## Custom Broadsheet Section Brings in Black Friday Sales

*The Daily Courier Forest City, NC*

Local paper uses Metro materials and custom cover request to develop a highly successful Black Friday special section.

**CREATE:** When Daily Courier sales manager Erika Meyer suggested creating a Black Friday special section to generate additional holiday revenue, publisher Lori Spurling contacted Metro to help make it happen. Metro's design team created a custom cover to introduce the section, while articles from the Metro Editorial Library quickly filled the section with a variety of engaging themed content.

**SELL:** The Daily Courier also uses images and spec ads from the Metro Creative Library to design advertising for their special sections. They typically publish one or two sections a month using Metro editorial content as well as special pages to generate revenue and help out their advertisers.

**PROFIT:** This Black Friday section generated an extra \$5,000 for The Daily Courier, and they credit it with helping them meet their November financial goal.

**Added Plus:** The Daily Courier has also used Metro's Templated Special Sections (TSS) to supplement their ongoing production of these profitable projects!

*"Metro content was all geared as we had requested with great images and graphics to make the section colorful and appealing."*

– Lori, Publisher/Ad Director

### **The Daily Courier**

Forest City, NC  
Publisher/Ad Director **Lori Spurling**  
lspurling@thedigitalcourier.com

Capture revenue from more food and dining advertisers with **enhanced photography in the new Food & Dining Library**, available now at *MetroCreativeConnection*.

See how the new *Food & Dining Library* can take your advertising, pages and sections to the next level with:

- Professionally styled photos of top-selling grocery items
- Compositions showcasing a variety of popular prepared foods
- Beautifully shot restaurant and dining photos for every type of cuisine
- Meat market, beverage, deli, specialty food images and more

Give your entire team access to this rapidly expanding library of premium high-resolution images for one low subscription rate, and start serving up incredible designs for a full spectrum of food, dining, cooking, grilling, baking and beverage advertisers today!

*Get Sales Cooking Today!*

Add *Food & Dining Library* access to your Metro subscription by contacting our Client Services Team today. Our friendly team is ready to answer your questions and help you make the most of these new *Food & Dining Library* images and all of your valuable Metro services at 800.223.1600 or [service@metro-email.com](mailto:service@metro-email.com).



Prepared foods *beautifully* presented for all types of advertisers



**Meat market & grocery images**  
*a cut above the rest*



*Professional lighting* and **vibrant color** to tempt advertisers and readers



*&*  
Refreshing beverage options...





## Sweetheart Pets Valentine's Day Photo Contest

Share your heart-melting photos and rescue stories for a chance to win the pawsome prizes featured here from our contest sponsors!

**Vote Online February 00-00**

To enter, go to [namenewspaper.com/contests](http://namenewspaper.com/contests) and register before February 18. Voting begins February 01 and will continue through February 18. Winner will be chosen and notified on February 01 and will be featured in our upcoming Feb special section on February 01. Visit website for complete rules and contest details.

<p><b>Free Grooming Service</b></p> <p><b>Pet Grooming Service</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Free Exam &amp; \$100 Gift Card</b></p> <p><b>Veterinary Clinic</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>
<p><b>Pet Portrait Service</b></p> <p><b>Photographer</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>One-Week Stay</b></p> <p><b>Pet Kennel</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>

<p><b>50 Pounds of Pet Food</b></p> <p><b>Pet Supply Store</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Free Pet Dental Cleaning</b></p> <p><b>Pet Dental Service</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Free Lunch for Two &amp; Pup Plate</b></p> <p><b>Pet-Friendly Cafe</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>
<p><b>Designer Collar &amp; Lead</b></p> <p><b>Pet Clothing Designer</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>\$50 Gift Card</b></p> <p><b>DIY Dog Wash</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>One Week Free</b></p> <p><b>In-Home Pet Care Service</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>
<p><b>One Week of Day Care</b></p> <p><b>Doggy Day Care</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>		

**Usage Note:**

We sure do love our pets! Capitalize on the expanding market for pet-related goods and services with a **Sweetheart Pets Valentine's Day Photo Contest**. If your publication has an app for mobile users, see if you can add the functionality of receiving contest photos of pets through your app. That way you'll be reinforcing your print message for digital subscribers. Announce winners on Valentine's Day or make it a month-long promotion and display photo entries online during the entry period.

N1802A05001C

**ENTER ONLINE TODAY**

## Summer of Fun Giveaway

Keep your kids entertained all summer long with these fun-filled programs and activities, and enter online for a chance to try them out for free!

Go to [namenewspaper.com/contests](http://namenewspaper.com/contests) for details and to register to win. Contest deadline is February 00, 2018!

<p><b>Amusement Park</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Mini Golf Course</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Theater Program</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>
<p><b>Arcade</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Summer School</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Water Park</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>
<p><b>Arts &amp; Crafts Class</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Batting Cages</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Music School</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>
<p><b>Day Camp</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Sports Clinic</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<p><b>Sleepover Camp</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>
<p><b>Day Camp</b> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>		

**Usage Note:**

Sign-up for summer programs and summer camps occur as early as February. A **Summer of Fun Giveaway** can not only shine the spotlight on advertisers geared toward summer fun, but also gives young readers a chance to win merchandise and activities for their summer ahead. Run the contest throughout the month to give advertisers more exposure and readers additional time to enter.

N1802A05002C

CREATE. SELL. PROFIT.



N1802A06001C - 10x13

Help your advertisers connect with readers who are **On A Budget**. A section or pages can be a valuable resource for budget-friendly goods and services and where to find them. Create areas for singles as well as families. There is a broadsheet full-page version of the **Quick-Sell** layout in MCC to sell separately, or include the tab version in your section.

**Budget-friendly local activities**

- Free community event listings
- Affordable date night ideas
- Family-friendly community events

**Advertiser Suggestion:** Cooking Class, Family Restaurant, Painting Studio, Bar & Grill, Bowling Center, Art & Frame Shop

N1802A06002C - 5 col x 13  
N1802A06003C - 6 col x 21



N1802A06004C - 10x13

A **Spa Guide** section or pages can be coordinated with your Valentine's Day promotions or as a winter skin care tie-in. Compose a companion online guide for your website and offer advertisers more exposure with a print and digital ads package. Sell the **Quick-Sell** layout — in tab or full-page sizes — for inclusion in the section or as part of your regular ROP page editions.

**Spa Guide**

The gift of hosting for Valentine's Day

**Advertiser Suggestion:** Beauty Supply Store, Hair Salon, Sunless Tanning Shop, Tanning Salon, Massage Therapist, Spa & Salon

N1802A06005C - 5 col x 13  
N1802A06006C - 6 col x 21



N1802A06007C - 10x13

Spring officially arrives on Tuesday, March 20. A **Spring Photos** section or pages can help readers look forward to the coming season as they get out and photograph the region. The **Quick-Sell** layout can be sold and run separately or within your section. There are both tabloid and full-page versions available in MCC.

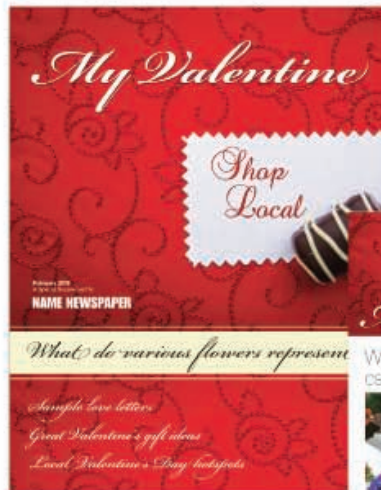
**Where to take great spring photos**

Spring Photo Contest  
Local nature photographs  
Meet a local photographer

**Did you know?**

**Advertiser Suggestion:** Photographer, Family Restaurant, Photo Studio, Electronics Store, Nursery, Farmers' Market, Florist

N1802A06008C - 5 col x 13  
N1802A06009C - 6 col x 21



N1802A06010C - 10x13

Valentine's Day is Wednesday, February 14. A **My Valentine** section or pages can help readers to shop locally for their gifts and services. Include traditional gift advertisers as well as experiential service advertisers, such as couples massages and hot air balloon rides, in your coverage. Sell the **Quick-Sell** layout as part of the section or separately for your regular ROP pages.

**Shop Local**

**What various flowers can represent**

**Advertiser Suggestion:** Supermarket Flower Shop, Gift Shop, Florist

N1802A06011C - 5 col x 13  
N1802A06012C - 6 col x 21



See the complete Themed Event Package for these layouts on page 10.

N1802A10001C - 10x13

February is Sign Up for Summer Camp Month. Provide readers and advertisers with a **Summer Camp Guide** section or pages as a resource for the camps available in your region. See the full **Themed Event Package** for ads to help promote your section to readers and potential advertisers. Tab-sized and broadsheet full-page versions of the **Quick-Sell** layout are available on MCC.

3 reasons why summer camp is a good choice for kids

See the complete Themed Event Package for these layouts on page 10.

Advertiser Suggestion	Sporting Goods Store
Advertiser Suggestion	Arts & Crafts Store
Advertiser Suggestion	Card & Gift Shop
Advertiser Suggestion	Restaurant
Advertiser Suggestion	Department Store
Advertiser Suggestion	Kids' Clothing Store
Advertiser Suggestion	Toy Store

N1802A10002C - 5 col x 13  
N1802A10009C - 6 col x 21

See the complete Themed Event Package for these layouts on page 11.

N1802A11001C - 10x13

Spring will arrive before you know it! This Bonus Cover and Quick-Sell layout combines a spring theme with one of the hottest crazes out there — coloring for adults. Sell a **Spring Coloring Book** composed only of coloring panels and ads, or mix it with fun editorial features. To accommodate your needs to address the explosion of popularity in adult coloring, look to your Metro services to provide coloring panels each month of 2018. Sell the **Quick-Sell** layout for the section or run it in separate ROP editions.

Spring will arrive before you know it!

See the complete Themed Event Package for these layouts on page 11.

Advertiser Suggestion	Florist	Advertiser Suggestion	Hardware Store
Advertiser Suggestion	Clothing Boutique	Advertiser Suggestion	Hardware Store

N1802A11002C - 5 col x 13  
N1802A11009C - 6 col x 21

See the complete Themed Event Package for these layouts on page 12.

N1802A12001C - 10x13

Did you know there are wine vineyards in all 50 U.S. states and most of Canada's provinces? A **Tasting Guide** section or pages can be the ultimate in "shop local" promotions for regional vineyards. Include information on upcoming spring visits to area vineyards and where your region's wines can be purchased. See this complete **Themed Event Package** for corresponding self-promotion print, web and mobile ads for your readers and advertisers.

Explore a nearby winery or vineyard

See the complete Themed Event Package for these layouts on page 12.

Advertiser Suggestion	Winery	Advertiser Suggestion	Restaurant
Advertiser Suggestion	Cooking School	Advertiser Suggestion	Wine & Spirits Store
Advertiser Suggestion	Winery	Advertiser Suggestion	Winery

N1802A12005C - 5 col x 13  
N1802A12009C - 6 col x 21

See the complete Themed Event Package for these layouts on page 13.

