

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

# M E T R O

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



### EASTER

Find all the elements to create and sell eggciting new Easter promotions.



### ST. PATRICK'S DAY

Generate more green with ready-to-sell St. Patrick's Day ads for products, promotions and festivities.



### SELF-PROMOTION

Promote your publication with ads to attract more local readers, including students, teachers and Newspaper in Education Week donors.



### MiAD Spec Ad

Library PP. 73-80:

Ready-to-sell small-space ads for auto sales and service and spring sales advertisers – MiAD enabled!

SCOOP UP SALES FROM ALL TYPES OF HOME, GARDEN, ACTIVITY & MERCHANDISE ADVERTISERS FOR **SPRINGTIME**



## HOME IMPROVEMENT



**ON THE COVER:**  
N1603P23004C

Landscapers, garden centers and hardware stores alike will dig this image to give customers the scoop on spring product and service promotions!

### Spring is prime time to build promotions for home improvement advertisers.

- A double-truck directory design gives you plenty of space to present multiple advertisers in a "to-do go-to guide" (24).
- Inspire homeowners to action with a full-page ad for "luxury kitchen and bathroom transformations" at a special spring discount price (31).
- Focus on outdoor advertisers with ads for growing aids, landscaping services and plants and flowers (25, 26, 27).
- Create a home improvement special section with a *Themed Event Package* that includes a campaign for a stone and tile showroom (34).
- Small-space banner ads cover grout and tile cleaning services and a paint supply store (12).

## EASTER



### Easter is on its way, and with it come plenty of moneymaking opportunities featured in MNS!

- An Easter *Marketplace* design combines sponsored greetings with ads for an egg hunt, hearing center, florist and Easter bunny brunch (13).
- Put a holiday dining ad front and center with a premium placement opportunity (40).
- A full-page design showcases "one-hop" Easter shopping with specials on candy, basket builders, decorations and gifts (61).
- Invite virtually any local business to sponsor an Easter coloring book panel (62).
- Additional Easter ads are designed for Easter worship services, a grocery store's Easter entertaining specials, Easter fashions for the whole family and eggs by the dozen (12, 17, 18, 67).

## ST. PATRICK'S DAY



### Make more green in March with valuable St. Patrick's Day promotions.

- Showcase "shamrockin' shenanigans" at a local pub with an ad for discounted green drafts and Irish food and drink specials (19).
- Promote green beer kegs and other St. Paddy's Day favorites like Irish whiskey, imported beer and Irish cream from a liquor store (12).
- Advertise your area's St. Patrick's Day parade and festivities with an event ad featured alongside March's community calendar design (17).
- Encourage grocery stores to advertise specials on all the fixings for an Irish feast (67).
- Another ad features Irish goods and gifts (12).
- Find additional artwork, photos and headings to generate more moneymaking ad ideas for St. Patrick's Day (16, 48, 50, 52-54, 55, 57, 66).

## SELF-PROMOTION



### Find assorted campaigns and promotions to build your publication's reader base.

- Present a special section in conjunction with Newspaper in Education Week, March 7-11, using content from the *Themed Event Package* provided. This package includes a section cover and editorial feature, as well as a print and Web ad campaign promoting special rates and subscription packages for students, teachers, families and donors (32).
- Showcase your publication's local savvy with a full-page design touting local features, local staff members and special offers for new subscribers and advertisers (43).
- Also find ads to promote your current subscription specials, e-edition features and weekly Food section (12, 65).



## SPRINGTIME



### Spring begins Sunday, March 20: Time to kick off seasonal merchandise and activity promotions!

- Help fitness and weight-loss advertisers target readers who want to get in shape for summer by showcasing gym membership and weight-loss program specials (18).
- Advertise timely spring allergy solutions from a local pharmacy (18).
- Entice spring riders by promoting special sales and service offers from motorsports dealers and service providers (18, 19, 41).
- Use a *Single Sheet* design to promote an outdoor store's spring sale on hunting, fishing, camping, boating and hiking gear (41).
- Run this month's Spring on the Road *Templated Special Section* with a variety of automotive ads from the *MiAD Spec AD Library* issue (47, 73-80).



## MARCH PROMOTIONAL OPPORTUNITIES



### Make March sales roar with more revenue-raising opportunities.

- Find ads and headings created for special events like National Craft Month, Doctors' Day, Ag Day, National Poison Prevention Week and Termites Awareness Week (19, 71).
- Target top monthly advertisers with ready-made spec ads for urgent care, joint replacement surgery, fitness centers, citrus growers, catering services and more (18, 19).
- Find plentiful dining coverage with ads that spotlight happy hour, basketball tournament time specials and lunch specials (12, 19, 64). There's also a "local dine out" *Themed Event Package* that includes a restaurant ad campaign (35).
- Another *Themed Event Package* provides content for a worship guide, featuring a campaign for services, social events and volunteer opportunities from a local religious organization (33).



## MARCH CUSTOMER REQUESTS

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



N1603P72013C

## MARCH 2015's MOST DOWNLOADED IMAGE & AD!



N1503P15011C

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

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



N1503A17002C

## MARCH TEMPLATED SPECIAL SECTIONS

March's Fully Templated Sections (TSS) in Print & Online:

- SPRING... ON THE ROAD
- LIVING 50 PLUS

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



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)

**Make Money With Metro!**



COMPANION  
WEB ADS NOW  
AVAILABLE ON MCC!

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



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[facebook.com/  
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[@MetroConnection](https://twitter.com/MetroConnection)



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## METROFEATURE



A collage of the year's five honorees, the cover of the 2015 "People Who Made a Difference" section — a popular annual feature published by *The Maui News* — was designed by Terrie Elikor.



## “People Who Made a Difference” Honors Good People and Good Deeds

*The Maui News*  
MAUI, HAWAII

■ For more than two decades, Hawaii's *Maui News* has paid tribute to more than 200 people who have made a difference in the community by donating their time, talents and money. When the project launched on New Year's Eve in 1994, *Maui News* readers were treated to profiles of honorees — mostly local newsmakers, influential leaders and behind-the-scenes do-gooders — who had been selected by the newspaper thanks to their contributions to various aspects of community life on the island.

Over the years, says managing editor Lee Imada, "People Who Made a Difference" evolved into a vehicle for honoring good people, good organizations and good deeds. Most recently, Imada and his colleagues made some key changes to the promotion, including moving its publication date from New Year's Eve to Christmas Day, altering the nomination process for honorees, introducing a new tabloid format and selling advertising in the section.

While *Maui News* editorial staffers originally selected each year's list of honorees, reductions in the newspaper's newsroom had limited its reach. Consequently, in 2015, nominations were solicited from readers, who responded by submitting more than 40 names for consideration. From those names, the newspaper selected five honorees — four individuals and one organization — to be featured in the new standalone "People Who Made a Difference" section.

"Once the nominations were in," Imada says, "we had about 15 people, including our editorial staff, our publisher and Sarah Ruppenthal, the freelancer who wrote the section, vote for the five honorees. Each of us

selected our top five choices and it ended up working out perfectly."

The 2015 honorees include a volunteer at a legal self-help center, a baker who has raised thousands of dollars for scholarships to a Maui secondary school, a judge whose decisions are both fair and compassionate, and an organization that provides comfort, food and care to homeless Maui residents. Full-page profiles feature large photos of the honorees and describe their good works.

"The evolution to unsung heroes in our community and away from politicians and other influential people has been very positive," adds Imada. "It has moved it away from the political area, which has in turn made it much less controversial and less potentially polarizing, which is always a good thing."

The move to selling advertising in "People Who Made a Difference" is also a good thing, though Imada notes that it will take some time to develop a solid advertising base for the section. For its first standalone eight-page PWMAD section, the *Maui News* sold strip ads at the bottoms of the pages to two schools, a realtor, a furniture store and a political candidate.

"Now that we have done the first one as a tabloid section, we're hoping to sell more advertising in the future," says Imada. "If we were to disclose the winners prior to publishing the section, we could go to organizations or friends and colleagues to help support the section. We also had queries from some major advertisers wanting to know who had 'won,' so the timing of disclosing the honorees is something that we definitely need to look at next year."

M (P1603602001C)

For more information, contact Lee Imada, Managing Editor, *The Maui News*, Wailuku, Maui, at [leeimada@mauinews.com](mailto:leeimada@mauinews.com).



# METROFEATURE

Community calendars published in print and online by *Sun Community News* became inundated with information about local meetings and civic gatherings. To resolve the situation, the publications separated event info from bulletin board info and published both, pleasing everyone in the process.

Metro gives you community calendar layouts each month to serve as a basis for listings and advertiser support.

# Rethinking the Community Calendar

*Sun Community News*  
ELIZABETHTOWN, NEW YORK

■ *Sun Community News* of Elizabethtown, New York serves an area in the northeastern part of the state that borders Vermont with seven different newspapers. Until recently, each of those publications published its own community calendar and each experienced the same phenomenon: Rather than featuring listings of events and entertainment options, the calendars had become crowded with school board meetings, AA meetings and other important but routine civic and social gatherings. In an effort to bring the community back to the community calendar, sales manager Scarlett Merfeld and her *Sun Community News* colleagues did some cleaning and decluttering and came away with a fresh approach to promoting both regular meetings and special local events.

"Our calendar page had become cluttered with a lot of important but uninteresting items — mostly meetings," recalls Merfeld. "What we wanted was a more user-friendly calendar that actually offers information for people and families looking for things to do in our area. Our solution was to separate events from routine bulletins." Today, *Sun Community News* publications include an "Events & Entertainment Calendar," which features fairs, festivals, concerts, fundraising dinners and the like, and a separate "Sun Bulletin Board," which lists all of the meetings that had previously taken up space in the Community Calendar. The newspaper made two other significant changes to

their listings of events: Individuals and organizations now have the option of adding events to the publications' online calendar free of charge and have the option to buy small, "enhanced listings" — 1¼-by-3-inch ad blocks — that appear on the print calendar. "A lot of our communities are using the 'enhanced listings' to promote their festivals and churches are buying them to advertise their fundraising dinners," says *Sun Community News* sales representative Susan Zacharenko. "At \$37.50 per week, the ads are inexpensive enough to appeal to community organizations and nonprofits and have the benefit of appearing in multiple newspapers." Merfeld notes that in addition to generating some extra revenue, the "enhanced listings" on each week's calendar can be sold as an add-on bonus buy for an organization that is advertising elsewhere in the newspaper, or as a way to extend an ad for another week. Zacharenko and Merfeld agree that the calendar's growing popularity is at least partly due to its appearance and layout. "Our 'Events & Entertainment Calendar' keeps growing, with more and more people adding items on their own online," Zacharenko adds. "People are seeing it and loving it and using it, which is really nice. And part of that is because it's beautiful — both in print and online. I think it's the best-looking page in the paper, but I'm a little biased!"

M (P1603803001C)

For more information, contact Scarlett Merfeld, Sales Manager, *Sun Community News*, Elizabethtown, New York at [ads@suncommunitynews.com](mailto:ads@suncommunitynews.com).



## METROFEATURE

As seen in the January 29, 2015 Pinckneyville Press

**ATHLETE OF THE MONTH**

**NOLAN LUKE**

Nolan Luke was selected as Pinckneyville Community High School's Athlete of the Month for January. Luke, a senior forward for Pinckneyville's basketball program, helped lead the Panthers to a 5-0 showing in the Benton Invitational Tournament and was selected to the BIT All-Tournament Team.

Luke has also been a consistent force throughout the rest of the season, averaging 11.5 points and 4 rebounds per game and was selected to the All-Tournament team at the Capital Classic and Duster Thomas Hoops Classic, as well. "Nolan has been instrumental in our team's 19-4 season," states head coach Bob Waggoner. "He has shown tremendous leadership in helping our younger players in practice."

Proudly Sponsored by:  
**Pinckneyville Community Hospital**  
 Leading the way to a healthier tomorrow.  
 618-357-2187 • www.pvillehosp.org

By enlarging the "Athlete of the Month" feature, adding a sport-specific Metro background and then laminating the page, the *Pinckneyville Press* created a memorable and durable keepsake for the advertiser and featured athletes' families.

## "Athlete of the Month" a Shining Showcase for Local Talent

Pinckneyville Press  
 PINCKNEYVILLE, ILLINOIS

■ Pinckneyville, Illinois is a community of just under 5,600 residents in Southern Illinois. The *Pinckneyville Press* is the weekly newspaper that has served Perry County since 2009. Pinckneyville Community High School is the sole school serving the Pinckneyville area. And Pinckneyville Community Hospital is the major local medical provider. Taken together, these facts paint a picture of a town where everybody knows everybody — especially when it comes to high school sports.

Beginning in 2014, photos of the top high school athletes in all major sports — basketball, baseball, softball and wrestling — began appearing in the newspaper under the banner "Athlete of the Month." Soon after, copies of the ads — laminated and with the additional headline, "As seen in the *Pinckneyville Press*" — could be seen hanging on a bulletin board inside the community's hospital. And when the school year came to an end in June 2015, one high school athletic director, several hospital administrators, 12 student athletes, 24 parents and two newspaper staffers could not have been happier.

"The idea for 'Athlete of the Month' actually came from the advertiser," explains *Pinckneyville Press* ad manager Judy Mayer. "The hospital is a large account of ours and promotes good health in its advertising campaigns, so this was a natural."

While the athletic director at Pinckneyville Community High School had the honor of choosing each month's honored athlete, Mayer says that, at the hospital's request, the promotion featured both male and

female athletes from each of the high school's primary sports.

Once the athlete's photo and brief bio ran in the newspaper, *Pinckneyville Press* graphic artist Linda Pruitt created a keepsake page that was distributed to the hospital (for its bulletin board) and to the featured student.

Says Mayer, "With help from Metro, Linda designed a special background for each sport that framed each athlete's photo. The photo was then enlarged to 8½ by 11 inches and the headline, 'As seen in the *Pinckneyville Press*,' with the publication date."

To give the keepsake pages an extra-special touch, Mayer laminated them — something she is known to do from time to time with various ads.

"We use the laminator a lot," Mayer says. "Enlarging and laminating ads is a great way to provide our advertisers with nice signs for them to display in their stores — and it provides additional recognition for our publication. Especially for our smaller businesses, providing these ads for display is a great add-on bonus that is very inexpensive for us. We can laminate in house for less than 10 cents a copy."

Mayer says that the hospital has moved on to other promotions, but she hopes that another advertiser will step up to support another round of "Athlete of the Month."

"It wasn't the most profitable promotion we've done because of its limited scope, but it was a great customer-service promotion on our end and it provided a lot of recognition for the hospital," she adds.

M (P1603B04001C)

For more information, contact Judy Mayer, Advertising Manager, *Pinckneyville Press*, Pinckneyville, Illinois at [jmayer@pinckneyvillepress.com](mailto:jmayer@pinckneyvillepress.com).



## METROFEATURE



### 2016 Election Update

Looking to create hard-hitting, eye-catching and effective political ads leading up to the 2016 elections? Throughout the year, Metro will be offering a treasure trove of images, page designs, elements and content that can be applied to a wide range of printing options (ROP ads, inserts, postcards and flyers) and distribution capabilities (total market, zones). These have been designed to make creating high-impact campaign ads and localized election sections a breeze. Each of Metro's campaign offerings can help your publication create the perfect environment for ads and messages geared to helping candidates target the voters they want to reach.



## Political Advertising Savvy Will Pay Off in 2016

■ For American voters, 2016 may well be remembered as the year of unconventional presidential politics. But for American media outlets, 2016 may be remembered as the year that smashed records for spending on political advertising.

