

CREATE. SELL. PROFIT.

# METRO

CREATIVE SERVICES



### HOME IMPROVEMENT

Sale-building stats, special section content, image-inclusive ads and more to build revenue



### NEWSPAPERS & READING

Sales and creative inspiration surrounding literacy, libraries and news in education



### PET LOVE

Content to connect with a community of pet-friendly businesses and readers, and promote pet rescue in your area



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

Dozens of ready-to-sell spec ads for home improvement, real estate and other advertisers - MiAD Wizard enabled!

Count the ways to court

## Valentine's Day Advertisers & Audience:

Dozens of red-hot images, restaurant and retail ads, section content, page layouts, gift guides, headings and more!

### Editorial Features & Templated Special Sections:

Spring Home • Tech Culture, Gadgets and Gaming • February Timely Features • Games & Puzzles

## VALENTINE'S DAY



**ON THE COVER:**  
N1902P29009C

From "the sweetest deals" to "the sweetest gifts" this photo is choc full of potential for any number of Valentine's Day advertisers, including the top five: candy, greeting cards, date destinations, flowers and jewelry.

**Woo both advertisers and readers with sales and creative content for Valentine's Day!**

- Create a special Valentine's Day Celebration Guide with *Themed Event Package* materials that include a tab cover, editorial feature, dining and gift guide, and ads to promote it all (06).
- A full-page *Marketplace* page includes directory spots and ready-to-run ads for popular gifts as well as several restaurants (14).
- Triple sales potential with a holiday double-truck directory design that includes three different heading options (20).
- Additional ads incorporating some of this month's eye-popping image content include lingerie, libations, jewelry, flowers, watches and beauty services (02, 03, 32, 61).



## HOME IMPROVEMENT



**Build on spring home improvement fever with valuable ideas, images and ad content.**

- Create a Spring Home Transformations special section, run sponsored pages or create native advertising opportunities for local advertisers with a *Themed Event Package* of editorial, promotional, design, image and ad spot content (07).
- Share information like which home improvements produce the best resale return on investment with an infographic design sure to catch the attention of readers – and of a home improvement lender for the featured ad spot (25).
- Other ad designs with image content included are ready to present and sell to carpet showrooms, furniture stores, contractors, and home and garden centers (02, 28, 32), plus more in February's *MiAD Spec Ad Library (MSAL)*.



## NEWSPAPERS & READING



**Capture opportunities leading up to Newspaper in Education Week March 4-8, as well as Library Lovers' Month in February (39, 65).**

- Invite audience interest among students and parents, as well as sponsor participation, with a Newspaper in Education Writing & Photography Contest concept and copyright-free article on the benefits of newspaper reading for kids (04).
- Build more promotions with additional image and heading content for self-promotion efforts, as well as a subscription *Single Sheet* (28, 39, 44).
- Find section-starting content and promotional ads for Library Lovers' Month engagement (09).
- Be sure to check out how the redesigned *Community Calendar* can now showcase event-related advertisers like your local library (19)!



## PET LOVE



**Pets are in nearly 70% of American and 61% of Canadian households, and Valentine's Day is a great time to connect with those who love them.**

- Encourage readers to #AdoptDontShop with a Pet Pals feature that pairs sponsors with adoptable pets, as well as editorial and promotional materials for the concept (08).
- In a Valentine's Day Pet Match contest, readers can guess which local merchants belong to which pets, making a valuable personal connection (10).
- February is Spay/Neuter Awareness Month and Pet Dental Health Month. Find headings and images to help pet care advertisers tie into these events, along with veterinary spec ads and a directory layout (19, 32, 65).
- Finally, use a *Single Sheet* design to help a local animal shelter promote pet adoptions (28).



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

## HEALTH & HEART MONTH



**February is Heart Month, an opportunity to close sales from a variety of advertiser categories, from nutrition to fitness to medical care.**

- A *Single Sheet* promoting 2-for-1 heart screenings is a perfectly timed fit for February (28).
- Many local pharmacies offer free blood pressure screenings, a service perfect to promote during Heart Month, as demonstrated within February's *Community Calendar* (19).
- A grocery ad incorporates heart-healthy food specials with cooking tips and information about their nutritional benefits (61).
- Create additional ads and promotions with a wealth of nutrition, fitness and healthcare images, as well as images and ads for dentistry and orthodontic care (02, 26, 27, 33, 47, 60).



## FEBRUARY PROMOTIONAL OPPORTUNITIES



**Here are a few more ways to match up with advertisers throughout February and beyond:**

- Use Presidents' Day headings and images, as well as an ad and directory layout, to promote holiday weekend sales and specials (32, 38).
- Create event promotions and features celebrating Black History Month (19, 37).
- Incorporate local job listings at multiple price points in a Local Jobs Marketplace feature, plus an editorial piece and ads to promote your job resources to employers and job seekers (05).
- Everyone loves pizza, and a National Pizza Day contest concept is the perfect way to generate excitement – and sales – over the best slice, specialty pie or even gluten-free crust (10).
- Other food holidays with featured headings or event spots in this month's *Community Calendar* include Margarita Day, Frozen Yogurt Day, Chili Day and Almond Day (19, 65).



## FEBRUARY CUSTOMER REQUESTS

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



N1902P64016C

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



### CLUES ACROSS

1. Think piece of assembly
2. Major address
3. Recreational animal farm
11. French restaurant
12. Character class
14. National
15. Actor's wife
17. Most popular alcohol
18. Where you usually sit
20. Insect that spins
21. Queue of items
22. Herby, thick and sweet
23. Character
24. Recreational equipment
25. Adding to music
33. Tennis body part

34. Tennis racket
41. Season
42. Aquatic habitat
43. System
47. Shape
48. Doctor's group
49. National day
50. Treatment plan
51. Landfill object
52. Grouping
53. Line
54. Weight of a line of dialogue
55. Character
56. Recreational equipment
57. Recreational equipment
58. Tennis body part

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

### SUDOKU

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

### Fun By The Numbers

Like puzzles? Then you'll love Sudoku. This word-finding puzzle will have you looking for numbers all over the place. It's a challenge you'll love and you'll be a pro in no time!

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

February TSSs in Print & Online:

- **SPRING HOME**
- **TECH CULTURE, GADGETS & GAMING**

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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[facebook.com/MetroCreativeConnection](https://www.facebook.com/MetroCreativeConnection)



Follow Us on Twitter @  
MetroConnection

Metro Creative Graphics, Inc.

519 Eighth Avenue,  
New York, NY 10018  
Voice 212.947.5100  
Toll-free 800.223.1600  
[www.metrocreativeconnection.com](http://www.metrocreativeconnection.com)



Follow Us on Instagram @  
metrocreativeconnection



COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

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

CREATE. SELL. PROFIT.

N1902P33005C



Register Now for Spring Classes  
Call, come in or check our website out for details.

**Your Sewing Connection**

Sewing Machine Sales, Service & Repairs  
Sewing & Quilting Supplies & Notions  
Huge Selection of Fabrics  
Yarn & Knitting Supplies

**Stitch Stop Sewing Center**

We offer easy financing and luxury plans!

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

AD# N1902A02001C PASS 2 COL. x 5

N1902P33010C

**Furniture to Make You Feel Right at Home**

Bring home comfort style and quality with our handpicked furniture selections in every price range.

Stop in today.  
Our showroom is filled with great ideas, plus enjoy free in-home design consultation services!

**We Love Pets**  
Get free stain protection with your sofa purchase!  
Minimum purchase required. One pet through 10/31/19. Not dogs or cats.

**Parlor Furniture**

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

AD# N1902A02002C PASS 2 COL. x 5

N1902P20010C

- Wall-to-Wall Carpeting
- Area Rugs
- Hardwood Flooring
- Laminate
- Porcelain & Ceramic Tile

**Quality You Can See.  
Comfort You Can Feel.  
Value You Can Appreciate.**

For a limited time only, get **Free Carpet Installation & Free Financing for 6 Months**  
Offer applies to in-stock residential carpet with approved credit on purchases over \$600 through 02.28.19. List details, terms and conditions here. See showroom for details.

**Flooring Emporium**

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

AD# N1902A02003C PASS 2 COL. x 5

N1902P33004C

N1203P46099C

N1203P02002C

**of-the-moment Timepieces**

We get the latest styles, trends and technology in designer men's watches at your fingertips. Stop in and take a look at what's hot for Valentine's Day!

Financing plans available  
Jewelry & watch appraisals  
Expert service & repair

**Timmons Fine Watches & Jewelry**

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

AD# N1902A02004C PASS 2 COL. x 5

N1902P33006C

N1902P33002C

**Arm Candy for Valentine's Day**

**30% Off Entire Stock Ladies' Bracelets**

Plus, treat yourself or your sweetheart to statewide discounts on everything from diamonds to luxury timepieces, now through February 14!

We offer complimentary gift wrapping and easy merchandise exchange with gift receipt for your shopping convenience.

**Madison Jewelry**

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

AD# N1902A02005C PASS 2 COL. x 5

N1902P02003C

**Make Her Heart Go "Bloom"**

Beautiful handcrafted floral creations for Valentine's Day and every day.

Stop by our shop for beautiful grab-and-go bouquets, custom arrangements, letterpress greeting cards and unique gifts.

**Vivienne Florals**

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

AD# N1902A02006C PASS 2 COL. x 5

N1902P33007C

Companion WEB + MOBILE ADS available on MCC

N1902P33001C

**Let's Get One Thing Straight: Your Smile... for Only \$79 a Month!**

Call today to arrange your free no-obligation consultation with an experienced orthodontist, and be on your way to a more beautiful and confident smile.

**Barnes Orthodontics**

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

AD# N1902A02007C PASS 2 COL. x 5

N1902P33009C

**Bad Breath?**

**We can help!**  
Come in today for a free consultation.

**Gartner Family Dentistry**

**\$79 New Patient Special**  
Includes exam, cleaning & x-rays. Call for details or to arrange your appointment.  
Most Insurance Plans Welcome

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

AD# N1902A02008C PASS 2 COL. x 5

N1902P34010C

**Coming Soon... A New Season of Great Theater**

**Buy Now to Save**

**10% Off One Show**  
**15% Off Season Ticket Packages**  
Limited-time early-bird offers through 02.08.19.  
List details, terms and conditions here.

Season Ticket Holders Enjoy Complimentary Beverages!

Call or go online today for show dates, tickets and program details.

**Midcity Theater**

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

AD# N1902A02009C PASS 2 COL. x 5

**Warmth All Winter**  
 Stop in, and let us help you find the right model to keep your home or workspace comfortable all season!



**Portable Space Heaters On Sale up to 30% Off**

- electric
- radiant
- propane

Sale ends Sunday, February 05, 2019. List details, terms and conditions here.

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

AD# N1902A03001C PASS 2 COL. x 5

**Steer Clear of Winter Hazards**



- ✓ Check coolant and antifreeze levels.
- ✓ Check tire pressure and treads.
- ✓ Check windshield wipers, and use winter-grade fluid.
- ✓ Keep a blanket, gloves, bag of sand, flashlight, flares and ice scraper in your vehicle.

**Stop in anytime for a free tire, fluid and windshield wiper check!**

**Best Auto Supply**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

AD# N1902A03002C PASS 2 COL. x 5

**Winter Tire Event**



**Buy One, Get One 50% Off In-Stock Tires**

Buy Through Sunday. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. Offer ends 02/05/19.

**Value Tire Depot**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

**FREE Lifetime Tire Rotation & Repairs with new tire purchase**

**FREE Tire Inspection & Pressure Check. No appointment needed!**

AD# N1902A03003C PASS 2 COL. x 5

**What's Old Is New Again**  
 Old-School Cocktails With a Modern Twist

craft cocktails | local beer | wine & bubbles  
 specialty martinis | small plates | desserts



Join us for Valentine's Day! • Live Jazz Beginning at 7pm

**Speakeasy Cocktail Bar**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

AD# N1902A03004C PASS 2 COL. x 5

**Lingerie You'll Love**



Enjoy personal shopping service and complimentary gift wrapping of your purchase.

