

CREATE. SELL. PROFIT.

# METRO

CREATIVE SERVICES



### ST. PATRICK'S DAY

See green with moneymaking content for your most popular St. Paddy's Day advertisers



### SPA & BEAUTY

Great-looking ads, images and new features to close sales from salons, spas, retail shops, and services



### EASTER

Get sales hopping with fresh pages, ads and visuals for a variety of Easter advertisers

Grow, grow, grow your profits with ads, images and ideas to attract home, garden and other **Spring Advertisers**



**MiAD Spec Ad Library PP. 45-52.**  
Dozens of ready-to-sell spec ads for automotive and spring sale advertisers – MiAD Wizard-enabled!

**Editorial Features & Templated Special Sections:**  
Spring...On the Road • Living 50 Plus • Healthcare Profiles • March Timely Features • Games & Puzzles

## SPRING HOME, GARDEN & MORE



ON THE COVER:  
N1803P15004C

Promote new springtime merchandise arrivals in bloom with this pretty picture, or use it to advertise seasonal lawn and garden services!

### March into spring sales calls loaded with great spec ads and ideast!

- Grow sales from "garden-variety" advertisers with a Home Garden Showcase, using this month's *Themed Event Package* content to get started, along with a bunch of eye-catching gardening and landscape photos (04, 21-24).
- Target home improvement advertisers with ads for a plumber and roofing and siding contractor, as well as a home services directory template, which can be paired with *Themed Event Package* content for a Spring Home section (07, 28, 32).
- Other spring-themed ads are ready to present and sell for an allergy center, RVs, motorcycles, auto parts and footwear (02, 03). For more spring sale ads, turn to March MSALI!



## EASTER SHOPPING & CELEBRATING



### Easter's on its way, and you'll be ready!

- Attract attention with a full-page Easter infographic layout filled with fun facts for readers, as well as a sought-after advertising spot (31).
- An Easter Marketplace layout includes ads for a grocer, restaurant, gift shop, florist, pharmacy and department store, as well as directory spots (14).
- A *Themed Event Package* includes an Easter special section cover, as well as a church services guide (09). Include an ad for a local church promoting Easter and Holy Week services (02).
- Find many more images, plus Easter coloring panels that can be used to create contests or pages (16, 29, 30, 50-57, 59).
- Finally, involve readers and advertiser sponsors in an Easter egg decorating photo contest (10).



## SAINT PATRICK'S DAY



### Make more green this St. Patrick's Day!

- A full-page layout combines St. Pat's Day history and trivia with a high-profile ad spot (25).
- Invite 17 different advertisers to participate in a coupon guide with offers like \$17 deals, 17% off, green item markdowns and more (26).
- This month's Community Calendar layout includes an event ad for a local St. Paddy's Day parade and Irish festival (19).
- A double-truck design for a St. Paddy's Day pub finder guide can also be used to promote special offers and events with alternate headings provided (17).
- A *Themed Event Package* includes a pub crawl map, editorial and promotional ads (06).
- Finally, invite advertisers to participate in a "lucky giveaways" contest (10).



## SPA & BEAUTY



### Spa and beauty promotions are a popular year-round source of revenue.

- Find four pages of great photos and fresh artwork featured for salon and spa services like hair care, facials, manicures and more (33-36).
- Help a local medspa promote the latest anti-aging and beauty treatment services with a *Single Sheet* design (28).
- Focus on creative color and hair care services with images and an ad for "bold and beautiful" results, as well as a directory template (32, 44).
- An ad for at-home skin care solutions is ideal for pharmacies or cosmetics boutiques (02).
- Invite local beauty pros to advertise their services while sharing their expertise in a Beauty Q&A, part of this month's comprehensive Beauty Guide *Themed Event Package* (05).



## KIDS & SENIORS



### Approach a range of advertisers with great content geared toward both kids and seniors!

- Ads for preschool and child care advertisers run the gamut from a banner-size ad to a full-page Single Sheet design (28, 48).
- Find a variety of fresh child care artwork and photos to create more ads (43, 47, 48).
- See one of these images used to create an ad for educational toys, as well as a directory layout for local child care advertisers (32).
- Promote your publication during Newspaper in Education Week with an ad featuring contest content and subscription specials (27, 45).
- In addition to this month's Living 50 Plus TSS, ads for the senior market include a hearing center, vascular care, orthopedic care and a senior living community (03, 28, 69).

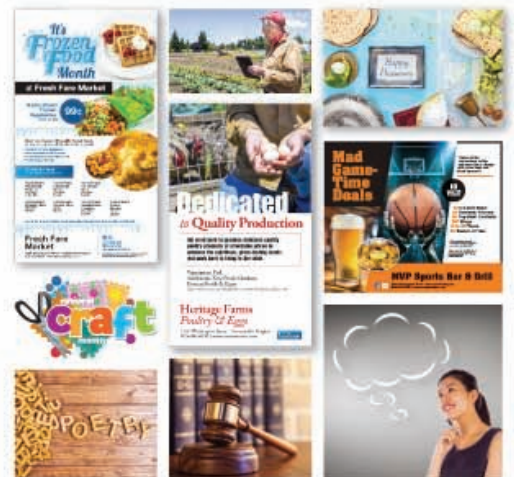


## MARCH PROMOTIONAL OPPORTUNITIES



### Attract more March revenue with these ideas:

- A full-page grocery ad promotes specials for Frozen Food Month in March (61).
- Create promotions in conjunction with National Agriculture Day and Week with photos, an ad for a poultry producer and a directory layout for a variety of local producers (32, 58, 65).
- Promote Poetry Month with a contest or special section using this month's Themed Event Package on the topic (08, 16).
- Ensure sports bars get in on March tournament action with an ad for mad game-time deals (27).
- Find Passover headings and images to create ads for holiday specials and celebrations (62).
- Additional ads for top ad prospects target a bookstore, collections service, car wash, brewery, law firm, lender and uniform shop (02, 03).
- Events to note include National Craft Month, Daylight Saving Time, the start of spring and Poison Prevention Awareness Month (65).



## MARCH CUSTOMER REQUESTS

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



N1803P64026C

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

**SUDOKU**

Fill in the Numbers

Like puzzles, these are fun and challenging. They are also a great way to keep your mind sharp and your stress levels low. Sudoku is a logic-based puzzle where you fill in a 9x9 grid with numbers 1-9. Each number can appear only once in each row, column and 3x3 box. You are given some numbers to start with and you have to figure out the rest.

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

How to Start a Sudoku:

Start by looking at the numbers that are already in the grid. Look for numbers that are missing in each row, column and 3x3 box. Then, look for numbers that can only go in one place in each row, column and 3x3 box. You can then fill in those numbers and repeat the process for the rest of the grid.

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

**WORD SCRAMBLE**

Rearrange the letters in each something pertaining to books.

**SNTES**

□ □ □ □ □

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

- March TSSs in Print & Online:
- LIVING 50 PLUS • SPRING ... ON THE ROAD
  - HEALTHCARE PROFILES

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



CREATE. SELL. PROFIT.

Like Us on Facebook  
facebook.com/  
MetroCreativeConnection

Follow Us on Twitter  
@MetroConnection

Metro Creative Graphics, Inc.

519 Eighth Avenue,  
New York, NY 10018  
Voice 212.947.5100  
Toll-free 800.223.1600  
www.metrocreativeconnection.com

Follow Us on Instagram  
@metrocreativeconnection



COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

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

N1803P02012C



## Do an About Face

Turn around effects of aging, sun and stress with our bestselling skin care solutions.