According to media analysts Borrell Associates, political advertising in 2016 will top \$11 billion — a 20 percent jump over 2012 — and spending on digital media will exceed \$1 billion for the first time. While many of those advertising dollars will flow from presidential and congressional candidates — who tend to stick with broadcast advertising — it's worth noting that 75 percent of all election activity takes place at the county and local levels. This means that 2016 is the perfect time for publications large and small to carve out a bigger slice of the political pie by showing local candidates what they have to offer.

This week, I had the pleasure of speaking with veteran newspaper executive, former NAA chief marketing officer and consultant John Kimball of the John Kimball Group in Leesburg, Virginia. Kimball, who specializes in providing publications with knowledge and strategies to generate revenue from political advertising, noted that, although print publications have traditionally been underrepresented in the political category, there are three fundamental steps to becoming competitive in that arena.

"The best way for publications to gain a bigger share of political advertising

dollars is to understand the political category," he said. "Even smaller publications have begun to recognize how lucrative the category is and are beginning to develop specialties in political advertising."

Kimball stressed that the next step is to develop simple and easy-to-understand packages specifying all of the advertising options their publications offer. In particular, print packages should be formulated using modular rather than column-inch formats.

"It's essential to make it easy for candidates and consultants to understand not just what they will get for their money, but why they need to have a presence in a particular publication," he added.

The third step in the process is to sell. For small and medium-sized media outlets, the sales process begins with reaching out to local candidates and making the case that consumers of news — especially readers — are powerful players in the election process.

"It's up to publications to go out and ask for candidates' business," Kimball said. "Research shows that more than 80 percent of actual voters are newspaper readers and that they consume newspaper content on a regular basis. These are precisely the people who candidates are looking for and this is the story that needs to be told."

■ (P1603805001C)

To learn more about political advertising strategies, contact John Kimball, owner/founder of the John Kimball Group, at (703) 669-2507 or [john@johnkimballgroup.com](mailto:john@johnkimballgroup.com).

**METRO**

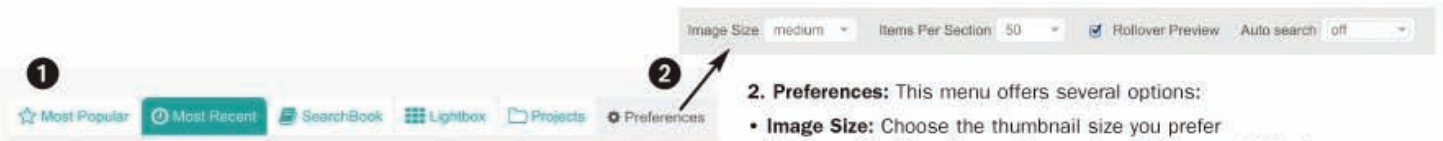
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## Top MCC Search Tips for Images and Spec Ads

Use these handy tips to make the most of your searches in the **MetroCreativeConnection Creative Library**.

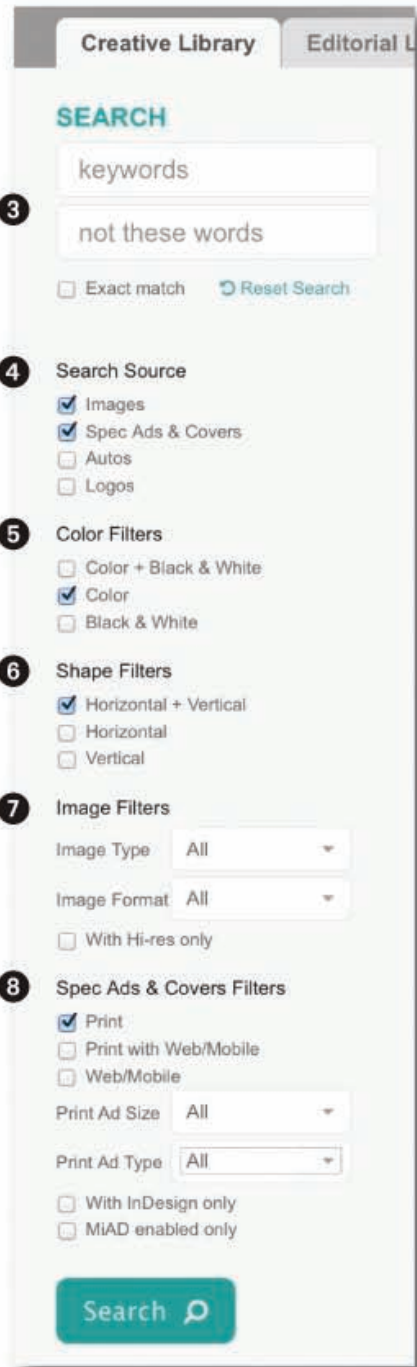
Choose any combination of image and print ad filters with your own keywords to get the most out of your searches.



**1. Most Popular or Most Recent:** When you do a search, choose "Most Popular" if you'd like to see the favorite downloads based on your search parameters, or "Most Recent" to view the latest content that has been posted.

**2. Preferences:** This menu offers several options:

- **Image Size:** Choose the thumbnail size you prefer
- **Items per Section:** Choose the number of items you'd like to see displayed in a single screen
- **Rollover Preview:** Click to turn on or off the rollover preview feature
- **Auto Search:** This function defaults to "off," which requires you to click the Search button. Change this to "on," and searches are performed automatically. Selecting "delayed" slows the auto feature so you can select other search criteria



### SEARCH

**3. Keywords:** Add relevant keywords for optimal searching. When adding more than one keyword, click the "Exact Match" box. This is a great help when, for example, you want images with both a bride and a groom. Add keywords in "not these keywords" to clarify searches. For instance, keywords of "hot dog" and "food" (plus exact match) will bring up food hot dogs and not Dog Days of Summer hot dogs. Place "hamburger" in the "not these words" field and eliminate all plates that have both hamburgers and hot dogs.

**4. Search Source:** Click just what you need so you can get just images, just spec ads, autos from the *Auto Photo Library* (subscription option) or logos (subscription option).

**5. Color Filters:** Use the color filters to narrow your search. The default is "Color," but to see all images, including line art like retro or coloring book images, remember to select "Color + Black & White."

**6. Shape Filters:** The default is set to "Horizontal + Vertical" to return the widest selection. But you can choose horizontal or vertical to refine your search.

### 7. Image Filters

**Image Type:** Choose from a variety of image types to help you zero in on just the right selection for your project.\*

**Image Format:** You can further refine your search by limiting the image format to TIFF or EPS (vector).

You can also click "With Hi-res only" to search only for those images that offer a 300 dpi high resolution option.

By selecting only *Images* from the *Search Source* and a combination of these filters along with relevant keywords, you can get very precise searches or make them as broad as you want for browsing the widest results.

### 8. Spec Ads & Covers Filters

**Select Media:** Click for Print only, Print ads that have companion Web/Mobile ads or choose to view ads that are only intended for Web/Mobile use.

**Print Ad Size:** Select a particular ad size or keep your options open. Metro presents ads in standard PASS sizes, but all are easily adaptable in your layout program or through *Metro Interactive Ad Designer (MIAD)*.

**Print Ad Type:** Pick from a wide variety of popular and exclusive ad types designed especially for Metro subscribers.\*

**With InDesign only:** Returns only print ads available in InDesign.

**MIAD enabled only:** Returns all ads that can be opened and changed in MIAD.

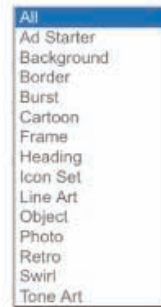
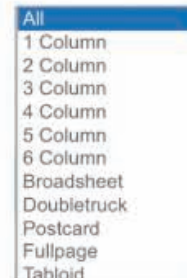


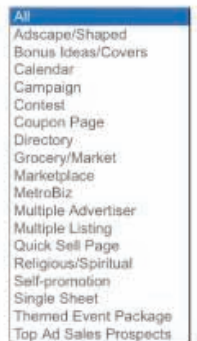
Image Type menu



Image Format menu



Print Ad Size menu



Print Ad Type menu

\*Read or download a complete explanation of the *MCC Image and Ad Types* in the MCC Sales area by typing the filename "P1511B07001C" into the search box. **M**



## Good vs. Bad Ads: What is Appropriate Imagery?

Visual imagery is an essential part of every good ad. Because we are a visual species, ads that contain images are generally more effective than ads that do not contain images. Images also keep our attention longer, give our eyes a place to focus and present readers with immediately relatable feelings that connect their own experiences and perceptions to the advertised product or service.

In order for this unspoken transaction to flow smoothly, the imagery selected must help convey the ad message. Here are some things to consider when choosing appropriate imagery for your ad developments:

### Getting Attention or Getting the Message

Some ad creators feel the most important job of any image is to gain the viewer's attention. While this is a necessary and commendable action, best practices for making good ads require more from ad imagery; namely, the image(s) must further the main ad message. Think of it as the difference between an appetizer and an entrée. A great appetizer can wake up your taste buds and create a hunger for more, while the entrée provides the main sustenance. When the two work together, we call that a memorable meal. Ads that leave an impression produce results.

### Literal vs. Lifestyle

Images in ads tend to be one of two types: literal representations of the products or services advertised, or a more abstract approach of what is termed a "lifestyle" image. Increasingly popular, lifestyle imagery is often people-oriented photography that shows one or more people in a natural setting, often using the product or service. You can think of lifestyle approaches to ad imagery the way the fragrance industry utilizes it. Imagery in perfume ads — in print and on TV — go to the extreme to try to evoke a feeling that the viewer will want to obtain. These marketers keep in mind the prime motivators of why people buy things. Will this product make me glamorous? Sexy? Invincible? It's a tall order for a few seconds of imagery. Fortunately, you don't have to go to that extreme most of the time, but content suppliers such as Metro often offer help when you search for the right lifestyle images by placing keywords that evoke a feeling. Metro regularly keywords emotion tags such as "stressed" or "happy" as well as "lifestyle" and "group" to help you locate the most appropriate imagery.

### Add a Dose of Personality

Every business has a personality, and good ads will echo that personality, beginning with imagery. Words like "whimsical," "friendly," "formal," "reliable" or "precise" can describe the personality that a business owner is trying to relate. It reflects both their business philosophy and their personality. This is where the communication between production and sales is crucial. Since the salesperson has more than likely visited the location and met the owner, he or she can report on the predominant colors in the store, the typeface and style used in logos, the appearance of the owner and the owner's personality. Production personnel can add their own knowledge of the establishments if they have visited the locations as a customer as well.

### Print, the Internet, Mobile and Social Media

Adding to the pressure of selecting just the right images, you must also consider the Internet, mobile and social media. Will this ad be presented in just a single format? More and more, it will be delivered in multiple formats. When you choose images for ads, you've got to keep in mind how the images used in the ad will appear on a printed page, as a digital ad on your website, in mobile ads and if any aspect of the ad's images can be utilized in the advertiser's social media outlets. Therefore, the key phrase in choosing appropriate imagery is *clarity of purpose* — how well does the image represent the product or service and support the ad message?

### Bring It All Together

So you have your ad message and are ready to choose appropriate imagery. Take a moment to ask the same questions journalists are taught, namely: Who? What? When? Where? And how?

- **Who will be using this product or service?** Age demographics are important when choosing images, but so is the simply question of who is most likely to use the product or service?
- **What is the purpose of the product or service?** Images can reinforce the purpose of the advertised offering, whether it is for relaxation, business, entertainment, practicality or necessity.
- **When can consumers get this product or service?** Is the ad advertising spring inventory that is arriving soon, or is it showcasing clearance items that are available now? Imagery can play a role in relating that info. Keep in mind that holiday and seasonal imagery can reinforce an ad's message, but images are not the message itself.
- **Where can consumers get this product or service?** Your images contribute to the readers' decision to buy. If the business has multiple locations or a website that accepts purchases, consider showing a location shot, map or Web address.
- **How can consumers buy this product or service or get more info?** Is a coupon or a copy of the ad required to get a discount? Which methods of payment are accepted at the establishment? Can a consumer pay with their smartphone? If the advertiser is active in social media, you may also want to include icon images of popular social media sites in the ads.

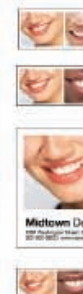
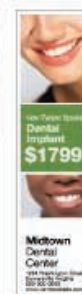


Literal imagery, such as the hands and polish in this nail salon ad, directly reflects the product or service. The pharmacy ad uses a lifestyle image to express the location's flu shot message.



This bakery ad uses both literal and lifestyle imagery, plus a social media image, to reinforce their expertise in baking wedding cakes.

On the surface, a photo of kids might seem like a literal interpretation. However, if you take another look at the photo, you can see the kids pictured are happy, implying they are healthy as well.



Your appropriate art will probably be used in multiple formats for digital ads as well as in print. Therefore, it is important to choose images that will be equally effective in additional delivery platforms.



Appropriate imagery can take its cue from the ad copy, especially the headline. Just be sure it reinforces the ad message.

Appropriate imagery is an essential component of great ads. Keep these guidelines in mind when searching for appropriate imagery and you'll be on your way to crafting ads that get results, and that is the ultimate definition of any good ad. **M**



**Easter Egg Coloring**  
NAME NEWSPAPER

*Coloring Competitions*  
Easter egg coloring contest for kids

*Easter Egg Hunt*  
Organizing the hunt

*Crafty Creatives*  
Easter time craft projects

*Kids & Coloring*  
Teaching kids to color Easter eggs

N1603A08001C - 10x13

Easter is celebrated on Sunday, March 27 this year. It's a colorful holiday and one of the most colorful traditions is the dyeing of Easter eggs. Devote an **Easter Egg Coloring** section to all aspects of coloring eggs and the subsequent Easter egg hunts, whether community-based or in individual homes. Relate local traditions, memories from seniors, kids' coloring pages and info on the design and storage of Easter eggs.

**Easter Egg Coloring**  
NAME NEWSPAPER

**Make Easter eggs last**

**Bakery**

N1603A08002C - 5 col x 13  
N1603A08003C - 6 col x 21

**Motorcycles**  
NAME NEWSPAPER

**ON DISPLAY**  
Local dealer showcases

**Maintaining Your Bike**  
Motorcycle maintenance 101

**Safety First**  
Staying safe when riding motorcycles

**Riding Clubs**  
List of local riding clubs and activities

N1603A08004C - 10x13

Motorcycle sales hibernate in the winter, but bloom again in the spring. Time the release of a **Motorcycles** section to be published on or before the first day of spring, Sunday, March 20. If you aren't planning a section, sell the Quick-Sell layout to give these types of advertisers more exposure at a prime sales time. There are both tabloid and broadsheet sizes for you to choose.

**Motorcycles**

**Cold weather riding tips for bikers**

**Bank**

N1603A08005C - 5 col x 13  
N1603A08006C - 6 col x 21

**Road TRIPS**  
NAME NEWSPAPER

*The Scenic Route*  
Routes that offer great views

**On the Road Again**

**Fueling the Flat**

**Driving 5 Dollars**

N1603A08007C - 10x13

Gas prices are lower than they have been in years, so the prospect of spring **Road Trips** is enticing to many motorists. Prospect businesses within a 100-mile radius to participate in your section or Quick-Sell layout. Include restaurants, service stations, local attractions, bike and boat rentals, bed and breakfasts, farmer's markets as well as the local businesses that supply pre-trip needs, including sporting goods, coffee shops, GPS sales, tire stores and more.

**Road TRIPS**  
Enjoy some scenic roads

**Auto Dealer**

N1603A08008C - 5 col x 13  
N1603A08009C - 6 col x 21

**Senior Lifestyles**  
NAME NEWSPAPER

**Managing Medications**

**Reaching Retirement**

**Feeling Fit**

**Bon Voyage**

N1603A08010C - 10x13

The first Baby Boomers turn 70 this year, so there are more people 55 and over now than ever before, and they are more active than ever before. A **Senior Lifestyles** section or pages will appeal to seniors of all types and ages when you include information on financial matters, downsized living, experiential travel and dining, continuing education classes, and more. Sell the Quick-Sell layout with or without a section for multiple runs.