Shop a stunning selection of lingerie to support and flatter your figure. We offer complimentary bra fitting service to ensure a perfectly comfortable fit, no appointment needed.

Shoppers! Valentine's Day Gifts To Share!

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

AD# N1902A03005C PASS 2 COL. x 5

**Your Palm Tree Is Waiting**



**Save up to 40% Off Your All-Inclusive Vacation**

Name Destination | Name Destination

Call or go online today for details and booking! Sale ends 02/05/19. List details, terms and conditions here. List details, terms and conditions here.

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

AD# N1902A03006C PASS 2 COL. x 5

**Spring Pre-"Sail"**

**10% Off Any Repair or Service**

Value up to \$600. Discount applies to labor only. List details, terms and conditions here. Call today for details or to set up your appointment!

Mobile Boat Repair & Service  
 We Carry a Full Line of Parts  
 Outboard Rebuilding Specialists

**League Marine Repair & Supply**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

AD# N1902A03007C PASS 2 COL. x 5

**Headed for Divorce?**  
 We've Got Your Back.

Rest assured, we are here to guide you through every phase of the divorce process with expertise, compassion and integrity.

**Free Confidential Consultation**  
**Free Case Review**  
**No Filing Fee**

Call today for details or to arrange an appointment with an experienced and understanding divorce attorney.

**Blake & Associates Family Law**  
 1234 Washington Street • Somersville Heights  
 000-000-0000 • www.namewebsite.com

AD# N1902A03008C PASS 2 COL. x 5

**it's reFUND time!**



**Save \$25 Off 2019 Tax Prep Service**

with appointments through 02/05/19 when you mention this ad. List other details, terms and conditions here.

**Affordable & Accurate | Fast & Easy e-filing**

**A&R Tax & Accounting**

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

AD# N1902A03009C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

QUICK SELL:

N1902P04003C\*  
N1902P39007C\*  
N1902P39006C\*  
N1902P04003C\*  
N1902P04002C\*

**Attention All Junior Journalists!**  
Newspaper in Education Week  
Writing & Photography CONTEST

**Newspaper in Education Week 2019**  
March 4-8

**7 ways newspapers benefit students**

- 1. Newspapers build vocabulary.**  
Newspapers contain a vast array of words and phrases. Each day, newspapers are filled with words that are new to many students. By reading newspapers, students can learn new words and their meanings.
- 2. Newspapers improve reading skills.**  
Like any other text, newspapers are filled with words and phrases that are new to many students. By reading newspapers, students can learn new words and their meanings.
- 3. Newspapers promote critical thinking.**  
Newspapers are full of information. Students can learn to think critically by reading newspapers. They can learn to identify the main idea of an article and to evaluate the credibility of the information.
- 4. Newspapers bring ideas and current events to life.**  
Newspapers are full of information about current events. By reading newspapers, students can learn about what is going on in the world.
- 5. Newspapers build global awareness.**  
Newspapers provide information about events happening around the world. By reading newspapers, students can learn about other cultures and how they differ from their own.
- 6. Newspapers promote social consciousness.**  
Newspapers are full of information about social issues. By reading newspapers, students can learn about the challenges that our society faces and how we can work together to solve them.
- 7. Newspapers make learning fun.**  
Newspapers are full of interesting stories and photos. By reading newspapers, students can learn in a fun and engaging way.

Advertiser Suggestion:  
**Newspaper Subscription Offer**

AD# N1902A04002C 9.667 X 13  
AD# N1902A04001C PASS 8 COL. x 21

N1902P04001C\*  
N1902P49002C\*

**Attention All Junior Journalists!**  
Newspaper in Education Week  
Writing & Photography CONTEST

**Enter Today for a Chance to Have Your Story or Photo Published in This Newspaper, Plus Receive a \$150 Cash Prize!**

We want to hear and see your local stories about current issues facing our community.

Contest is open to all students of Name School, Name School, Name School and Name School. All entries must be received by 5 pm, March 00.

**Submit a Story**  
In 500 words or less, describe a local topic that interests you, and submit your story online at [namepaper.com](#) before the March 00 contest deadline.

**Submit a Photo**  
Capture an image and create a caption about a person, place, event or issue in our community. All contest photos must be submitted before the March 00 contest deadline.

Thanks to our contest sponsors for supporting newspapers in education!

Electronics Store	Community College	Family Dentist	Financial Institution	College Shop
Optical Shop	Bookstore	Learning Center	Auto Dealer	Camera Store

AD# N1902A04003C 10. x 13

SECTION COVER:

N1902P04001C\*  
N1902P49002C\*

SELF-PROMOTION READER:

**Newspapers Support Learning.**  
YOU Can Support Newspapers in Our Community's Classrooms!

Advertiser, talk to us today about becoming a sponsor of our upcoming Newspaper in Education Week Writing & Photography Contest for a chance to build community connections and support our community's youth. Call 000.000.0000 or email [name@namepaper.com](#) before February 00 for details.

Readers, to donate a classroom subscription, please call 000.000.0000 or go online to [namepaper.com/nle](#).

**Newspaper in Education Week**  
A Special Promotion From  
**The Somersville Press**

AD# N1902A04005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

**BREAKING NEWS**  
Newspaper in Education Week  
Writing & Photography CONTEST

**Coming Soon!**

Students, submit your local story or photograph and caption online February 00 through March 00 for a chance to win \$150 and have your work published in the newspaper!

Visit us online today for contest rules and details, and get a head start on the competition at [namepaper.com/niccontest](#).

**Newspaper in Education Week**  
Writing & Photography CONTEST  
A Special Promotion From  
**The Somersville Press**

AD# N1902A04004C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC



QUICK SELL: N1902P06005C\*-O

# Celebrate Your Love

Gift & Restaurant Guide

**Gifts for Your Guy or Galentine**

- The Flower Depot**  
One Dozen Roses For \$39  
Order today to ensure you'll be happy!
- Precious Things Jewelry**  
Diamond Stud Earrings From \$149  
The jewelry is heavy! Precious & registered ship!
- Little Boutique**  
Fashion + Fragrances + Accessories  
Personal shopping & gift cards available!
- Hanson Menswear**  
Casual & Career Apparel  
Custom suit alterations & shirt alterations available!
- Occasions Gifts**  
Shop his and her gifts from under \$25!  
Hand-picked gifts & e-cards daily!

**Valentine's Day Dining for Every Budget**

Dinner for Two Under \$50	Dinner for Two Under \$99	Dinner for Two \$100 & up
<b>Name Restaurant</b> \$49 Dinner for Two Includes: 2016 Special Appetizer, Caprese or Chicken orzo & Causage, Bread and complimentary drink!	<b>Name Restaurant</b> \$99 Dinner for Two Includes: 2016 Special Appetizer, Caprese or Chicken orzo & Causage, Bread and complimentary drink!	<b>Name Restaurant</b> \$125 Dinner for Two Includes: 2016 Special Appetizer, Caprese or Chicken orzo & Causage, Bread and complimentary drink!
<b>Name Restaurant</b> Valentine's Day Dinner Special at 10:00pm-12:00am. Paying and Causage, Bread and complimentary drink!	<b>Name Restaurant</b> Valentine's Day Dinner Special at 10:00pm-12:00am. Paying and Causage, Bread and complimentary drink!	<b>Name Restaurant</b> Valentine's Day Dinner Special at 10:00pm-12:00am. Paying and Causage, Bread and complimentary drink!
<b>Name Restaurant</b> \$49 Dinner for Two Includes: 2016 Special Appetizer, Caprese or Chicken orzo & Causage, Bread and complimentary drink!	<b>Name Restaurant</b> \$99 Dinner for Two Includes: 2016 Special Appetizer, Caprese or Chicken orzo & Causage, Bread and complimentary drink!	<b>Name Restaurant</b> \$125 Dinner for Two Includes: 2016 Special Appetizer, Caprese or Chicken orzo & Causage, Bread and complimentary drink!
<b>Name Restaurant</b> Valentine's Day Dinner Special at 10:00pm-12:00am. Paying and Causage, Bread and complimentary drink!	<b>Name Restaurant</b> Valentine's Day Dinner Special at 10:00pm-12:00am. Paying and Causage, Bread and complimentary drink!	<b>Name Restaurant</b> Valentine's Day Dinner Special at 10:00pm-12:00am. Paying and Causage, Bread and complimentary drink!

AD# N1902A06002C  
AD# N1902A06001C

9.667 x 13  
PASS 6 COL. x 21

N1902P06004C

SECTION COVER: N1902P06003C

February 2019  
A Special Supplement to  
**Name Newspaper**

# Feel the Love

## Valentine's Day Celebration Guide

**"Sweets for your sweets" reader recipes**

**Gift ideas for every budget  
DIY giving from the heart**

**Where to wine and dine your valentine**

AD# N1902A06003C

HEADING: N1902P06001C\*-O



SELF-PROMOTION READER:

### Your Advertising Sweet Spot

Promote your holiday offerings to hundreds of local readers alongside eye-catching editorial features in this year's Valentine's Day Celebration Guide!

For details or to reserve your ad spot, call 000.000.0000 or email name@namenewspaper.com before February 01. This special section will appear in print and online February 01.

A Valentine's Day Celebration Guide From  
**Name Newspaper**

AD# N1902A06005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

### Plan the Perfect Valentine's Day

From dining to shopping and d-I-y gift ideas, our Valentine's Day Celebration Guide is full of ways to show your loved ones how much you care!

Look for your copy here and online February 01. To renew or subscribe, call 000.000.0000 or visit namenewspaper.com.

A Valentine's Day Celebration Guide From  
**Name Newspaper**

AD# N1902A06004C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC



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

QUICK SELL: N1902P35002C N1902P35005C

# Spring Home Transformations

Ten to Try: Home Decorating Hacks

Make your home look like a million bucks with these easy and low-cost do-it-yourself decorating ideas.

- 1. Use an old wine bottle to make your own "decor" pattern.** Use a wine bottle to make a pattern on a piece of paper or wood. Use a paintbrush to apply color from your local paint supply store.
- 2. Remove old paint or just wash Christmas lights or bath towels.** Use a paintbrush to remove old paint or just wash Christmas lights or bath towels.
- 3. Place and spray on aluminum panels.** Why not use an old sheet as a gift or as a tablecloth? Place and spray on aluminum panels.
- 4. Use an old wood ladder to hang and store quilts and blankets for a double-duty look and easy access.**
- 5. Frame a piece from last year's calendar as a wall-wrapping paper print for an instant gallery wall.**
- 6. Use removable tape and paint to create bold patterns on old bars and jewelry for a quick change and planning.**
- 7. Paint Supply Store** (See page 001 for details on this store.)
- 8. Discount Store** (See page 001 for details on this store.)
- 9. Consignment Shop** (See page 001 for details on this store.)
- 10. Hardware Store** (See page 001 for details on this store.)
- 11. Department Store** (See page 001 for details on this store.)
- 12. Antiques Store** (See page 001 for details on this store.)
- 13. Disposal or storage area** (See page 001 for details on this store.)
- 14. Department Store** (See page 001 for details on this store.)
- 15. Framing Store** (See page 001 for details on this store.)
- 16. Home Store** (See page 001 for details on this store.)
- 17. Hardware Store** (See page 001 for details on this store.)
- 18. Craft Supply Store** (See page 001 for details on this store.)

Advertisement suggestions: Contractor, Kitchen Showroom, Interior Designer, Home Improvement Center

AD# N1902A07002C 9.667 x 13  
AD# N1902A07001C PASS 6 COL. x 21

N1902P07002C\*O SECTION COVER: N1902P21008C

# Spring Home Transformations

February 2019 | A Special Supplement to Name Newspaper

Must-haves for an amazing kitchen remodel

Kitchen remodels are among the most popular home improvement projects. But what are the most important factors to consider when planning a kitchen remodel? Due to the sheer amount of choices, it's easy to get overwhelmed. In this special section, we'll provide you with the most important information you need to know to make the most of your investment. From choosing the right materials to hiring the right professionals, we'll cover it all. You'll also find out how to choose the right color palette and how to choose the right lighting. And, of course, we'll provide you with the latest trends in kitchen design. So, whether you're planning a full kitchen remodel or just a few updates, this special section is a must-read for anyone who wants to make the most of their kitchen investment.