**Buy One, Get One 50% Off All Masks & Moisturizers**  
Offer good through March 01, 2018. List details, terms and conditions here.

*After Shave, Shave Cream, Shave Gel, Shave Foam, Shave Gel*

### Beau Tique

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

AD# N1803A02001C PASS 2 COL. x 5



## More for Your Money

We carry the area's largest selection of discounted resale college textbooks.

Sell last semester's textbooks here for cash or store credit!

Official retailer of Name College signature apparel and merchandise. Student discounts available!

### University Bookstore

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

AD# N1803A02002C PASS 2 COL. x 5

N1803P02009C



## GET YOUR DUE.

Debt Collection Services for Your Business

You owe it to yourself to hire the best. We specialize in commercial debt recovery, helping businesses of all types and sizes collect what is rightfully theirs since 2000. For details about our services and a free quote, we invite you to give us a call or contact us online today.

### Merit Collection Services

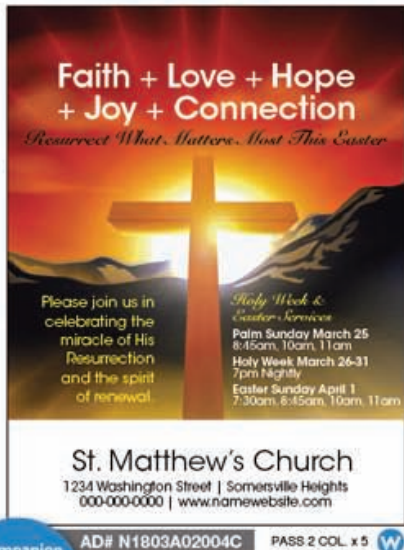
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

AD# N1803A02003C PASS 2 COL. x 5

N1803P02001C

## Faith + Love + Hope + Joy + Connection

Resurrect What Matters Most This Easter



Please join us in celebrating the miracle of His Resurrection and the spirit of renewal.

*Holy Week & Easter Services*  
Palm Sunday March 25  
8:45am, 10am, 11am  
Holy Week March 26-31  
7pm Nightly  
Easter Sunday April 1  
7:30am, 8:45am, 10am, 11am

### St. Matthew's Church

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

AD# N1803A02004C PASS 2 COL. x 5

N1803P02011C

## You Take Pride in Your Ride. We Take Pride in Our Work.

Full-service car wash  
hand detailing  
paintless dent repair  
bumper repair

Ask about our unlimited car wash membership program!

**Raincheck Guarantee**  
If it rains within 48 hours of your car wash, bring us your receipt for a free do-over.

**Gift Certificates Available**  
Open 7 Days a Week at 7 am



### Hi-Shine Car Wash

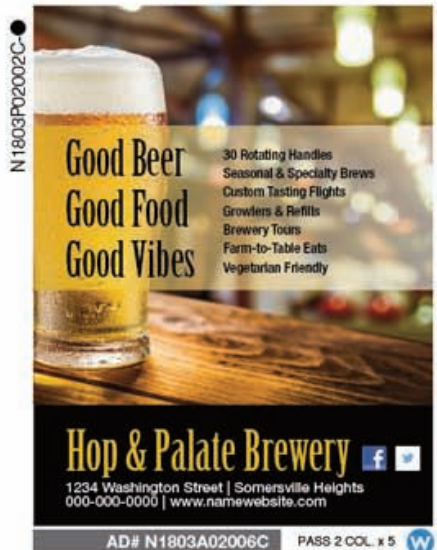
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

AD# N1803A02005C PASS 2 COL. x 5

N1203P4009C

## Good Beer Good Food Good Vibes

30 Rotating Handles  
Seasonal & Specialty Brews  
Custom Tasting Flights  
Growlers & Refills  
Brewery Tours  
Farm-to-Table Eats  
Vegetarian Friendly



### Hop & Palate Brewery

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

AD# N1803A02006C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

N1803P02007C

## Ready for Spring Showers?

Windshield wipers should be replaced every six months to one year for proper driving visibility. Check your blade performance today to ensure your safety on the road!

### 20% Off Name-Brand Wiper Blades

Free Installation  
We'll help you find the right size and install your new wiper blades free of charge!

Name Brand Glass Rain Guard  
40-in. blade  
\$4.99

Name Brand Windshield Washer Fluid  
60-in. bottle  
\$3.79

### Discount Auto Supply

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

AD# N1803A02007C PASS 2 COL. x 5

## Defending Your Rights. Protecting Your Bond.

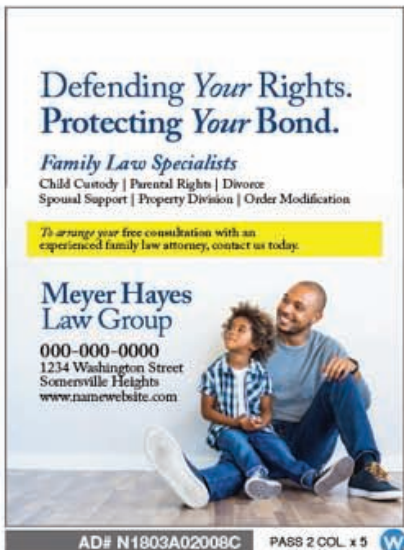
### Family Law Specialists

Child Custody | Parental Rights | Divorce  
Spousal Support | Property Division | Order Modification

To arrange your free consultation with an experienced family law attorney, contact us today.

### Meyer Hayes Law Group

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



AD# N1803A02008C PASS 2 COL. x 5

N1803P02010C

## Spring Sneak Peek Shoe Sale

30% Off New Spring Footwear Arrivals Now Through Sunday



Save on the latest dress, casual and athletic styles for the whole family!


### Highline Shoes

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

Offer good March 01-01, 2018. List details, terms and conditions here.

AD# N1803A02009C PASS 2 COL. x 5

**Getting You Back On Your Feet**



At Somersville Orthopedic Surgery Center, we tirelessly pursue the latest technology and treatment developments to maximize results, minimize recovery time and deliver the ultimate in patient care. To learn more, call or visit us online today.

**Hand & Foot Surgery  
Joint Replacement  
Arthroscopy  
Pain Management  
Spine Surgery**

**Somersville Orthopedic Surgery Center**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1803A03001C PASS 2 COL. x 5

N1803P03001C

**Life Is an Adventure. Start Exploring Today!**



**New & Used Motorcycles for Sale Full-Service Maintenance & Repair Parts, Gear & Accessories**

**Special Spring Financing Rates as low as 1.9% APR**  
available for a limited time with approved credit. Stay by the showroom for details.

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

AD# N1803A03002C PASS 2 COL. x 5

N1803P03002C

**55 or Over? Schedule Your \$99 Vascular Screening Today!**



**Advanced Vascular Care**

*Offering the latest testing procedures, surgical techniques and technology for life-changing diagnosis, treatment and recovery.*

This noninvasive and painless procedure can help detect any blockages or buildup that may put you at risk for stroke or vascular disease.

To find a doctor or schedule a test, contact one of our helpful patient care coordinators by phone or online today.

**Vascular Surgery Center**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1803A03003C PASS 2 COL. x 5

N1803P03003C

**College, Homeownership, New Car, Travel...**



**APPLY TODAY FOR FREE!**

We offer a full spectrum of lending solutions to help you achieve your dreams with low rates and flexible terms.

Call, go online or visit us in person today to discuss your borrowing needs with a qualified professional.

**Somersville Savings & Loan**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1803A03004C PASS 2 COL. x 5

N1803P03004C

**Comfort & Quality in Medical Scrubs & Uniforms**

Choose from solids and prints in every style, size and color for men and women.