**Senior Lifestyles**

**Retirement saving for late bloomers**

**Bank**

N1603A08011C - 5 col x 13  
N1603A08012C - 6 col x 21



**Careers in Print Media**  
An overview of newspaper careers

NAME NEWSPAPER

# Newspaper in Education Week

Meet Your Local Reporters  
Unique Ways to Use Newspapers

**Encouraging a Nose for News**  
How to get kids interested in current events

Unique ways to use newspapers in the classroom

Local Newspaper  
Teacher Supply Shop  
Toy Store  
Electronics Store  
Kids' Clothing Shop  
Book Store

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

N1603A32004C - 10x13

**Newspaper in Education Week** is marked March 7-11. In a world exploding with information, it is imperative that newspapers regain their rightful position in the classroom so teachers can explain to students the differences between a news source and an online aggregator, and for many young people, introduce them to a print product. Prospect advertisers known to be supportive of educational causes.

N1603A32005C - 5 col x 13  
N1603A32006C - 6 col x 21

NAME NEWSPAPER

# Worship Guide

Explaining Easter  
The meaning of local Easter  
Important Easter Figures  
People who feature prominently in the story of Easter

Services Schedule  
Listing of local Easter Sunday/Mass schedules

Easter for Kids  
Explaining Easter in terms kids can understand

The meaning of Good Friday

Church  
Volunteer Group

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

N1603A33004C - 10x13

A religious **Worship Guide** for Easter services listings will be a welcome sight for residents and visitors to your area. Include every house of worship from every denomination that celebrates the Easter holiday. Churches and religious bookstores can be your primary sponsors, but you may want to include restaurants that will serve Easter brunch after services.

N1603A33005C - 5 col x 13  
N1603A33006C - 6 col x 21

NAME NEWSPAPER

# Home

Tips for first-time DIYers

Hiring Helpers  
Perfect Projects  
DIY 411  
Talking Trends

Home Improvement Center

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

N1603A34004C - 10x13

Spring is a prime season for home improvements inside and out, so a **Home** section can put together every aspect of home clean up and fix up projects. Emphasize do-it-yourself ventures and the advertisers that supply the tools and supplies needed, or concentrate on local professionals that will complete any home job from start to finish, including landscape design, irrigation, resodding and garden design as well as interior makeovers large and small.

N1603A34005C - 5 col x 13  
N1603A34006C - 6 col x 21

NAME NEWSPAPER

# Local Dine Out

Dine Out on a Budget  
Meet the Chef  
Trying Something New  
Pairing Pointers

Local Dine Out  
Securing party reservations and other restaurant special requests

Restaurant  
Restaurant  
Restaurant  
Restaurant  
Restaurant

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

N1603A35004C - 10x13

Dining advertisers continue to be among the top revenue providers for mosts publication. A **Local Dine Out** section can relate what's new in your area's culinary world, including dining trends, new restaurants, a day in the life of chef, information on the source of the food supplied to local restaurateurs, and more. Create a Web companion to any print section since a large percentage of people look online when they are searching for dining options.

N1603A35005C - 5 col x 13  
N1603A35006C - 6 col x 21





## Let's Go on an Egg Hunt!

### Find the Eggs to Win Eggciting Contest Prizes

We've hidden a dozen Easter eggs in the pages of this newspaper today. **Find them**, and correctly enter all 12 locations in our online entry form, for your chance to win one of the prizes featured here from our contest sponsors! For complete contest rules, details and entry, go to [www.newspaper.com/contests](http://www.newspaper.com/contests). All entries must be submitted by 7pm, March 10, 2016. See additional details, terms and conditions here.



### Free Mani-Pedi Day Spa

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



### Dinner for Two Restaurant

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



### \$50 Gift Card Grocery Market

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



### Free Haircut Hair Salon

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



### Deluxe Floral Bouquet Florist

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



### Oil Change & Tire Rotation Auto Repair Shop

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



### Family Portrait Package Photographer

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



### \$50 Gift Card Clothing Store

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



### 3 Months Unlimited Tanning Tanning Salon

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



### Spring Cleaning Service Home Cleaning Service

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

### Usage Note:

This **Let's Go on an Easter Egg Hunt** contest follows in the tradition of "find the..." promotions that have been successful for years. Take Metro Easter egg images and "hide" them in participating advertiser ads or place them randomly throughout your edition. You can also choose to alter the dynamics and bring the tradition to your website by hiding eggs on your Web pages — or in ads on your website — instead of or in addition to the print edition. Either way, you get more readers and your advertisers get more attention.

N1603A10001C

# GREEN Is Your Lucky Color!

Wear green at any of these participating local businesses on Thursday, March 17 to save 17% off your purchase!

## Plus, one lucky leprechaun will win our \$170 St. Paddy's Prize Cash!

Simply wear your green and enter in person at any of the business locations featured here for your chance to win the \$170 cash prize. No purchase necessary. Winner will be announced and notified March 08, 2016. Contest details online at [www.newspaper.com/contests](http://www.newspaper.com/contests).



### Dry Cleaner

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



### General Store

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



### Furniture Store

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



### Hardware Store

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



### Supplement Shop

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



### Jewelry Store

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



### Gift Shop

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



### Bookstore

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



### Craft Supply Store

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



### Consignment Shop

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



### Home Store

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



### Shoe Store

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

### Usage Note:

It's easy to win this St. Patrick's Day "contest": just wear green when visiting participating advertisers on March 17. **Green Is Your Lucky Color contest** is an invitation to shop local. Everyone who wears green gets a 17% discount at participating advertisers, plus a chance to win a bigger prize, which we suggest be \$170 in cash. Have multiple prizes or build the prize to \$1,700 for one lucky St. Paddy's Day grand prize winner. The contest is a good thing for participating advertisers to promote in their social media, Web ads and mobile blasts.

N1603A10002C



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



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



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

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

## Campaigns & Classifieds

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

## Metro Auto Photos Library

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

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

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



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



Sources: <http://www.detroitnews.com/story/business/autos/2015/10/14/hs-sales-forecast/73037042/>  
<http://www.reuters.com/article/2015/08/04/us-usa-automobile-forecast-idUSK4CNOQ91XXG20150804#kCoEACVbW06Df08.97>

## METRO'S FILE NAMING SYSTEM AT A GLANCE

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

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

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

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

**N1603P12002K.TIF**

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

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

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

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format



N1603P59007C-●



**Cheaper By the Dozen, Just in Time for Easter!**

On Sale Bronner Farms  
Extra-Large Eggs \$2.99 dozen  
Offer good while supplies last through March 08, 2016.

**Value Grocery Mart**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com



AD# N1603A12001C PASS 6 COL x 1

N1603P22003C-●



**SALE** One Day Only  
**Sunday, March 20**  
up to **30% Off**

plants & flowers  
garden tools  
growing aids  
outdoor furniture  
landscape lighting  
and even more

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

AD# N1603A12002C PASS 6 COL x 1

N1603P36009C-●

**Subscribe Today!** 

**12 Weeks for Only \$12**  
+ Free e-Edition Access

**The Somersville Press**  
news • shopping • entertainment  
In Print & Online  
000.000.0000  
www.namewebsite.com

Introductory rate for new subscribers through 03.09.16.  
Call or go online to activate home delivery.

AD# N1603A12003C PASS 6 COL x 1

N1603P16001C-●



Pop the Lid on a  
**New Look for Spring**

Sample  
Pots Only  
**99¢**

Come explore the season's freshest new color trends, now in store!

**Rainbow Paint Supply**  

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

AD# N1603A12004C PASS 6 COL x 1

N1603P28016C-●




**Hot New Sunnies** Men's & Women's Fashion Sunglasses  
dozens of styles starting at

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

**Only \$10**

AD# N1603A12005C PASS 6 COL x 1

N1603P16001C-●

**Irish Gift Shop**  Your source for authentic Irish imports and gifts.

Celtic Jewelry • Collectibles • Crystal • Aran Sweaters • Knit Throws • Irish Linens & Lace

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

AD# N1603A12006C PASS 6 COL x 1

N1603P37007C-●

**Grit? Grime? Mildew?** Restore like-new luster with professional  
tile and grout cleaning service from the experts.

**Power Wash Pros**

Spring Cleaning Special **Save 15% Off** Grout & Tile Cleaning when you call before March 08, 2016.  
List details, terms and conditions here.

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

AD# N1603A12007C PASS 6 COL x 1

N1603P39007C-●



**Coming Soon...** Discount tickets online  
now at namewebsite.com!

**2016 AUTO SHOW MARCH 00-00**

**Somersville Convention Center**   

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

AD# N1603A12008C PASS 6 COL x 1

N1603P39012C-●

**It's All Good**  **Washington Bar & Grill**

Craft Brews | Gourmet Burgers | Delicious Food | Friendly Folks | Happy Hour Daily

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

AD# N1603A12009C PASS 6 COL x 1

N1603P48011C\*○

**Stock Up for St. Patrick's Day** 

We have low prices on  
all of your holiday favorites!  
Craft Beers & Imports | Irish Whiskeys | Irish Cream

Order your green  
beer keg  
today!

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

AD# N1603A12010C PASS 6 COL x 1

Add extra lineage with these popular top or bottom of the page ads. MCC Creative Library / Print Ad Size: 6 column



N1603P13001C\*-O

Greetings, special offers and holiday fun from your local merchants at Eastertime.

# Happy Easter

### Gala Fine Candies

Your favorite Easter treats are here!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Gala Fine Candies

Your favorite Easter treats are here!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Gala Fine Candies

Your favorite Easter treats are here!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

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Your favorite Easter treats are here!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Gala Fine Candies

Your favorite Easter treats are here!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Gala Fine Candies

Your favorite Easter treats are here!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Grant Clothiers

Easter fashions & footwear for the whole family  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Grant Clothiers

Easter fashions & footwear for the whole family  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Grant Clothiers

Easter fashions & footwear for the whole family  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

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www.namewebsite.com

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

### Grant Clothiers

Easter fashions & footwear for the whole family  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Discount Variety Mart

Low prices on everything for Easter!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Discount Variety Mart

Low prices on everything for Easter!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Discount Variety Mart

Low prices on everything for Easter!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Discount Variety Mart

Low prices on everything for Easter!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Discount Variety Mart

Low prices on everything for Easter!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

### Discount Variety Mart

Low prices on everything for Easter!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

## Usage Note:

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

Companion  
WEB ADS  
available  
on MCC

## Bunny Drop Easter Egg Hunt

Help to fill and get on the hunt for more than 10000  
Eggs delivered to your home by the Easter Bunny!

Saturday, March 26 • 10am-2pm

Egging, Dress, Treats & Candy, Music & Fun

Egg Hunt Schedule:  
3 & under: 10am-12:30pm  
4-7 years: 12:30pm-2pm  
8-10 years: 2pm-4pm  
11-13 years: 4pm-6pm

Somersville  
Community  
Center

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



## Elegant Easter Flowers & Gifts

Choose from a fresh-picked assortment of bouquets,  
basket, baskets, and specialty gifts especially for Easter.

Let the Love  
& Spring Cheer  
Decorate your home!  
Tulips, Carnations,  
& Peonies  
Easter Collections  
Cakes, Pastries, Cookies  
Fresh Flowers & More  
Custom Gift Baskets

We Deliver!  
Free pickup at home  
Service delivery orders by  
April 15th 2016

## The Flower Station

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

Closed Easter Sunday

## hippity-hoppity Easter Bunny Brunch is on its way!

Help to fill and make your reservations  
today. Enjoy a sumptuous Dutch breakfast  
at your breakfast favorites, plus caroling  
stations, fresh seafood and a delectable  
assortment of homemade desserts.

Sunday, March 27 • 10am-2pm

Adults \$29 • Kids \$14

## Olive Leaf Cafe

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

Take Your Photo With the Easter Bunny!



## Need Your Ears Checked?

We Offer:  
Free financing plans on all hearing aids  
Free 30-day risk-free trial  
Loss & repair protection warranty  
Free hearing screening & video otoscopy  
Free cleaning & hearing aid inspection  
Competitive hearing aid trade-in plans

FREE  
Hearing  
Tests &  
Hearing Aid  
Checkups

Call today for your  
appointment and learn  
about the latest solutions  
to improve your hearing.

Somersville  
Hearing  
Aid Center

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



## A Reason to Rejoice

As we celebrate the miracle of our Savior's resurrection,  
we'd like to share with you our sincere best wishes for a joyous  
and blessed Easter season. May the power of His love and  
sacrifice bring peace, joy and commitment to you and yours.

Happy Easter!

Sponsored by

**Name Business**

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



## Happy Easter!

Chirping our brightest Easter wishes  
to you and your loved ones at this  
special time of year. May your season  
be filled with joy, friendship, laughter  
and blessings. We greatly appreciate  
your friendship and support, and  
we wish you all the best!

Sponsored by

**Name Business**

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

AD# N1603A13002C  
PASS 2 COL x 5

N1603P13003C\*-O

AD# N1603A13005C  
PASS 2 COL x 5

N1603P59005C\*-O

AD# N1603A13001C PASS 6 COL x 21

AD# N1603A13008C 10 x 13

PASS 2 COL x 5

AD# N1603A13003C

N1603P59011C\*-O

PASS 2 COL x 5

AD# N1603A13004C

N1603P58011C\*-O

PASS 2 COL x 5

AD# N1603A13006C

N1603P58009C\*-O

PASS 2 COL x 5

AD# N1603A13007C

N1603P13002C\*-O





N1603P14001C\*-O



N1603P14011C\*-O



N1603P14005C\*-O



N1603P14007C\*-O



N1603P14002C\*-O



N1603P14006C\*-O



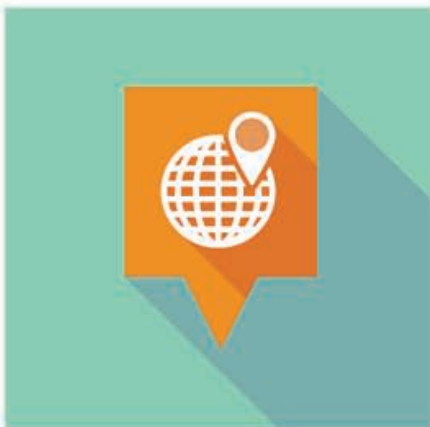
N1603P14008C\*-O



N1603P14003C\*-O



N1603P14004C\*-O



N1603P14012C\*-O

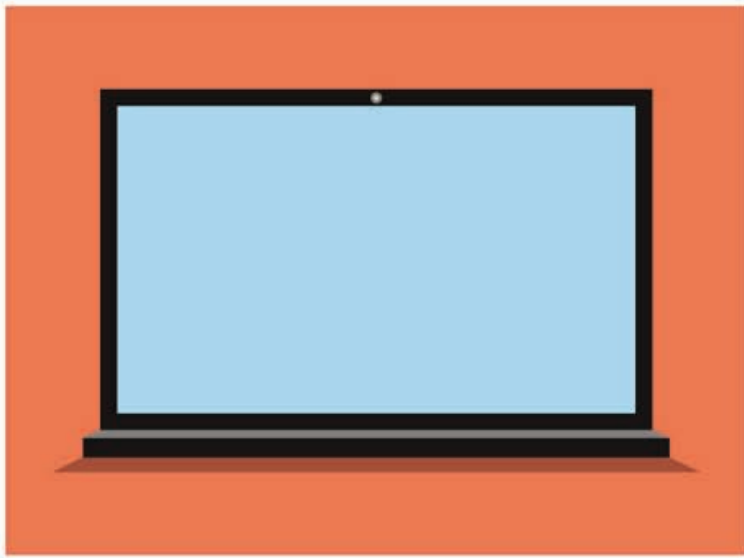


N1603P14010C\*-O



N1603P14009C\*-O





N1603P15009C\*-O



N1603P15001C\*-O



N1603P15003C\*-O



N1603P15002C\*-O



N1603P15008C\*-O



N1603P15006C\*-O



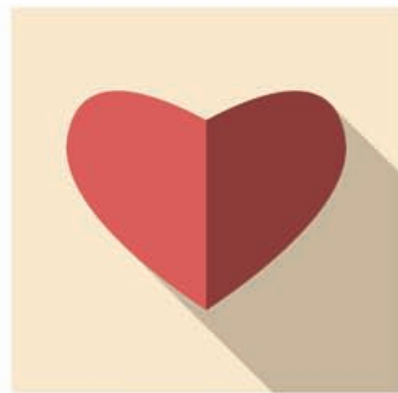
N1603P15005C\*-O



N1603P15004C\*-O



N1603P15011C\*-O



N1603P15010C\*-O



N1603P15007C\*-O





N1603P16004C-●



N1603P16009C-●



N1603P16002C-●



N1603P16001C-●



N1603P16007C-●



N1603P16010C-●



N1603P16005C-●



N1603P16008C-●



N1603P16006C-●



N1603P16003C-●



N1603P48009C  
 N1603P39012C  
 N1603P59011C

N1603P17002C

N1603P17001C

N1603P20005C  
 N1603P14006C

N1603P59015C

AD# N1603A17003C  
 PASS 6 COL x 3



# March

Community Calendar 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13 <small>St. Patrick's Day</small>	14	15	16	17	18	19
20 <small>Spring Begins Palm Sunday</small>	21	22	23	24	25	26
27 <small>Easter</small>	28	29	30	31		