Advertisement suggestions: Win a Home Makeover! Details on page 01.

Top trends for 2019  
Budget decorating tips  
Service pros to know

AD# N1902A07003C 10. x 13

# Spring Home Transformations

SELF-PROMOTION READER: N1902P35005C N1902P22004C N1902P35002C N1902P07002C

## Ready for a Change?

Turn to our latest section for ideas, advice and advertising to enhance the look, feel and enjoyment of your home. From budget-friendly DIY decor tips to local service pros and top home trends of 2019, Spring Home Transformations will inform and inspire the home decorator in you.

# Spring Home Transformations

A Special Section From Name Newspaper

Look for it here and online Sunday, February 00!

AD# N1902A07005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER: N1902P35005C N1902P22004C N1902P35002C N1902P07002C

## Targeted Advertising to Transform Your Business

Reserve your ad spot in Spring Home Transformations today, and show more than 6,000 local readers how your products, services, expertise and ideas can enhance their living spaces!

# Spring Home Transformations

A Special Section From Name Newspaper

Call 000.000.0000 or email name@namenewspaper.com for ad rates and reservations. Advertising Deadline: February 00 Publication Date: February 00

AD# N1902A07004C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

N1902P08001C\*~O N1902P08003C\*~O N1902P08002C\*~O

N1902P47006C~●

N1902P47008C~●

N1902P43004C~●  
N1902P47001C~●



# Pet Pals

Adopt a furever friend, and fill your heart and home with happiness!

**Boots**  
Shorthair Cat Female, Spayed 5 Years  
Caucasian friendly and playful. Boots enjoys snuggling and curling up on the couch with a good human!

**Boots**  
Shorthair Cat Female, Spayed 5 Years  
Caucasian friendly and playful. Boots enjoys snuggling and curling up on the couch with a good human!

For adoption information, contact Cat Sanctuary of Sonoma at 800.360.0000 or [www.petpals.com](http://www.petpals.com)

Sponsored by The Humane Horizons Team



How you can benefit from having a pet

**P**ets have been kept for centuries. Statistics from various sources indicate that Americans own millions of dogs, cats, birds, small mammals, and reptiles. Pets attract notice and loving looks are enough for many people to welcome them into their homes, but the benefits of having a pet extend beyond their appearance and companionship.

Pets can help prevent loneliness. Loneliness affects people of all ages, but it is particularly problematic among seniors. Older adults who may be isolated can benefit from having a pet around. According to a study published in Aging & Mental Health, older adults who owned pets were 50 percent less likely to say they were lonely compared to those who didn't have an animal companion.

Pets can help combat stress. Talking to or snuggling a pet can make stress easier to handle. A study from researchers at the State University of New York at Buffalo found that, when conducting a meditation, people experienced less stress when their pets were with them. Various other studies and data from the Centers for Disease Control and Prevention have found that a pet around can lower blood pressure, ease anxiety and may even help to lessen asthma and pain. Pets provide unconditional love, which can be beneficial to someone feeling depression or just downcast some days.

Pets help teach responsibility. Taking care of a pet can help children and adults become more responsible. According to the American Pet Product Association's 2011 CAPS National Pet Owners Survey, 68 percent of pet owners say that pets help teach their kids to be responsible through their care, exercise and feeding of the animal.

Pets are more than mere companions in bed, part of our numerous health and well-being benefits to people of all ages.

**Reddy**  
Terrier Mix Male, Neutered 2 Years  
Caucasian Reddy is a shy but affectionate pup who loves people and other animals. He is house-trained, and enjoys long walks and trips to the dog park.

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Sponsored by The Corvallis Family in Memory of LeRoy

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Sponsored by The Corvallis Family in Memory of LeRoy

*Thanks to Readers Like You, Soda Fused Her Forever Home!*

You can sponsor a pet for adoption by completing the form below or online at [www.petpals.com](http://www.petpals.com) or call us at 800.000.0000.

Your Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
VISA, MC, Discover or AMEX #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

Would you like your name or company name included as a sponsor?  Yes  No

If you please enter the sponsor name as you would like it to appear.

For adoption information, contact Cat Sanctuary of Sonoma at 800.360.0000 or [www.petpals.com](http://www.petpals.com)

**Pet Pals** The Sonoma Press Pet Pals Adoption Connection  
11414 Soda Landing • [www.petpals.com](http://www.petpals.com) • 800.000.0000

AD# N1902A08001C 19.33 x 10.904

HEADING:  
N1902P08001C\*~O

# Pet Pals

SELF-PROMOTION READER:

**Put a Pet-Friendly Spotlight on Your Business**

Connect with thousands of local pet people, and help animals in need, with an ad or adoption sponsorship in our monthly Pet Pals feature!

To learn more, sponsor a pet or advertise, call 800.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) today.

**Pet Pals**  
A Special Feature From  
Name Newspaper

AD# N1902A08003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

**Connecting Pets & People**

Help a shelter pet find a home, or find yourself a furever friend, in our monthly Pet Pals feature!

Meet dozens of adoptable pets the first Thursday of every month in Pet Pals, also online at [www.petpals.com](http://www.petpals.com).

**Pet Pals**  
A Special Feature From  
Name Newspaper

AD# N1902A08002C PASS 2 COL. x 5

Companion  
WEB & MOBILE  
ADS available  
on MCC

**QUICK SELL:** N1902P09001C • N1902P48007C •

# We ♥ LIBRARIES

**Library Event**

## Library ♥ Lovers Reading List Picks

Local bookworms share their favorite reading recommendations!

**Children**

**Name Book**  
Title Here  
By Name Author Here  
Let local bookworms share their favorite reading recommendations!

**ADVERTISER HERE**  
123 Main Street  
Beverly Hills, CA 90210  
www.name.com

**Adult Fiction**

**Name Book**  
Title Here  
By Name Author Here  
Let local bookworms share their favorite reading recommendations!

**ADVERTISER HERE**  
123 Main Street  
Beverly Hills, CA 90210  
www.name.com

**Young Adults**

**Name Book**  
Title Here  
By Name Author Here  
Let local bookworms share their favorite reading recommendations!

**ADVERTISER HERE**  
123 Main Street  
Beverly Hills, CA 90210  
www.name.com

**Adult Nonfiction**

**Name Book**  
Title Here  
By Name Author Here  
Let local bookworms share their favorite reading recommendations!

**ADVERTISER HERE**  
123 Main Street  
Beverly Hills, CA 90210  
www.name.com

**SECTION COVER:** N1902P48001C • N1902P09001C • N1902P48002C •

February 2019  
A Special Supplement to  
**Name Newspaper**

# We ♥ LIBRARIES

## Check Out What's Happening at Your Local Branch!

- New Book Reviews
- Reading List Picks for All Ages
- e-Book & Technology Update
- Free Activities for Kids & Families
- Literacy & Education Programs for Adults

AD# N1902A09003C 10. x 13

AD# N1902A09002C  
AD# N1902A09001C

9.667 x 13  
PASS 6 COL. x 21

HEADING:  
N1902P09001C •

# We ♥ LIBRARIES

**SELF-PROMOTION READER:** N1902P48001C • N1902P09003C •

**Kids' Storytelling • Free Classes  
Family Movie Nights • Arts & Crafts  
Computers & Technology  
Books, Music & Movies • Job Resources  
Entertainment & So Much More**

Learn more about what's in store at your local library in our next special section, coming February 00!

# We ♥ LIBRARIES

A Special Section From  
**Name Newspaper**

Check out We Love Libraries in print and online at [name.com](http://name.com)! To subscribe or renew your subscription, call 000.000.0000 or visit us online today.

AD# N1902A09005C PASS 2 COL. x 5

**SELF-PROMOTION ADVERTISER:** N1902P48001C • N1902P09003C •

## Advertisers, Check It Out

There's still time to reserve your spot in We Love Libraries, a special section that will draw attention from readers of all ages interested in community programs, family-friendly activities, reading, recreation, education, technology, arts and culture. To learn more about how this special section can give your business valuable exposure to the right audience of readers, talk to a sales consultant today!

# We ♥ LIBRARIES

A Special Section From  
**Name Newspaper**

Call 000.000.0000 or email [name@name.com](mailto:name@name.com) for advertising details, rates and reservations.

Advertising Deadline:  
**February 00**  
This special section will publish in print and online February 00.

AD# N1902A09004C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

**Usage Note:**

We all love our pets, and that includes business owners. Celebrate that fact with a Valentine's Day Pet Match Contest. This fun promotion asks readers to correctly match pictures of local business owners with their actual pets. Prizes can be supplied by participating sponsors. The contest corresponds with both Valentine's Day and the ever-growing topic of pet ownership and care. Here, business owners are identified as pet lovers themselves — yet another way for consumers to identify with the owners and increase their desire to shop locally.

# Valentine's Day Pet Match

Match these local business owners with their proper pets for a chance to win!

**\$300 Gift Basket Grand Prize**

One lucky winner will receive a basket filled with gift cards and prizes from participating contest sponsors valued at over \$300!

**1**

*Name Business Owner*  
**Name Business**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**2**

*Name Business Owner*  
**Name Business**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**3**

*Name Business Owner*  
**Name Business**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**4**

*Name Business Owner*  
**Name Business**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**5**

*Name Business Owner*  
**Name Business**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**6**

*Name Business Owner*  
**Name Business**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**7**

*Name Business Owner*  
**Name Business**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**8**

*Name Business Owner*  
**Name Business**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**Name Pet Here**

**Name Pet Here**

**Name Pet Here**

**Name Pet Here**

**Name Pet Here**

**Name Pet Here**

**Name Pet Here**

**Name Pet Here**

YOUR NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
PHONE NUMBER: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

18 or Older?  Yes  No

1. Name Business Owner  
Pet Match: \_\_\_\_\_

2. Name Business Owner  
Pet Match: \_\_\_\_\_

3. Name Business Owner  
Pet Match: \_\_\_\_\_

4. Name Business Owner  
Pet Match: \_\_\_\_\_

5. Name Business Owner  
Pet Match: \_\_\_\_\_

6. Name Business Owner  
Pet Match: \_\_\_\_\_

7. Name Business Owner  
Pet Match: \_\_\_\_\_

8. Name Business Owner  
Pet Match: \_\_\_\_\_

N19012A10001C

**Usage Note:**

Talk about a winning combination! A **Pizza Lovers Contest** is a "best of" promotion combined with a giveaway contest. Every person who votes for their favorite pizza place, in a variety of categories, is entered in the drawing to win prizes from the participating sponsors. The contest can also be directly related to marking February 9 as National Pizza Day. Sell ads to places in the running accordingly.

# Pizza LOVERS CONTEST

**Vote to Win FREE PIZZA!**

Everyone Who Votes Is Automatically Entered to Win a \$25 Gift Card From One of the Sponsor Restaurants Featured Here!

**Best Pizza by the Slice**

**Best Specialty Pizza**

**Best Vegan Pizza**

**Best Gluten-Free Pizza**

Calling all pizza connoisseurs. Vote for Your Favorite Pizza in Each Category:

**Vote Online Through Thursday, February 7 at [nameandaddress.com/pizzadaycontest](http://nameandaddress.com/pizzadaycontest)**

Contest ends 11:59 PM, February 7, 2015. Winner announced February 8. See contest rules for terms, prizes and entry.

**Who Will Win?**

**Pizzeria**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**Are We the Best?**

**Pizzeria**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**Are We Your Favorite?**

**Pizzeria**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**When We Win, You Win!**

**Pizzeria**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**Who Will Win?**

**Pizzeria**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**Are We the Best?**

**Pizzeria**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**Who Will Win?**

**Pizzeria**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

**Are We the Best?**

**Pizzeria**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.nameandaddress.com

N1901A10002C

## High Resolution Photos = Options and Flexibility

High resolution photos give you the flexibility you need to complete the variety of ads and marketing projects that make up your daily schedule. Toward that end, Metro hi-res photos offer the same great quality as regular photos, but in a higher resolution. You'll often find the hi-res version is physically larger than the regular version, as well.