**TGIF Save 10% Off Every Friday in March!**  
*List details, terms and conditions here. List details, terms and conditions here.*

Plus Sizes & Maternity Fits Available  
Ask about our group discounts!



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

AD# N1803A03005C PASS 2 COL. x 5

N1803P03005C

**Gone Glamping**



With a luxury RV or camper, you can enjoy the comforts and convenience of home anywhere. Come explore the possibilities today!

Motor Homes | Trailers | Cargo RVs | Toy Haulers | Fifth Wheels | Pop-up Campers | & More

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

**Spring Financing Specials Available Now!**  
New & Used Sales  
Maintenance & Repair  
Storage | Parts  
Accessories

AD# N1803A03006C PASS 2 COL. x 5

N1803P03007C

N1203P46009C

**From Gaga to Grandpa, Don't Miss a Moment.**



**Free Senior Hearing Screenings**

If you're over the age of 50, experts recommend having your hearing checked every year. To schedule your appointment for a free, no-obligation hearing test, call or visit us online today.

**Emblem Hearing Center**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1803A03007C PASS 2 COL. x 5


N1803P03008C

N1203P46009C

**Allergies In Season?**

Call today for testing and treatment solutions that deliver fast and effective allergy relief.

Same-Day Appointments Available  
New Patients Welcome • Insurance Friendly



**Tremont Medical Allergy Clinic**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1803A03008C PASS 2 COL. x 5

N1803P03010C

**Everything Automotive**



Tires  
Parts  
Accessories  
Service

Shop bumper-to-bumper quality and value, plus get expert vehicle maintenance, all in one place.

Home of the 25-Minute \$25 Oil Change!  
Same-day appointments available. Call today!

Free Lifetime Repairs & Rotations With Your Tire Purchase

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

AD# N1803A03009C PASS 2 COL. x 5

N1803P03011C

Companion WEB + MOBILE ADS available on MCC

SECTION COVER:

**Home Garden Showcase**

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

Take a peek at some of our area's most beautiful homegrown gardens!  
**Plus...**  
Green Thumb Secrets  
Vegetable Garden Starter Guide  
Sustainable Gardening Solutions  
& So Much More

AD# N1803A04003C 10. x 13

N1803P04002C\*O

QUICK SELL:

**Home Gardener Tips**

Advertiser Suggestion: **Garden Center**

Advertiser Suggestion: **Home Improvement Center**

Advertiser Suggestion: **Landscaper**

Advertiser Suggestion: **Care**

**Go green in your lawn and garden this spring**

Spring is a season of rejuvenation. As the rain days of winter give way to sunny hours, it's time to get your lawn and garden ready for the new season.

One of the best ways to get your lawn ready for spring is by fertilizing it. Fertilizing helps the grass grow thicker and healthier, making it more resistant to drought and disease. It also helps the grass recover from winter damage.

Another important step is to aerate your lawn. Aeration helps break up compacted soil, allowing air and water to reach the roots. This is especially important for lawns that have been heavily walked on or mowed frequently.

For your garden, it's time to start planting. Many people like to start with easy-to-grow plants like tomatoes, peppers, and herbs. These plants are forgiving and can provide a good crop for the season.

Don't forget to take care of your existing plants. Pruning and deadheading helps encourage new growth and keeps your garden looking neat. Watering is also crucial, especially during dry spells.

Finally, don't forget to take care of your tools. Sharpening your lawnmower and other equipment ensures they are ready for the season ahead.

N1803P15011C

AD# N1803A04002C 9.667 x 13  
AD# N1803A04001C PASS 6 COL. x 21

HEADING:  
N1803P04003C\*O

**Home Garden Showcase**

Companion  
WEB + MOBILE  
ADS available  
on MCC

SELF-PROMOTION ADVERTISER:

**Grow Your Business Here!**

Promote your business to more than 80,000 local households with advertising in our Home Garden Showcase. This special section highlights some of our area's most beautiful home gardens alongside helpful gardening tips and advice, making it a great place to reach the customers who care most about curb appeal!

Call 800.000.0000 or email [name@namepaper.com](mailto:name@namepaper.com) for details. This special section will appear in print and online March 00.

**Home Garden Showcase**

March 00 is the last day to advertise!  
A Special Section From Name Newspaper

AD# N1803A04004C PASS 2 COL. x 5

SELF-PROMOTION READER:

**Show Us Your Green Thumb**

Give your garden the attention it deserves in our Home Garden Showcase. This special section will shine a spotlight on some of our area's most beautiful home gardens, alongside helpful tips and advice for growers.

To participate, go online to [namepaper.com/homegardenshowcase](http://namepaper.com/homegardenshowcase) and submit photos of your garden before March 00. Then look for your copy in print and online March 00!

**Home Garden Showcase**

A Special Section From Name Newspaper

AD# N1803A04005C PASS 2 COL. x 5

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

QUICK SELL:

N1803P05001C

SECTION COVER:

N1803P05003C

# Ask a Pro!

## Beauty Q&A

### How often should I get a facial?

It takes about 30 days for a skin cycle to complete itself and for new skin cells to make their way to the surface, which is why facials are recommended on a monthly basis. Facials offer a wealth of skin benefits, and a skin analysis by a professional esthetician will help ensure you are using the right spa and at-home treatment techniques to get the best results!

Name Person Certified Esthetician  
Name Day Spa  
000.000.0000  
www.namewebsite.com

### How do cosmetic injectables work?

FDA-approved neurotoxic proteins like Botox are injected to soften fine lines and wrinkles between the eyebrows and around the eyes temporarily relaxing facial muscles. Results typically last up to about 6 months. Injectable dermal fillers are used to add volume to lips, chin and temple areas, reducing the lines and wrinkles for up to 18 months.

Name Person Registered Nurse  
Name Medspa  
000.000.0000  
www.namewebsite.com

### How can I get shinier, healthier hair?

Apply one of today's popular oil serums, such as coconut oil, almond oil or jojoba oil, to the ends of your towel-dried hair after washing, then use a wide-toothed comb to distribute it throughout your hair. A professional deep conditioning treatment from a salon can also work long-lasting wonders for the texture and appearance of your hair!

Name Person Certified Cosmetologist  
Name Salon  
000.000.0000  
www.namewebsite.com

### What are the makeup must-haves for spring?

Key trends this year include jet-black metallic makeup shades and dramatic bright and colorful eyeliners and it's also hot for spring! Remember, the makeup products you accumulate and should be replaced on a regular basis, particularly if they are used around your eyes.

Name Person Beauty Buyer  
Name Beauty Supply Store  
000.000.0000  
www.namewebsite.com

AD# N1803A05002C  
AD# N1803A05001C

9.667 x 13  
PASS 6 COL x 21

HEADING:  
N1803P05002C

# Beauty Guide

AD# N1803A05003C

10. x 13

# Beauty Guide

Fresh Makeup Trends for Spring  
Hairstyles to Flatter Your Face Shape  
Pro Tips From Local Beauty Experts  
Your Medspa Questions Answered  
Skin Care Advice for Every Age

SELF-PROMOTION READER:

N1803P05001C

## Beauty Secrets & Savings

From pro beauty tips to coupon deals from local salons and spas, our upcoming Beauty Guide will help you look and feel your best!

# Beauty Guide

A Special Section From  
**Name Newspaper**

Get the Scoop March 00  
In Print and Online at [namenewspaper.com/beautyguide](http://namenewspaper.com/beautyguide)  
Subscribe or renew at 000.000.0000  
or [name@namenewspaper.com](mailto:name@namenewspaper.com).