**March 00**  
**Spring Home & Garden Show**  
 Free parking & admission  
 Somersville  
 Convention Center  
 10am-5pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)



**March 00**  
**Art Show**  
 Showcasing local artists  
 Fingerprint Gallery  
 6-9pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

## SEE YOU THERE

### A Wee Bit O' Irish Fun for Everyone

**St. Paddy's Day Parade & Irish Heritage Festival**  
**Thursday, March 17 • 11am-5pm**  
 Parade begins at 11am

Live Music  
 Irish Dancing  
 Food Trucks

Beer Garden  
 Craft Vendors  
 & Much More

*Main Street*  
*Edison St. to Ryan Rd.*  
*Downtown Somersville*

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

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Auto Show**  
 Tickets online now!  
 Somersville  
 Convention Center  
 10am-5pm  
[www.namewebsite.com](http://www.namewebsite.com)



**March 17**  
**St. Patrick's Day Parade & Festival**  
 Fun for the whole family!  
 Downtown  
 Main Street  
 11am-5pm  
[www.namewebsite.com](http://www.namewebsite.com)



**March 26**  
**Easter Egg Hunt**  
 Ages 3 to 12  
 Somersville  
 Community Center  
 10am  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)



**March 27**  
**Easter Celebration of Faith**  
 Everyone is welcome.  
 St. Andrew's Church  
 10am-2pm  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1603A17002C  
 PASS 3 COL x 7

N1603P17003C

N1603P59009C

N1603P59002C  
 N1603P48010C

N1603P39005C  
 N1603P39007C

Companion  
 WEB ADS  
 available  
 on MCC

N1603P17004C



Hop in during our Easter Fashion Eggstravaganza for big deals in every department!

up to **40% Off**  
 Easter Dresses & Footwear  
 Men's & Boys' Suits  
 Hats, Jewelry & Accessories

Going On Now  
 Sale ends Sunday, March 06, 2016.

**Garland's**  
 Department Store

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



AD# N1603A17001C PASS 6 COL x 21  
 AD# N1603A17004C 10 x 13



N1603P38008C



## Get Your Skinny Jeans On!

Personalized Weight-Loss Plans  
meal plans + supplements + support

**ONLY \$19 TO START** Call or go online to begin your transformation today!

### Esla Weight-Loss Center

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

AD# N1603A18001C PASS 2 COL. x 5



buffets  
weddings  
cocktail parties  
corporate events  
full-service catering

## Exquisite Taste

for your next special event

### Gourmand Catering

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

Delivering the perfect combination of delicious food, artful presentations and flawless service to your celebrations.

We offer a variety of vegetarian, vegan and gluten-free choices to accommodate every guest's dietary preferences. Please call for details, or visit us online to browse our sample menus and specialties.

AD# N1603A18002C PASS 2 COL. x 5



## A Time to Rejoice

Please join us in celebrating the miracle of Christ's resurrection this Easter season.

**Good Friday Mass**  
March 25  
5:30pm

**Solely Saturday Vigil**  
March 26  
8pm

**Easter Sunday Service**  
March 27  
8am 10am 12noon

### St. Matthew's Church


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

AD# N1603A18003C PASS 2 COL. x 5

N1603P39004C

## Citrus Sale

Stock up on delicious, immune-boosting citrus fruits at great prices!



Yellow Grapefruits 3 for \$1  
Juicing Oranges \$3.79 lbs. tag  
California Lemons 4 for \$1  
Fresh Limes 6 for \$1


This Week March 00-06, 2016 while supplies last

### Hanson's Farm Market

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

AD# N1603A18004C PASS 2 COL. x 5

## Pretty Scary?



See us for fast-acting allergy relief, and start enjoying springtime.

Over-the-Counter Allergy Solutions  
Topical Itch Relief & Eye Drops  
Prescriptions Filled in 30 Minutes or Less  
Fast Refills By Phone & Online

### Clayton Pharmacy

Open Early, Open Late, Open Saturdays!  
Mon-Fri 7am-9pm, Sat 9am-5pm

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

AD# N1603A18005C PASS 2 COL. x 5

## Show Summer Who's Boss

All-inclusive Gym Membership  
Cardio + weights + classes + swimming + sauna + locker's  
Only \$49 monthly  
Pay \$0 initiation fees now through March 31!



### EdgeFitness

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

AD# N1603A18006C PASS 2 COL. x 5

Companion WEB ADS available on MCC

N1603P39002C



## Less Pain. More to Gain!

Do arthritic or damaged joints have you living life on the sidelines, despite medication and physical therapy? Joint replacement surgery could be the answer, restoring the comfort and mobility you need to live life to the fullest.


Call today for your consultation with a joint replacement specialist.

### The Kearns Center for Joint Replacement

Hip, Knee & Shoulder Replacement Specialists  
(Over 10,000 procedures performed)  
Award-winning surgical staff  
State-of-the-art technology  
Compassionate, expert care

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

AD# N1603A18007C PASS 2 COL. x 5



## Exhaust System Specialists

We install and service all types of custom and factory replacement systems for optimal power and fuel performance.

**FREE Testing & Estimates**  
Call or stop in today.

Gas & Diesel Exhaust Systems | Cat Back Systems | Dual Exhaust Systems | Catalytic Converters | Stock & Performance Mufflers | Smog-Compliant Systems | Pipes, Tubing & Gaskets

### Pearson Mufflers

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

AD# N1603A18008C PASS 2 COL. x 5

## Your Bike's Best Friend

Full-service motorcycle maintenance & repair  
Friendly service, fair prices & expert work  
Factory parts & accessories  
Free written estimates | All work guaranteed



**Spring Special**

Save \$250ff Full-Service Motorcycle Tune-Up by appointment through 03.03.16

### Matt's Cycle Shop

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

AD# N1603A18009C PASS 2 COL. x 5



N1603P38001C



**Your Fix for Every Oops, Ouch & Uh-Oh**

*Quick & Compassionate Urgent Care Services*  
 Walk-in emergency services & injury treatment  
 Extended hours: 7 days a week  
 No appointment needed  
 Short wait times  
 On-site lab & x-ray  
 Vaccines & physicals  
 All insurance plans welcome

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

AD# N1603A19001C PASS 2 COL. x 5

N1603P30009C

Locally owned, operated & guaranteed since 1918.



**Your Trusted Source for Quality Equipment & Machinery**

New & Used Equipment  
 Parts & Service  
 Tires, Wheels & Tracks

**Spring Specials on rental returns**

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

AD# N1603A19002C PASS 2 COL. x 5

N1603P30010C

N1603P38007C



**Start Your All-Terrain Adventure**

We are your local motorsports headquarters. Stop in today to browse our extensive selection of new and pre-owned ATVs, motorcycles, scooters, parts, accessories, apparel and gear.


**No-Interest Financing for 36 months on new 2016 Name Brand ATV models**  
 Limited-time offer with credit approval. List details, terms and conditions here.

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

AD# N1603A19003C PASS 2 COL. x 5

N1603P16009C

**Shamrockin' Shenanigans**



**Thursday, March 17**  
 Doors open at 1 PM

Irish Food & Drink  
 Specials All Day  
 Live Entertainment,  
 Contests & Giveaways

**O'Malley's Bar & Grill**  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
 www.namewebsite.com

AD# N1603A19004C PASS 2 COL. x 5

N1603P30002C



**Rx for Disaster?**

Don't let your medicine cabinet do more harm than good. Keep all medicines and cleaning products out of reach and out of sight from children, and safely dispose of all expired and unnecessary medications.

**1.800.222.1222**  
 Keep the Poison Help number in your phone, and ask your child care provider to do the same.

**National Poison Prevention Week, March 20-26**

Sponsored by  
**Name Business**  
 1234 Washington Street | Somerville Heights  
 000-000-0000 | www.namewebsite.com

AD# N1603A19005C PASS 2 COL. x 5

N1603P30003C



**Mad Deals. Mad Fun!**

Can't be outside? You can still catch all the game-time action on our big screens, plus score great food and drink specials!

**\$3 Drafts**  
**\$4 Appetizers**  
**\$5 Burgers**  
 Available During Every Tournament Game

**MVP Sports Bar & Grill**  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
 www.namewebsite.com

AD# N1603A19006C PASS 2 COL. x 5

Companion WEB ADS available on MCC

N1603P30004C



**Thank a Doctor Today!**

We'd like to wish all of the dedicated physicians here at Somerville Hospital and everywhere a happy and healthy Doctors' Day. We appreciate your hard work and tireless commitment to caring. Thanks for all you do to make our hospital, our community and our world a better place.

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

AD# N1603A19007C PASS 2 COL. x 5

N1603P19001C



Sewing - Needlecrafts  
 Quilting - Painting - Crafts  
 Scrapbooking - Models & More

**Your Craft & Hobby Headquarters**

Shop New National Craft Month Specials Every Week in March! Stop in, visit us online or follow us on social media to see what's on sale.

**FREE & Low-Cost Workshops**  
 Details and registration online and in store.

**The Craft Shack**  
 1234 Washington Street • Somerville Heights  
 000-000-0000 • www.namewebsite.com

AD# N1603A19008C PASS 2 COL. x 5

N1603P30003C



**Tell Bugs to Bite the Dust**

Spiders to silverfish, rodents to roaches, bed bugs to bees, we offer fast and effective solutions for every pest problem.

**FREE Termite Inspections**  
 We specialize in safe and convenient orange oil treatments!  
 Licensed & Insured  
 All Work Guaranteed  
 Same-Day Service Available

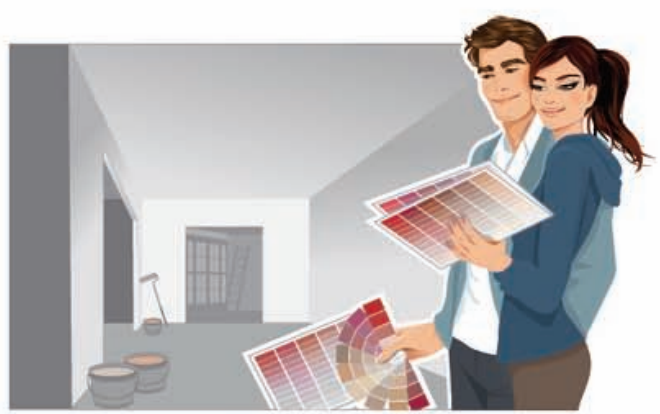
**Trusty Pest Control**  
 1234 Washington Street | Somerville Heights  
 000-000-0000 | www.namewebsite.com

AD# N1603A19009C PASS 2 COL. x 5





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N1603P20021C\*-O



N1603P20001C\*-O



N1603P20008C\*-O



N1603P20010C\*-O



N1603P20009C\*-O



N1603P20014C\*-O



N1603P20004C\*-O



N1603P20007C\*-O



N1603P20002C\*-O



N1603P20011C\*-O



N1603P20013C\*-O



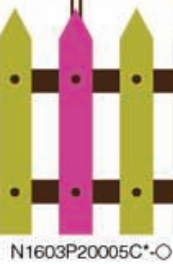
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N1603P20003C\*-O



N1603P20005C\*-O



N1603P20006C\*-O



N1603P20020C\*-O



N1603P20019C\*-O



N1603P20018C\*-O

MCC Keyword Hints: spring, home improvement, gardening, roofing, painting, planting, tools, ladybug, bee, bird





N1603P21007C\*-O



N1603P21005C-●



N1603P21001C\*-O



GARDEN  
N1603P21010C\*-O



N1603P21013C\*-O



N1603P21011C\*-O



N1603P21002C\*-O



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N1603P21003C\*-O



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N1603P21004C\*-O



N1603P21008C\*-O





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N1603P22006C-●



N1603P22001C-●



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N1603P23003C-●



N1603P24004C\*-O

N1603P24003C\*-O

N1603P24002C\*-O

## YOUR TO-DO GO-TO GUIDE



### Ryan Brothers Painting

interior • exterior • drywall • finishes  
www.namewebsite.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

### Linden Carpets

Next-day installation available  
www.namewebsite.com  
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Somerville Heights  
000-000-0000

### Carter Roofing

new roofs • reroofing • repairs  
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1234 Washington Street  
Somerville Heights  
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### Mission Hardware

home & garden | tools & fixtures | locksmith  
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Somerville Heights  
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### Hanson Contracting

Home construction & remodeling  
www.namewebsite.com  
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Somerville Heights  
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### Discount Carpet Cleaning

Ask about our spring cleaning specials!  
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Somerville Heights  
000-000-0000

### Handyman On Demand

No job too big or too small!  
www.namewebsite.com  
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Somerville Heights  
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### Fern's Garden Center

Your spring planting headquarters  
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Somerville Heights  
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### Clearway Plumbing

24-hour emergency service  
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1234 Washington Street  
Somerville Heights  
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### Current Electrical

We install ceiling fans!  
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Somerville Heights  
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### Lucas Landscaping

Call anyone for a free estimate!  
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1234 Washington Street  
Somerville Heights  
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### Janson Hauling

We'll make the mess disappear!  
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1234 Washington Street  
Somerville Heights  
000-000-0000

Keep these names handy for spring home improvements!



AD# N1603A24001C 19.334 x 13



N1603P24001C-●

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

## HOME IMPROVEMENT HELPERS SPRING DECORATING EVENT

N1603P24005C\*-O

N1603P24006C\*-O





N1603P25002C-●  
TIGER SWALLOW BUTTERFLY



N1603P25001C-●  
GARDEN PATH



N1603P25007C-●  
LAVENDAR & TICKSEED



N1603P25012C-●  
CHERRY BLOSSOM



N1603P25009C-●  
GARDEN PATH



N1603P25013C-●  
TULIPS



N1603P25005C-●  
DAISIES



N1603P25008C-●  
RHODODENDRON



N1603P25003C-●  
SOAPWORT



N1603P25004C-●  
LILAC



N1603P25014C-●  
JAPANESE CHERRY



N1603P25010C-●  
CHERRY BLOSSOM



N1603P25011C-●  
PURPLE ROBE



N1603P25006C-●  
WATERING CAN WITH LILLIES



**Maximize your growth potential!**

Name Brand Soil Activator  
0 lb. bag  
**\$14.95**

Name Brand Flower Fertilizer  
00 oz. box  
**\$9.95**

Name Brand Nutrient Mix  
0 gal. jug  
**\$11.95**

Name Brand Lawn Fertilizer  
00 lb. bag  
**\$29.95**

Save on premium growing aids for your best lawn and garden. Advertised prices good through March 05, 2016. List details, terms and conditions here.