N1802A13001C - 10x13

According to the American Pet Products Association, we spent nearly \$70 BILLION on food, supplies and care for our pets last year in the U.S. Connect your pet-loving readers and advertisers selling pet-related goods and services with a **Pet Expo** section or pages to promote an event in your area. Co-sponsor the event or alter the theme to suit your pet section needs. Sell the **Quick-Sell** layout for the section or to run in separate ROP editions.

6 reasons to spay or neuter pets now

See the complete Themed Event Package for these layouts on page 13.

Advertiser Suggestion	Spay/Neuter Service	Advertiser Suggestion	Pet Adoption Event
Advertiser Suggestion	Pet Grooming Salon	Advertiser Suggestion	Pet Products Store
Advertiser Suggestion	Pet Bakery	Advertiser Suggestion	Pet Grooming Salon
Advertiser Suggestion	Pet Grooming Salon	Advertiser Suggestion	Pet Adoption Event
Advertiser Suggestion	Pet Adoption Event	Advertiser Suggestion	Pet Products Store
Advertiser Suggestion	Pet Products Store	Advertiser Suggestion	Pet Adoption Event
Advertiser Suggestion	Pet Adoption Event	Advertiser Suggestion	Pet Products Store

N1802A13002C - 5 col x 13  
N1802A13009C - 6 col x 21

Get Wrapped Up in *Beauty & Elegance*

Sophisticated and sexy lingerie, sleepwear and custom-fit bras in every size and style.

Complimentary personal shopping service available for Valentine's Day and every day.

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

AD# N1802A08001C PASS 2 COL. x 5

**Clean Machines**  
Get your laundry done quickly and conveniently with more than 00 clean and efficient jumbo washers and dryers.

Plenty of Free Parking  
Bright, Secure & Friendly  
Change Machines & Detergent Vending On Site

**Happy Hour**  
Half-Price Washing & Drying  
3-5pm Monday-Friday

Open 7 Days  
7am-10pm

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

AD# N1802A08002C PASS 2 COL. x 5

Isn't it about time you owned that **luxury watch** you've always wanted?

**New & Refurbished Status Timepieces**  
Name Brand | Name Brand  
Name Brand | & More

Trade-Ins  
Consignment  
Affordable  
Financing Plans  
Expert Watch Repair & Maintenance

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

AD# N1802A08003C PASS 2 COL. x 5

*Happiness Is That Perfect Piece of Jewelry*

unique jewelry | sterling silver & turquoise | fine leather goods

Shop Tuesday-Sunday

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

AD# N1802A08004C PASS 2 COL. x 5

**Take Game Night to the Next Level**  
We challenge you to find a better time!

**One Price. Unlimited Games!**  
\$11.99  
Every Tuesday & Wednesday

Host your next **birthday or celebration** with us!

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

AD# N1802A08005C PASS 2 COL. x 5

**Payday Too Far Away?**

We're here to help you make ends meet.

payday loans  
cash checking  
title loans  
installment loans  
money orders  
money transfers  
prepaid debit cards  
bill payments  
business services

Call, come in or apply online today!

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

AD# N1802A08006C PASS 2 COL. x 5

**Lose It Your Weigh**  
Personalized weight-loss counseling to fit your life.

Get safe, lasting results.  
Enjoy foods and recipes you love.  
Learn how to satisfy cravings the healthy way.  
Incorporate more activity into your everyday routine.

Call or visit us online today to arrange your free, no-obligation consultation!

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

AD# N1802A08007C PASS 2 COL. x 5

**Winter Slip-Up?**

We offer complete glass repair and collision service to reverse accident damage and restore your vehicle to like-new condition.

scratches & dents | glass & mirrors  
fenders & bumpers | frame straightening  
color matching

**Fast & Easy Hail Damage Repair \$99 & up**

Call us today for a free estimate, and let us deal directly with your insurance company to minimize inconvenience to you.

**Vance Body Shop**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1802A08008C PASS 2 COL. x 5

**Every Dollar Counts**

From dance lessons to braces and beyond, we know you want the best for your family. That's why we're committed to making sure you receive every tax deduction you are entitled to by law. We'll even review your last year's return free of charge!

**Save \$20 Off 2017 Tax Prep Service**  
When you come in before February 28, 2017. Tax details, terms and conditions here. Let us be your tax and financial partner.

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

AD# N1802A08009C PASS 2 COL. x 5

N1802P36004C

N1802P36005C

N1802P36008C

N1203P46009C

N1802P36007C

N1802P36002C

Companion WEB + MOBILE ADS available on MCC

N1802P36010C

N1802P36009C

N1203P46009C

N1802P36001C

**Your Cold Season Headquarters**  
Everything you need to show your symptoms who's boss.

Fast prescription service while you wait  
Prescription refills by phone or online  
Friendly pharmacists to answer your questions  
Over-the-counter medicines, vitamins & supplements

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

**\$5 Off**  
Your Purchase of \$15 or More

Bellings Pharmacy  
1234 Washington Street | 000-000-0000  
Copies and special offers are in our brochures, terms and conditions here. List details, terms and conditions here.

AD# N1802A09001C PASS 2 COL. x 5

N1802P37001C

**We Make Going to the Dentist Fun!**

Give your children exceptional dental care in a fun and welcoming setting designed to put them at ease and promote a healthy smile for life.

**\$29 New Patient Special**  
Call today for details and appointment.

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

AD# N1802A09002C PASS 2 COL. x 5

N1802P37002C

N1203P46009C

**Lay the Groundwork for a Stylish Home**

Hundreds of Beautiful Area Rugs  
On Sale Now up to **40% Off**

We also have great deals in store on hardwood, laminate, tile and wall-to-wall carpeting! Stop by our showroom to speak with a flooring consultant about the best options for your home.

**Bella Flooring**

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

AD# N1802A09003C PASS 2 COL. x 5

N1802P37003C

N1203P46009C

**Sewing to Scrapbooking and every craft in between**

**BOGO Week Going On Now**  
Buy One, Get One Free! Throughout the Store  
Fabric, Yarn, Patterns, Sewing Machine, Tools, Decor & More  
February 15-21, 2018. Only List Details, Terms and Conditions Here.  
List details, terms and conditions here.

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

AD# N1802A09004C PASS 2 COL. x 5

N1802P37004C

**Get Carried Away**

Book Today!

**Playas Beach Resort**

All-Inclusive Food & Drink  
Private Beach Access  
Pool & Swim-Up Bar  
Romantic Suites  
Fine Dining  
Waterports  
Day Spa & So Much More

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

AD# N1802A09005C PASS 2 COL. x 5

N1802P37006C

**Here Comes the Sun**

Make sure you're swimsuit-ready with a beautiful tan!

**One Month Unlimited Tanning Only \$29**  
New Customers Only. List details, terms and conditions here. List details, terms and conditions here.

Register online for VIP rewards and a free birthday tanning session.

**Island Tan**

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

AD# N1802A09006C PASS 2 COL. x 5

N1802P37005C

Companion WEB + MOBILE ADS available on MCC

**Baby, It's Warm Inside!**

Warm your home quickly and efficiently with oil heat. We offer reliable and affordable home heating oil delivery with automatic and emergency service options to ensure yours never left out in the cold.

New Oil Heating Systems | Gas System Conversions  
Boiler & Furnace Repair & Maintenance  
Oil & Propane Delivery

**LM Oil & Propane**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

Ask about our flex pricing and payment plans!

AD# N1802A09007C PASS 2 COL. x 5

N1802P37007C

N1203P46009C

**Anti-Age Naturally**

We offer a range of safe, all-natural plant-based facial and body care services for a more relaxed, beautiful and youthful appearance.

Our specialties include:  
Plant Collagen Facials  
Microdermabrasion  
Microneedling  
Dermaplaning  
Enzyme Peels  
Massage Therapy  
Detox Body Wraps  
Hand & Foot Rejuvenation  
Gift Cards Available

**Book Now to Save 25% Off Any Service**  
when you mention this ad through 02.02.18. List details, terms and conditions here. List details, terms and conditions here.

**Lotus Spa**

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

AD# N1802A09008C PASS 2 COL. x 5

N1802P37008C

N1203P46009C

**His Teeth Need Cleaning Too!**

Periodontal disease can cause severe pain and health problems for your pet. Studies peak show evidence of periodontal disease by age 3, which is why regular dental check-ups and cleanings are so important to your pet's long-term health, happiness and well-being.

**Pet Dental Health Month Special**  
Safe & Effective Non-Anesthetic Dental Cleaning for Dog or Cat Only \$79  
List details, terms and conditions here. Call for details and appointment.

**Paws & Claws Veterinary Clinic**

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

AD# N1802A09009C PASS 2 COL. x 5

N1802P37009C

CREATE. SELL. PROFIT.

SECTION COVER:

N1802P10001C\*O

**February 2018**  
A Special Supplement to  
**Name Newspaper**

Art  
Music  
Theater  
Sports  
Technology  
Nature  
Fun & Leadership

AD# N1802A10001C 10. x 13

HEADING:  
N1802P10001C\*O

# Summer Camp Guide

QUICK SELL:

N1802P35003C

**Advertiser Suggestion**

**Sporting Goods Store**  
1234 Washington Street  
Somerville, Virginia  
800-555-1234  
www.nameanddate.com

**Advertiser Suggestion**

**Arts & Crafts Store**  
1234 Washington Street  
Somerville, Virginia  
800-555-1234  
www.nameanddate.com

**Advertiser Suggestion**

**Toy Store**  
1234 Washington Street  
Somerville, Virginia  
800-555-1234  
www.nameanddate.com

**Advertiser Suggestion**

**Card & Gift Shop**  
1234 Washington Street  
Somerville, Virginia  
800-555-1234  
www.nameanddate.com

**Advertiser Suggestion**

**Kids' Clothing Store**  
1234 Washington Street  
Somerville, Virginia  
800-555-1234  
www.nameanddate.com

**Advertiser Suggestion**

**Department Store**  
1234 Washington Street  
Somerville, Virginia  
800-555-1234  
www.nameanddate.com

**Advertiser Suggestion**

**Restaurant**  
1234 Washington Street  
Somerville, Virginia  
800-555-1234  
www.nameanddate.com

AD# N1802A10002C 9.667 x 13  
AD# N1802A10009C PASS 6 COL. x 21

SELF-PROMOTION READER CAMPAIGN:

**Searching for a Summer Camp?**

Our Summer Camp Guide is designed to make choosing a summer camp easy! Look for your copy of this special section to learn more about the various programs available to help your child learn, grow and have fun all summer long.

**Don't Miss Your Copy Available February 00**

**Summer Camp Guide**  
A Special Supplement to  
**Name Newspaper**  
In Print & Online at  
nameanddate.com/summercampguide

AD# N1802A10003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

**Reach More Summer Campers**

Put your business in the spotlight for sign-up season with an ad in our Summer Camp Guide. This popular special section is the local go-to guide for parents looking to choose the right summer camp experience for their kids. To learn more or to reserve your space, contact one of our friendly ad consultants today.

**Call**  
800-555-1234  
or email nameanddate@nameanddate.com  
to get started.

**Summer Camp Guide**  
A Special Supplement to  
**Name Newspaper**  
Advertising Deadline: February 00  
Issue Date: February 00

AD# N1802A10006C PASS 2 COL. x 5

**Their Best Summer Ever Starts Here!**

Our Summer Camp Guide is designed to make choosing a summer camp easy! Look for your copy of this special section to learn more about the various programs available to help your child learn, grow and have fun all summer long.