AD# N1803A05005C PASS 2 COL x 5

SELF-PROMOTION ADVERTISER:

N1803P05001C

## In the Beauty Business? Get in the Guide!

Talk to an ad consultant today about best ways to market your products and services to more than 00,000 local readers in this popular special section.

# Beauty Guide

A Special Section From  
**Name Newspaper**

Call Now to Reserve Your Ad Special  
Advertising Deadline: March 00  
Beauty Guide will run in print and online  
Sunday, March 00.

AD# N1803A05004C PASS 2 COL x 5

Companion  
WEB + MOBILE  
ADS available  
on MCC

N1803P06003C\*-O

SECTION COVER:

1 Suggested Advertiser: <b>Pub Drink Special</b>	2 Suggested Advertiser: <b>Restaurant Dinner Special</b>	3 Suggested Advertiser: <b>Restaurant Dinner Special</b>	4 Suggested Advertiser: <b>Pub Drink Special</b>	5 Suggested Advertiser: <b>Restaurant Dinner Special</b>	6 Suggested Advertiser: <b>Pub Drink Special</b>	7 Suggested Advertiser: <b>Restaurant Dinner Special</b>	8 Suggested Advertiser: <b>Restaurant Dinner Special</b>
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# St. Pat's Pub Crawl

The Irish government says that **70 million** people across the globe can claim Irish heritage or ancestry.

**70%** increase in cabbage shipments during the week of St. Patrick's Day

**13 Million**  
The number of Guinness pints consumed worldwide on St. Patrick's Day.

9 Suggested Advertiser: <b>Pub Drink Special</b>	10 Suggested Advertiser: <b>Restaurant Dinner Special</b>	11 Suggested Advertiser: <b>Restaurant Dinner Special</b>	12 Suggested Advertiser: <b>Restaurant Dinner Special</b>	13 Suggested Advertiser: <b>Pub Drink Special</b>	14 Suggested Advertiser: <b>Pub Drink Special</b>	15 Suggested Advertiser: <b>Restaurant Dinner Special</b>	16 Suggested Advertiser: <b>Restaurant Dinner Special</b>
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N1803P06002C\*-O N1803P06004C\*-O N1803P06001C\*-O

QUICK SELL:

N1803P06005C\*-O

N1803P45003C\*-O

N1803P06002C\*-O

## Celebrating St. Patrick's Day

Countries with the largest Irish populations



- United Kingdom:** The Irish diaspora in the UK is estimated to be 1.5 million. It is the largest Irish diaspora in the world.
- United States:** The Irish diaspora in the US is estimated to be 4.5 million. It is the second largest Irish diaspora in the world.
- Ireland:** The Irish diaspora in Ireland is estimated to be 1.5 million. It is the third largest Irish diaspora in the world.
- Canada:** The Irish diaspora in Canada is estimated to be 1.5 million. It is the fourth largest Irish diaspora in the world.
- Australia:** The Irish diaspora in Australia is estimated to be 1.5 million. It is the fifth largest Irish diaspora in the world.
- France:** The Irish diaspora in France is estimated to be 1.5 million. It is the sixth largest Irish diaspora in the world.
- Germany:** The Irish diaspora in Germany is estimated to be 1.5 million. It is the seventh largest Irish diaspora in the world.
- Italy:** The Irish diaspora in Italy is estimated to be 1.5 million. It is the eighth largest Irish diaspora in the world.
- Spain:** The Irish diaspora in Spain is estimated to be 1.5 million. It is the ninth largest Irish diaspora in the world.
- Japan:** The Irish diaspora in Japan is estimated to be 1.5 million. It is the tenth largest Irish diaspora in the world.

## St. Pat's Pub Crawl

AD# N1803A06003C

10. x 13

See our Pub Crawl Map with locations from local pubs and restaurants on Page 00 >>>

AD# N1803A06001C  
AD# N1803A06002C

19 334 x 13  
PASS 6 COL. x 21

HEADING:  
N1803P06007C\*-O

# St. Pat's Pub Crawl

Companion  
WEB + MOBILE  
ADS available  
on MCC

SELF-PROMOTION ADVERTISER:

## Attract a Crowd on St. Patrick's Day

Promote your pub or restaurant in our St. Pat's Pub Crawl feature, and reach thousands of local revelers in time for the year's most celebrated party holiday!

To Participate, Call or Email Before March 00.  
000.000.0000 | [name@namenewspaper.com](mailto:name@namenewspaper.com)

### St. Pat's Pub Crawl

A Special Guide From Name Newspaper

AD# N1803A06004C PASS 2 COL. x 5

SELF-PROMOTION READER:

## Know Where to Go!

### St. Pat's Pub Crawl

A Special Guide From Name Newspaper

Coming March 00  
In Print & Online at [namenewspaper.com/stpatspubcrawl](http://namenewspaper.com/stpatspubcrawl)

It's your guide to the year's most shamrockin' shenanigans!

AD# N1803A06005C PASS 2 COL. x 5



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

QUICK SELL:

N1803P16012C-0



# Spring Cleaning

## Spring cleaning can alleviate allergies

**A**irborne allergens are all around us. The American Academy of Allergy, Asthma & Immunology reports that allergies affect between 10 and 30 percent of the world's population. In addition, the prevalence of allergic diseases has risen in industrialized nations for more than 50 years.

Seasonal allergies tend to be the principal trigger for asthma. Allergies can be exacerbated by many factors, including humidity where pollen counts are being high. Regular housecleaning can remove many allergens and improve a person's allergic symptoms. Cleaning which focuses on home improvement can also help alleviate allergies and help homeowners avoid them.

**Get it right**  
Before any cleaning begins, always be sure to shut off your main and return lines to prevent dust from being stirred up or being blown back into the room. These cleaning should also be avoided on a rainy day.

**Clean windows thoroughly**  
Properly maintain to reduce allergens. Wash all glass windows regularly, can be done by hand or with a power washer. If windows are being cleaned, do not do it at the same time you are cleaning the rest of the house as you can be carrying pollen back into the house.

**Use exhaust fans**  
The AAMA recommends using an exhaust fan in the kitchen and bathroom to reduce the risk of mold in these areas and the oil trapped in the air ducts. Make sure the exhaust fan is the right size for the space.

**Use a HEPA filter**  
Vacuums with high-quality filters can help reduce allergen levels. The most important of these filters are HEPA. These filters can only be used on a vacuum that is designed to be used with a HEPA filter. A vacuum with a HEPA filter should be used at least once a week to help reduce allergen levels in the house. It is also important to use a vacuum with a HEPA filter on the stairs and in the car.

**Laundry with hot water**  
When it comes to bed sheets, do not use cold water. Hot water helps to kill dust mites and other allergens. Wash bed sheets in hot water and dry them in a dryer.

**Steam mop smart**  
Steam mops can help reduce allergen levels in the carpet. However, it is important to use a steam mop that is designed to be used on the carpet.

Advertiser: Home Improvement Store	Advertiser: Plumber	Advertiser: Garden Center	Advertiser: Heating & Cooling Co.
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AD# N1803A07002C 9.667 x 13  
AD# N1803A07001C PASS 6 COL. x 21

SECTION COVER:



# Spring HOME

March 2018  
A Special Supplement to  
Name Newspaper

Feng Shui Basics

Upcycled Home Design



Spring Clean Like a Pro

& Hot Spring Paint Trends



AD# N1803A07003C 10. x 13

# Spring HOME

SELF-PROMOTION READER:



A special section built to save you time and money while improving your home's curb appeal!

Advertisers, Call 000.000.0000 to Participate!