**Haye's Garden Center**

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

AD# N1603A25001C PASS 6 COL x3





N1603P26008C-●  
SOD



N1603P26004C-●  
HOSTAS



N1603P26006C-●  
GARDEN



N1603P26013C-●  
HOSTAS



N1603P26012C-●  
PURPLE DAISIES



N1603P26002C-●  
POPPIES



N1603P26010C-●  
CONE FLOWERS



N1603P26003C-●  
PANSIES



N1603P26005C-●  
MULCH



N1603P26001C-●  
HYGANDREA



N1603P26014C-●  
HERBS



N1603P26007C-●  
SOD



N1603P26009C-●  
LEAF



N1603P26011C-●  
LIRIOPE

**Your Secret to an Effortlessly Beautiful Yard**

**New Customers**  
**SAVE 10% OFF**  
Your First Service!  
Value up to \$250

Complete landscaping services  
Affordable maintenance plans • Free consultations & estimates  
Licensed, insured & reliable • Excellent local references

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

AD# N1603A26001C PASS 6 COL x 3





N1603P27001C-●  
HAWTHORN



N1603P27011C-●  
BUTTERFLY WEED



N1603P27008C-●  
HYACINTH



N1603P27007C-●  
ZINNIA



N1603P27004C-●  
GARDEN CENTER



N1603P27003C-●  
DAFFODILS



N1603P27002C-●  
DAFFODILS



N1603P27010C-●  
HYACINTH



N1603P27009C-●  
DAFFODILS



N1603P27014C-●  
DOG ROSE



N1603P27012C-●  
DANDELION



N1603P27006C-●  
PETUNIA



N1603P27003C-●  
PHLOX



N1603P27005C-●  
TOMATO PLANT



Grab a wagon, and save 20% off all the plants and flowers you can load on it!

# Garden Bargains by the Wagon

Starting This Friday Offer good March 00-00, 2016. Limit one wagon discount per customer. Wagons available at garden center entrance.



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

AD# N1603A27001C PASS 6 CCL x 3





N1603P28016C-●



N1603P28003C-●



N1603P28002C-●



N1603P28013C-●



N1603P28009C-●



N1603P28005C-●



N1603P28011C-●



N1603P28007C-●



N1603P28008C-●



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N1603P28015C-●



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N1603P28004C-●



N1603P28001C-●

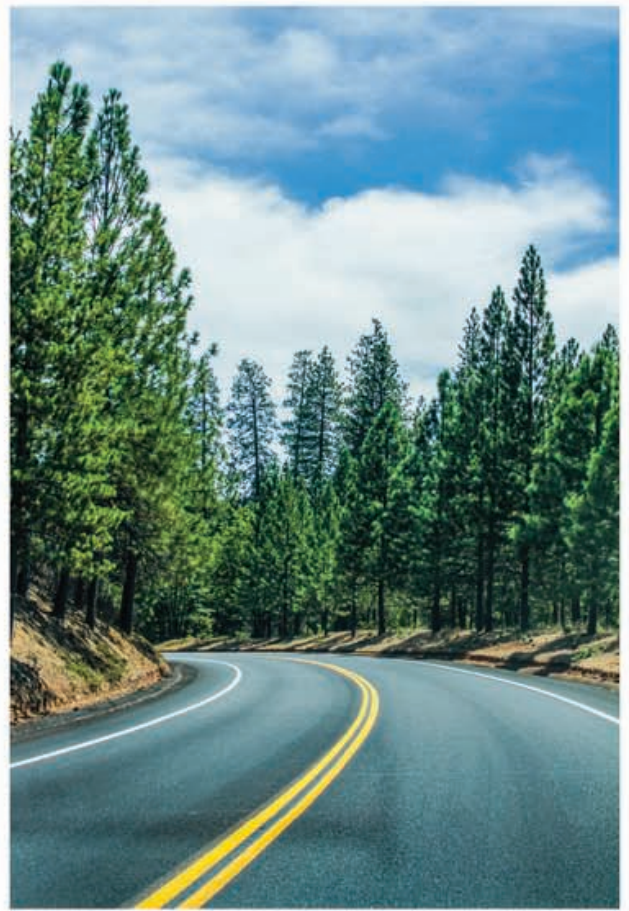




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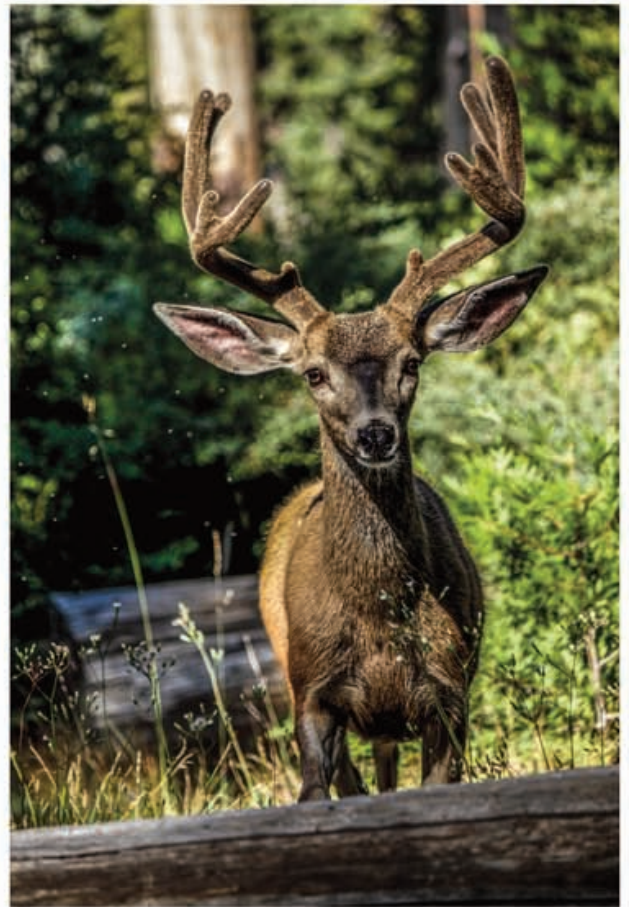
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N1603P30006C-●



N1603P30004C-●



N1603P30003C-●



N1603P30002C-●



N1603P30008C-●



N1603P30005C-●



N1603P30010C-●



N1603P30011C-●



N1603P30009C-●



N1603P37012C-0

N1603P31001C-0

N1603P37005C-0

N1603P31002C-0



# Luxury Kitchen & Bathroom Transformations

Let us transform your current kitchen or bath into the highlight of your home. Imagine beautiful natural stone countertops, plentiful kitchen storage, heated tile floors or the relaxing indulgence of a steam shower or spa-style bath. With more than 00 years of experience, we specialize in all types of kitchen and bathroom remodels, putting the latest design trends and innovations within your reach.



*Spring Special*  
**10% Off  
Any Project**

when you mention this ad at time of estimate  
Limited-time offer through 00.00.16. Call for details

We are committed to providing our customers with quality service and exceptional results in the most cost-effective manner available for unparalleled value. To learn more or to arrange a free in-home design consultation and estimate, please give us a call or fill out our online contact form today.

**Financing Available**  
License# 000000  
Insured & Bonded  
Satisfaction Guaranteed



See what our  
customers have  
to say online  
and on Yelp!

N1603P37003C-0

## LTD Contracting

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

AD# N1603A31001C

PASS 6 COL x 21

AD# N1603A31002C

10 x 13



# METRO Themed Event Package

SECTION COVER:

N1603P36008C

**Careers In Print Media**  
Job descriptions of newspaper employees

March 29-31  
A Special Supplement to  
**NAME NEWSPAPER**

## Newspaper in Education Week

**Meet Your Local Reporters**  
Newspaper reporter bios

**Unique Ways to Use Newspapers**  
Fun ways to incorporate newspapers in lesson plans

**Encouraging a Nose for News**  
How to get kids interested in current events

AD# N1603A32004C 10. x 13

N1603P36009C

QUICK SELL:

**Newspaper in Education Week**

Unique ways to use newspapers in the classroom

**Local Newspaper**  
124 Washington Street  
Somerville, MA 02143  
617-625-1200  
www.namewebsite.com

**Teacher Supply Shop**  
124 Washington Street  
Somerville, MA 02143  
617-625-1200  
www.namewebsite.com

**Toy Store**  
124 Washington Street  
Somerville, MA 02143  
617-625-1200  
www.namewebsite.com

**Kids' Clothing Shop**  
124 Washington Street  
Somerville, MA 02143  
617-625-1200  
www.namewebsite.com

AD# N1603A32005C 9.667 x 13  
AD# N1603A32006C PASS 6 COL. x 21

CAMPAIGN:

N1603P36004C

**Learn Something New Together**

Explore mind-growing ideas and information as a family with in-depth coverage of world events, national issues, science breakthroughs, technology developments, the arts and more in your local newspaper.

**The Somerville Press**

000.000.00000  
www.namewebsite.com

AD# N1603A32001C  
PASS 2 COL. x 5

N1603P36011C

**Open a New Chapter in Learning**

Give your child access to mind-growing ideas and information with in-depth coverage of world events, national issues, science breakthroughs, technology developments, the arts and more in your local newspaper.

**The Somerville Press**

000.000.00000  
www.namewebsite.com

AD# N1603A32002C  
PASS 2 COL. x 5

N1603P36010C

**A Teaching Tool for Today & Tomorrow**

Encourage curiosity and a lifelong love of learning with mind-growing ideas and information like world events, national issues, science breakthroughs, technology developments, the arts and more in your local newspaper.

**The Somerville Press**

000.000.00000  
www.namewebsite.com

AD# N1603A32003C  
PASS 2 COL. x 5

WEB & MOBILE ADS:

HEADING:  
N1603P32001C\*-O  
N1603P32002C\*-O



**A Teaching Tool for Today & Tomorrow**

Donate a Classroom Subscription During Newspaper in Education Week!

**The Somerville Press**  
In Print & Online  
000.000.00000  
www.namewebsite.com

AD# N1603W32003S

Donate a Classroom Subscription During Newspaper in Education Week!  
**The Somerville Press**

AD# N1603W32003B

Donate a Classroom Subscription During Newspaper in Education Week!  
**The Somerville Press**

AD# N1603W32003W



**A Teaching Tool for Today & Tomorrow**

**The Somerville Press**  
In Print & Online  
000.000.00000  
www.namewebsite.com

AD# N1603W32003R



AD# N1603W32003L

**A Teaching Tool for Today & Tomorrow**

Donate a Classroom Subscription During Newspaper in Education Week!

Click Here to Learn How

**The Somerville Press**

In Print & Online  
000.000.00000 • www.namewebsite.com

Companion WEB ADS available on MCC



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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

**Worship Guide**  
 March 2016  
 A Special Supplement to  
**NAME NEWSPAPER**

Explaining Easter  
 The meaning of Easter

Important Easter Figures  
 People who feature prominently in the story of Easter

Services Schedule  
 Listing of local Easter Sunday Mass schedules

Easter for Kids  
 Explaining Easter in terms kids can understand

AD# N1603A33004C 10. x 13

QUICK SELL:

**Worship Guide**  
 The meaning of Good Friday

Advertiser Suggestion: Rac Center

Advertiser Suggestion: Health Foods Store

Advertiser Suggestion: Community Center

Advertiser Suggestion: Religious Goods Shop

Advertiser Suggestion: Clothing Boutique

Advertiser Suggestion: Church

Advertiser Suggestion: Church  
 1234 Washington Street | Somersville Heights | 000-000-0000 | www.namewebsite.com

Advertiser Suggestion: Volunteer Group  
 1234 Washington Street | Somersville Heights | 000-000-0000 | www.namewebsite.com

AD# N1603A33005C 9.667 x 13  
 AD# N1603A33006C PASS 6 COL. x 21

CAMPAIGN:

**Give Thanks.**  
 Get More Joy Out of Life!

Worship with us!

Sunday Services  
 8am 10am  
 Bible Study for Teens & Adults |  
 Sunday School for Kids |  
 Child Care for Tot's

To learn more, join us this Sunday, or visit us online anytime for details about upcoming events, service schedules, church programs and our philosophy.

**St. Andrew's Church**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

AD# N1603A33001C  
 PASS 2 COL. x 5

**Give Back.**  
 Get More Joy Out of Life!

Volunteer with us!

Mentoring Programs | Community Cleanups |  
 Senior Assistance | Food Drives | Fundraisers |  
 Volunteer Vacations | & More

**St. Andrew's Church**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

AD# N1603A33002C  
 PASS 2 COL. x 5

**Give Praise.**  
 Get More Joy Out of Life!

Grow with us!

Adult & Children's Choirs | Worship Services |  
 Volunteer Programs | Fundraisers | Bible Study |  
 Sunday School | Social Events | & More

**St. Andrew's Church**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

AD# N1603A33003C  
 PASS 2 COL. x 5

WEB & MOBILE ADS:

**Give Back.**  
 Get More Joy Out of Life!

Volunteer with us!

Mentoring Programs | Community Cleanups |  
 Senior Assistance | Food Drives | Fundraisers |  
 Volunteer Vacations | & More

**St. Andrew's Church**  
 1234 Washington Street  
 Somersville Heights  
 000-000-0000  
 www.namewebsite.com

AD# N1603W33002S

HEADING:  
 N1603P33001C\*-O

**Worship Guide**

Volunteer with us!  
**St. Andrew's Church**

AD# N1603W33002B

Volunteer with us!  
**St. Andrew's Church**

AD# N1603W33002W

**Give Back.**  
 Get More Joy Out of Life!

Volunteer with us!

**St. Andrew's Church**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

AD# N1603W33002R

**Give Back.**  
 Get More Joy Out of Life!

Volunteer with us!

Mentoring Programs | Food Drives |  
 Community Cleanups | Senior Assistance |  
 Fundraisers | Volunteer Vacations | & More

**St. Andrew's Church**  
 1234 Washington Street  
 Somersville Heights  
 000-000-0000  
 www.namewebsite.com

AD# N1603W33002L

Companion  
 WEB ADS  
 available  
 on MCC









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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

Check Out A Special Supplement to  
**NAME NEWSPAPER**

# Local Dine Out

Dine Out on a Budget >>> Listing of local deals.  
Meet the Chef >>> Spotlight on local chefs.  
Trying Something New >>> Profile of recently opened restaurant.  
Pairing Pointers >>> How to choose wine that complements your meal.

AD# N1603A35004C 10. x 13

QUICK SELL:

## Local Dine Out

Securing party reservations and other restaurant special requests

**Advertiser Suggestion**  
Restaurant  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

**Advertiser Suggestion**  
Restaurant  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

**Advertiser Suggestion**  
Restaurant  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

**Advertiser Suggestion**  
Restaurant  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

**Advertiser Suggestion**  
Restaurant  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

AD# N1603A35005C 9.667 x 13  
AD# N1603A35006C PASS 6 COL. x 21

CAMPAIGN:

## Menu

Try Our Gourmet Specialty Salads starting at just **\$5.99**

*Great Food & Service Are Always on the Menu*

Classic American Cuisine | Fine Bar & Seafood  
Beer, Wine & Cocktails | Weekly Specials | Private Parties

**Waterfront Bistro**

Serving Dinner & Sunday Brunch  
Closed Mondays, Reservations Welcome.