Metro hi-res photos are housed in the Metro Creative Connection Creative Library. Most photos supplied since 2006 will have a hi-res version, so you'll have tens of thousands of choices. Here is how to quickly locate and download them:

1. Log into the MCC Creative Library and perform a search using keywords and/or the pull-down menus. You can also choose "photo" from the Image Type menu and select the box, "With Hi-res only."
2. Look for the **H** icon below the image thumbnail in the Results window.
3. Either click the **H** icon below the thumbnail to start the download, or choose the **i** to view the Info window. There, you have the choice to download the hi-res among the selections.

Since high resolution photos are larger file sizes, Metro supplies them in the RGB JPEG format to shorten download times. Once downloaded, you can open the file in Adobe Photoshop®, change the color mode to CMYK and alter the size or crop any way you choose. The photo can be resaved as a TIFF file for printing, or EPS if you have created a silhouette clipping path.

**There are two situations where hi-res photos become indispensable:** The first is when you are creating a printed project on higher-quality stock. Although most publications continue to be published at 85 lpi (lines per inch), specialty products and sections printed on glossy stock or higher-quality paper can require a higher line screen. Since the dawn of viable computer graphics for print in the 1980s, the standard rule for dpi (dots per inch) resolution has been one-and-a-half to two times the printed lpi (lines per inch). Therefore, photos that are 170 dpi resolution will be perfect for printing 85 lpi on newsprint, but when a 120 lpi screen is being employed on better stock, it would be optimal to have photos at a higher resolution.

The second situation involves instances where you'd like to enlarge a photo to use as a cover, or zoom into a section of a photo to use in an ad. You've probably noticed that in Photoshop, image size and resolution are intrinsically connected. That is, as an image is enlarged, resolution decreases. When you are starting with a larger photo with a higher resolution, you have more leeway to manipulate the enlargement. **M**



Find hi-res photos in the MCC Creative Library. Search for images that have a hi-res option by selecting the *With Hi-res only* box. Download by clicking the **H** icon under the thumbnail image, or select *Download Hi-Res* from the Info window.



Open hi-res photos in Photoshop to convert the color mode to CMYK and to crop or resize the photo.



### Need Even More Hi-Res Photos?

Consider these additional service options:

- Campaigns & Classifieds
- Food & Dining Library
- Auto Photos Library
- Metro/Getty Freedom Packages

Contact your Metro representative, call Client Service at 800-223-1600 or email [service@metro-email.com](mailto:service@metro-email.com) for info on adding these valuable hi-res photo options.

P1902B11001C



**Newspaper in Education Week 2019**  
March 4-8

# Your Newspaper: An Educational Resource for Students

Newspaper in Education Week, coming March 4-8 this year, is an opportunity to share the many benefits your publication offers students. From vocabulary building to reading and critical thinking skills, newspaper reading helps students learn, and also helps them develop a sense of global awareness. While all of these benefits exist in print, your newspaper's website is another way to reach students both in and out of the classroom with online stories, kid-friendly videos and downloadable features like quizzes and coloring pages.



## NEWSPAPER IN EDUCATION WEEK



*Here are a few idea and content resources to help you engage a youth audience during Newspaper in Education Week and all year:*



**niemccse.com**

The SunHerald, Bradenton Herald, Ledger-Enquirer, The Telegraph, and Miami Herald's News in Education (NIE) program offers free e-edition subscriptions to classroom teachers. They also provide education apps, educational YouTube shares and online learning tools to engage and help students, parents and teachers.



## Promoting Literacy

The Chronicle Journal of Thunder Bay, Ontario has built successful companion programs for both NIE Week and Family Literacy Day by supporting local school boards with newspaper delivery each day of the school year to use in classrooms and libraries. Their week-long salute to the importance of reading included a special family subscription offer, newspaper-based literacy activities emphasizing the many ways parents can engage children at home with text and pictures from the newspaper, and a variety of game and puzzle features geared toward kids.

Details about this program can be found under your Sales Tools tab of MetroCreativeConnection.com (MCC) by checking the *Plus Business Stories* category box and searching with the filename P1401BB05001C or "family literacy" as keywords to view *Family Literacy Day Promotion Connects Kids to Newspapers*, Jan 2014.

## Metro Content

Metro offers a variety of resources to help you develop and promote your own NIE program and activities, including contests, section covers, editorial features, ads, images and sponsorship opportunities. Find the content pictured here and more in the Creative Library of MCC using keywords: newspapers in education.



## Run a Contest

Running a special section or contest to benefit your publication's NIE program is also a great way to build awareness of the program among advertisers and readers. The Journal Gazette and Times-Courier of Mattoon, Illinois has successfully run a three-part pet section and pet photo contest called "Pawsitively The Best Pets" to drive funding of their NIE program.

Details about this feature can be found under your Sales Tools tab of MetroCreativeConnection.com (MCC) by checking the Plus Business Stories category and searching with the filename keyword P1003B05004C or by the headline, *Three-part Pet Section Benefits NIE Program*, March 2010.



**Added Plus:** Find a variety of kid-friendly games and puzzles to engage young readers in the Editorial Library of MCC on the left side of the page under Puzzles, Games & Recipes.

N1902P14001C-●  
N1902P14002C\*○

**For Your Valentine...**  
Gift and dining destinations for a Valentine's Day to remember.

<p><b>Balance Studio</b> <i>Couple's Massage \$119</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Mona's Salon</b> <i>Gift Cards Available</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Flora's Florist</b> <i>Order Online for Delivery</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Gemstones Jewelry</b> <i>Custom Engraving Service</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
<p><b>Balance Studio</b> <i>Couple's Massage \$119</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Mona's Salon</b> <i>Gift Cards Available</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Flora's Florist</b> <i>Order Online for Delivery</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Gemstones Jewelry</b> <i>Custom Engraving Service</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
<p><b>Balance Studio</b> <i>Couple's Massage \$119</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Mona's Salon</b> <i>Gift Cards Available</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Flora's Florist</b> <i>Order Online for Delivery</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Gemstones Jewelry</b> <i>Custom Engraving Service</i> 1234 Washington Street Somerville Heights 000-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
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**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.



**Love at First Bite**  
Enjoy all of your favorite pasta and Italian recipes this Valentine's Day!

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

**Sweetheart Dinner Special**  
**Only \$39**  
February 14-17  
Two Dinners, Two Glasses of Wine & Shared Dessert  
Regular dinner menu still available.

AD# N1902A14005C  
PASS 2 COL. x 5

**Valentine in style**

Call today to secure your reservation, and enjoy a specially prepared prix-fixe menu by award-winning chef Peter Mendez and renowned pastry chef Rachel Tam.

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

AD# N1902A14002C  
PASS 2 COL. x 5

**Gifts for All of Your Loved Ones**

**99¢ & up**

- Boxed Valentines
- Balloons
- Candy Gift Boxes
- Plush Toys
- Fragrance Sets
- Novelty Gifts
- Greeting Cards
- Gift Wrap
- Picture Frames & More

**Variety Mart & Pharmacy**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

Celebrate your love this Valentine's Day with an exquisite dining experience.

**Savor the Night**

Valentine's Day Weekend  
Romantic Four-Course Menu

**starting at \$49 per person**

Thursday-Sunday, February 14-17  
Optional \$20 wine pairing available.

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

N1902P29002C-●  
PASS 2 COL. x 5

AD# N1902A14006C  
PASS 2 COL. x 5

N1902P30006C-●

**Lovely Gifts**

Shop artisan home goods, locally designed jewelry, natural beauty, hand-poured candles and other unique gift ideas your valentine will adore.

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

**Choc Full of Gifts for Valentine's Day**

From chocolate gift boxes to custom lozenges, lipgloss, soaps, candles, lipgloss and more by quality, we have all the sweet treats for your Valentine's Day!

**Hansel's Chocolate Shop**  
1234 Washington Street • Somerville Heights  
000-000-0000 • [www.namewebsite.com](http://www.namewebsite.com)

N1902P58006C-●  
PASS 2 COL. x 5

AD# N1902A14003C  
PASS 2 COL. x 5

N1902P30001C-●

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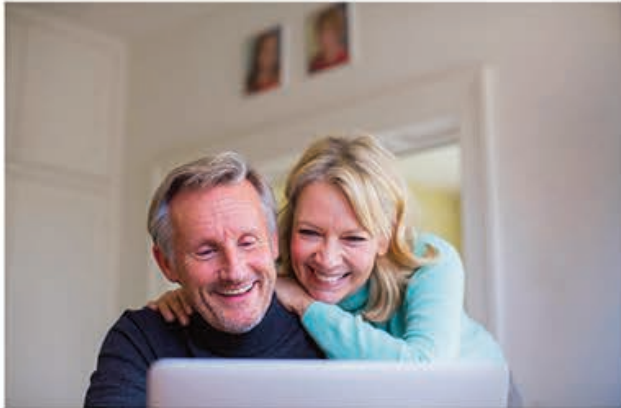




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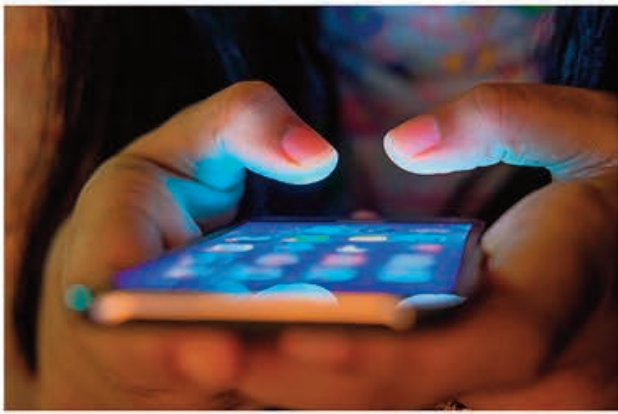


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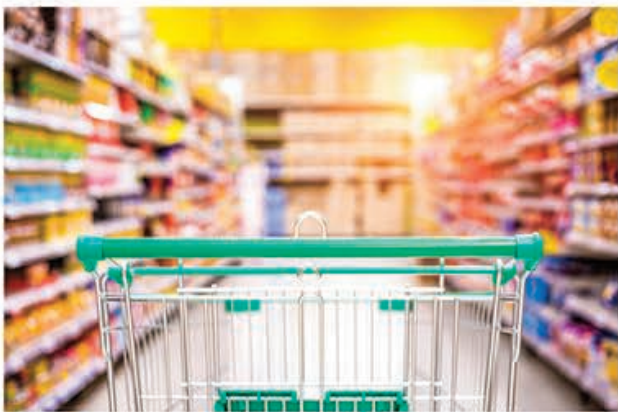
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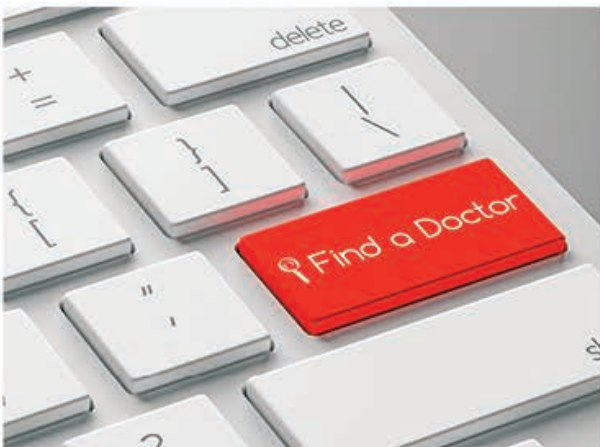
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N1902P18003C-●



N1902P20004C\*O  
N1902P20002C\*O  
N1902P20003C\*O

# Spoil Your Valentine

Gifts, dining destinations and romantic ideas to treat your sweetheart this Valentine's Day!