Coming Sunday, March 00 in print and online at [namenewspaper.com/springhome](http://namenewspaper.com/springhome)

AD# N1803A07005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:



Reserve your ad space in Spring Home, a themed special section that will get your message in the door to more than 00,000 households throughout the county!

For more information or to advertise, call 000.000.0000 or email [namenewspaper.com](mailto:namenewspaper.com).

The advertising deadline for Spring Home is Friday, March 00. This special section will publish on Sunday, March 00 in print and online.

AD# N1803A07004C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

SECTION COVER:



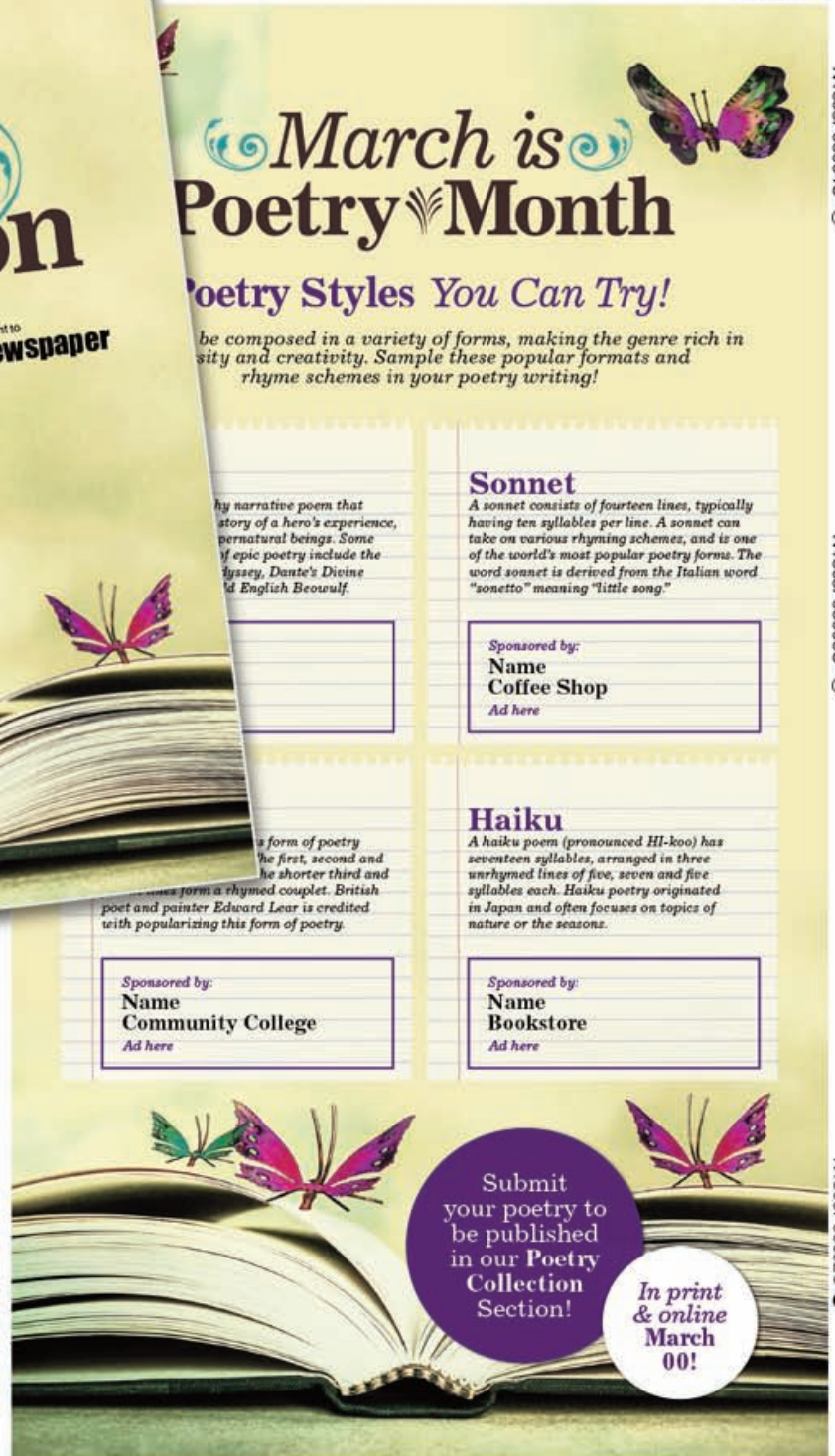
**Poetry Collection**

A selection of reader-submitted poems and poetry writing tips

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

AD# N1803A08003C 10. x 13

QUICK SELL:



**March is Poetry Month**

Poetry Styles You Can Try!

be composed in a variety of forms, making the genre rich in variety and creativity. Sample these popular formats and rhyme schemes in your poetry writing!

**Sonnet**  
A sonnet consists of fourteen lines, typically having ten syllables per line. A sonnet can take on various rhyming schemes, and is one of the world's most popular poetry forms. The word sonnet is derived from the Italian word "sonetto" meaning "little song."

Sponsored by:  
**Name Coffee Shop**  
Ad here

**Haiku**  
A haiku poem (pronounced HI-koo) has seventeen syllables, arranged in three unrhymed lines of five, seven and five syllables each. Haiku poetry originated in Japan and often focuses on topics of nature or the seasons.

Sponsored by:  
**Name Bookstore**  
Ad here

Submit your poetry to be published in our Poetry Collection Section!

In print & online March 00!

AD# N1803A08002C 10 x 13  
AD# N1803A08001C PASS 5 COL. x 21



**Do You Have the Write Stuff?**

Submit your poetry for a chance to see your name in print! Our Poetry Collection special section will feature a selection of reader-submitted poems, as well as poetry writing tips from the pros to help improve your work or get started. To enter a poem for consideration, go to [namenewspaper.com/poetrycollection](http://namenewspaper.com/poetrycollection) before the March 00 submission deadline. This special section will publish in print and online Sunday, March 00.

**Poetry Collection**  
A Special Section From  
**Name Newspaper**

**Advertisers Welcome!**  
Local readers in more than 60,000 area households will receive a copy of this special section. For details or to reserve your advertising spot in our Poetry Collection, please contact our sales department before the March 00 advertising deadline.  
[names@namenewspaper.com](mailto:names@namenewspaper.com)  
000.000.0000

AD# N1803A08004C PASS 3 COL. x 10

Companion  
WEB + MOBILE  
ADS available  
on MCC

HEADING:  
N1803P08003C\*-O  
**Poetry Collection**



**Usage Note:**

St. Patrick's Day is Saturday, March 17. A **Lucky St. Patrick's Day Giveaway** will excite readers and entice advertisers that are looking for their attention. We're suggesting you create an online registration that will drive more traffic to your website, and get sponsors to supply the prizes. Accept entries throughout the weeks leading up to St. Patrick's Day, or distribute select prizes weekly during the month to highlight each advertiser sponsor.

**Lucky ST. PATRICK'S day Giveaways**

Register to Win at [namenewspaper.com/contests](http://namenewspaper.com/contests) by 5 p.m. March 00!

<p><b>Dinner for Two</b></p> <p><b>Name Restaurant</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Free Haircut</b></p> <p><b>Beauty Salon</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Free Massage</b></p> <p><b>Day Spa</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>24" Hanging Basket</b></p> <p><b>Garden Center</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>\$50 Gift Card</b></p> <p><b>Irish Pub</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Free Mani-Pedi</b></p> <p><b>Nail Salon</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
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N1803A10001C

**Usage Note:**

Easter falls on Sunday, April 1 this year. Involve readers in a fun **Show Off Your Most Eggcellent Designs Contest**. Readers will submit photos of their hand-decorated Easter Eggs through your website. Define age categories to include younger readers in the mix, and offer separate prizes for each category. Winners can be published in a print Easter section as well as on your website.