1234 Washington St | Somerville Heights  
000.000.0000 | www.namewebsite.com

AD# N1603A35001C  
PASS 2 COL. x 5

## Menu

Try Our Chef's Dinner Specials with soup or salad from **\$14.95**

*Great Food & Service Are Always on the Menu*

Classic American Cuisine | Fine Bar & Seafood  
Beer, Wine & Cocktails | Weekly Specials | Private Parties

**Waterfront Bistro**

Serving Dinner & Sunday Brunch  
Closed Mondays, Reservations Welcome.

1234 Washington St | Somerville Heights  
000.000.0000 | www.namewebsite.com

AD# N1603A35002C  
PASS 2 COL. x 5

## Menu

Try Our Mouthwatering Side Dishes priced as low as **\$2.99**

*Great Food & Service Are Always on the Menu*

Classic American Cuisine | Fine Bar & Seafood  
Beer, Wine & Cocktails | Weekly Specials | Private Parties

**Waterfront Bistro**

Serving Dinner & Sunday Brunch  
Closed Mondays, Reservations Welcome.

1234 Washington St | Somerville Heights  
000.000.0000 | www.namewebsite.com

AD# N1603A35003C  
PASS 2 COL. x 5

HEADING:  
N1603P35001C\*-0

WEB & MOBILE ADS:



Try Our Gourmet Specialty Salads starting at just **\$5.99**

make your reservation

**Waterfront Bistro**

1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

AD# N1603W35001S

make a reservation **Waterfront Bistro**  
Try Our Gourmet Specialty Salads

AD# N1603W35001B

make a reservation **Waterfront Bistro**  
Try Our Gourmet Specialty Salads

AD# N1603W35001W

Try Our Gourmet Specialty Salads starting at just **\$5.99**

make a reservation

**Waterfront Bistro**

1234 Washington Street | Somerville Heights  
000.000.0000 | www.namewebsite.com

AD# N1603W35001R



make a reservation

Try Our Gourmet Specialty Salads starting at just **\$5.99**

**Waterfront Bistro**  
1234 Washington Street | Somerville Heights  
000.000.0000 | www.namewebsite.com

AD# N1603W35001L

Companion WEB ADS available on MCC





N1603P36009C-●



N1603P36011C-●



N1603P36002C-●



N1603P36007C-●



N1603P36004C-●



N1603P36010C-●



N1603P36014C-●



N1603P36005C-●



N1603P36012C-●



N1603P36013C-●



N1603P36006C-●



N1603P36001C-●



N1603P36003C-●



N1603P36008C-●





N1603P37010C-●



N1603P37012C-●



N1603P37006C-●



N1603P37001C-●



N1603P37004C-●



N1603P37003C-●



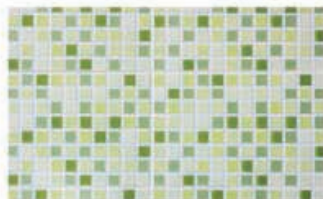
N1603P37002C-●



N1603P37005C-●



N1603P37008C-●



N1603P37007C-●



N1603P37013K-●



N1603P37009C-●



N1603P37014K-●



N1603P37011C-●





N1603P38012C-●



N1603P38005C-●



N1603P38008C-●



N1603P38004C-●



N1603P38003C-●



N1603P38002C-●



N1603P38006C-●



N1603P38001C-●



N1603P38011C-●



N1603P38007C-●



N1603P38009C-●



N1603P38010C-●





N1603P39005C-●



N1603P39001C-●



N1603P39002C-●



N1603P39010C-●



N1603P39012C-●



N1603P39003C-●



N1603P39009C-●



N1603P39007C-●



N1603P39011C-●



N1603P39008C-●



N1603P39006C-●



N1603P39004C-●



These unique ads are designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.

(MCC Creative Library / Print Ad Type: AdScape/Shaped)

## Promote Premium Placement Opportunities With Metro AdScape

Use the unique ad placement opportunities to promote premium placement opportunities with Metro AdScape. The ad placement opportunities are designed to flow around the ad shape, providing a unique and valuable advertising experience for your readers. The ad placement opportunities are designed to flow around the ad shape, providing a unique and valuable advertising experience for your readers.

Use the unique ad placement opportunities to promote premium placement opportunities with Metro AdScape. The ad placement opportunities are designed to flow around the ad shape, providing a unique and valuable advertising experience for your readers. The ad placement opportunities are designed to flow around the ad shape, providing a unique and valuable advertising experience for your readers.

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### Usage Note:

Adscapes and shaped specialty ads can also include distinctive placements, such as this centering of a single ad. The ad's unique positioning is sure to draw extra attention for your advertiser while gaining premium pricing for you. Try this positioning for a special Easter ad like the spec ad demonstrated, or spring-related advertisers.

**Reserve Now for Easter**  
Join us Easter Sunday for a delicious and relaxing celebration of wonderful food and company.  
Sunday, March 27

**Brunch Service**  
Including specialty benedict, omelets, french toast, mimosas and more • \$19.99

**Dinner Service**  
Featuring chef's specials like the leg of lamb, stuffed salmon, turkey, steak & more • \$49.99

As a special Easter treat, we invite guests 21 and over to enjoy a complimentary glass of Champagne or wine with your meal. Openings Now Only Available.

**The Trellis Restaurant**  
1234 Washington Street | Somersville Heights  
000.000.0000 | www.namewebsite.com

Companion WEB ADS available on MCC

N1603A40001C

Use the unique ad placement opportunities to promote premium placement opportunities with Metro AdScape. The ad placement opportunities are designed to flow around the ad shape, providing a unique and valuable advertising experience for your readers. The ad placement opportunities are designed to flow around the ad shape, providing a unique and valuable advertising experience for your readers.

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AD# N1603A40001C PAGES 2 COL. x 6



N1603P38007C

N1603P39008C



**SPRING SPECIAL OFFERS**  
Now In Store

## YOUR ADRENALINE RUSH AWAITS

**We Are Your One-Stop Shop for All Things Power Sport**  
Motorcycles • ATVs • Personal Watercraft • Snowmobiles • Dirt Bikes



Showroom Open Monday-Friday 9-7,  
Saturday & Sunday 10-5

**0% APR Financing**  
2016 Name Brand ATVs  
select models with credit approval  
Limited-time offer. See dealer for details.

**UP TO \$2500 CASH BACK**  
2016 Name Brand ATVs  
select models with credit approval  
Limited-time offer. See dealer for details.

### PowerTrip Motorsports

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



AD# N1603A41001C 8.5 x 11

N1603P29005C

N1603P29006C



**HUGE SPRING SALE**  
GOING ON NOW

## Everything for Outdoor Pursuits of Pleasure

**We Are Your Great Outdoors Store for All Seasons**  
Camping • Hunting • Fishing • Shooting • Hiking • Archery



Showroom Open Monday-Friday 9-7  
Saturday & Sunday 10-5  
Sale ends March 30, 2016. See details, terms and conditions here.

**up to 30% OFF**  
Rifles, Handguns & Shotguns

**up to 40% OFF**  
Fishing & Marine Supplies

**up to 50% OFF**  
Outdoor Apparel, Footwear & Gear

### EnviroSport Outdoors

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



AD# N1603A41002C 8.5 x 11

N0808P30006C

N0808P30005C

N0736990C

N1603P39002C

N1603P30004C

N1504P15011C

## Quick. Convenient. Compassionate.

*Quality Healthcare for the Whole Family*



From routine preventive care to minor emergencies and chronic health conditions like asthma or diabetes, our dedicated physicians are here to ensure you receive the very best care and advice every time you walk through our door.

**Meet Our Physicians**



Newy Allison, MD  
Family Medicine



Dawn Thomas, MD  
Family Medicine



Hudson Noveck, MD  
O&U



David Rogers, MD  
Internal Medicine

**Now Accepting New Patients!**  
To arrange an appointment with one of our experienced and caring physicians, please call 000-000-0000 today to speak with a patient care coordinator.

**Integra Medical Clinic**  
1234 Washington Street | Somerville Heights | 000-000-0000 | www.namewebsite.com  
Walk-in welcome | Same-day appointments often available | Most insurance plans accepted

AD# N1603A41003C 8.5 x 11

N1603P300020C

N1203P46009C



## The Only Pharmacy You Need

Make us your one-stop shop for all of your prescription needs, and so much more!

**Fast Prescriptions**  
in 30 minutes or less, with refill service by phone or online

**Friendly Service**  
from an experienced and caring team of pharmacists and technicians

**Low Prices**  
on over-the-counter remedies, supplements and personal care

**Flu & Shingles Vaccines**  
with or without an appointment, covered by most insurance plans

**Customer Rewards**  
with points toward purchases and exclusive discounts when you register for free in store or online

Prescriptions | Allergies | Pain Relief | First Aid | Digestive Aids | Vitamins & Supplements | Baby Needs | Personal Care | Household & Cleaning | Beauty & Cosmetics | Snacks & Beverages | Convenience Items | & More

**FREE \$25 Gift Card**  
With Any Prescription Transfer

Offer good for new pharmacy customers. Limit one per customer. See details, terms and conditions here. Call us online for details.

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

**Open 7 Days**  
Store Hours:  
Monday-Saturday 8 a.m.-4 p.m.  
Sunday 9 a.m.-4 p.m.  
Pharmacy Counter Hours:  
Monday-Friday 8 a.m.-7 p.m.  
Saturday 8 a.m.-4 p.m.

AD# N1603A41004C 8.5 x 11





N1603P42004C-●



N1603P42005C-●



N1603P42001C-●



N1603P42006C-●



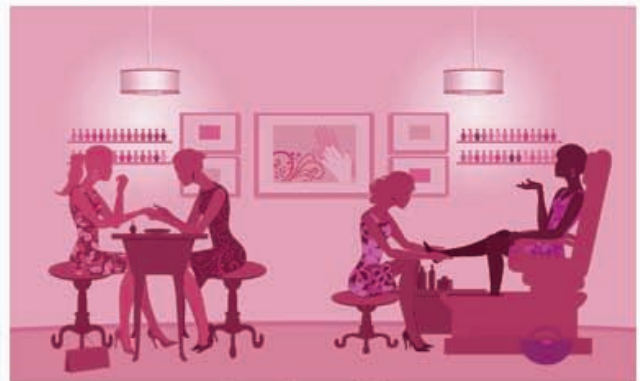
N1603P42003C-●



N1603P42002C-●



N1603P42019C\*-○



N1603P42021C\*-○



N1603P42009C\*-○



N1603P42012C\*-○



N1603P42010C\*-○



N1603P42007C\*-○



N1603P42008C\*-○



N1603P42011C\*-○



N1603P42013C\*-○



N1603P42014C\*-○



N1603P42018C\*-○



N1603P42020C\*-○



N1603P42017C\*-○



N1603P42016C\*-○



N1603P42015C\*-○



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.

# For Locals By Locals



Want to know what's happening at City Hall? Wondering what's new in the neighborhood? Shopping around for the latest local sales and coupon offers? Making weekend plans? Craving dinner and a movie? Looking for a great cup of coffee? Make us your go-to resource for all this and so much more!



N1603P49006C

N1603P36005C

N1603P36004C

N1603P39002C

N1603P42001C

## We ARE Local



**Amanda Hadley**  
President & Co. Publisher  
Name Neighborhood



**Jim Riley**  
Editor & Co. Publisher  
Name Neighborhood



**Nancy Hanson**  
News Editor  
Name Neighborhood



**Mitchell Carson**  
Staff Reporter  
Name Neighborhood



**Linda Bailey**  
Staff Reporter  
Name Neighborhood



**Daniel Richards**  
Staff Reporter  
Name Neighborhood



**Gary Mendoza**  
Advertising Sales  
Name Neighborhood



**Dina Anderson**  
Classified Sales  
Name Neighborhood



**Allan Gallagher**  
Production Manager  
Name Neighborhood



**Sarah Clayborne**  
Movie Critic  
Name Neighborhood



**John Anderson**  
Restaurant Reviewer  
Name Neighborhood



**Mary Reynolds**  
Optimism Columnist  
Name Neighborhood

N1504P15004C

N1208P64007C

N1005P22005C

N1207P60012C

N1008P27003C

N1208P64011C

N1207P60008C

N1208P64012C

N0643310

N1603P49004C

## The Somersville Press

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



Get in the Local Loop Today

**Subscribe**  
000.000.0000  
namewebsite.com/subscribe  
**Special Offer**  
**6 Weeks for \$9.99**  
Limited-time offer for new subscribers.  
Call or go online for details.

**Advertise**  
000.000.0000  
namewebsite.com/advertise  
**Special Offer**  
**FREE e-advertising**  
with your print ad purchase! Limited-time  
offer for new advertisers. Call or go online for details.

AD# N1603A43001C

PASS 6 COL. x 21

AD# N1603A43002C

10 x 13





N1603P44011A-●



N1603P44015A-●



N1603P44006A-●



N1603P44003A-●



N1603P44002A-●



N1603P44009A-●



N1603P44005A-●



N1603P44007A-●



N1603P44004A-●



N1603P44001A-●



N1603P44010A-●



N1603P44014K-●



N1603P44016A-●



N1603P44012A-●



N1603P44013A-●



N1603P44008K-●





N1603P45003A-●



N1603P45018A-●

N1603P45017A-●



N1603P45004A-●



N1603P45009A-●  
N1603P45010A-●



N1603P45007A-●  
N1603P45008A-●



N1603P45005A-●  
N1603P45006A-●



N1603P45001A-●



N1603P45014A-●



N1603P45002A-●



N1603P45016A-●



N1603P45015A-●



N1603P45012A-●



N1603P45013A-●



N1603P45011A-●



N1603P45019A-●



# METRO Templated Special Sections

Bonus images available in the MCC Creative Library:



N1603P46006C-●



N1603P46004C-●



N1603P46002C-●



N1603P46005C-●



N1603P46003C-●



N1603P46001C-●

## 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 **Living 50 Plus** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call **800-223-1600** or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!

TSS COVER

Ad Size	Rate
Full Page	\$1,200
Half Page	\$600
Quarter Page	\$300
Single Post	\$150

8.5 x 11 SALES SHEET

PASS 2 COL x 5

PASS 2 COL x 5



Bonus images available in the MCC Creative Library:



N1603P47002C-●



N1603P47003C-●



N1603P47006C-●



N1603P47005C-●



N1603P47004C-●



N1603P47001C-●

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

Want to **grow your special sections program and ad sales**, starting now? With Metro's fully templated print sections, you can (online versions also available).

These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion ads to invite advertisers to participate in

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

View this month's **Spring... On the Road** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call **800-223-1600** or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL x 5



PASS 2 COL x 5





N1603P48004C-●



N1603P48003C-●



N1603P48005C-●



N1603P48010C-●



N1603P48012C\*-○



N1603P48009C-●



N1603P48019C\*-○



N1603P48018C\*-○



N1603P48007C-●



N1603P48001C-●



N1603P48013C\*-○  
N1603P48014C\*-○



N1603P48015C\*-○



N1603P48008C-●



N1603P48002C-●



N1603P48017C\*-○



N1603P48011C\*-○



N1603P48006C-●



N1603P48016C\*-○

St. Patrick's Day  
**SPECIALS**

N1603P48020C\*-○

Beer & Cocktails

N1603P48021C\*-○





N1603P49006C-●



N1603P49003C-●



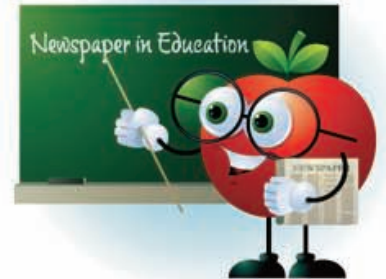
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N1603P49005C-●



N1603P49010C\*-○



N1603P49007C\*-○



N1603P49002C-●



N1603P49013C\*-○



N1603P49009C\*-○



N1603P49008C-●



N1603P49012C\*-○



N1603P49011C\*-○



N1603P49004C-●



### Usage Notes:

Use these backgrounds to help promote spring, home improvement, gardening, St. Patrick's Day, Easter, Passover, Newspaper in Education ... and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

(MCC Creative Library / Image Type: Background)



N1603P50002C-●



N1603P50007C-●



N1603P50001C-●

N1603P50003C-●



N1603P50008C-●



N1603P50009C-●



N1603P50006C-●

N1603P50005C-●



N1603P50011C-●



N1603P50004C-●



N1603P50010C-●



N1603P51001C



**Usage Suggestions:**

These banner-style Easter candy photos can be employed as a background or page header for all types of Easter ads and pages in print and online. Try them for candy and Easter merchandise ads, children's Easter footwear and fashions, breakfast or photos with the Easter Bunny ads, and more.