**Waterfront Restaurant**  
\$79 Prix-Fixe Dinner With Wine Included  
[www.norwalka.com](http://www.norwalka.com)  
1234 Washington Street  
Somerville Heights  
600-000-0000

**The Sweet Spot**  
Coffee, Dessert & Live Jazz for Valentine's Day  
[www.norwalka.com](http://www.norwalka.com)  
1234 Washington Street  
Somerville Heights  
600-000-0000

**Baylor's Department Store**  
His & Her Gifts in Every Price Range  
[www.norwalka.com](http://www.norwalka.com)  
1234 Washington Street  
Somerville Heights  
600-000-0000

**Martinis Lounge**  
Cocktails & Tapas for a Romantic Date Night  
[www.norwalka.com](http://www.norwalka.com)  
1234 Washington Street  
Somerville Heights  
600-000-0000

**Madison's Boutique**  
Fashion, Accessories & Lingerie She'll Love  
[www.norwalka.com](http://www.norwalka.com)  
1234 Washington Street  
Somerville Heights  
600-000-0000

**Tokens Fine Jewelry**  
Sparkling Diamond Stud Earrings From \$199  
[www.norwalka.com](http://www.norwalka.com)  
1234 Washington Street  
Somerville Heights  
600-000-0000

**State Wine & Liquors**  
Bubbles & Spirits to Celebrate Valentine's Day  
[www.norwalka.com](http://www.norwalka.com)  
1234 Washington Street  
Somerville Heights  
600-000-0000

**The Sushi Station**  
Make Your Valentine's Day Reservations Today!  
[www.norwalka.com](http://www.norwalka.com)  
1234 Washington Street  
Somerville Heights  
600-000-0000

**Grapevine Florist**  
Order Your \$39 Valentine's Day Bouquet Today!  
[www.norwalka.com](http://www.norwalka.com)  
1234 Washington Street  
Somerville Heights  
600-000-0000

**City Center Hotel**  
Romantic Dine-&Stay Valentine's Day Packages  
[www.norwalka.com](http://www.norwalka.com)  
1234 Washington Street  
Somerville Heights  
600-000-0000

AD# N1902A20001C 19.334 x 13



N1902P20001C-●

### Usage Suggestion:

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

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

*Valentine's Day Gifts & Dining*

N1902P20005C\*O

*Date Night Destinations*

N1902P20006C\*O



N1901P21004C



N1901P21001C



N1901P21002C



N1901P21005C



N1901P21008C



N1901P21003C



N1901P21007C



N1901P21006C



N1902P22005C-●



N1902P22001C-●



N1902P22008C-●



N1902P22003C-●



N1902P22002C-●



N1902P22007C-●



N1902P22006C-●



N1902P22004C-●





N1902P23008C-●



N1902P23009C-●



N1902P23003C-●



N1902P23014C\*-○



N1902P23019C\*-○



N1902P23006C\*-○



N1902P23001C\*-○  
N1902P23002C\*-○



N1902P23013C\*-○



N1902P23020C\*-○



N1902P23021C\*-○



N1902P23012C\*-○



N1902P23007C\*-○



N1902P23010C\*-○



N1902P23018C\*-○



N1902P23017C\*-○



N1902P23016C\*-○



N1902P23015C\*-○



N1902P23005C\*-○



N1902P23004C\*-○



N1902P23011C\*-○



N1902P24010C-●



N1902P24011C-●



N1902P24006C-●



N1902P24009C-●



N1902P24003C-●



N1902P24001C-●



N1902P24002C-●



N1902P24012C-●



N1902P24008C-●



N1902P24004C-●



N1902P24007C-●



N1902P24005C-●



A look at home improvement and remodeling in the U.S.

**\$350 billion**

Projected residential improvement and repair spending in the U.S. through the third quarter of 2019  
according to Joint Center for Housing Studies of Harvard University

# HOMEWork

The home improvement market experienced decade-high spending by homeowners in 2018. Here are some helpful facts and figures to know about this popular industry:

**6%**

The rate at which home improvement spending is rising annually nationwide according to the Leading Index for Remodeling Activity as of 2018.

**5** Home improvements that produce the best resale return on investment

1. Garage Door Replacement
2. Manufactured Stone Veneer
3. Steel Entry Door Replacement
4. Wood Deck Addition
5. Kitchen Remodel

according to Remodeling's 2018 Cost vs. Value Report



**Kitchen Remodeling**  
The most popular home remodeling job

according to the National Association of Home Builders (NAHB)

**\$2,647**  
Average cost to paint a home's exterior  
according to the HomeAdvisor True Cost Report



**West Virginia**  
Least expensive state in which to buy a home



**Hawaii**  
Most expensive state in which to buy a home  
according to Business Insider 2018



**\$9,275**  
Average cost of a bathroom remodel  
according to the HomeAdvisor True Cost Report

**\$221,500**  
Median home value in the U.S.  
according to Zillow as of October 2018



Your Partner in Building a Future



Great rates and flexible terms on Home Equity Lines & Home Improvement Loans  
No application fees. No closing costs. No annual fees.  
Get details, rates and conditions here: [Get details, rates and conditions here](#). Get details, rates and conditions here.

**Somersville Credit Union**

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

Apply by phone, online or in person today for a special introductory rate!



AD# N1902A25001C

PASS 6 COL. x 21

AD# N1902A25002C

10 x 13

AD# N1902A25004C

PASS 6 COL. x 21

AD# N1902A25005C

10 x 13

AD# N1902A25003C

PASS 6 COL. x 3

N1902P23006C

N1902P25001C

N1411P25003C

N1812P25008C

N1902P25002C

N1902P25003C

N1902P25004C

N1902P15003C

N1210P61006C

N1902P53012C

N1210P61009C



N1902P26002C-●



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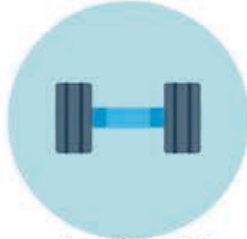
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### CARDIO DIAGNOSTICS

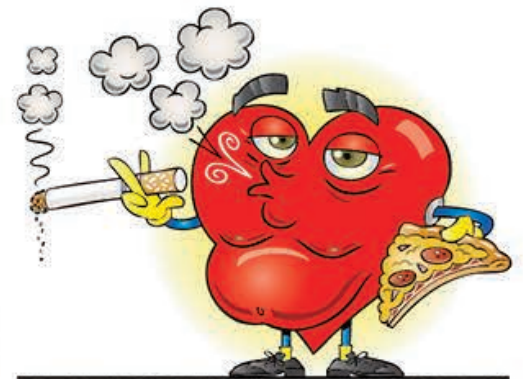
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N1902P27016C\*-O



### LIVING HEART SMART?

N1902P27013C\*-O



N1902P27019C\*-O



N1902P27018C\*-O

N1902P53003C

# Renew Your Home

We are your hometown home transformation specialists, offering a wide range of trusted improvement, repair, remodeling and contracting services throughout the **Name County** area for more than a decade.

Kitchens | Bathrooms | Outdoor Living  
Room Additions | Structural Repairs | Roofing & Siding | Interior & Exterior Painting | Windows, Decks & Doors | Home Restorations | & More

For your free no-pressure in-home consultation and project estimate, just give us a call or contact us online today!

**Warranty on All Workmanship**  
All Calls Returned Within 24 Hours  
License# 00000000  
Fully Insured & Bonded  
Great Local References

**Norris Contracting**

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

N1902P28001C

AD# N1902A28001C 8.5 x 11

## Trusted Heart Care for You and the One You Love

We provide a full spectrum of advanced cardiac and vascular care services, putting the latest testing procedures and technology to work for you, so you can be there for the ones you love. To learn more about our services, verify insurance or receive a referral to one of our specialists, please call or visit us online today.

**February Is Heart Month!**  
Heart disease can happen at any age, and is the leading cause of death for both men and women in the U.S. During Heart Month, learn more about what you can do protect your heart health by visiting us online at [namewebsite.com/healthyheart](http://namewebsite.com/healthyheart), and consider scheduling a comprehensive cardiac screening to ensure early detection of any potential risk factors.

**2-for-1 Cardiac Screenings**  
Includes comprehensive risk assessment and calcium scoring  
**Only \$129**  
Call today for your appointment to take advantage of the special offer through February 28, 2015.

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

N1902P15002C

N1902P15006C

N1902P15004C

AD# N1902A28002C 8.5 x 11

N1902P28002C

# YOUR NEWS

*Just the Way You Like It*  
We make it easy to access the news you need, any way you want.

Entertainment & Local Events

In Depth Local & Regional Reporting

**Free e-Edition Access With Home Delivery!**  
Subscriptions Start at Just **\$1.99 Per Week**

For details or to start your subscription, call 000.000.0000 or go online to [namenewspaper.com/subscribe](http://namenewspaper.com/subscribe).

Advertisers, call 000.000.0000 or email [name@namenewspaper.com](mailto:name@namenewspaper.com) for special new client offers!

**The Somerville Press**  
*Your Local News Source*  
Print, Online & Mobile  
000.000.0000  
[www.namewebsite.com](http://www.namewebsite.com)

Family Fun Features

Real Estate News & Listings

N1902P16001C

N1902P43001C

N1902P43004C

N1902P16004C

N1902P16008C

AD# N1902A28003C 8.5 x 11

## Something Missing?

Find a Loving Forever Companion to Complete Your Picture.

Millions of loving pets end up in shelters each year, often because their families simply move and leave them behind. You have a chance to give a homeless pet a second chance at a happy future by adopting a shelter dog or cat. We make the pet adoption process easy, and opting to adopt is the best way to put an end to the cruelty and suffering that occurs in puppy-mill-style breeding facilities.

**Volunteers Welcome**  
Please call or fill out our online interest form for details.

**We're Open 7 Days!**  
Monday-Friday 10 a.m.-7 p.m., Saturday & Sunday 10 a.m.-4 p.m.

**Meet Your Match This Valentine's Day!**  
Browse pet profiles online, fill out our online interest form, call or stop by the shelter to get started. All of our animals are spayed or neutered and up to date on vaccines, and adoption fees start at **Just \$59.**

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

AD# N1902A28004C 8.5 x 11



N1902P29002C-●



N1902P29007C-●



N1902P29009C-●



N1902P29003C-●



N1902P29008C-●



N1902P29005C-●



N1902P29004C-●



N1902P29001C-●



N1902P29006C-●



N1902P300006C-●



N1902P300002C-●



N1902P300004C-●



N1902P300009C-●



N1902P300007C-●



N1902P300005C-●



N1902P300008C-●



N1902P300003C-●



N1902P300001C-●





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N1902P31008C-●



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N1902P31014C\*-O



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N1902P31015C\*-O



N1902P31005C\*-O



N1902P31006C\*-O



N1902P31004C\*-O

N1902P32001C\*O

# Presidents' Day SALE

It's a storewide celebration of savings, all weekend long!

- up to 40% Off Apparel for the Whole Family
- up to 30% Off Kitchen & Household Electrics
- up to 50% Off Bed & Bath
- up to 40% Off Dinnerware & Tabletop
- up to 25% Off Major Appliances

★ Plus, Special BOGO \$1 Deals Throughout the Store

The Savings Start Saturday at 9AM!  
Ends Feb 19, 2019. Lot details, some restrictions apply. Lot details, terms and conditions here. Lot details, terms and conditions here. Lot details, terms and conditions here.

## The General Store

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

AD# N1902A32002C PASS 3 COL. x 10

N1902P26002C • N1902P32003C\*O

# Red-Hot Beauty Deals

## Spa & Beauty GUIDE

Local specialists dedicated to helping you look and feel your best!

Get set for Valentine's Day with irresistible salon savings!

- 50% Off Your Haircut** With Color or Highlights
- \$35 Spa Mani-Pedi Combo**
- 3 for \$9 Airbrush Tanning Package**
- 10% Off All Skin- & Hair-Care Products**

Call to Book Your Appointment Today!  
 Offers End February 01.  
Lot details, terms and conditions here. Lot details, terms and conditions here.

## Salon Bella

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

Gift Cards Available

AD# N1902A32003C PASS 3 COL. x 10

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

N1902P21008C • N1902P21002C •

# Spruce Your Home for Spring

## HomeWork HELPERS

Products and pros to help get your home and garden ready for spring.