**Don't Miss Your Copy Available February 00**

**Summer Camp Guide**  
A Special Supplement to  
**Name Newspaper**  
In Print & Online at  
nameanddate.com/summercampguide

AD# N1802A10004C PASS 2 COL. x 5

**What's So Great About Your Summer Camp?**

Put your business in the spotlight for sign-up season with an ad in our Summer Camp Guide. This popular special section is the local go-to guide for parents looking to choose the right summer camp experience for their kids. To learn more or to reserve your space, contact one of our friendly ad consultants today.

**Call**  
800-555-1234  
or email nameanddate@nameanddate.com  
to get started.

**Summer Camp Guide**  
A Special Supplement to  
**Name Newspaper**  
Advertising Deadline: February 00  
Issue Date: February 00

AD# N1802A10007C PASS 2 COL. x 5

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

Our Summer Camp Guide is designed to make choosing a summer camp easy! Look for your copy of this special section to learn more about the various programs available to help your child learn, grow and have fun all summer long.

**Don't Miss Your Copy Available February 00**

**Summer Camp Guide**  
A Special Supplement to  
**Name Newspaper**  
In Print & Online at  
nameanddate.com/summercampguide

AD# N1802A10005C PASS 2 COL. x 5

**Sign Up Now for Summer Camp Advertising!**

Put your business in the spotlight for sign-up season with an ad in our Summer Camp Guide. This popular special section is the local go-to guide for parents looking to choose the right summer camp experience for their kids. To learn more or to reserve your space, contact one of our friendly ad consultants today.

**Call**  
800-555-1234  
or email nameanddate@nameanddate.com  
to get started.

**Summer Camp Guide**  
A Special Supplement to  
**Name Newspaper**  
Advertising Deadline: February 00  
Issue Date: February 00

AD# N1802A10008C PASS 2 COL. x 5

Companion  
WEB + MOBILE  
ADS available  
on MCC

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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

N1802P11002C\*-O

**Spring**  
Coloring Book

February 2018  
A Special Supplement to  
**Name Newspaper**

Six beautiful flower mandalas for your artistic enjoyment!

AD# N1802A11001C 10. x 13

N1802P11002C\*-O

READER CAMPAIGN:

N1802P11001C\*-O

**Coloring Fun for Everyone**

Coloring isn't just for kids! Studies show that coloring for adults can reduce stress and anxiety, encouraging focus and feelings of tranquility. Our Spring Coloring Book features a collection of beautiful flower mandalas for your creative pleasure, offering hours of artistic enjoyment and beautiful results you'll love to display!

**Spring**  
Coloring Book

A Special Supplement to  
**Name Newspaper**

Enjoy your copy of this print special section February 00!  
Coloring pages will also be available to download online at [namenewspaper.com/springcoloringbook](http://namenewspaper.com/springcoloringbook).

AD# N1802A11003C PASS 2 COL. x 5

N1802P11002C\*-O

ADVERTISER CAMPAIGN:

N1802P11001C\*-O

**Draw Focused Attention to Your Business**

Attract hours of attention from readers when you advertise alongside one of the beautiful panels featured in our Spring Coloring Book. This popular section includes a series of intricate ready-to-color flower mandalas, making it a great place to promote your spring products, services, events and special offers. To learn more, talk to an ad consultant today!

**Spring**  
Coloring Book

A Special Supplement to  
**Name Newspaper**

Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) to advertise.  
Advertising Deadline February 00  
Publication Date: February 00

AD# N1802A11006C PASS 2 COL. x 5

N1802P11002C\*-O

HEADING:  
N1802P11001C\*-O

**Spring**  
Coloring Book

**A Special Section Created for Your Enjoyment**

Coloring isn't just for kids! Studies show that coloring for adults can reduce stress and anxiety, encouraging focus and feelings of tranquility. Our Spring Coloring Book features a collection of beautiful flower mandalas for your creative pleasure, offering hours of artistic enjoyment and beautiful results you'll love to display!

**Spring**  
Coloring Book

A Special Supplement to  
**Name Newspaper**

Enjoy your copy of this print special section February 00!  
Coloring pages will also be available to download online at [namenewspaper.com/springcoloringbook](http://namenewspaper.com/springcoloringbook).

AD# N1802A11004C PASS 2 COL. x 5

**Showcase Your Products & Services**

Attract hours of attention from readers when you advertise alongside one of the beautiful panels featured in our Spring Coloring Book. This popular section includes a series of intricate ready-to-color flower mandalas, making it a great place to promote your spring products, services, events and special offers. To learn more, talk to an ad consultant today!

**Spring**  
Coloring Book

A Special Supplement to  
**Name Newspaper**

Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) to advertise.  
Advertising Deadline February 00  
Publication Date: February 00

AD# N1802A11007C PASS 2 COL. x 5

QUICK SELL:

N1802P11001C\*-O

N1802P30001A\*-O

**Spring**  
Coloring Book

Color this flower mandala for your artistic enjoyment!

**Advertiser Suggestion**  
Coffee Shop  
1234 Washington Street  
Springfield, MA 01103  
www.coffeeshop.com

**Advertiser Suggestion**  
Diner  
1234 Washington Street  
Springfield, MA 01103  
www.diner.com

**Advertiser Suggestion**  
Gardening Supply  
1234 Washington Street  
Springfield, MA 01103  
www.gardensupply.com

**Advertiser Suggestion**  
Art Supply Store  
1234 Washington Street  
Springfield, MA 01103  
www.artsupply.com

**Advertiser Suggestion**  
**Florist**  
1234 Washington Street  
Springfield, MA 01103  
www.florist.com

**Advertiser Suggestion**  
**Hardware Store**  
1234 Washington Street  
Springfield, MA 01103  
www.hardware.com

**Advertiser Suggestion**  
**Clothing Boutique**  
1234 Washington Street | Springfield, MA 01103 | 900.000.0000 | www.clothingboutique.com

AD# N1802A11002C 9.667 x 13  
AD# N1802A11009C PASS 6 COL. x 21

**Color Your Way to Relaxation**

Coloring isn't just for kids! Studies show that coloring for adults can reduce stress and anxiety, encouraging focus and feelings of tranquility. Our Spring Coloring Book features a collection of beautiful flower mandalas for your creative pleasure, offering hours of artistic enjoyment and beautiful results you'll love to display!

**Spring**  
Coloring Book

A Special Supplement to  
**Name Newspaper**

Enjoy your copy of this print special section February 00!  
Coloring pages will also be available to download online at [namenewspaper.com/springcoloringbook](http://namenewspaper.com/springcoloringbook).

AD# N1802A11005C PASS 2 COL. x 5

**Create More Interest in Your Business**

Attract hours of attention from readers when you advertise alongside one of the beautiful panels featured in our Spring Coloring Book. This popular section includes a series of intricate ready-to-color flower mandalas, making it a great place to promote your spring products, services, events and special offers. To learn more, talk to an ad consultant today!

**Spring**  
Coloring Book

A Special Supplement to  
**Name Newspaper**

Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) to advertise.  
Advertising Deadline February 00  
Publication Date: February 00

AD# N1802A11008C PASS 2 COL. x 5



SECTION COVER:

February 2018  
A Special Supplement  
**Name Newspaper**

## Tasting Guide

Wine Tasting Tips  
Best Local Wineries  
Wine Buyer's Guide  
Must-Try Wine & Food Pairings

N1802P41005C-0  
N1802P12002C-0

AD# N1802A12001C 10. x 13

HEADING:  
N1802P12001C-0

# Tasting Guide

QUICK SELL:

## Tasting Guide

Explore a nearby winery or vineyard

Whether you're looking for a bottle of wine to gift or a bottle to drink, the Tasting Guide is the perfect resource for you. It's packed with information on the best wineries and vineyards in your area, including their location, hours, and contact information. It's the perfect resource for anyone who loves wine.

Whether you're looking for a bottle of wine to gift or a bottle to drink, the Tasting Guide is the perfect resource for you. It's packed with information on the best wineries and vineyards in your area, including their location, hours, and contact information. It's the perfect resource for anyone who loves wine.

Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
Liquor Store 123 Main Street 123-456-7890 www.liquorstore.com	Winery 123 Vineyard Lane 123-456-7890 www.winery.com	Cocktail Lounge 123 Bar Street 123-456-7890 www.cocktail.com	Restaurant 123 Dining Room 123-456-7890 www.restaurant.com	Beverage Store 123 Drink Shop 123-456-7890 www.beverage.com	Home Goods Store 123 Living Room 123-456-7890 www.homegoods.com

Advertiser Suggestion: Vineyard  
1234 Washington Street | 1234567890 | 123-456-7890 | www.vineyard.com

AD# N1802A12002C 9.667 x 13  
AD# N1802A12009C PASS 6 COL. x 21

SELF-PROMOTION READER CAMPAIGN:

## Love Wine?

Our opening Tasting Guide is a treat you don't want to miss! Filled with great features like the tasting and buying guide, local winery profiles and winery food and wine pairings, this special section will take an entire day to read. So, grab your wine knowledge and enjoyment.

### Tasting Guide

A Special Supplement to Name Newspaper

Enjoy It February 00 in print & online at [name-newspaper.com/tastingguide](http://name-newspaper.com/tastingguide)  
Subscribe or renew at 123-456-7890 or [name-newspaper.com](http://name-newspaper.com)

N1802P41005C-0  
N1802P12002C-0

AD# N1802A12003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

## Reach More Wine Lovers

From local wineries and tasting tips to industry wine and food pairings, our opening Tasting Guide is all about wine. Make sure your business is included in this unique special section to reach more than 100,000 local households with your advertising and special offers!

### Tasting Guide

A Special Supplement to Name Newspaper

Call our new name or email name@name-newspaper.com for advertising information. Advertising Deadline: February 00 Last Date: February 00

N1802P41005C-0  
N1802P12002C-0

AD# N1802A12006C PASS 2 COL. x 5

## Want to Learn More About Wine?

Our opening Tasting Guide is a treat you don't want to miss! Filled with great features like the tasting and buying guide, local winery profiles and winery food and wine pairings, this special section will take an entire day to read. So, grab your wine knowledge and enjoyment.

### Tasting Guide

A Special Supplement to Name Newspaper

Enjoy It February 00 in print & online at [name-newspaper.com/tastingguide](http://name-newspaper.com/tastingguide)  
Subscribe or renew at 123-456-7890 or [name-newspaper.com](http://name-newspaper.com)

AD# N1802A12004C PASS 2 COL. x 5

## Got Wine?

From local wineries and tasting tips to industry wine and food pairings, our opening Tasting Guide is all about wine. Make sure your business is included in this unique special section to reach more than 100,000 local households with your advertising and special offers!

### Tasting Guide

A Special Supplement to Name Newspaper

Call our new name or email name@name-newspaper.com for advertising information. Advertising Deadline: February 00 Last Date: February 00

AD# N1802A12007C PASS 2 COL. x 5

## It's All About Wine!

Our opening Tasting Guide is a treat you don't want to miss! Filled with great features like the tasting and buying guide, local winery profiles and winery food and wine pairings, this special section will take an entire day to read. So, grab your wine knowledge and enjoyment.