N1603P51002C



N1603P51003C



N1603P51004C



N1603P51005C



N1603P51006C







N1603P52013C\*-O



N1603P52012C\*-O



N1603P52014C\*-O



N1603P52016C\*-O



N1603P52010C\*-O



N1603P52011C\*-O



N1603P52003C\*-O



N1603P52015C\*-O



N1603P52009C\*-O



*Happy St. Patrick's Day!*

N1603P52004C\*-O



N1603P52007C\*-O



N1603P52008C\*-O



N1603P52005C\*-O



N1603P52006C\*-O



N1603P52018C\*-O



N1603P52017C\*-O



N1603P52002C\*-O



N1603P52001C\*-O



N1603P52020C\*-O



N1603P52019C\*-O





N1603P53006C\*-O



N1603P53002C\*-O



N1603P53007C\*-O



N1603P53001C\*-O



N1603P53005C\*-O



N1603P53008C\*-O



N1603P53003C\*-O

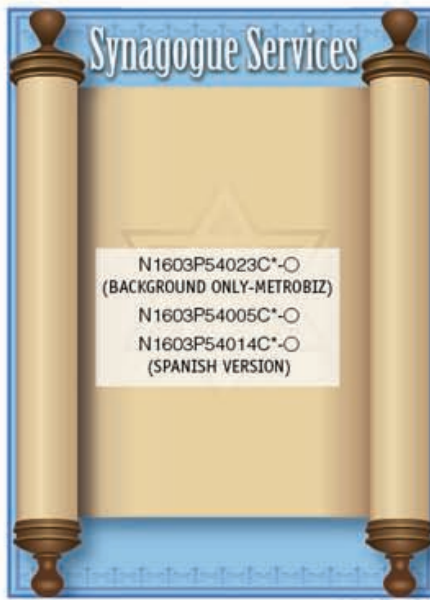
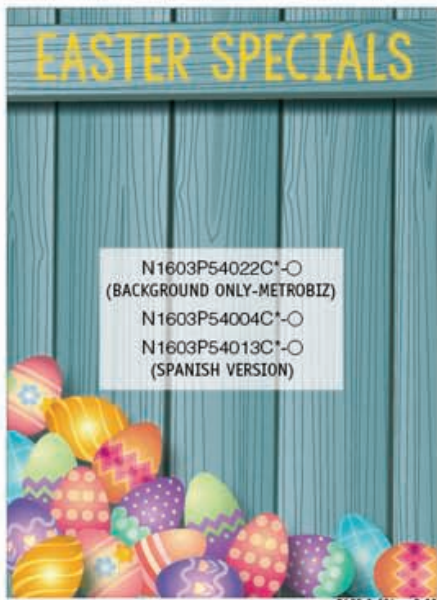


N1603P53004C\*-O



N1603P53009C\*-O

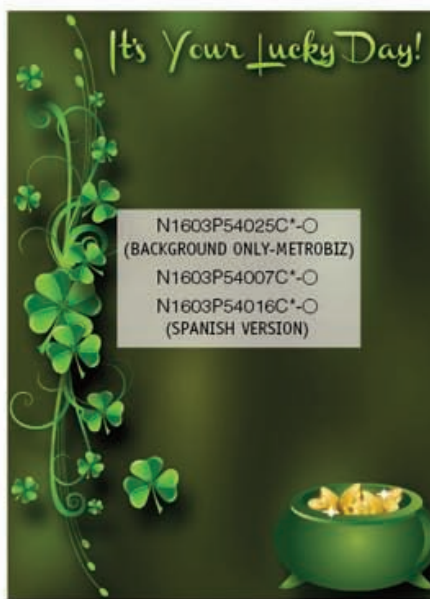
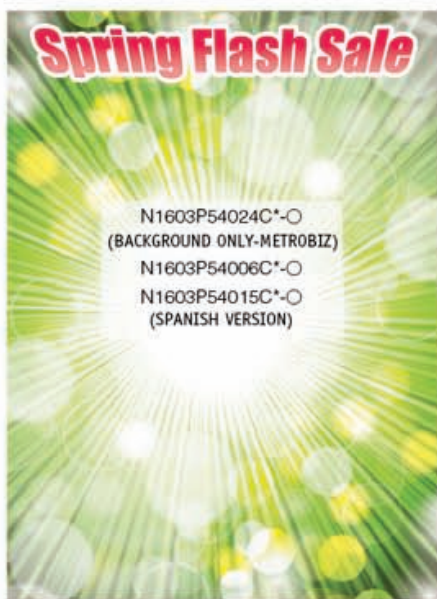




**Usage Note:**

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

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







MCC KEYWORD HINT: metrobiz  
N1603P55001C\*-O



MCC KEYWORD HINT: metrobiz  
N1603P55002C\*-O



MCC KEYWORD HINT: metrobiz  
N1603P55003C\*-O



MCC KEYWORD HINT: metrobiz  
N1603P55004C\*-O



MCC KEYWORD HINT: metrobiz  
N1603P55005C\*-O



MCC KEYWORD HINT: metrobiz  
N1603P55006C\*-O



N1603P55007C\*-O



N1603P55008C\*-O



N1603P55009C\*-O

### Usage Note:

**MCC Creative Library** / Image Type: **frame** or **background** where applicable

Use these timely frames in print inserts, ads or online ads and areas to help you expand your printing business. The banner-style frames can be used for top- or bottom-of-the-page print ads or repurposed for Web banners. Look for more seasonal and timely subjects throughout the year.





MCC KEYWORDS: ICON SET, EASTER  
 N1603S56001C\*-O



MCC KEYWORDS: ICON SET, FOOD  
 N1603S56002C\*-O



MCC KEYWORDS: ICON SET, GARDENING  
 N1603S56003C\*-O



MCC KEYWORDS: ICON SET, SPRING  
 N1603S560 06C\*-O



MCC KEYWORDS: ICON SET, RELIGIOUS, CROSS  
 N1603S56005C\*-O



MCC KEYWORDS: ICON SET, NEWSPAPER IN EDUCATION  
 N1603S56004C\*-O





N1603P57020C\*-O



N1603P57023C\*-O



N1603P57022C\*-O



N1603P57019C\*-O



N1603P57021C\*-O



N1603P57024C\*-O



N1603P57025C\*-O



N1603P57026C\*-O



N1603P57027C\*-O



N1603P57028C\*-O



N1603P57029C\*-O



N1603P57030C\*-O



N1603P57031C\*-O



N1603P57032C\*-O



N1603P57033C\*-O



N1603P57034C\*-O



N1603P57035C\*-O



N1603P57001C\*-O



N1603P57003C\*-O



N1603P57002C\*-O



N1603P57004C\*-O



N1603P57015C\*-O



N1603P57016C\*-O



N1603P57018C\*-O



N1603P57017C\*-O



N1603P57011 C\*-O



N1603P57012C\*-O



N1603P57013C\*-O



N1603P57014C\*-O



N1603P57005C\*-O



N1603P57006C\*-O



N1603P57007C\*-O



N1603P57008C\*-O



N1603P57009C\*-O



N1603P57010C\*-O

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



MCC KEYWORDS: ICON SET, EASTER  
N1603S57036C\*-O





N1603P58019C-●



N1603P58009C-●



N1603P58008C\*-○



N1603P58007C\*-○



N1603P58001C\*-○



N1603P58010C\*-○



N1603P58012C\*-○



N1603P58005C\*-○



N1603P58003C\*-○



N1603P58006C\*-○



N1603P58002C\*-○



N1603P58018C\*-○



N1603P58017C\*-○



N1603P58004C\*-○



N1603P58016C\*-○



N1603P58015C\*-○



N1603P58011C\*-○



N1603P58014C\*-○



N1603P58013C\*-○





N1603P59007C-●



N1603P59011C-●



N1603P59009C-●



N1603P59002C-●



N1603P59010C-●



N1603P59001C-●



N1603P59005C-●



N1603P59006C-●



N1603P59012C-●



N1603P59008C-●



N1603P59003C-●



N1603P59004C-●





N1603P60002C-●



N1603P60013C-●



N1603P60006C-●



N1603P60004C-●



N1603P60008C-●



N1603P60005C-●



N1603P60003C-●



N1603P60001C-●



N1603P60012C-●



N1603P60011C-●



N1603P60010C-●



N1603P60007C-●



N1603P60009C-●



N1603P60026C\*-○



N1603P60025C\*-○



N1603P60024C\*-○



N1603P60023C\*-○



N1603P60021C\*-○



N1603P60022C\*-○



N1603P60015C\*-○



N1603P60019C\*-○



N1603P60018C\*-○



N1603P60014C\*-○



N1603P60017C\*-○



N1603P60020C\*-○



N1603P60028C\*-○



N1603P60016C\*-○



N1603P60027C\*-○



# Your ONE-HOP Easter Shop



Fill your basket with low prices on everything for Easter!



**99¢** Easter Card & Gift Wrap Specials  
in store now while supplies last

## Easter Candy

**99¢**

Assorted Jellybeans  
00 oz. bag

**\$1.79**

Creme-Filled Candy Eggs  
00 oz. bag

**2 for \$3**

Milk or Dark Chocolate Bunnies  
00 oz. solids

**\$1.19**

Marshmallow Chicks or Bunnies  
00 oz. box

## Basket Builders

**79¢**

Colorful Easter Grass  
00 oz. bag

**99¢**

Fillable Plastic Eggs  
00 ct. bag

**\$1.99**

Plastic Easter Baskets  
starting at \$1.99

**99¢**

Novelty Basket Stuffers  
assorted varieties

## Toys & Gifts

**\$9.99**

Plush Easter Toys  
18"-21" styles

**\$12.99**

Filled Easter Gift Baskets  
stuffed & wrapped

**\$5.99**

Gourmet Boxed Chocolate Sampler  
00 oz. box

**79¢**

Activity & Coloring Books  
assorted varieties

## Decorations & More

**\$1.39**

Hanging Easter Decorations  
starting at \$1.39

**\$19.99**

Outdoor Easter Inflatables  
starting at \$19.99

**99¢**

Deluxe Egg Dye Kit  
with stickers

**\$2.99**

Easter Fun Window Clings  
00 ct. pkg.



## The General Store

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

Advertised prices good March 00-00, 2016. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.



AD# N1603A61001C

PASS 6 COL. x 21

AD# N1603A61002C

10 x 13



# Easter

Coloring Book



*The Somersville Press*

AD# N1603A62010C 8.5 x 11

N1603P62001C\*-O



N1603P62001A\*-O

*Happy Easter Team*

NAME SPONSOR

AD# N1603A62001K

8.5 x 11



N1603P62002A\*-O

*Happy Easter Team*

NAME SPONSOR

AD# N1603A62002K

8.5 x 11



N1603P62003A\*-O

*Happy Easter Team*

NAME SPONSOR

AD# N1603A62004K

8.5 x 11

AD# N1603A62003K

8.5 x 11



N1603P62006A\*-O

*Happy Easter Team*

NAME SPONSOR

AD# N1603A62006K

8.5 x 11



N1603P62005A\*-O

*Happy Easter Team*

NAME SPONSOR

AD# N1603A62005K

8.5 x 11



N1603P62004A\*-O

*Happy Easter Team*

NAME SPONSOR

AD# N1603A62003K

8.5 x 11



N1603P62007A\*-O

*Happy Easter Team*

NAME SPONSOR

AD# N1603A62007K

8.5 x 11



N1603P62008A\*-O

*Happy Easter Team*

NAME SPONSOR

AD# N1603A62008K

8.5 x 11



N1603P62009A\*-O

*Happy Easter Team*

NAME SPONSOR

AD# N1603A62009K

8.5 x 11

Usage Note: sell as individual ROP pages or as a section  
MCC Keyword Hints: Easter, coloring book





N1603P63006C-●



N1603P63003C-●



N1603P63001C-●



N1603P63011C\*○



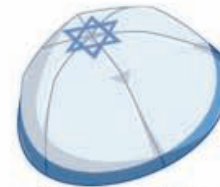
N1603P63019C\*○



N1603P63005C-●



N1603P63020C\*○



N1603P63008C\*○



N1603P63012C\*○



N1603P63009C\*○



N1603P63004C-●



N1603P63010C\*○



N1603P63018C\*○



N1603P63002C-●



N1603P63007C\*○



N1603P63013C\*○



N1603P63014C\*○



Friday, April 22

N1603P63016C\*○

N1603P63017C\*○



N1603P63015C\*○



# Shop for Seder

We have everything for your Pesach celebrations!

Seder Plates & Sets  
Matzah Covers • Haggadah  
Charoset Sets  
Wine Cups & Goblets  
Serving Pieces & Dishes  
Books & Cookbooks  
Specialty Foods & Beverages  
Chocolates & Gifts

Wishing you and yours a blessed and happy Passover.

## Haifa Market & Bookstore

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

AD# N1603A63001C PASS 6 COL x 3





N1603P64002C-●



N1603P64005C-●



N1603P64004C-●



N1603P64007C-●



N1603P64008C-●



N1603P64010C-●



N1603P64009C-●



N1603P64001C-●



N1603P64003C-●



N1603P64006C-●

Feel-Good  
Taste-Good  
**LUNCH  
SPECIALS**



**Lunch  
Combos**  
**\$4.99** & up  
11am-2pm daily

Healthy and  
delicious wraps,  
sandwiches, salads,  
soups and pressed  
panini to make  
lunchtime your  
happy time.

**Breezes Deli & Cafe**

1234 Washington Street • Somersville Heights  
000.000.0000 • [www.namewebsite.com](http://www.namewebsite.com)

AD# N1603A64001C PASS 6 COL x 3





N1603P65010C-●



N1603P65005C-●



N1603P65007C-●



N1603P65006C-●



N1603P65001C-●



N1603P65009C-●



N1603P65002C-●



N1603P65003C-●



N1603P65004C-●



N1603P65008C-●



# Hungry for Inspiration?

Get great recipe ideas, cooking tips, nutrition news and more in our weekly Foodies section!