**Show Off Your Most Eggcellent Designs!**

**Easter Egg Decorating Contest**  
Enter Online Through March 00 at [namenewspaper.com/contests](http://namenewspaper.com/contests)  
See contest website for rules and complete details.

Submit a photo of your artistically decorated Easter eggs for a chance to hop on sweet contest prizes!

<p><b>Easter Brunch for Two</b></p> <p><b>Restaurant</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>\$25 Gift Card</b></p> <p><b>Art &amp; Craft Supply Store</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
<p><b>Candy Basket</b></p> <p><b>Candy Store</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Men's Haircut</b></p> <p><b>Barbershop</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
<p><b>Easter Centerpiece</b></p> <p><b>Florist</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Dental Exam &amp; Cleaning</b></p> <p><b>Dentist</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
<p><b>One Dozen Cupcakes</b></p> <p><b>Bakery</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Spiral-Sliced Half Ham</b></p> <p><b>Grocery Store</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
<p><b>Gift Basket</b></p> <p><b>Variety Store</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Oil &amp; Filter Change</b></p> <p><b>Service Station</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>

N1803A10002C



## Custom Artwork Helps Turn a Popular Event Into a Local Shoppportunity

### Bee & Herald, Jefferson, IA

When the town of Jefferson was chosen to host the 21st Annual WHO Great Iowa Tractor Ride, the Bee & Herald turned to Metro for help illustrating that their town is also a great place for attendees to shop, dine and have fun during the event.

**CREATE:** Advertising director Deb Geisler wanted to create something that was clever and eye-catching to promote local retailers, restaurants and services to Tractor Ride participants and their spouses. She contacted Metro sales rep Tina Dentner for ideas, and the Metro team quickly got the ball rolling on a custom illustration that encouraged visitors to “see the tractors, shop the town!”

**SELL:** The Bee & Herald used the custom artwork to produce hundreds of brochures to hand out during the event, listing local businesses and attractions, as well as door signs and tee shirts. The tee shirts were sold to local businesses and worn throughout the event. A local printer even printed some extra tees to sell at a local clothing store.

**PROFIT:** The Bee & Herald’s promotion was great for local businesses and the community. More than 500 tractors showed up, and shops experienced higher-than-usual traffic throughout the three-day event. A great time was had by all!



**Added Plus:** The Bee & Herald received lots of compliments on the brochure, and the shirts were a big hit with everyone involved.

*“We love the sketch, and it worked really well with our ideas! I would like to add that I thoroughly enjoy working with everyone at Metro. It makes my life a little easier when all I have to do is look in the monthly book, go to their website to retrieve artwork, drop an email with questions, or better yet, give them a call.”*

– Deb Geisler, Advertising Director

**Bee & Herald**  
200 North Wilson  
Jefferson, IA 50129  
**Deb Geisler**  
515.386.4161  
ads@beeherald.com

# Metro Seen *Content in Action*

Take a look at some of the ways Metro images go beyond advertising to enhance a range of editorial features in print and online!

## Great Images for Virtually Any Topic

**BRAINERD DISPATCH**

**Healthy moms: Exploring the power of exercise to prevent postpartum depression**

By University of Minnesota Health Services on Jan 16, 2018 at 10:28 a.m.



It's not uncommon for new mothers to experience worry, fatigue, and sadness for a few weeks after giving birth, what's often called the baby blues. But up to 15 percent of new moms will develop postpartum depression, a mood disorder characterized by more extreme feelings of anxiety and unhappiness. Left untreated, postpartum depression can prove unhealthy or even dangerous for a mother as well as her new baby.

"After a baby is born, there are so many stressors in a woman's life," says Beth Lewis, professor and director of the School of Kinesiology. "And if the mom isn't taking care of herself, then she can't take care of her baby."

Lewis studies motivational interventions for physical activity and the relationship between exercise and mental health, much of it carried out through the school's Exercise and Mental Health Lab. Her research examines how non-face-to-face behavioral interventions can promote physical activity among sedentary adults and make physical activity a part of everyday life.

Some of Lewis's leading research has focused on the role of exercise in preventing postpartum depression. So far, she has led three large intervention trials focused on it.

*As Seen In*  
Brainerd Dispatch  
brainerddispatch.com

## A Wide Variety of Illustration Styles as Well as Photos

**ECHO JOURNAL**

**Cheesehead Chatter: It's illegal to do what?**

By Thomas Boller on Jan 16, 2018 at 1:02 p.m.



Last week an interesting national news story caught my eye. The story was about self-service gas laws in Oregon. To my surprise, I learned that - up until now - it was illegal for drivers in Oregon and New Jersey to pump their own gasoline.

That law still stands in New Jersey and much of Oregon, but the latter recently passed a law allowing drivers in some rural areas to pump their own gas.

This was astonishing to me because I didn't know any sort of laws like this exist. It's crazy to think about not only not having to get out of my car to fill up at the gas station, but not even being allowed to do so. How bizarre!

This got me wondering about other strange laws that might exist throughout the United States. So I did some research, and I've compiled a list of state laws that I found especially interesting and/or absurd.

First, just to give some perspective, I'll start with the

*As Seen In*  
Pine and Lakes Echo Journal  
pineandlakes.com

**ECHO JOURNAL**

**The Last Windrow: Times and technology have changed**

By John Henricks on Jan 16, 2018 at 10:28 a.m.



We've come a long way since the time when Lamar Jones strung telephone wire along hog fence.

Technology has truly entered my world. I have this thing in my pocket made of about 10 cents worth of metal and plastic. If I purchased a new one of these things, it might cost up to a thousand dollars. My piece of plastic didn't cost nearly that much, but people can be seen waiting in lines to purchase these pieces of metal and plastic every time a new model comes out. Funny they would do that.

Of course I know that it's not the

**Note:** Metro always suggests you utilize your content material "in print and online," and here is proof that it works. These examples show the use of eye-catching Metro images on publication websites to illustrate various editorial topics. Make the most out of your Metro content to create, sell and profit. Remember, if your staff has any questions or needs some assistance in searches, they can always call Client Services at 1-800-223-1600. The call is free, but the help is priceless.



Find celebration and event imagery and ads in Metro's Creative Library.

## Plan to Create, Sell & Profit with Celebrations & Events

As you plan for expanded coverage to harness incremental revenue throughout the year, annual celebrations and individual events have proven to be win-win-win situations for advertisers, readers and publications. In particular, plan for birthdays, anniversaries and regional events.

Use keywords and the pull-down menus in the MCC Creative Library to search for a wide variety of related:

- Spec ads
- Headings
- Backgrounds and AdStarters
- Photos and images
- Section covers

### Birthdays

Chances are every advertiser's date of business origin is etched into your database. But if not, it's time to add that information. Use the data on a monthly basis to acknowledge their milestones, but also to develop promotions built exclusively for each advertiser. You may want to offer discounts to your best clients as a birthday gift.

Many publications have established reader birthday clubs with long-running advertiser sponsors. Readers in the club get gifts and/or discounts from advertisers during their birthday month, while getting a chance to win a grand prize, all supplied by the sponsors.

Hosting birthday parties has become a selling point for a variety of businesses, from arcades to pottery studios; bowling centers to ice rinks, and more. You'll find ads for specific birthday party advertisers, as well as party supplies of all types for home celebrations.

### Anniversaries

While some businesses prefer to mark birthdays, others go with an anniversary theme. You'll find a wide variety of Anniversary Sale spec ads as well as headings and imagery to launch promotions.