### Tasting Guide

A Special Supplement to Name Newspaper

Enjoy It February 00 in print & online at [name-newspaper.com/tastingguide](http://name-newspaper.com/tastingguide)  
Subscribe or renew at 123-456-7890 or [name-newspaper.com](http://name-newspaper.com)

AD# N1802A12005C PASS 2 COL. x 5

## Uncork More Sales

From local wineries and tasting tips to industry wine and food pairings, our opening Tasting Guide is all about wine. Make sure your business is included in this unique special section to reach more than 100,000 local households with your advertising and special offers!

### Tasting Guide

A Special Supplement to Name Newspaper

Call our new name or email name@name-newspaper.com for advertising information. Advertising Deadline: February 00 Last Date: February 00

AD# N1802A12008C PASS 2 COL. x 5



SECTION COVER:

N1802P13001C\*-O



**Pet EXPO**  
February 2018  
A Special Supplement to  
**Name Newspaper**

February 00-00, 2018  
Name Convention Center

Your guide to the year's most pawsome event!

- exhibitor preview
- adoption profiles
- training tips
- health news
- grooming trends
- special offers & more



AD# N1802A13001C 10. x 13

N1802P41004C\*-O

HEADING:  
N1802P13001C\*-O

**Pet EXPO**

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>Veterinary Clinic</b> 1234 Washington Street Baltimore, MD 21201 www.veterinary.com	<b>Pet Supply Store</b> 1234 Washington Street Baltimore, MD 21201 www.petstore.com	<b>Pet Grooming Salon</b> 1234 Washington Street Baltimore, MD 21201 www.grooming.com	<b>Pet Adoption Event</b> 1234 Washington Street Baltimore, MD 21201 www.adoption.com	<b>Pet Diet/Diet</b> 1234 Washington Street Baltimore, MD 21201 www.petdiet.com	<b>Dog Walker</b> 1234 Washington Street Baltimore, MD 21201 www.dogwalker.com

N1802P13001C\*-O



**Pet EXPO**

6 reasons to spay or neuter pets now

U



**Small Animal Hospital**  
1234 Washington Street | Sunnyside Heights | (410) 800-0000 | www.smallanimal.com

AD# N1802A13002C 9.667 x 13  
AD# N1802A13009C PASS 6 COL. x 21

N1802P41004C\*-O

READER CAMPAIGN:

N1802P41004C\*-O



**Get the Scoop on Our Pet Expo**

Dig up all the details on this year's most petacular event for paws and claws in our latest special section! Pet Expo showcases a variety of pet-friendly businesses and show exhibitors, as well as local pets for adoption, pet health news, training tips and a whole lot more. Look for your copy of this great guide in print and online, and we hope to see you at the show!

Fetch Your Copy February 00 in print & online at [namenewspaper.com/petexpo](http://namenewspaper.com/petexpo)

Subscribe or renew at 000.000.0000 or [namenewspaper.com](http://namenewspaper.com).

**Pet EXPO**  
A Special Supplement to  
**Name Newspaper**



AD# N1802A13003C PASS 2 COL. x 5

N1802P41004C\*-O



**A Special Treat for Pet People**

Dig up all the details on this year's most petacular event for paws and claws in our latest special section! Pet Expo showcases a variety of pet-friendly businesses and show exhibitors, as well as local pets for adoption, pet health news, training tips and a whole lot more. Look for your copy of this great guide in print and online, and we hope to see you at the show!

Fetch Your Copy February 00 in print & online at [namenewspaper.com/petexpo](http://namenewspaper.com/petexpo)

Subscribe or renew at 000.000.0000 or [namenewspaper.com](http://namenewspaper.com).

**Pet EXPO**  
A Special Supplement to  
**Name Newspaper**



AD# N1802A13004C PASS 2 COL. x 5

N1802P41004C\*-O



**Don't Miss the Pawty of the Year**

Dig up all the details on this year's most petacular event for paws and claws in our latest special section! Pet Expo showcases a variety of pet-friendly businesses and show exhibitors, as well as local pets for adoption, pet health news, training tips and a whole lot more. Look for your copy of this great guide in print and online, and we hope to see you at the show!

Fetch Your Copy February 00 in print & online at [namenewspaper.com/petexpo](http://namenewspaper.com/petexpo)

Subscribe or renew at 000.000.0000 or [namenewspaper.com](http://namenewspaper.com).

**Pet EXPO**  
A Special Supplement to  
**Name Newspaper**



AD# N1802A13005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

N1802P13001C\*-O



**A Pawsome Opportunity for Pet Advertisers**

Pet-friendly businesses, take note: Our upcoming Pet Expo is an outstanding opportunity to reach thousands more potential customers in print, online and in person! For details about becoming an exhibitor or to advertise in our Pet Expo print and online special sections leading up to the event, talk to one of our helpful ad consultants today.

Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) to get started!

Advertising Deadline: February 00  
Publication Date: February 00

**Pet EXPO**  
A Special Supplement to  
**Name Newspaper**



AD# N1802A13006C PASS 2 COL. x 5

N1802P41004C\*-O

N1802P13001C\*-O



**A Great Way to Promote Your Business**

Pet-friendly businesses, take note: Our upcoming Pet Expo is an outstanding opportunity to reach thousands more potential customers in print, online and in person! For details about becoming an exhibitor or to advertise in our Pet Expo print and online special sections leading up to the event, talk to one of our helpful ad consultants today.

Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) to get started!

Advertising Deadline: February 00  
Publication Date: February 00

**Pet EXPO**  
A Special Supplement to  
**Name Newspaper**



AD# N1802A13007C PASS 2 COL. x 5

N1802P13001C\*-O



**Time-saving Advertising for Your Pet Products & Services**

Pet-friendly businesses, take note: Our upcoming Pet Expo is an outstanding opportunity to reach thousands more potential customers in print, online and in person! For details about becoming an exhibitor or to advertise in our Pet Expo print and online special sections leading up to the event, talk to one of our helpful ad consultants today.

Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) to get started!

Advertising Deadline: February 00  
Publication Date: February 00

**Pet EXPO**  
A Special Supplement to  
**Name Newspaper**



AD# N1802A13008C PASS 2 COL. x 5

N1802P41004C\*-O



N1802P14001C\*-O

# Don't Forget Valentine's Day

## February 14

**Usage Note:**

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

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

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[www.namewebsite.com](http://www.namewebsite.com)

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

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

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

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



N1802P49014C\*-O  
N1802P49015C\*-O

*All You Need Is Love  
...and Diamonds!*

Diamond & engagement ring specialists  
Designer watches & watch repair  
Custom jewelry design & styling

*Hand-picked for you*

Complimentary gift wrapping  
Open weekdays 10am - 5pm

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

AD# N1802A14002C  
PASS 2 COL. x 5

N1802P16004C\*-O

**Cards & Gifts**  
From the Heart

Greeting Cards 99¢ & up

25% Off Valentine's Day Plush Toys & Collectibles

30% Off All Valentine's Day Candy

His & Her Fragrance Sets \$14.99 & up

Program for the best selected offers good through 02/18 while supplies last.

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

**Treats & Eats for Valentine's Day**

Balloon Bouquets  
Flower Arrangements  
Chocolate Gift Boxes  
Wine & Champagne  
Gourmet Prepared Foods  
Gift Baskets & More

Open Valentine's Day!

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

AD# N1802A14004C  
PASS 2 COL. x 5  
N1802P15010C-●  
AD# N1802A14003C  
PASS 2 COL. x 5

N1802P47002C-●  
N1203P46009C\*-O

**Surprise Your Sweetie**

**Valentine's Day Dinner for Two \$49 per couple**

Soup or salad • Fresh Bread • Dessert to share  
Salade Chinoise | Chicken Scallopine | Eggplant Parmigiano | Chicken Parmigiano  
Penne alla vodka | Lasagna

Gifts • No package fee.  
Call today for reservations.

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

AD# N1802A14005C  
PASS 2 COL. x 5

*Get Hung Up on These Red-Hot Deals for Valentine's Day!*

20% Off All Designer Denim  
BOGO 50% Off All Top & Sweaters  
\$10 Jewelry Deals  
Free Beauty Gift with purchase \$50 or more

*Offers good through 02/18. 100¢ cash, some gift cards & combos may vary. Offer subject to change without notice.*

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

Gift Cards Available for Your "Galentine!"

*The Valentine's Day Destination for Food Lovers*

Steak, Seafood & Homemade Pasta  
Chef-Crafted Dinner Specials  
Fine Wine, Craft Beer & Cocktails  
Desserts, Desserts & Espresso Bar

Enjoy a Complimentary Shared Dessert with Purchase of Two Dinner Entrees on February 14

Reservations Recommended

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

AD# N1802A14007C  
PASS 2 COL. x 5  
N1802P16005C\*-O  
N1802P46007C-●  
AD# N1802A14006C  
PASS 2 COL. x 5  
N1802P32009C-●

AD# N1802A14001C  
AD# N1802A14008C

PASS 6 COL. x 21  
10 x 13





N1802P15006C-●



N1802P15005C-●



N1802P15001C-●



N1802P15008C-●



N1802P15002C-●



N1802P15010C-●



N1802P15004C-●



N1802P15003C-●



N1802P15007C-●



N1802P15009C-●



N1802P16010C-●



N1802P16006C\*-○



N1802P16007C-●



N1802P16005C\*-○



N1802P16009C-●



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N1802P16003C\*-○  
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N1802P16001C\*-○  
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N1802P17018C\*-○



N1802P17013C\*-○



N1802P17006C\*-○



N1802P17026C\*-○



N1802P17025C\*-○



N1802P17017C\*-○



N1802P17008C\*-○



N1802P17001C\*-○



N1802P17011C\*-○



N1802P17003C\*-○



N1802P17010C\*-○



N1802P17007C\*-○



N1802P17012C\*-○



N1802P17015C\*-○



N1802P17014C\*-○



N1802P17016C\*-○



N1802P17005C\*-○



N1802P17023C\*-○

N1802P17024C\*-○



N1802P17020C\*-○



N1802P17002C\*-○



N1802P17004C\*-○



N1802P17022C\*-○



N1802P17021C\*-○



N1802P17009C\*-○



N1802P17019C-●



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N1802P25007C-  
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N1802P64036C-  
N1802P31002C-  
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N1802P41003C-  
N1802P35001C-  
N1802P41009C-  
N1802P41002C-  
N1802P19003C\*-O



Community Calendar  
**FEBRUARY**

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



**February 09**  
**National Pizza Day Party**  
11 Slice & Soda Combo  
Somerville Convention Center  
11am - 5pm  
www.namewebsite.com

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

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

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

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**February 00**  
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www.namewebsite.com

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

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



**February 13**  
**Mardi Gras Party**  
Live Music & Great Specials.  
Event details here. Event details here. Event details here.  
Name Event Location  
0:00am-0:00pm  
www.namewebsite.com

**SEE YOU THERE**

# Pet Expo

It's the party of the year for pets and the people who love 'em!