**Foodies**

In Print Every Thursday  
Online Every Day



**The Somersville Press**

In Print & Online  
Subscribe Today!  
000.000.0000  
www.namewebsite.com

AD# N1603A65001C PASS 6 COL x3





N1603P66014C-●  
LINGUINE & CLAMS



N1603P66016C-●  
SCALLOPS



N1603P66020C-●  
CORNE BEEF & CABBAGE



N1603P66005C-●  
EASTER EGGS



N1603P66022C-●  
BERRY SALAD



N1603P66006C-●  
CHOCOLATE BUNNY



N1603P66015C-●  
CLAMS ON THE HALFSHELL



N1603P66004C-●  
SPOON OF CEREAL



N1603P66017C-●  
SAUTEED SCALLOPS



N1603P66008C-●  
JELLY BEANS



N1603P66003C-●  
MEAT SAUCE



N1603P66031C-◇  
CLAMS



N1603P66025C-◇  
ASSORTED CHEESES



N1603P66028C-◇  
BOWL OF CEREAL



N1603P66009C-●  
STUFFED BAKED POTATO



N1603P66021C-●  
CORNE BEEF CABBAGE



N1603P66034C-◇  
BROCCOLI & CAULIFLOWER



N1603P66036C-◇  
HOT CROSS BUNS



N1603P66035C-◇  
FROZEN T.V. DINNER



N1603P66023C-●  
BROCCOLI



N1603P66026C-◇  
COLD CUT PLATTER



N1603P66033C-◇  
BROCCOLI



N1603P66027C-◇  
COLD CUT PLATTER TRAY



N1603P66024C-●  
FROZEN FOODS



N1603P66013C-●  
BAKED CLAMS



N1603P66032C-◇  
SNACKS



N1603P66030C-◇  
PEANUT BUTTER COOKIES



N1603P66002C-●  
MEAT SAUCE



N1603P66012C-●  
EASTER HAM



N1603P66011C-●  
COOKED HAM



N1603P66001C-●  
SAUCE



N1603P66019C-●  
POTATO CHIPS



N1603P66018C-●  
PRETZELS



N1603P66029C-◇  
CHOCOLATE BUNNY



N1603P66010C-●  
PEANUT BUTTER COOKIES



N1603P66007C-●  
JELLY BEANS



N1603P66021C



*lucky deals on*  
All the Fixings o' an Authentic Irish Feast

**Name Brand  
Corned Beef**  
all natural  
**\$2.49** lb.

**Bakery  
Rye Loaf**  
with seeds  
**\$2.99** ea.

**Green  
Cabbage**  
or red  
**39¢** lb.

**Russet  
Potatoes**  
loose  
**19¢** lb.

Prices good March 00-06, 2016. List details, terms and conditions here.

**ValueMart Grocery**

Shop Mon-Sat 8-9, Sun 9-7

1234 Washington Street • Somersville Heights • 000.000.0000 • www.namewebsite.com

AD# N1603A67001C PASS 6 COL. x 4.5

N1603P66012C



*low prices on*  
Everything for Easter Celebrations

**Name Brand  
Bone-In Hams**  
all natural  
**79¢** lb.

**Bone-In Prime  
Rib Roast**  
USDA choice  
**\$4.89** lb.

**Broccoli  
or Cauliflower**  
fresh picked  
**\$1.79** ea.

**Name Brand  
Dinner Rolls**  
white or wheat  
**\$1.99** 12 ct.

Prices good March 00-06, 2016. List details, terms and conditions here.

**ValueMart Grocery**

Shop Mon-Sat 8-9, Sun 9-7

1234 Washington Street • Somersville Heights • 000.000.0000 • www.namewebsite.com

AD# N1603A67002C PASS 6 COL. x 4.5

N1603P30005C



*stock up on*  
Specially Priced Frozen Food Favorites

**Name Brand  
Frozen  
Vegetables**  
select 00 oz.  
varieties  
**99¢**

**Name Brand  
Frozen Entrees**  
assorted varieties  
**2 for \$5**

**Name Brand  
Frozen Pizza**  
select 00 oz. varieties  
**\$2.99**

**Name Brand  
Ice Cream**  
half-gallon varieties  
**\$3.99**

Prices good March 00-06, 2016. List details, terms and conditions here.

**ValueMart Grocery**

Shop Mon-Sat 8-9, Sun 9-7

1234 Washington Street • Somersville Heights • 000.000.0000 • www.namewebsite.com

AD# N1603A6700xC PASS 6 COL. x 4.5

N1603P66002C



*family-style meals*  
Under \$10 in Under 10 Minutes

**Name Brand  
Spaghetti**  
00 oz. box  
**99¢**

**Name Brand  
Pasta Sauce**  
00 oz. varieties  
**\$2.49**

**Name Brand  
Ground Beef**  
90% lean  
**\$1.29** lb.

**Name Brand  
Grated Parmesan**  
00 oz. shaker  
**\$1.89**

Prices good March 00-06, 2016. List details, terms and conditions here.

**ValueMart Grocery**

Shop Mon-Sat 8-9, Sun 9-7

1234 Washington Street • Somersville Heights • 000.000.0000 • www.namewebsite.com

AD# N1603A67004C PASS 6 COL. x 4.5





N1603P68010C\*-O



N1603P68008C\*-O



N1603P68009C-●



HIKING

N1603P68012C\*-O



N1603P68005C\*-O



N1603P68006C\*-O



N1603P68002C\*-O



N1603P68011C\*-O



N1603P68007C\*-O



(CELEBRATE WOMEN)  
N1603P68003C\*-O



(SPRING IS IN THE AIR)  
N1603P68004C\*-O



(HAPPY EASTER!)  
N1603P68001C\*-O





N1603P69001C-●



N1603P69008C-●



N1603P69011C-●



N1603P69004C-●



N1603P69006C-●



N1603P69005C-●



N1603P69003C-●



N1603P69007C-●



N1603P69002C-●



N1603P69012C-●



N1603P69010C-●



N1603P69009C-●



**MCC KEYWORD HINT: week1**

This is your illustration and copy for March 3, 2016.

## Jesus Wept

*"In that time Jesus, full of grief through the Holy Spirit, went to Jerusalem. He said, "Lord of heaven and earth, because you have hidden these things from the wise and learned, and revealed them to little children." —Luke 10:21-23*

The shortest verse in the Bible—at least in the English translation—is found in the Gospel of John: "Jesus wept." (John 11:35) The eleventh chapter of John's gospel recounts the death and rising from the dead of Lazarus, whom Jesus wept to meet by the death of his friend Lazarus and by the tears of Lazarus's sister, Martha. Though short in length, this small verse is important, because we realize that Jesus wept deeply by natural human sympathy. Having the soul of divinity did not preclude him from experiencing very real human emotions. The eyes Jesus was prone to the spasm of emotion that overtook us when our bodies cannot contain the overflow of our spirits. He wept also over Jerusalem, as he mourned in the last days of his life, prophesying of its destruction, and perhaps weeping over the fact that the great city should become a wasteland of bloodshed and death for centuries to come. (Luke 19:41-44) The next verse in Luke shows Jesus becoming angry and shouting out the wiles in the temple. There are many times when Jesus expressed righteous anger or compassionate sorrow, but we should not forget that he also wept.

—Christopher Stone

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**MCC KEYWORD HINT: week2**

This is your illustration and copy for March 10, 2016.

## Who Are Your Brothers & Sisters?

*"In prayer, my Lord, through our sister Mother Earth, who feeds us and clothes us, and through various fruits with which she feeds us..." —Lionel Francis de la Harpe, "Catholic of the Day"*

A brother or sister is much more than someone who shares the same parentage. A brother or sister is someone who loves and supports you, who has your back when enemies surround you and gives you shelter when no one else will. Holy men and women have always realized as that the "family of man" makes us all brothers and sisters. The Bible tells us especially to treat widows, orphans and immigrants well, for they are God's children and thus our brothers and sisters. Mystics and saints have taken this one step further in telling us that all of creation is God's handiwork, and that both the animate and inanimate parts of nature are also quite literally our brothers and sisters. Modern science elegantly demonstrates that we are all made of the same basic stuff, the carbon, hydrogen and oxygen in every cell of our bodies is the same material from which the stars and planets are made, and the DNA which maintains our bodies is shared by every creature on the planet. We share more of that DNA with our human brothers than with our non-human ones, but it's all the same basic stuff. Treat the earth and all of its inhabitants as your brothers and sisters, for we are all children of the same God. — Christopher Stone

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**MCC KEYWORD HINT: week3**

This is your illustration and copy for March 17, 2016.

## The Long & Difficult Conversion of Saint Paul

*"I had been already blinded all this, or have already arrived at my goal, had I gone on to the land of Israel, for which Christ Jesus took hold of me." —Philippians 3:12-13*

The life and words of Saint Paul are filled with love and conviction. He was a devout Jew who believed strongly in his faith and consequently persecuted the early Christians, participating even in the stoning of Stephen (Acts 7:58) and the man among Stephen had their own at his feet) On the road to Damascus his conversion experience began with him being cast to the ground and thrown into what can perhaps best be described as a ditch. He was blinded and heard a voice saying "I am Jesus, whom you are persecuting..." Now get up and go into the city, and you will be told what you must do." (Acts 9) The rest of the Book of Acts and the letters of Paul might be described as recounting the effects of this experience and how it led him to a lifetime of conversion. It wasn't that Paul was converted suddenly and then became a fully formed Christian, but rather that this experience led him to struggle for the rest of his life with what his faith required of him. The apostles were justly divided about his conversion and he disagreed with them for the rest of his life on a variety of issues. Read the Acts of the Apostles and the epistles to gain a better understanding of Paul's ongoing conversion to Christianity. He was a disciple who took up his cross daily. — Christopher Stone

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**MCC KEYWORD HINT: week4**

This is your illustration and copy for March 24, 2016.

## The Radical Nature of Faith

*"Whosoever wants to be my disciple must deny themselves and take up their own cross and follow me." —Luke 9:23*

The story of Abraham is often told as an example of the radical nature of faith. Abraham accepted on faith that his wife Sarah would give birth to a child to her stomach, and then after that actually happened, he accepted on faith that God required him to sacrifice his very own Isaac. God rebuked of the demand after seeing Abraham's willingness to do so, but the philosopher King James wondered what effect this whole experience must have had on Abraham. Can we go through such experiences and not be radically altered? Look at any of the Old Testament prophets and you see how radical faith can be. Isaiah went blind and walked for three years as a prophetic journey. Jesus started a habit in order to show how God was actually yielded to the unfaithful people of Israel. Jesus's message must have been extremely radical in his day, enough for it to get him crucified. The early Christians practiced their faith so secret because they too were in danger of being executed for it. Faith can be comforting, but if all it does is let you sleep well at night, then perhaps you aren't taking it far enough. As Charles Plant says in the book Radical, "It could save help, but think that someone along the way we had missed what was radical about our faith and replaced it with what is comfortable." Consider whether you have made an Act of comfort and have in the process missed down your faith.

—Christopher Stone

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**MCC KEYWORD HINT: week5**

This is your illustration and copy for March 31, 2016.

## Discipline

*"This discipline seems pleasant at the time, but painful. Later on, however, it produces a harvest of righteousness and peace for those who have been trained by it." —Hebrews 12:11*

The word "discipline" can mean many things. The primary definition, according to the American Heritage dictionary, is "training or instruction intended to produce a specific character or pattern of behavior, especially training that produces moral or mental improvement." A secondary definition that is closely related to this is "punishment or reprimand." Though it seems unappealing these days to even mention the word "punishment," let alone practice it, it should be obvious that if we want to mold a person with good character that training—including punishment—is required. Note also that the word "discipline" has an etymological connection with the word "disciple." Both come from the Latin word "discipulus," meaning pupil. In order to learn one must be disciplined. Literally, the value of early training is that it produces people who are self-disciplined. As adults we rarely need to be punished by others, for when we have done wrong we feel the bite of conscience as clearly as if it was the rebuke of our early disciplinators. This doesn't mean, however, that we should be too quick or too harsh with our discipline. Discipline moderated by judgement and compassion is always best. — Christopher Stone

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# PALM SUNDAY

March 20

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# Good Friday

March 25

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N1603P70018C\*

# Easter Sunday

March 27

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# METRO Spanish

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(MCC Creative Library / Keyword: Spanish / Image Type: heading)



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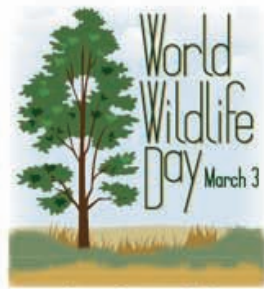


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(MCC Creative Library / Keyword: Event / Image Type: heading)



N1603P71047C\*O  
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MARCH 7-11  
N1603P71036C\*O  
N1603P71037C\*O



MARCH 13  
N1603P71022C\*O  
N1603P71023C\*O



N1603P71028C\*O



N1603P71049C\*O



MARCH 4  
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N1603P71044C\*O



MARCH 8-12  
N1603P71026C\*O  
N1603P71027C\*O



N1603P71011C\*O



MARCH 20  
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N1603P71017C\*O



MARCH 13  
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MARCH 8  
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MARCH 30  
N1603P71014C\*O  
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N1603P71020C\*O



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MARCH 28th  
N1603P71034C\*O  
N1603P71035C\*O



MARCH 1  
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N1603P71039C\*O



MARCH 1-7  
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N1603P71025C\*O



MARCH 22  
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N1603P71046C\*O



N1603P71040C\*O



MARCH 13-19  
N1603P71041C\*O



MARCH 20-26  
N1603P71032C\*O  
N1603P71033C\*O



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(Mowing the Lawn)



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(Garbage Collection)



N1603P72014C\*-O  
(Electrical Work)



N1603P72007C\*-O



N1603P72010C\*-O  
(In Loving Memory)



N1603P72006C\*-O  
(Thank You Sympathy)



N1603P72005C\*-O



N1603P72009C\*-O  
(In Loving Memory)



N1603P72004C\*-O  
(Thank You Sympathy)



N1603P72003C\*-O



N1603P72002C\*-O  
(Thank You Sympathy)



N1603P72008C\*-O  
(In Loving Memory)



N1603P72001C\*-O  
(Gnat Smoking a Cigar)



N1603P72011C\*-O  
(Mowing the Lawn)



N1603P72016C\*-O  
(Shield)



N1603P72019C\*-O  
N1603P72018C\*-O



N1603P72015C\*-O  
(Banner)



N1603P72017C\*-O  
(Shield)

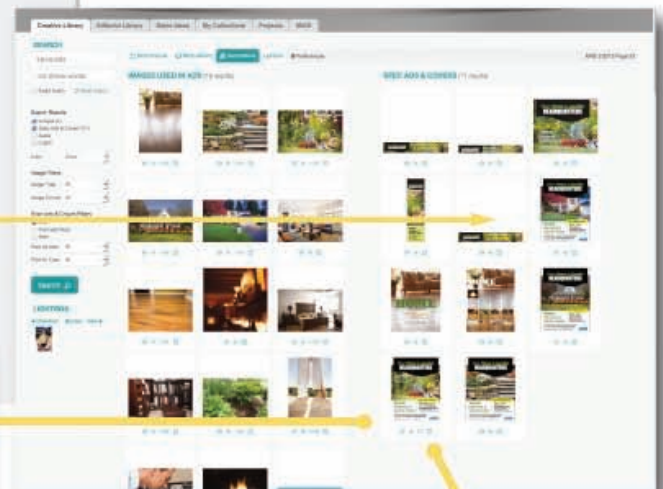


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PP. 01-72

### METRO NEWSPAPER SERVICE

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PP. 73-80

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Spec ads sell and MSAL is spec ads! March features spec ads for Auto Services and Spring Sales advertisers. Presented in this book and available for viewing as a PDF or in the online SearchBooks, each ad is also MIAD-enabled so you can quickly set up presentation-ready spec ads to help you close more sales.



JAN. Issue  
PP. 81-93

PP. 81-93

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Keep your first quarter in high gear with a ready-to-present mix of multiple-ad campaign selling, ready-to-sell timely and seasonal auto layouts, recruitment, real estate, self-promo ads and Web ads. Campaigns & Classified is presented quarterly in this book and available for viewing as an online SearchBook.

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

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

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

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### Metro Auto Photos Library

- Known by publishers as the best resource for brand-name manufacturer auto photos
- Six optimal views of each vehicle gives advertisers a choice selection for optimizing their ads
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- Interior shots and background scene photos further expand your advertiser offerings
- Complete collection includes images of models from 2000 through today

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

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



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Sources: <http://www.detroitnews.com/story/business/autos/2015/10/14/1h-sales-forecast/73937942/>  
<http://www.reuters.com/article/2015/08/04/us-usa-autos-forecast-idUSKCN0Q91XX20150804#qXoEACVbW0FGDI06.97>



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