Anniversary sections and pages for cities and towns are big business, too.

You can also get material for advertisers that cater to consumers celebrating anniversaries with dinners and gifts.

### Grand Openings

New businesses open year 'round, and you probably keep your ear to the ground to know precisely when new businesses will open in your area. Have material on hand to introduce your services and resources, start conversations and build mutually beneficial relationships.

### More

Founders Day, local celebrations and festivals of all types are great community boosters and sources of revenue. Use the monthly Metro Community Calendars to mark the dates and publicize celebrations for businesses in your invoices and in print and online for readers. **M**



Search birthday items for businesses and readers, including contests and party supplies, advertiser birthday party hosting, section covers and more.



There are anniversary items of all types — from headings to spec ads and more — for a wide variety of advertiser promotional needs.



Get material for all types of celebrations and events. Use the monthly Community Calendar to publicize your events.



N1803P14001C-0



**Restaurant Amelle**  
Brunch With the Easter Bunny!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Restaurant Amelle**  
Brunch With the Easter Bunny!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Restaurant Amelle**  
Brunch With the Easter Bunny!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

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

**Restaurant Amelle**  
Brunch With the Easter Bunny!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Restaurant Amelle**  
Brunch With the Easter Bunny!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Children's Easter Clothes on Sale!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Children's Easter Clothes on Sale!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Children's Easter Clothes on Sale!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Children's Easter Clothes on Sale!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Children's Easter Clothes on Sale!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Children's Easter Clothes on Sale!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Gourmet Market**  
Free-Range Eggs & All-Natural Dye Kits!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Gourmet Market**  
Free-Range Eggs & All-Natural Dye Kits!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Gourmet Market**  
Free-Range Eggs & All-Natural Dye Kits!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Gourmet Market**  
Free-Range Eggs & All-Natural Dye Kits!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Gourmet Market**  
Free-Range Eggs & All-Natural Dye Kits!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Gourmet Market**  
Free-Range Eggs & All-Natural Dye Kits!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Usage Note:**

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



N1803P29010C-0

*Dye Easter Eggs Now!*

**Fill Your Basket**

Low prices on everything for Easter entertaining!

<b>Brand Farms</b> Crown Roast Ham <b>\$2.19 lb.</b>	<b>Norman Ranch</b> Prime Rib Roast <b>\$4.99 lb.</b>
--	---

<b>Heller Farms</b> Jumbo Eggs \$2.99 (dozen)	<b>Fresh Picked</b> Crown Roast \$1.49 lb.	<b>Rainbow</b> Carnitas \$1.19 lb.	<b>Pasquet</b> Potatoes 39¢ lb.
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*Greenies • Deli • Beer • Wine • Flowers*

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

Advertised prices good through April 1, 2014. Lot details, terms and conditions apply. Call, visit, terms and conditions here.

AD# N1803A14002C  
PASS 2 COL. x 5

**Open for Easter**

Hop in for all of your Easter favorites!

**Sunday, April 1**

<b>Brunch Menu</b> 10am-2:30pm Special Guest: <i>The Easter Bunny</i> 10:30am-1:30pm	<b>Dinner Service</b> Reserving at 4pm
--	---

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

**EASTER SURPRISES**

Find great gifts for all the honey bunnies on your Easter list!

9th Anniversary Cards • Easter Collectibles  
Easter Candy • Basket Stuffers • Toys & Games  
Photo Frames • Seasonal Cards  
Handmade Jewelry • Bath & Body Gifts

**CONFETTI CARDS & GIFTS**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

AD# N1803A14004C  
PASS 2 COL. x 5

AD# N1803A14003C  
PASS 2 COL. x 5

N1803P29012C-0

N1803P14002C-0

**Beautiful Blooms**  
for Bunny Season & Beyond

Elegant Easter Arrangements  
Spring Bouquets  
Dotted Plants  
Easter Lilies  
Gift Baskets  
Coronets  
Caskets

**Easter arrives early this year! Order your call flowers today for April 1.**  
Ask about our early-bird discounts for Mother's Day, prom and graduation.

Delivery Available  
Satisfaction Guaranteed  
Open Easter Sunday 10-2

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

AD# N1803A14005C  
PASS 2 COL. x 5

**Sweets & Treats for Easter**

**BOGO 50% Off All Easter Candy**

**25% Off Easter Baskets & Decorating**

**99¢ Specials**  
Easter Glass  
Dye Kits • Coloring Books • Gifts • & More

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

**Have You Heard?**

Our Easter Sale Starts Tomorrow!

up to **40% Off**

Easter Apparel for the Whole Family  
Dress & Casual Footwear  
Fashion Accessories  
Jewelry & Watches

**Valley Department Store**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

AD# N1803A14007C  
PASS 2 COL. x 5

AD# N1803A14006C  
PASS 2 COL. x 5

N1803P29008C-0

N1803P29004C-0

AD# N1803A14001C  
AD# N1803A14008C

PASS 6 COL. x 21  
10 x 13





N1803P15011C-●



N1803P15006C-●



N1803P15012C-●



N1803P15004C-●



N1803P15008C-●



N1803P15005C-●



N1803P15010C-●



N1803P15007C-●



N1803P15009C-●



N1803P15002C-●



N1803P15001C-●



N1803P15003C-●



N1803P16003C-●



N1803P16009C-●



N1803P16005C-●



N1803P16006C-●



N1803P16002C-●



N1803P16011C-●



N1803P16004C-●



N1803P16008C-●



N1803P16012C-●



N1803P16010C-●



N1803P16001C-●



N1803P16007C-●



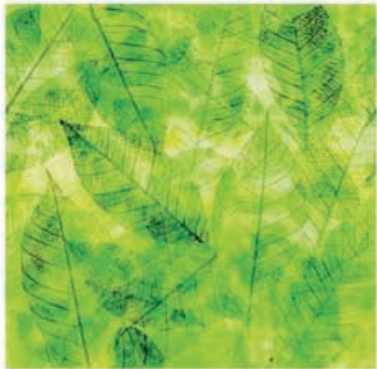
N1803P17004C-●



N1803P17007C-●



N1803P17003C-●



N1803P17001C-●

N1803P17008C-●



N1803P17005C-●



N1803P17006C-●



N1803P17002C-●



N1803P18004C-●



N1803P18007C-●



N1803P18006C-●



N1803P18009C-●



N1803P18008C-●



N1803P18005C-●



N1803P18002C-●



N1803P18003C-●



N1803P18001C-●

N1803P21001C  
 N1803P60021C  
 N1803P29009C  
 N1803P19002C  
 N1803P19001C  
 N1803P02002C  
 N1803P03010C  
 N1803P03011C  
 N1803P60022C  
 W  
 AD# N1803A19003C  
 PASS 6 COL. x 3  
 N1803P60022C  
 N1803P60022C



## Community Calendar MARCH

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



**March 00**  
**Beer Festival**  
 125 Unfiltered Tastings.  
 Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
 Lightning Brewery  
 4-10pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
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[www.namewebsite.com](http://www.namewebsite.com)

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 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)



**March 00**  
**Spring Garden Show**  
 Discount Tickets Online  
 Now. Event details here.  
 Somerville Convention Center  
 10am-7pm  
[www.namewebsite.com](http://www.namewebsite.com)



**March 00**  
**2018 Car Show**  
 Discount Tickets Online  
 Now. Event details here.  
 Somerville Convention Center + 10am-7pm  
[www.namewebsite.com](http://www.namewebsite.com)

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# St. Patrick's Day Parade

Celebrate in the Irish tradition!