- Name Brand Garden Potting Soil 1.5 cu. ft. bag **\$6.99**
- 6-Packs Colorful Annuals **2 for \$5**
- Name Brand Paints & Stains **10% Off**
- Name Brand Steel Front **\$99.99**
- Name Brand Driveway Crack Repair Sealant **\$29.99**

Stop Monday-Friday 7 a.m.-7 p.m., Saturday & Sunday 8 a.m.-5 p.m.  
Offers end February 01, 2019. Lot details, terms and conditions here. Lot details, terms and conditions here. Lot details, terms and conditions here.

## Corner Hardware Store

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

AD# N1902A32006C PASS 3 COL. x 10

N1902P470008C •

# We Treat Your Pets Like Family

## Pet Resource Guide

All you need to take great care of your best friend!

Comprehensive and compassionate care for dogs, cats and small pets.

Now Offering Grooming & Boarding

- Check-Ups
- Vaccines
- Spay/Neuter
- Illness & Injury
- Dental Care
- Surgery
- Nutrition
- New Puppy or Kitten Exam **Only \$39**
- Microchip Implant for Dogs **Only \$45**

Please call to book your pet's appointment.

## Paws & Claws Veterinary Clinic

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

AD# N1902A32007C PASS 3 COL. x 10



N1902P33010C-●



N1902P33009C-●



N1902P33006C-●



N1902P33001C-●



N1902P33004C-●



N1902P33007C-●



N1902P33002C-●



N1902P33008C-●



N1902P33003C-●



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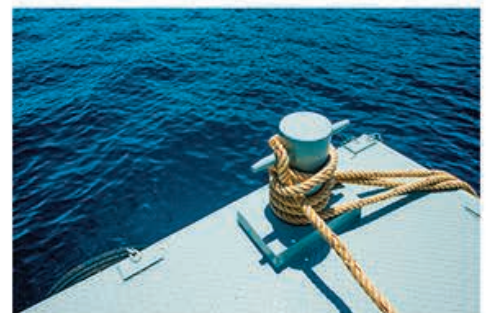
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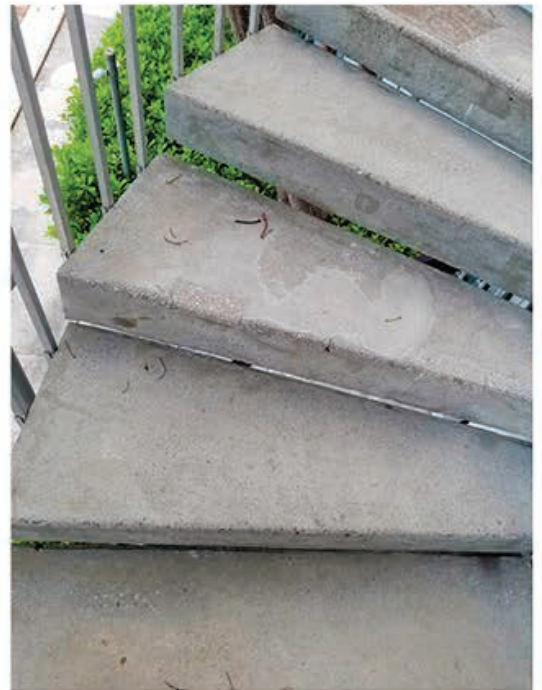
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N1902P35004C-●



N1902P35007C-●



N1902P35005C-●



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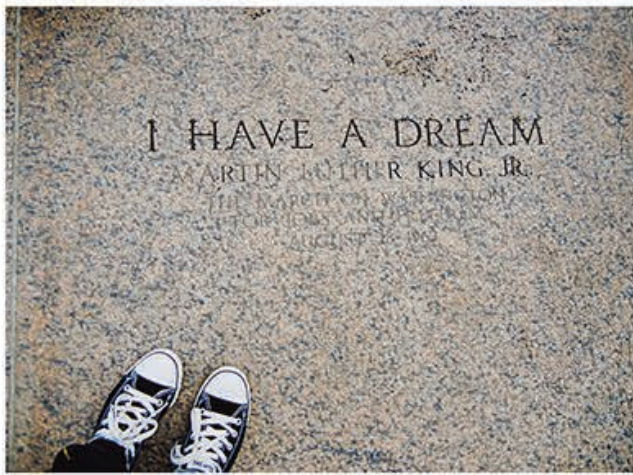
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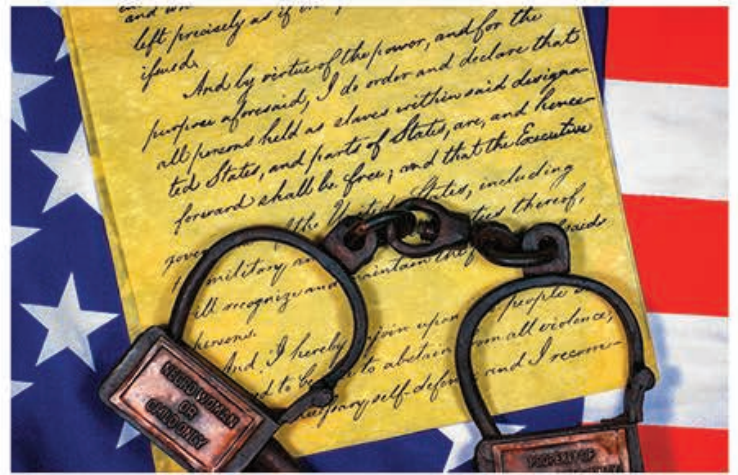
N1902P36003C-●



N1902P36006C-●



N1902P37001C-●



N1902P37003C-●



N1902P37012C\*-○



N1902P37011C\*-○



N1902P37002C-●



N1902P37008C\*-○



N1902P37009C\*-○



N1902P37006C\*-○



N1902P37007C\*-○



N1902P37005C\*-○



N1902P37004C\*-○



N1902P37010C\*-○



N1902P37013C\*-○



N1902P38002C-●



N1902P38004C-●



N1902P38003C-●



N1902P38015C-●  
N1902P38016C-●



N1902P38001C-●



N1902P38008C\*-○



N1902P38007C\*-○



N1902P38012C\*-○



N1902P38006C\*-○



N1902P38005C\*-○



N1902P38017C\*-○  
N1902P38018C\*-○



N1902P38013C\*-○



N1902P38011C\*-○



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N1902P38014C\*-○





N1902P39001C-●



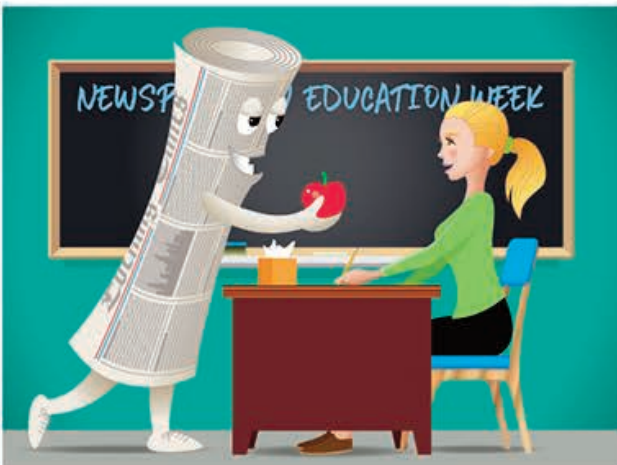
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N1902P39002C-●



N1902P39006C\*-○



N1902P39012C\*-○



N1902P39004C\*-○



N1902P39010C\*-○  
N1902P39011C\*-○



**Support  
Newspapers  
in the  
Classroom**  
N1902P39009C\*-○



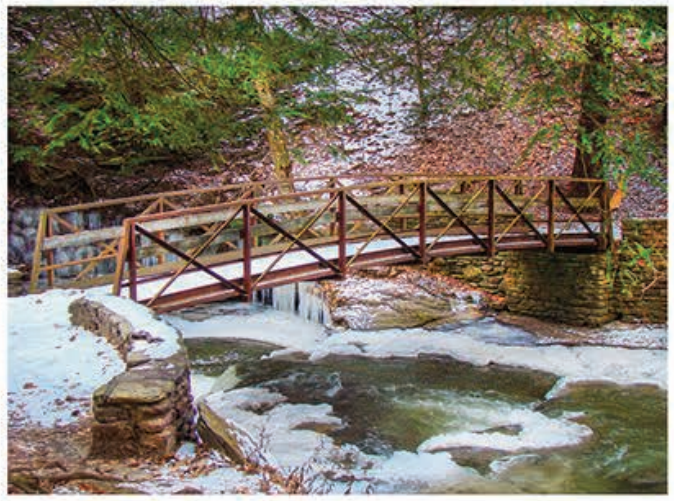
**Newspaper in  
Education Week 2019**  
March 4-8  
N1902P39007C\*-○  
N1902P39008C\*-○



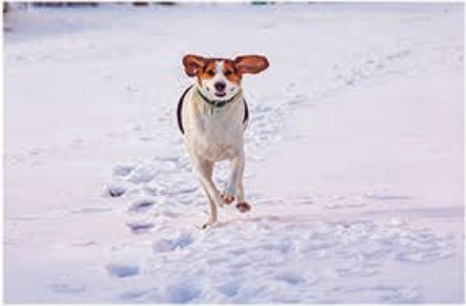
**NEWSPAPER  
IN EDUCATION WEEK**  
N1902P39005C\*-○



N1902P40007C-●



N1902P40010C-●



N1902P40008C-●



N1902P40009C-●



N1902P40002C-●



N1902P40005C-●



N1902P40011C-●



N1902P40006C-●



N1902P40003C-●



N1902P40004C-●



N1902P40001C-●



N1902P40012C-●



N1902P41030A-●



N1902P41014A-●



N1902P41023A-●



N1902P41009A-●



N1902P41018A-●



N1902P41017A-●



N1902P41022A-●



N1902P41002A-●



N1902P41010A-●



N1902P41015A-●



N1902P41016A-●



N1902P41007A-●



N1902P41001A-●



N1902P41021A-●



N1902P41020A-●

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



N1902P41013A-●



N1902P41012A-●



N1902P41031A-●



N1902P41005K-●



N1901P42007C-●



N1901P42004C-●



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N1901P42001C-●



N1901P42008C-●



N1901P42005C-●



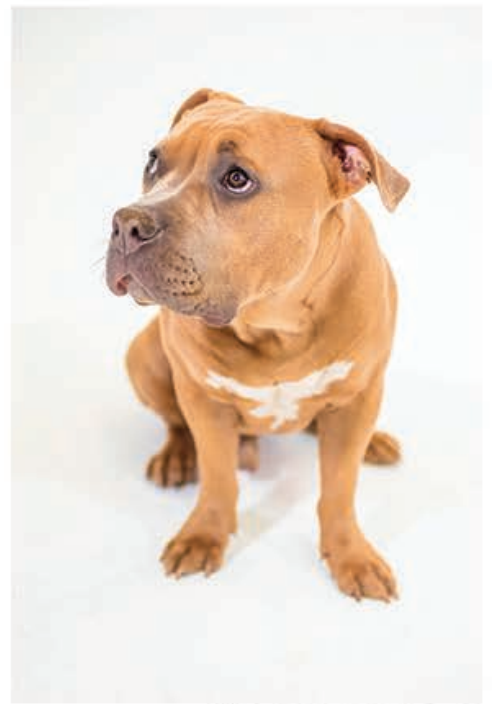
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N1902P43007C-●