February 00-00, 2018  
Saturday 10-7, Sunday 11-4

*Free Admission & Parking • Friendly Pets Welcome On Leash!*

Over 000 Pets for Adoption  
New Products @ Local Pet Services • Exclusive Pet Expo Special Offers • Free Samples @ Giveaways  
Door Prizes @ Raffles • Doggy Obstacle Course • Pet Talent Show • Free Workshops

## Somerville Community Center

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



**February 16**  
**Chinese New Year Festival**  
Free fun for the whole family!  
Event details here. Event details here. Event details here.  
Name Event Location  
0:00am-0:00pm  
www.namewebsite.com

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

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

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

**February 22**  
**Chili Cook-Off**  
\$10 All-You-Can-Taste  
Tickets. Event details here.  
Event details here.  
Name Event Location  
11am-3pm  
www.namewebsite.com

**February 00**  
**Library Open House**  
Free fun & activities for the whole family! Event details here.  
Event details here.  
Name Event Location  
11am-4pm  
www.namewebsite.com

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

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

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

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



**February 00**  
**Free Blood Pressure Screening**  
Corner Pharmacy  
Somerville Convention Center  
10am-8pm  
www.namewebsite.com



**February 00**  
**Summer Camp Sign-Up Fair**  
Shop over 00 summer programs!  
Somerville Elementary School Gym  
9am -4pm  
www.namewebsite.com

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

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

## A Wag-Worthy Lineup of Quality Pet Care Products

Find all you need to pamper your canine companion, favorite feline or fine-feathered friend in one convenient place!

- premium pet food & treats
- safe & durable pet toys
- pet fashion, collars & leashes
- pet habitats & bedding
- all-in-one grooming & care supplies

**See You at the Pet Expo!**

## Premier Pet Supply

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

facebook

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AD# N1802A19004C 10 x 13



N1802P20003C-●



N1802P20002C-●



N1802P20005C-●



N1802P20009C-●



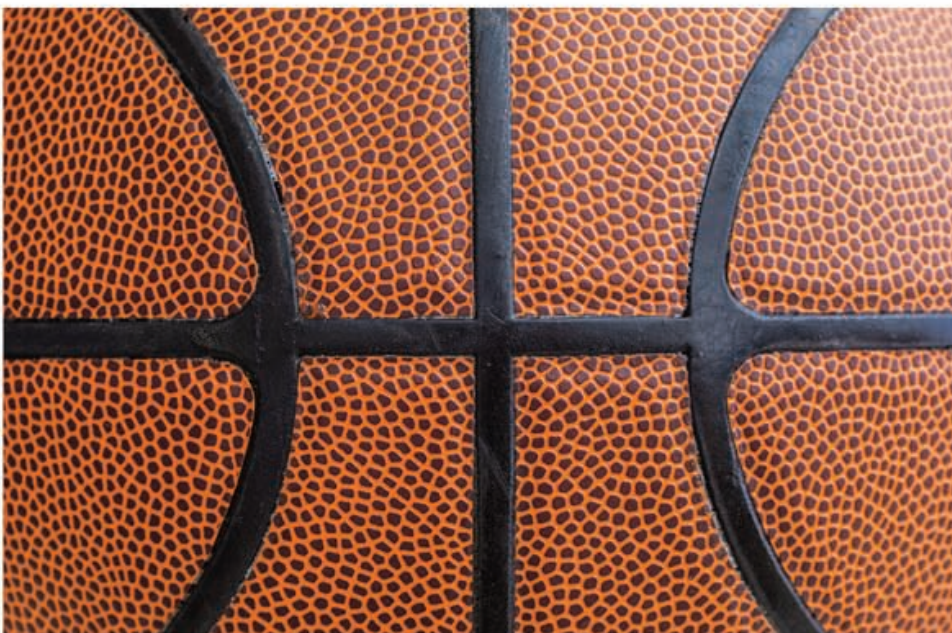
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N1802P20006C-●



N1802P20004C-●



N1802P21003C-●



N1802P21002C-●



N1802P21001C-●



N1802P21013C-●



N1802P21011C\*-○



N1802P21021C\*-○



N1802P21009C\*-○



N1802P21014C\*-○



N1802P21010C\*-○



N1802P21004C\*-○



N1802P21020C\*-○

N1802P21015C\*-○



N1802P21008C\*-○



N1802P21006C\*-○



N1802P21005C\*-○



N1802P21007C\*-○



N1802P21012C\*-○



N1802P21017C\*-○



N1802P21016C\*-○



N1802P21019C\*-○



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**FREE**  
**Blood Pressure**  
**Screening**



N1802P22003C-●



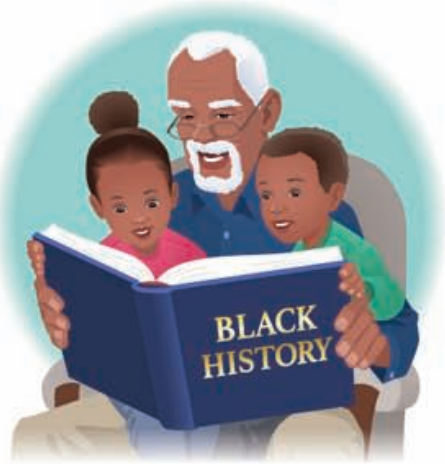
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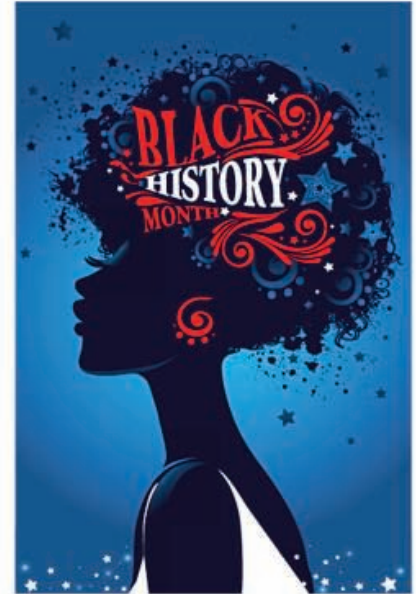
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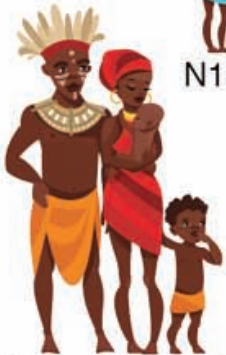
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N1802P22006C\*-○



N1802P22008C\*-○



N1802P22005C\*-○



N1802P22007C\*-○



N1802P22010C\*-○



N1802P22011C\*-○



N1802P22017C\*-○



N1802P22018C\*-○



N1802P22016C\*-○



N1802P22012C\*-○





N1802P23004C-●



N1802P23003C-●



N1802P23005C-●



N1802P23017C\*-○



N1802P23018C\*-○



N1802P23002C-●



N1802P23019C\*-○

N1802P23020C\*-○



N1802P23012C\*-○



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N1802P23013C\*-○

N1802P23014C\*-○



N1802P23015C\*-○

N1802P24006C\*-O

N1802P24005C\*-O

# Make Valentine's Day Special

Restaurants, gift ideas and more to spoil the ones you love this Valentine's Day.

**Bon Bon**  
Gourmet Chocolate Gift Boxes  
Sugar-free candy available!  
www.namewebsite.com  
1234 Washington Street  
Somerville Heights  
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**Lotus Day Spa**  
\$129 Couple's Massage  
Gift Cards Available  
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Somerville Heights  
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**Candlelight Cafe**  
\$59 Prix-Fixe Dinner  
Reserve now for Valentine's Day!  
www.namewebsite.com  
1234 Washington Street  
Somerville Heights  
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**Paws & Claws Pet Supply**  
Treats for Your Beloved Pet  
\$17 Canine Cupid Costume  
www.namewebsite.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**The Book Nook**  
Great Gifts for Book Lovers  
Gift Cards Available  
www.namewebsite.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Speakeasy Cocktails**  
Try our Valentine's Day specials!  
classic cocktails | small plates | wine & beer  
www.namewebsite.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Petals Florist**  
Order now for Valentine's Day!  
Open February 14, 9am-5pm  
www.namewebsite.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Tokens Cards & Gifts**  
Gifts & Greetings for Your Valentine  
candy | candles | balloons | & more!  
www.namewebsite.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Coffee Corner**  
Open Until 9 p.m., February 14  
live music | espresso bar | dessert  
www.namewebsite.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Sparks Jewelry**  
Gifts From \$79  
Open Valentine's Day  
www.namewebsite.com  
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Somerville Heights  
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**Moi Boutique**  
Fashion, Gifts & Lingerie for  
Valentine's Day  
www.namewebsite.com  
1234 Washington Street  
Somerville Heights  
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**Juniper Catering**  
Romantic Dinners for Two  
Order online today!  
www.namewebsite.com  
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Somerville Heights  
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**Village Wine**  
Bubbly for Every Budget!  
wine | beer | sparkling | wine club  
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(MCC Creative Library / Print Ad Size: Doubletruck / Print Ad Type: Multiple Advertiser or Directory)

*Shop Valentine's Day Reserve Now for Valentine's Day!*

N1802P24002C\*-O

N1802P24003C\*-O



N1802P25001C-●



N1802P25003C-●



N1802P25007C-●



N1802P25008C-●



N1802P25005C-●



N1802P25006C-●



N1802P25002C-●



N1802P25004C-●



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N1802P26001C-●



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N1802P32006C-●



N1802P32007C-●

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**Sunshine & Good Times**

**Summer Camp 2018**  
Come join the fun!  
Safe and supervised adventure and activities your kids will love

**Full-Day Programs**  
9 a.m. - 5 p.m.  
Lunch & Snacks Provided  
**\$199** per week

**Half-Day Programs**  
Morning & Afternoon Sessions  
Snacks Provided  
**\$109** per week

**Ages 5 to 12**  
Family Discounts Available

**Summer Camp Sessions**  
Session 1: June 00 - June 00  
Session 2: July 00 - July 00  
Session 3: July 00 - August 00  
Session 4: August 00 - August 00

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

Call or go online for details and registration!

Sign up by February 28 to save 10% OFF your first week!

facebook

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**Welcome Spring**

**10% Off**  
New Inventory Arrivals  
February 00-00, 2018

**Beautiful Outdoor Furniture**  
Dining Sets | Conversation Groups | Lounge Chairs | Umbrellas | & More

**Everything for Spring Planting**  
Azaleas | Ferns | Moss | Soil | Fertilizer | Garden Tools | Planters | & More

**\$29 Fire Pits**  
while supplies last

**Also On Sale**  
Sheds & Outbuildings  
Rencing & Lambs  
Patio Covers & Arbors  
Pavers & Ground Cover

**Vista Home & Garden**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

Delivery service and in-store accounts also available for your convenience

**NOW OPEN 7 DAYS A WEEK**

facebook

AD# N1802A33002C 8.5 x 11

N1802P49002C

**Because Your Valentine Deserves the Very Best**

Gourmet filled and specialty chocolates, made locally for unsurpassed flavor, freshness and quality!

**Shop Local**

**Valentine's Day Chocolate Gift Boxes**  
elegantly wrapped and ready to give

**\$14.99** 6-piece box  
**\$24.99** 12-piece box  
**\$39.99** 24-piece box

**Hand-Dipped Chocolate Strawberries**  
white, milk or dark chocolate  
**\$18.95** per lb.

**Solid Chocolate Hearts**  
3 cr. varieties  
**\$4.99**

**Sugar-Free Selections Available**

Call or order online today for fast and easy pickup!