N1902P43003C-●



N1902P43004C-●



N1902P43005C-●



N1902P43001C-●



N1902P43002C-●



N1902P43008C-●



N1902P43006C-●



N1902P44001C-●



N1902P44004C-●



N1902P44007C-●



N1902P44008C-●



N1902P44005C-●



N1902P44009C-●



N1902P44006C-●



N1902P44003C-●



N1902P44002C-●



N1902P45009C-●



N1902P45005C-●



N1902P45008C-●



N1902P45006C-●



N1902P45004C-●



N1902P45001C-●



N1902P45007C-●



N1902P45003C-●



N1902P45002C-●



N1902P46009C-●



N1902P46002C-●



N1902P46003C-●



N1902P46010C-●



N1902P46004C-●



N1902P46008C-●



N1902P46006C-●



N1902P46005C-●



N1902P46001C-●



N1902P46011C-●



N1902P46007C-●





N1902P47001C-●



N1902P47008C-●



N1902P47007C-●



N1902P47006C-●



N1902P47005C-●



N1902P47004C-●



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N1902P48007C-●



N1902P48001C-●



N1902P48002C-●



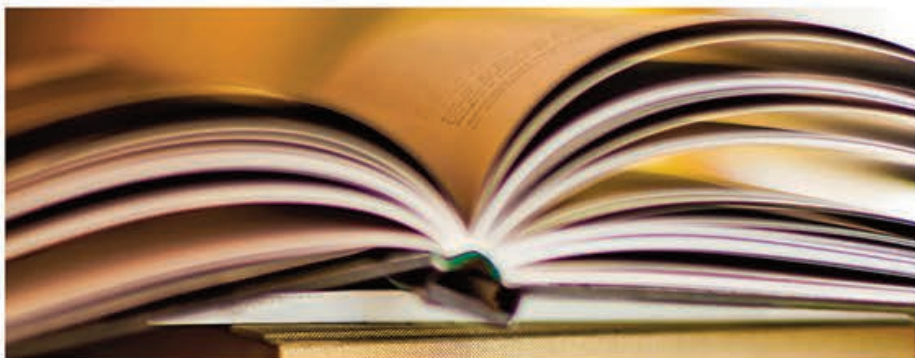
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N1902P48008C-●



N1902P48006C-●



N1902P48005C-●



N1902P48004C-●



N1902P49003C-●



N1902P49001C-●



N1902P49004C-●



N1902P49002C-●



N1902P49005C-●



N1902P49007C-●



N1902P49006C-●



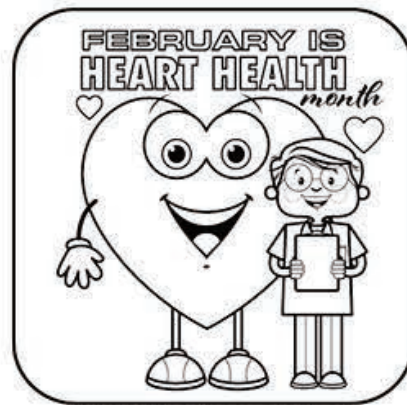
N1902P49008C-●



N1902P50001C-●  
 N1902P50002C-●



N1902P50003C-●



N1902P50004A\*-○



N1902P50008C\*-○



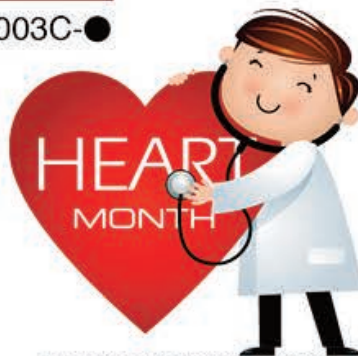
N1902P50010C\*-○

N1902P50009C\*-○

N1902P50011C\*-○



N1902P50008C\*-○



N1902P50006C\*-○



N1902P50005C\*-○





N1902P52001C-●

N1902P52002C-●



N1902P52003C-●



N1902P52007A\*-○



N1902P52008C\*-○



N1902P52009C\*-○



N1902P52011C\*-○



N1902P52010C\*-○



N1902P52012C\*-○



N1902P52006C\*-○



N1902P52004C\*-○



N1902P52005C\*-○

Use these coordinated elements to build thematic pages and ad campaigns for visual continuity and maximum impact.

(MCC Creative Library / Print Image Type: Themed Graphic Elements)



N1902P53001C-●

N1902P53002C-●



N1902P53003C-●



N1902P53007A\*-○



N1902P53010C\*-○



N1902P53009C\*-○



N1902P53012C\*-○



N1902P53011C\*-○

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N1902P53006C\*-○



N1902P53004C\*-○



N1902P53005C\*-○

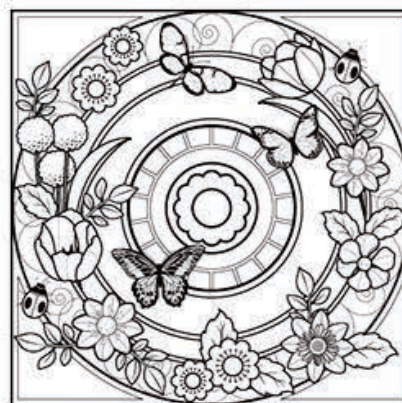


N1902P54002C-●

N1902P54001C-●



N1902P54003C-●



N1902P54007A\*-○



N1902P54011C\*-○

N1902P54010C\*-○

N1902P54008C\*-○



N1902P54004C\*-○



N1902P54005C\*-○



N1902P54009C\*-○

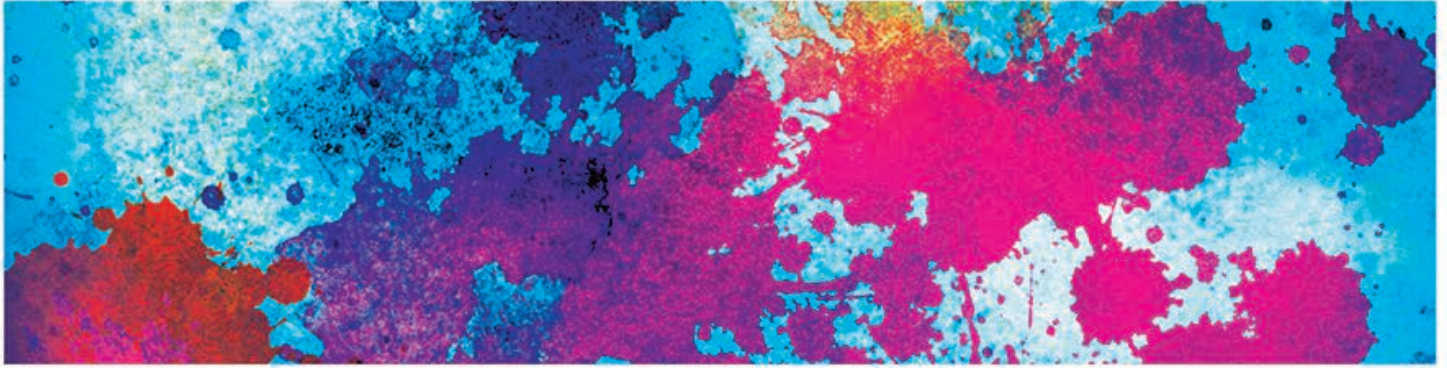


N1902P54006C\*-○



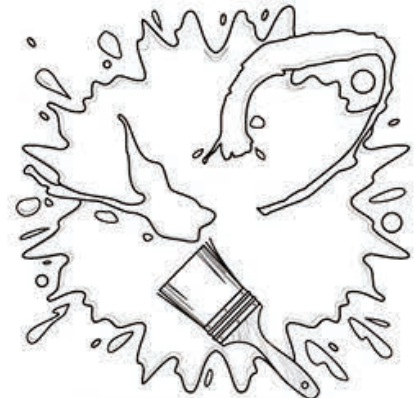
Use these coordinated elements to build thematic pages and ad campaigns for visual continuity and maximum impact.

(MCC Creative Library / Print Image Type: Themed Graphic Elements)

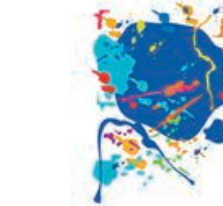


N1902P55001C-●

N1902P55002C-●



N1902P55007A\*-○



N1902P55011C\*-○



N1902P55010C\*-○

N1902P55008C\*-○

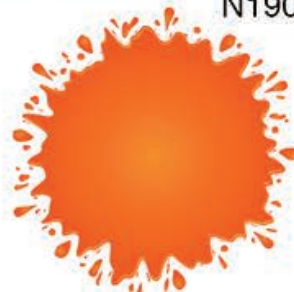


N1902P55009C\*-○

N1902P55003C-●



N1902P55004C\*-○



N1902P55005C\*-○



N1902P55006C\*-○



**MCC KEYWORD: ICON SET, Valentine's Day**  
N1902S56006C\*-O



**MCC KEYWORD: ICON SET, Pizza**  
N1902S56002C\*-O



**MCC KEYWORD: ICON SET, President's Day**  
N1902S56003C\*-O



**MCC KEYWORD: ICON SET, Home Improvement**  
N1902S56001C\*-O



**MCC KEYWORD: ICON SET, Gardening**  
N1902S56005C\*-O



**MCC KEYWORD: ICON SET, Hair Salon**  
N1902S56004C\*-O



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

### 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**



N1902P58003C-●



N1902P58002C-●



N1902P58001C-●



N1902P58004C-●



N1902P58005C-●



N1902P58007C-●



N1902P58008C-●



N1902P58006C-●



N1902P59008C-●



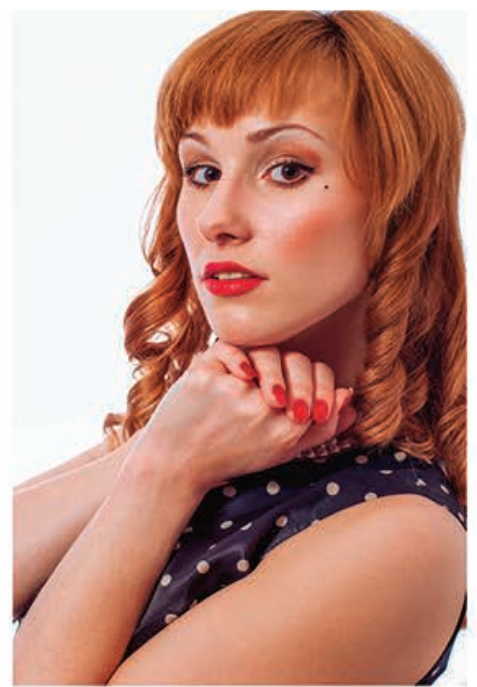
N1902P59007C-●



N1902P59004C-●



N1902P59006C-●



N1902P59001C-●



N1902P59003C-●



N1902P59002C-●



N1902P59005C-●



N1902P60016C-●  
CHICKEN NOODLE SOUP



N1902P60012C-●  
CHOCOLATES



N1902P60032C-●  
CARROT CAKE



N1902P60002C-●  
STRAWBERRIES



N1902P60031C-●  
WAFFLES



N1902P60015C-●  
CHICKEN NOODLE SOUP



N1902P60004C-●  
MIXED BERRIES



N1902P60019C-●  
SUSHI



N1902P60008C-●  
CUPCAKES



N1902P60010C-●  
RED ROSE



N1902P60023C-●  
SNACKS



N1902P60017C-●  
DOG BONES



N1902P60027C-●  
CARROT CAKE



N1902P60052C-◇  
OMELETTE



N1902P60042C-◇  
CANDY



N1902P60037C-◇  
BERRIES



N1902P60051C-◇  
BAGEL & LOX



N1902P60036C-◇  
RASPBERRY



N1902P60041C-◇  
GRAPEFRUIT



N1902P60050C-◇  
CARROT CAKE

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



N1902P60046C-◇  
CHOPSTICKS



N1902P60054C-◇  
PANCAKES



N1902P60049C-◇  
PIZZA



N1902P60038C-◇  
ALMONDS



N1902P60048C-◇  
PICKLES

N1902P26004C-●

# Eat Your Heart Out



Research shows that eating more vegetables, fruits, whole grains and low-fat protein sources like these can help protect your heart health!

Green  
**Kale**  
**99¢** bunch

Spray leaves lightly with olive oil, sprinkle with seasonings and bake at 275 degrees for 15-20 minutes, turning leaves halfway through cooking time, for kale chips!

Rainbow  
**Chard**  
**99¢** bunch

Chop fresh or frozen leaves, and add them to the blender when making your next fruit smoothie for a healthy vitamin boost.

Long-Grain  
**Brown Rice**  
**\$1.19** lb.

Visit our bulk foods section for everyday low prices on healthy whole grains and legumes for soups, stir-fries, hot cereals and tasty sides.

Name Brand  
**Low-Fat Yogurt**  
**\$1.99** 16 oz.

A heart-healthy low-fat protein source filled with natural probiotics to support better digestion and immune system function.

Atlantic  
**Salmon Filets**  
**\$6.99** lb.