Open February 14  
8 a.m.-6 p.m.

**Sweet Treats Chocolate Shop**

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

facebook

AD# N1802A33003C 8.5 x 11

N1802P49003C



**Shop Local**

**Your Trusted Local Florist for Valentine's Day & Every Day**

Gift with confidence. Our premium handpicked florals are arranged fresh daily for lasting quality and beauty, guaranteed!

**One Dozen Long-Stemmed Classic Red Roses**  
elegantly wrapped bouquet  
**\$29.99**  
crystal vase arrangement  
**\$39.99**

**Potted Orchids**  
assorted varieties  
**\$29.99** & up

**Romantic Bouquets**  
assorted roses  
**\$34.99** & up

**Balloon Bouquets**  
assorted varieties  
**\$14.99** & up

Custom Arrangement Requests Welcome  
Please place all Valentine's Day orders by 5 p.m. on February 00.  
Delivery Available Open February 14 9 a.m. - 5 p.m.

**Petal Power Florist**

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

facebook

AD# N1802A33004C 8.5 x 11



N1802P34001C-●



N1802P34002C\*-○



N1802P34006C\*-○  
N1802P34007C\*-○



N1802P34008C\*-○



N1802P34009C\*-○



N1802P34003C\*-○



N1802P34005C\*-○



N1802P34004C\*-○



N1802P35026C\*-○



N1802P35003C-●



N1802P35001C-●



N1802P35002C-●



N1802P35019C\*-○



N1802P35027C\*-○



N1802P35025C-●



N1802P35018C\*-○



N1802P35005C\*-○



N1802P35017C\*-○



N1802P35010C\*-○



N1802P35016C\*-○



N1802P35008C\*-○



N1802P35012C\*-○



N1802P35015C\*-○



N1802P35006C\*-○



N1802P35013C\*-○



N1802P35009C\*-○



N1802P35011C\*-○



N1802P35014C\*-○



N1802P35004C\*-○



SUMMER CAMP

N1802P35024C\*-○



N1802P35020C\*-○

N1802P35021C\*-○



N1802P35007C\*-○



N1802P35028C\*-○



N1802P35023C\*-○



N1802P35022C\*-○



N1802P36004C-●



N1802P36003C-●



N1802P36007C-●



N1802P36002C-●



N1802P36001C-●



N1802P36008C-●



N1802P36010C-●



N1802P36006C-●



N1802P36005C-●



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N1802P37002C-●



N1802P37004C-●



N1802P37003C-●



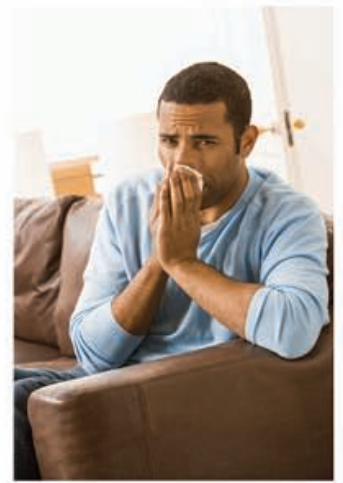
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N1802P37007C-●



N1802P37010C\*-○



N1802P37001C-●



N1802P37006C-●



N1802P37005C-●

N1203P46009C\*-O



# Make Your Reservation for Romance

Make time for what matters most this Valentine's Day. Call now to reserve a romantic evening with the one you love.

Reservations Essential

## Millbrook Restaurant

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

### Special Valentine's Day Menu Wednesday, February 14

3 Exquisite Courses

**\$39** per guest

Optional Wine Pairing

Enjoy your choice of prime rib, lamb shank, rosemary chicken, teriyaki pork, stuffed fillet of sole, or herb-crusted tofu served with delicious side pairings and your choice of appetizer and dessert.

AD# N1802A38001C PASS 6 COL. x 10

N1802P47001C-●

# Making Mornings Bright

*Kick off your day with a delicious homestyle breakfast!*



**\$4.99**  
Breakfast Plates

Best Hotcakes In Town

Heart-Healthy Menu Options

Senior Specials

Kids' Menu

Open Daily at 6am  
Breakfast & Lunch  
Served Until 3 p.m.



**FREE Bottomless Mug of Coffee**  
With Any Breakfast Purchase

Coupon required. Expires 02.02.18. Coupons cannot be combined. See details, terms and conditions here. Use details, terms and conditions here.

**\$2 Off**

Total Purchase of \$10 or More

Coupon required. Expires 02.02.18. Coupons cannot be combined. See details, terms and conditions here. Use details, terms and conditions here.

## Sunrise Diner

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

**Sunrise Diner**  
1234 Washington Street  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Sunrise Diner**  
1234 Washington Street  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1802A38002C PASS 6 COL. x 10

N1802P64008C-●

N1802P64005C-●

N1802P64007C-●

N1802P64009C-●



N1802P39006C-O

# LOVE

*is in the air!*



### St. Valentine

was a Catholic priest who performed marriages for young lovers in secret while Rome was under the rule of Emperor Claudius II, who banned all marriages and engagements believing that Roman men were unwilling to join the army due to their attachment to wives and families. There are two more patrons named St. Valentine who were martyred in ancient Rome.

Trivia lovers, eat your hearts out with these fun facts about the traditions, superstitions and customs surrounding the year's most romantic holiday on February 14th!

## Top gifts for Valentine's Day

**190 Million** Valentine's cards

are purchased each year to the tune of \$1 billion. According to Hallmark, women purchase 85 percent of them.

**\$2 billion** is spent on flowers with **250 million roses** produced

### Rumor has it...

Some tales suggest that the type of bird a girl watches on Valentine's Day predicts her future husband. A goldfinch indicates a millionaire, while a dove indicates a mate for life. If you see a squirrel on Valentine's Day, you may marry a cheapskate who will hoard your money.

**\$4.3 billion** worth of jewelry is sold

**\$1.7 billion** is spent on candy & chocolate

**881,000 bottles of sparkling wine** are sold during Valentine's Day week\*

Source: National Retail Federation (NRF), \* The Nielsen Company

## Spend quality time ...the ultimate Valentine's Day gift!

Make your reservations to enjoy a relaxed and romantic dinner with your loved one this Valentine's Day.

**Our gift to you**  
Complimentary shared dessert with purchase of two dinner entrees. Offer good February 14-17, 2018.

### The Lamplighter Inn Restaurant

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



AD# N1802A39005C  
PASS 6 COL x 3

AD# N1802A39001C

PASS 6 COL x 21

AD# N1802A39002C

10 x 13

AD# N1802A39003C

PASS 6 COL x 21

AD# N1802A39004C

10 x 13

N1802P39001C-O

N1802P39003C-O

N1802P39004C-O

N1802P39005C-O

# Complete Cardiac Care

Trusted leading-edge heart care for you and the ones you love.



**February Is Heart Health Month**  
Cardiovascular disease is the world's leading cause of death with more than 17.3 million deaths each year. Schedule your appointment for a cardiac risk assessment and screening today, and learn how to protect yourself with the latest treatment options and preventive care strategies.

- Cardiac Screenings
- Preventive Cardiac Wellness Care
- Comprehensive Risk Assessments
- Cardiothoracic & Vascular Surgery
- Computed Tomographic Angiography
- Advanced Robotic Surgery
- Interventional Radiology
- Interventional Cardiology
- Cardiac Rehab Services

## Somersville Medical Center

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



AD# N1802A40001C PASS 6 COL. x 10

N1802P21001C

## Presidents' Day Dollar Deals

Buy One, Get One for \$1 All Weekend!

*Saturday, Sunday & Monday*  
February 17-19, 2018

<p><b>Cotton Bath Towels</b> <i>select styles</i> BOGO \$1</p> <p><b>Ladies' Sweaters</b> <i>select styles</i> BOGO \$1</p> <p><b>Glassware</b> <i>select styles</i> BOGO \$1</p>	<p><b>Picture Frames</b> <i>select styles</i> BOGO \$1</p> <p><b>Men's Dress Shirts</b> <i>select styles</i> BOGO \$1</p> <p><b>Dinnerware</b> <i>select styles</i> BOGO \$1</p>	<p><b>Kids' Footwear</b> <i>select styles</i> BOGO \$1</p> <p><b>Fashion Jewelry</b> <i>select styles</i> BOGO \$1</p>
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List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Shop More Dollar Deals In Store!

[facebook](#)

## Mercantile General Store

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

AD# N1802A40002C PASS 6 COL. x 10

N1802P23004C



N1802P41008C-●



N1802P41006C-●



N1802P41005C-●



N1802P41001C-●



N1802P41009C-●



N1802P41003C-●



N1802P41002C-●



N1802P41004C-●



N1802P41007C-●



N1802P42002A-●  
(Jesse Jackson)



N1802P42006A-●  
(Marian Anderson)



N1802P42013A-●  
(Sydney Portière)



N1802P42009A-●



N1802P42018A-●  
N1802P42019A-●



N1802P42007A-●



N1802P42015A-●



N1802P42008A-●



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N1802P42001K-●



N1802P42014A-●



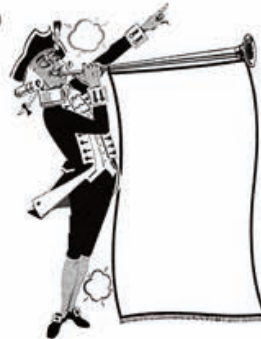
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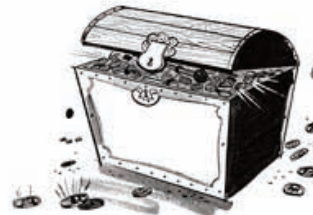
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N1802P43002A-●



N1802P43016A-●



N1802P44007C-●



N1802P44006C-●



N1802P44005C-●



N1802P44004C-●



N1802P44001C-●



N1802P44002C-●



N1802P44003C-●



N1802P44009C-●



N1802P44010C-●



N1802P44008C-●



N1802P45006C-●



N1802P45007C-●



N1802P45008C-●



N1802P45005C-●



N1802P45002C-●



N1802P45004C-●



N1802P45003C-●



N1802P45001C-●



N1802P46009C-●



N1802P46008C-●



N1802P46007C-●



N1802P46001C-●



N1802P46004C-●



N1802P46006C-●



N1802P46005C-●



N1802P46003C-●



N1802P46002C-●





N1802P47007C-●



N1802P47006C-●



N1802P47004C-●



N1802P47002C-●



N1802P47008C-●



N1802P47001C-●



N1802P47005C-●



N1802P47003C-●



N1802P48006C-●



N1802P48008C-●



N1802P48003C-●



N1802P48001C-●



N1802P48004C-●



N1802P48002C-●



N1802P48007C-●



N1802P48005C-●



N1802P49013C\*-O



N1802P49015C\*-O



N1802P49014C\*-O



N1802P49002C-●



N1802P49010C\*-O



N1802P49001C-●



N1802P49004C-●



N1802P49003C-●



N1802P49012C\*-O



N1802P49011C\*-O



N1802P49006C\*-O



N1802P49005C-●



N1802P49008C\*-O



N1802P49007C\*-O



N1802P49009C\*-O



N1802P50006C-●  
N1802P50007C-●



### Usage Notes:

Use these backgrounds to help promote services and merchandise for Presidents' Day, heart health (American Heart Month), Valentine's Day, early spring 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)



N1802P50004C-●



N1802P50005C-●



N1802P50008C-●



N1802P50010C-●



N1802P50009C-●



N1802P50001C-●



N1802P50002C-●



N1802P50003C-●

N1802P51001C-



**Usage  
Suggestions:**

These banner-style photos can be utilized as backgrounds or page headers for all types of ads and pages in print and online. This month targets all aspects of Valentine's Day gift giving and romance. Use them for jewelry stores, candy shops, florists, fashion boutiques, gift shops ... and more.