Rich in protein and omega-3 fatty acids to support heart health, brain function and optimal wellness.

Name Brand  
**Salt-Free Seasoning**  
**\$2.79** 8 oz.

A tasty blend of healthy herbs and spices to complement meats, chicken, fish, salads, sides or even popcorn.

Check out our heart-healthy recipe guide online at [namewebsite.com/recipes](http://namewebsite.com/recipes) or pick up a copy in store during Heart Month this February!



Shop Monday-Saturday 9 a.m.-8 p.m., Sunday 10 a.m.-5 p.m.

## Garden Health Food Market

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

Advertised prices good through February 02, 2019. List details, terms and conditions here. List details, terms and conditions here.

AD# N1902A61001C

PASS 3 COL. x 21

# THE PERFECT DATE NIGHT



Celebrate Valentine's Day Here  
Sushi & Sake Pairing Dinner

**\$75** per couple Available February 14-17  
Reservations Suggested

Specialty & Hand Rolls | Sashimi & Nigiri | Japanese Grill  
Beer, Wine, & Sake Cocktails | Traditional Desserts

Join us for lunch or happy hour!

\$12 Bento Box Special  
\$5 Happy Hour Deals

**SUSHI STATION**



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

AD# N1902A61002C

PASS 3 COL. x 10

●-N1902P61003C\*



## Set the Mood for Valentine's Day

Bubbles, wine and your favorite cocktail spirits for a festive and romantic evening!

Name Brand  
Champagne  
750 mL  
**\$29.95** reg. \$34.95

Name Brand  
Prosecco  
750 mL  
**\$12.95** reg. \$14.95

Name Brand  
Premium Vodka  
100 mL  
**\$21.95** reg. \$24.95

Name Brand  
Pinot Noir  
750 mL  
**\$14.95** reg. \$19.95

Name Brand  
Sauvignon Blanc  
750 mL  
**\$10.95** reg. \$14.95

Name Brand  
Single Malt Scotch  
100 mL  
**\$39.95** reg. \$49.95

Advertised prices good through February 02, 2019. List details, terms and conditions here. List details, terms and conditions here.

*L&M Liquors*

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

Visit us online for great Craft Cocktail Recipes & Special Offers!

AD# N1902A61003C

PASS 3 COL. x 10

●-N1902P46001C-●

●-N1902P30007C-●

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



**MCC KEYWORD HINT: Pediatrician**

N1902P62006C-●



**MCC KEYWORD HINT: Cleaning Service**

N1902P62007C-●



**MCC KEYWORD HINT: Car Wash**

N1902P62008C-●



**MCC KEYWORD HINT: Florist**

N1902P62009C-●



**MCC KEYWORD HINT: Restaurant**

N1902P62010C-●



**MCC KEYWORD HINT: Nutritionist**

N1902P62011C-●

**Usage Note:**

MCC Creative Library / Image Type: 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.



N1902P62004C-●



N1902P62003C-●



N1902P62012C\*-○



N1902P62016C\*-○  
N1902P62017C\*-○



N1902P62014C\*-○



N1902P62005C-●



N1902P62024C\*-○



N1902P62018C\*-○  
N1902P62019C\*-○



N1902P62013C\*-○



N1902P62015C\*-○



N1902P62002C-●



N1902P62001C-●



N1902P62021C\*-○



N1902P62020C\*-○



**KEEP YOUR DOLLARS LOCAL!**

N1902P62023C\*-○



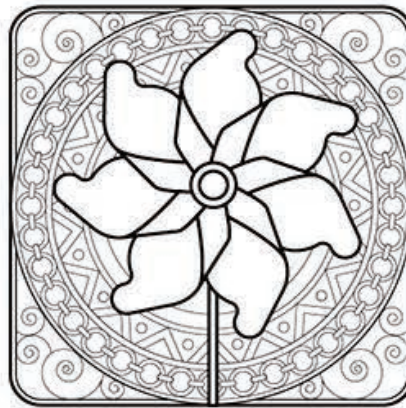
N1902P62022C\*-○







N1902P64014C\*-O  
(Swirl Background)



N1902P64018A\*-O  
(Pinwheel Coloring Panel)



N1902P64019A\*-O  
(Butterflies & Flower Coloring Panel)



N1902P64016C\*-O  
N1902P64015C\*-O  
(Car Accident)



N1902P64017C\*-O  
(Man Getting Shot with Cupid's Arrow)

**XOXOXO**

N1902P64013C\*-O  
(XO Hugs and Kisses)



N1902P64008C\*-O  
(Valentine Owl Couple)



N1902P64009C\*-O  
(Valentine Owl with Heart)



N1902P64010C\*-O  
(Valentine Owl with Heart)



N1902P64007C\*-O  
(Valentine Owl with Bow and Arrow)



N1902P64011C\*-O  
(Valentine Owl with Bow and Arrow)



N1902P64005C\*-O  
(Valentine Flag Banner)



N1902P64006C\*-O  
(Valentine Heart Banner)



N1902P64012C\*-O  
(Valentine Owl with Heart Balloon)



N1902P64001C\*-O



N1902P64003C\*-O



N1902P64004C\*-O



N1902P64002C\*-O





N1902P66005C-●  
MOUNTAIN RANGE WITH HEART SHAPE ON SIDE



N1902P66007C-●  
ICED HEART



N1902P66002C-●  
DOG SLED



N1902P66004C-●  
GRIZZLY BEAR WITH SALMON



N1902P66006C-●  
WOMAN HIKING



N1902P66001C-●  
FISHING



N1902P66008C-●  
GIANT FERRIS WHEEL, MONTREAL



N1902P66003C-●  
RIDEAU CANAL



N1902P67013C\*-O



N1902P67012C\*-O



N1902P67001C\*-O



N1902P67003C\*-O



N1902P67002C\*-O



N1902P67010C\*-O  
 N1902P67011C\*-O



N1902P67008C\*-O  
 N1902P67009C\*-O



N1902P6700xC\*-O



N1902P67004C\*-O



N1902P67006C\*-O



N1902P67007C\*-O



N1902P67015C\*-O



(WONDERFUL MAPLE!)  
 N1902P67017C\*-O



(A WELL DESERVED BREAK WEEK!)  
 N1902P67016C\*-O



(YOU MAKE MY HEART BEAT)  
 N1902P67014C\*-O

Bonus images available in the MCC Creative Library:



N1902P68001C-●



N1902P47004C-●



N1902P47002C-●



N1902P47003C-●



N1902P47005C-●

## Fully Templated Special Sections & Collateral Material *Present. Sell. Print.*

Want to grow your special sections program and ad sales, starting now? With Metro's fully templated print sections, you can (online versions also available). These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion ads to invite advertisers to participate in

your section are also included in the package. Adapt the ads for online use to promote the upcoming online version of the section.

View this month's Templated Special Sections packages in the MCC Editorial Library. If you like what you see, call 800-223-1600 or email [service@metro-email.com](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:



N1902P69005C-●



N1902P69001C-●



N1902P69002C-●



N1902P69003C-●



N1902P69004C-●

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TSS COVER



8.5 x 11 SALES SHEET



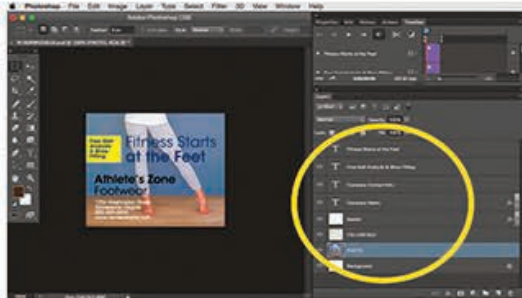
PASS 2 COL. x 5



PASS 2 COL. x 5

# How to Create an Animated Web Ad

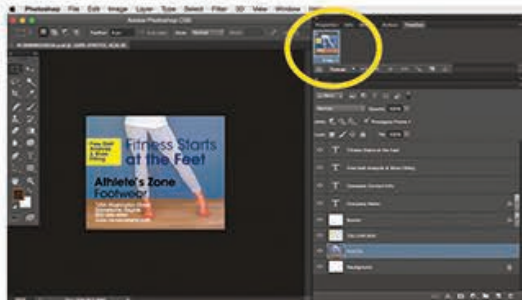
Making your way into the world of animated web ads doesn't have to take an advanced degree in digital technology. Metro gives you a head start with web and mobile content in the MCC Creative Library. Each Metro digital spec ad is presented in native Photoshop® .psd format, saved with Layers, which is key for quick animations. Using this simple process, you'll have professional-looking digital animated ads at the ready.



**1. Search and download Metro web ads in the Creative Library.** Spec ads that have a web and mobile component are identified by the "W" below the thumbnail in the Results window. Scroll down to see the web and mobile selection of the five most-popular digital sizes, or, select Web/Mobile under the Spec Ads & Covers Filters. Download your choice.

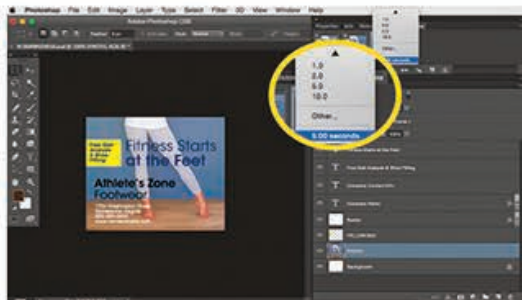
**2. Open ad in Photoshop.** Each web and mobile spec ad is delivered in the native .psd format. Once open, you'll see the Layers for each of the elements within the spec ad on the Layers palette.

**3. Adjust copy and add advertiser info on the appropriate Layer.** You can also turn off any Layers that you do not want, or add Layers for other elements. Here, you have complete control.



**4. Go to Photoshop's Timeline palette** (Note in earlier CS versions of Photoshop, the palette was called Animation, also located under the Windows menu). Here is where you can control what will appear, when and how long during the animation. Click the "Create Video Timeline" if it is displayed.

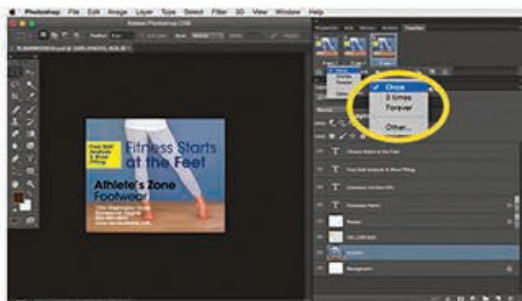
**5. Click the three-frame icon to bring up an initial frame.** Click the Duplicate Frame icon to make as many frames in your animation as you need. In our example, four frames were chosen.



**6. Click each frame to add content to it.** Select each Layer you'd like to appear in each frame of the animation by turning Layers on and off.

For our example, the initial frame shows only the background artwork. The next adds the headline. The third brings in the offer, and the last frame finishes with advertiser info. Keep each Layer turned on that you want to appear in each frame.

**7. Adjust the timing for each frame.** This controls how long each frame appears on screen. You'll usually find that one to two seconds works fine for most animation frames, with timing of five or more seconds for the final frame.



**8. Configure the number of times the animation will play.** Choose whether the animation plays once, more than once, or forever. The final frame timing comes into play if you choose to loop the animation.

**9. Click "Save as Web" and save as a GIF file.** You can test your animation by dragging the ad into an open Browser. When you are satisfied with the results, your digital ad is ready for placement on your website.

If you would like to view a video tutorial of this demonstration, go to [www.metrocreativeconnection.com](http://www.metrocreativeconnection.com).

Under the Help menu, click on Video Tutorials and scroll down to #34: "Creative Library – Spec Ads – How to Create an Animated Web Ad."

Have a suggestion for a future Metro Video Tutorial? Call 800-223-1600 or e-mail [service@metro-email.com](mailto:service@metro-email.com)





## METRO NEWSPAPER SERVICE

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



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## MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with February's MSAL spec ads for Spring Home, Real Estate and other popular 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 add advertiser address info.



JANUARY  
Issue  
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53-65

## CAMPAIGNS & CLASSIFIED

Keep first-quarter sales progressing 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 and online as a SearchBook.

# METRO

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

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

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

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