N1802P51002C-



N1802P51003C-



N1802P51004C-



N1802P51005C-



N1802P51006C-



### Usage Note:

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

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



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



MCC KEYWORD HINT: Wine Shop  
N1802P53007C-●



MCC KEYWORD HINT: Animal Hospital  
N1802P53008C-●



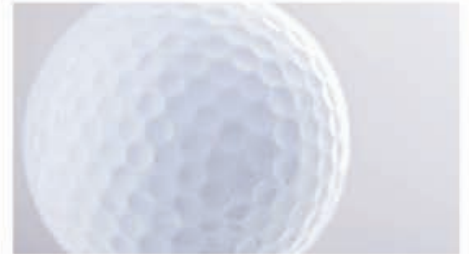
MCC KEYWORD HINT: Chinese Restaurant  
N1802P53009C-●



MCC KEYWORD HINT: Garden Center  
N1802P53010C-●



MCC KEYWORD HINT: Home Painter  
N1802P53011C-●



MCC KEYWORD HINT: Golf Pro  
N1802P53012C-●

### 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.



N1802P53001C\*-○



N1802P53002C\*-○



N1802P53003C\*-○



N1802P53004C\*-○



N1802P53005C\*-○



N1802P53006C\*-○



N1802P54003C\*-O



N1802P54001C\*-O



N1802P54005C\*-O



N1802P54006C\*-O



N1802P54002C\*-O



N1802P54016C\*-O



N1802P54017C\*-O



N1802P54004C\*-O



N1802P54018C\*-O



N1802P54007C\*-O



N1802P54008C\*-O



N1802P54009C\*-O



N1802P54010C\*-O



N1802P54012C\*-O



N1802P54014C\*-O



N1802P54013C\*-O



N1802P54020C\*-O



N1802P54011C\*-O



N1802P54019C\*-O



N1802P54015C\*-O





N1802P55008C\*-O



N1802P55002C\*-O



N1802P55006C\*-O



N1802P55009C\*-O



N1802P55005C\*-O



N1802P55003C\*-O



N1802P55004C\*-O



N1802P55001C\*-O



N1802P55007C\*-O



MCC KEYWORDS: ICON SET, PRESIDENTS' DAY  
N1802S56005C\*-O



MCC KEYWORDS: ICON SET, GROUNDHOG DAY  
N1802S56002C\*-O



MCC KEYWORDS: ICON SET, HOME IMPROVEMENT  
N1802S56003C\*-O



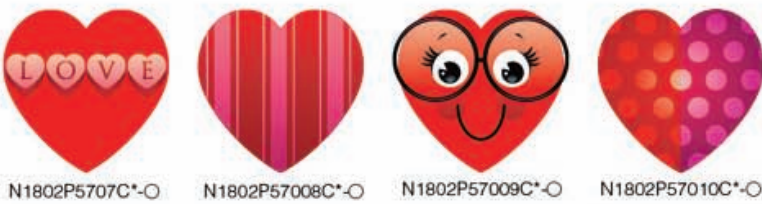
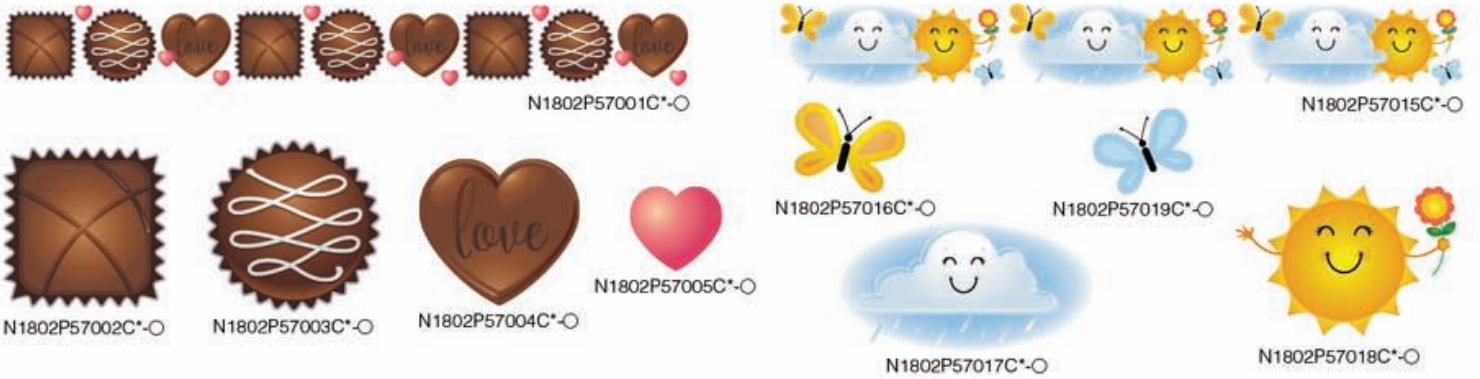
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N1802S56006C\*-O



MCC KEYWORDS: ICON SET, BUTTERFLIES  
N1802S56001C\*-O



MCC KEYWORDS: ICON SET, KEYS  
N1802S56004C\*-O



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



MCC KEYWORDS: ICON SET, VALENTINE'S DAY  
N1802S57038C\*-O

Bonus images available in the MCC Creative Library:



N1802P5804C-●



N1802P5803C-●



N1802P5801C-●



N1802P5802C-●



N1802P5806C-●



N1802P5805C-●

## 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:



N1802P59005C



N1802P59004C



N1802P59002C



N1802P59003C



N1802P59001C



N1802P59006C

## 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



Spring

Jump for Joy

# Furniture Sale

Finance Your  
New Living Room  
from just  
**\$29 a month**

for 72 months with approved credit  
List details, terms and conditions here. See showroom  
for details.

Going On Now!

Furniture  
Markdowns  
up to 30% Off

sofas | living room groups  
dining sets | mattresses  
bedrooms | entertainment units  
lighting | accessories | & more

Low Flat  
Rates on  
Local  
Delivery

Ask about  
our free in-  
home design  
service!

Free  
Financing  
for 2 years

Credit approval and minimum  
purchase required. List details,  
terms and conditions here. See  
showroom for details.

Sale Ends Sunday

Advertised offers good through 02/28/18. List details, terms and  
conditions here. List details, terms and conditions here. List details, terms  
and conditions here. List details, terms and conditions here. List details,  
terms and conditions here. List details, terms and conditions here.



Showroom Open Tuesday-Saturday 10-8, Sunday 11-5

## Value Furniture

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

AD# N1802A60001C

PASS 6 COL. x 21

AD# N1802A60002C

10 x 13

N1802P25001C-0

N1802P60001C-0

N1203P46009C-0



N1802P31008C

## Celebrate Chinese New Year Here!

Friday Festivities  
February 16 Only

- Red Envelope Giveaways
- Lion Dance Performances
- Free Candy for the Kids

## Lunar New Year Celebration Buffet

This Friday,  
Saturday & Sunday  
Adults \$17  
Kids under 12 \$9

Enjoy all-you-can-eat dumplings, egg rolls, roasted duck, stir-fried beef or chicken, vegetable skewers, noodles and more of your favorite Chinese specialties all weekend!

Reservations Welcome

## Emerald Garden Chinese Grill

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

AD# N1802A61001C PASS 3 COL. x 10



N1802P48001C

N1802P48004C



## your health

Experts agree that regular exercise can help protect your heart health by lowering blood pressure, controlling weight, strengthening muscles and reducing stress. We invite you to get on a health kick during American Heart Month with a special offer for new members!

**\$0 to Join  
\$20 First Month  
Free Personal Training Session**

when you sign up for a minimum 6-month membership February 1-28, 2018. List details, terms and conditions here. List details, terms and conditions here.

Call, go online or stop in today for your free tour and trial workout!

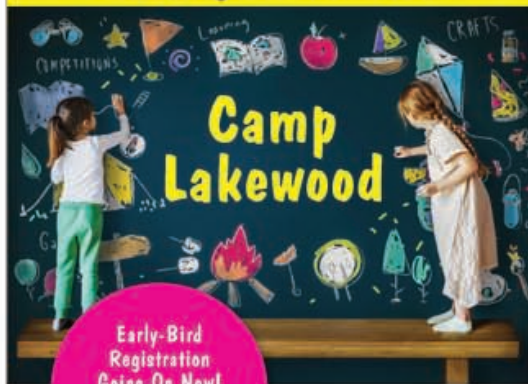


## Amplified Fitness

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

AD# N1802A61002C PASS 3 COL. x 10

## The Summer Camp Experience They've Been Waiting for All Year



N1802P35002C

Early-Bird Registration Going On Now! Save \$25 Off Any Program when you sign up before 02.02.18.

Half-Day & Full-Day Programs Available for Girls & Boys Ages 4-12  
arts & crafts | sports & swimming | outdoor adventure | music & theater | computers & technology | & so much more

Learn more and register online today!

## Camp Lakewood

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

AD# N1802A61003C PASS 3 COL. x 10



N1802P34005C

Shadow or no shadow, the savings are certain!

Friday,  
February 2  
15% Off  
Storewide  
Including New Spring Arrivals!  
10am - 8pm

- Bedding & Bath
- Kitchenware
- Household Electrics
- Fine & Casual Dinnerware
- Window Fashions
- Throws, Rugs & Pillows
- Home Decor & Accessories
- & So Much More

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

## Discount Home Store

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

AD# N1802A61004C PASS 3 COL. x 10



N1802P62027C-●



N1802P62018C\*○



N1802P62017C\*○



N1802P62022C\*○



N1802P62024C\*○



N1802P62025C\*○



N1802P62026C\*○



N1802P62005C\*○



N1802P62016C\*○



N1802P62008C\*○



N1802P62012C\*○



N1802P62009C\*○



N1802P62007C\*○



N1802P62015C\*○



N1802P62013C\*○



N1802P62014C\*○



N1802P62010C\*○



N1802P62011C\*○



N1802P62006C\*○



N1802P62019C\*○



N1802P62021C\*○



N1802P62023C\*○



N1802P62020C\*○



(HAPPY VALENTINE'S DAY!)  
N1802P62004C\*○



(IT'S TIME FOR SPRING BREAK FUN!)  
N1802P62003C\*○



(IT'S SUGAR SHACK SEASON)  
N1802P62002C\*○



(A BALANCED BUDGET FOR A SOUND FUTURE)  
N1802P62001C\*○





N1802P63002C-●  
CANADIAN FLAGS



N1802P63007C-●  
CANADIAN FLAG



N1802P63009C-●  
MINI CANADIAN FLAGS



N1802P63006C-●  
YACHT



N1802P63005C-●  
CANADIAN FLAG ON WOOD BACKGROUND



N1802P63001C-●  
DOG SLEDDING



N1802P63010C-●  
AFRICAN AMERICAN



N1802P63004C-●  
LUMBERJACK



N1802P63003C-●  
FISHING BOAT



N1802P63008C-●  
CANADA HEALTHCARE



N1802P63012C-●  
CANADIAN HUSKIES



N1802P63011C-●  
RAM



N1802P64009C-●  
CORNED BEEF HASH



N1802P64002C-●  
HOT BREAKFAST



N1802P64010C-●  
CORNED BEEF HASH



N1802P64014C-●  
CARAMEL POPCORN



N1802P64011C-●  
CARROT CAKE



N1802P64015C-●  
ROASTED POTATOES



N1802P64006C-●  
STACK OF PANCAKES



N1802P64020C-●  
BAG OF POTATOES



N1802P64038C-◇  
JAR OF PICKLES



N1802P64018C-●  
APPLE PIE



N1802P64004C-●  
MIXED BERRIES



N1802P64003C-●  
MIXED BERRIES



N1802P64008C-●  
BACON & EGGS



N1802P64028C-◇  
BREAKFAST



N1802P64037C-◇  
BOX OF CHOCOLATE



N1802P64033C-◇  
PECAN PIE



N1802P64016C-●  
SPINACH SALAD



N1802P64001C-●  
HOT BREAKFAST



N1802P64030C-◇  
CAKE



N1802P64031C-◇  
SPINACH SALAD



N1802P64029C-◇  
STACK OF PANCAKES



N1802P64017C-●  
CHERRY PIE



N1802P64005C-●  
HOT BREAKFAST



N1802P64036C-◇  
SLICE OF PIZZA



N1802P64032C-◇  
CHERRY PIE



N1802P64034C-◇  
CANNED PINEAPPLES



N1802P64025C-◇  
MIXED BERRIES



N1802P64012C-●  
BEEF STEW



N1802P64021C-●  
BAKED POTATO



N1802P64027C-◇  
RASPBERRIES



N1802P64026C-◇  
BLUEBERRIES



N1802P64035C-◇  
CANNED TUNA



N1802P64007C-●  
STACK OF PANCAKES



N1802P64013C-●  
PICKLES



N1802P64022C-●  
CONVERSATION HEARTS



N1802P64024C-●  
GRAPEFRUITS



N1802P64023C-●  
FLATBREAD PIZZA



N1802P64019C-●  
BAG OF RED POTATOES

N 1802P51003C-●

# LOVE LOW PRICES?

## EAT YOUR HEART OUT!



● N1802P64D17C

### ON SALE THIS WEEK

● N1802P64016C



#### Farm-Fresh Produce

Blueberries or Raspberries  
**\$1.99** pint

Seedless Tangerines  
**99¢** lb.

Bunch Carrots  
**79¢** lb.

Crowns of Broccoli  
**\$1.49** lb.

Russet Potatoes  
**59¢** lb.

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

● N1802P64008C



#### Meat Market & Deli

New York Strip Steak  
all natural  
**\$6.99** lb.

Premium Ground Sirloin  
80% lean  
**\$3.59** lb.

Boneless Chicken Breasts  
thinly sliced  
**\$4.99** lb.

Name Brand Bacon  
00 oz. package  
**\$2.99**

Name Brand Honey Ham  
slow roasted  
**\$4.99** lb.

Name Brand Roast Turkey  
all natural  
**\$3.99** lb.

● N1802P64007C



#### Premium Grocery Brands

Name Brand Pancake Mix  
00 oz. varieties  
**\$2.79**

Name Brand Canned Soups  
00 oz. varieties  
**2 for \$3**

Name Brand Snack Chips  
00 oz. varieties  
**2 for \$5**

Name Brand Frozen Dinners  
00 oz. varieties  
**3 for \$10**

Name Brand Pasta  
00 oz. varieties  
**\$1.19**

Name Brand Pasta Sauces  
00 oz. varieties  
**\$2.79**

● N1802P46008C



Sweet Treats for Valentine's Day  
available from our in-store bakery!

## Value Grocery Mart



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

Advertiser offers good February 02-06, 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. List details, terms and conditions here.

AD# N1802A65001C

PASS 6 CCL. x 21

AD# N1802A65002C

10 x 13



N1802P66012C-●  
GLASSES OF CHAMPAGNE



N1802P66008C-●  
BOX OF CHOCOLATES



N1802P66009C-●  
RED VELVET CUPCAKE



N1802P66004C-●  
VALENTINE'S DAY



N1802P66011C-●  
CHOCOLATE CANDY



N1802P66010C-●  
CHOCOLATE COVERED PRETZELS



N1802P66007C-●  
BOX OF CHOCOLATES



N1802P66002C-●  
PANCAKES



N1802P66005C-●  
CONVERSATION HEARTS



N1802P66003C-●  
VALENTINE'S DAY



N1802P66001C-●  
CHOCOLATE COVERED STRAWBERRY

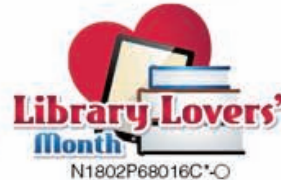
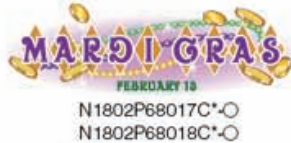


N1802P66006C-●  
CUPCAKE





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).





N1802P69017C\*-O  
N1802P69018C\*-O  
(Microphone with Crowd)



N1802P69019C\*-O  
(Sharing An Umbrella)



N1802P69016C\*-O  
(Old Car)



N1802P69014C\*-O  
(Dump Truck)



N1802P69013C\*-O  
(Traffic Arrow Sign)



N1802P69015C\*-O  
(Ash Tray)



N1802P69011C\*-O  
(Construction Barrier)



N1802P69012C\*-O  
(Traffic Cone)



N1802P69003C\*-O  
(Skid Steer Loader)



N1802P69004C\*-O  
(Road Roller)



N1802P69008C\*-O  
(Rubber Track Skid Steer Loader)



N1802P69007C\*-O  
(Tractor)



N1802P69002C\*-O  
(Forklift)



N1802P69009C\*-O  
(Front Loader)



N1802P69005C\*-O  
(Bulldozer)



N1802P69010C\*-O  
(Dump Truck)



N1802P69001C\*-O  
(Concrete Mixer)



N1802P69006C\*-O  
(Excavator)



# Powerful New Image Sources to Drive More Auto Sales



Command the attention of more automotive advertisers with enhanced photography from Metro's new *Stylized Auto Images Library*, available now at *MetroCreativeConnection*. This premium collection of images has been designed to complement Metro's already extensive *Auto Photo Library* content — essential for everyday dealer ads — giving you all the options to close more sales from auto dealers.

Here's how *Stylized Auto Images* can take your automotive sections and advertising to the next level:

- **Brand name images presented in manufacturer colors.** You get a library of professionally-crafted brand name auto images shown from differing angles in manufacturer-approved colors. Current models are added annually to the ever-growing collection.
- **Stylized Images.** Enhanced with stylized effects, these realistic photo images give you and your advertisers a striking look to create impactful section covers, garner attention and inspire auto sales action.
- **Advantage: Size and resolution.** Each image is available in high resolution 300 dpi at a physical size large enough to easily drop into a doubletruck or full-page broadsheet layout — or even large-scale advertising like billboards. The advantage for you and your advertisers is the ability to create and present image-driven designs that are packed with visual punch.

The perfect companion to Metro's *Auto Photo Library*, *Stylized Auto Images* can take your auto sections and advertising to the next level. Give your entire team access to this ever-growing library of more than 170,000 specialized images for one low subscription rate, and start revving up your publication's auto section sales today! For details, call Client Services at 800-223-1600. M

**Get Hooked on the Feeling**

Best or Same, and for the most on the limited time factory-to-dealer incentives on our latest luxury models.

2018 Make Model  
MSRP \$22,999 (incl. tax, license, & dealer fees) \$5,100 OFF MSRP

2018 Make Model MSRP \$18,999 (incl. tax, license, & dealer fees) \$3,800 OFF MSRP	2018 Make Model MSRP \$15,999 (incl. tax, license, & dealer fees) \$3,200 OFF MSRP	2018 Make Model MSRP \$12,999 (incl. tax, license, & dealer fees) \$2,600 OFF MSRP
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Haddington Motor Group  
www.nameswebsite.com

NAME NEWSPAPER  
**Luxury & Speed**

Meet the fast moving cars of 2018.

NAME NEWSPAPER  
**HEAVY DUTY**

MEET THE BIGGEST TRUCKS OF 2018 >>>>>

THE BIGGEST AND HARDEST TESTED & RATED!

Add a luxurious, high-end look to your ad layouts with *Stylized Auto Images*.





## METRO NEWSPAPER SERVICE

February MNS presents plenty of opportunities to love for Valentine's Day, Presidents' Day, spring, pets, sports, Black History Month, Groundhog Day, Mardi Gras, wellness and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

## MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with 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®, ads are also available in MiAD Wizard so you can immediately personalize ads to present and close more sales.



JANUARY Issue  
PP. 53-65

## CAMPAIGNS & CLASSIFIED

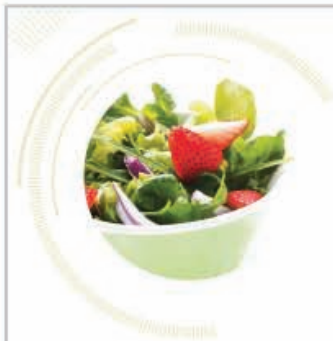
Keep first quarter sales buzzing with a ready-to-present mix of multiple-ad campaign selling, timely and seasonal winter-into-spring auto layouts, recruitment, real estate, self-promo ads and Web ads. Campaigns & Classified is presented quarterly in this book and online as a SearchBook.

# METRO®

CREATIVE GRAPHICS, INC.

519 Eighth Avenue  
New York, NY 10018

PRSR STD  
US POSTAGE  
PAID  
SOUTHERN, MD  
PERMIT 4205



## More Enticing Food Photography to Satisfy Every Advertiser

Capture revenue from more food and dining advertisers with enhanced photography in the new Food & Dining Library, available now at MetroCreativeConnection. Give your entire team access to this rapidly expanding library of premium high-resolution images for one low subscription rate, and start serving up incredible designs for a full spectrum of food, dining, cooking, grilling, baking and beverage advertisers today!

*New...*  
**most popular eats meet stylized effects**



**Meat market & grocery images**  
*a cut above the rest*



*Professional lighting and vibrant color to tempt advertisers and readers*



Prepared foods *beautifully* presented for all types of advertisers



**& Refreshing beverage options...**



*See how the new Food & Dining Library can take your advertising, pages and sections to the next level.*



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MetroCreativeConnection



Follow Us on Twitter  
@MetroConnection



Follow Us on Instagram  
@metrocreativeconnection

**800.223.1600**

metrocreativeconnection.com  
service@metro-email.com