**Saturday, March 17 • 10:30am**  
**Downtown Main Street**

Dancing | Music | Food | Floats | Fun

**Irish Festival to Follow!**  
 Join the free festivities at the Irish-American Club beginning at 12 noon.

## The Irish-American Club

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



**March 17**  
**St. Patrick's Day Parade**  
 Irish Festival to Follow. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

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

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



**March 00**  
**Healthcare Job Fair**  
 Meet Over 70 Employers.  
 Event details here. Event details here.  
 Somerville Community College  
 10am-4pm  
[www.namewebsite.com](http://www.namewebsite.com)



**March 24**  
**Easter Egg Hunt**  
 Free Admission Ages 4-10.  
 Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
 St. Matthew's Church  
 10am  
[www.namewebsite.com](http://www.namewebsite.com)

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



## Hommmemaded Italian Food

We invite you to enjoy our favorite family recipes!

**Dinner Specials**  
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- wood-fired pizza
- grilled specialties
- antipasto
- hot casseroles
- seafood
- dessert

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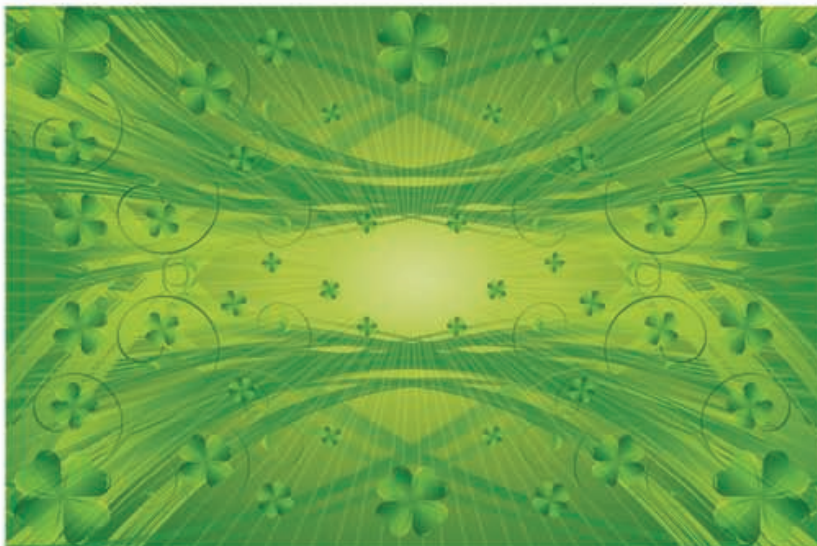
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Follow this guide to the best places to celebrate!

# St. Paddy's Day Pub Finder

<p><b>O'Brien's Pub</b> The Party Lasts All Weekend <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Madison's Restaurant</b> \$12.99 St. Patrick's Day Buffet <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Treehouse Bar &amp; Grill</b> Live Irish Music Friday &amp; Saturday <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Sullivan's Pub</b> The Celebration Starts Friday <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Lenaia's Gastropub</b> Irish Drink &amp; Menu Specials <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>
<p><b>The Public House</b> \$10 Corned Beef &amp; Beer Special <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Bill's Grill</b> Serving Irish Specialties All Weekend <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Corner Bar</b> \$2 Green Drafts All Weekend <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Garden Cafe</b> Irish Foyne All Weekend <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>James Sports Bar</b> Drink Specials All Weekend <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>
	<p><b>Merchant Bar</b> \$3 Irish Pint Specials <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Grant Cafe</b> \$5 Fish &amp; Chips All Weekend <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>The Beer Garden</b> \$2 Green Drafts All Weekend <a href="http://www.zazzwebills.com">www.zazzwebills.com</a> 1234 Washington Street Somerville Heights 000-000-0000</p>	

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N1803P21002C-●



N1803P21006C-●



N1803P21005C-●



N1803P21010C-●



N1803P21004C-●



N1803P21009C-●



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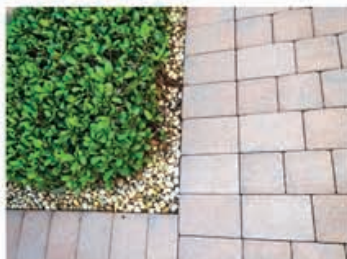
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# all about Saint Patrick's Day

Up your St. Paddy's Day savvy  
with these fun facts about the  
year's most popular party day!

## A Wee Bit of History...

Saint Patrick's Day, also known as the Feast of Saint Patrick, celebrates the foremost patron saint of Ireland on what is believed to be the date of his death, March 17. This cultural and religious celebration commemorates the life of Saint Patrick and his role in bringing Christianity to Ireland.

St. Patrick's Day occurs during the Christian season of Lent; however, Lenten restrictions on the consumption of meat were lifted on this Feast Day, tying the celebration to a tradition of eating and drinking. The consumption of alcohol was traditionally frowned upon on St. Patrick's Day and has become associated with the holiday over time largely due to the marketing efforts of beer producers.

St. Patrick was most likely born in Scotland as a Roman citizen, but was captured and enslaved by Irish pirates and brought to Ireland at the age of 16. His original name was Maewyn Succat, which he changed to Patricius, stemming from the Latin term for "father figure," after becoming a priest.

## In the Irish Tradition...



### Shamrocks

According to legend, St. Patrick used the three-leaf clover to teach the concept of the Christian Holy Trinity to the Irish people. The Irish traditionally considered shamrocks sacred plants, symbolizing the fortuitous rebirth of spring.



### Wearing o' the Green

Associating the color green with St. Patrick's Day traces back to the Irish Rebellion, when Irish soldiers wore green as they fought against the British. Until then, blue was the color associated with St. Patrick's Day.

### The Celtic Cross

St. Patrick often combined traditional Irish beliefs with his teaching of Christianity. This is why the Celtic Cross incorporates the sun, an important Irish symbol, into the Christian cross.

### Corned Beef & Cabbage



Cabbage and bacon were the Irish foods popularly consumed on Feast Day. At the turn of the century, Irish immigrants living on New York City's Lower East Side began substituting corned beef as a cheaper alternative to save money.

ST.  
PATRICK'S  
DAY  
TODAY...

## 13 Million

The number of Guinness pints consumed worldwide on St. Patrick's Day

## \$5.3 Billion

The total amount of money spent on St. Patrick's Day

## 70%

The increase in cabbage shipments during the week of St. Patrick's Day

## 70 Million

The number of people across the globe claiming Irish heritage or ancestry

Source: WorldAtlas's St. Patrick's Day By The Numbers 2017 report

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N1803P25002C-O

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# Happy ST. PATRICK'S day

Enjoy shamrockin'  
shenanigans all weekend!

- Green Draft & Pitcher Specials
- Irish Coffee & Drink Specials
- Corned Beef Sandwiches
- Live Irish Music



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<p><b>Hart Beer &amp; Spirits</b></p> <p><b>\$5 Off</b> Purchase of \$30 or More</p> <p><small>Offer good March 09-09, 2011 with coupon. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-00000 • www.namewebsite.com</p>	<p><b>MooTown Ice Cream</b></p> <p><b>Half-Price Mint Chip</b> Sundae, Scoop or Milkshake</p> <p><small>Offer good March 09-09, 2011 with coupon. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-00000 • www.namewebsite.com</p>	<p><b>Bellings Jewelry</b></p> <p><b>17% Off</b> Your Gold Jewelry Purchase</p> <p><small>Offer good March 09-09, 2011 with coupon. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-00000 • www.namewebsite.com</p>
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Giant HD Screens

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- \$5** Domestic Pitchers
- \$6** Top-Shelf Cocktails
- 25¢** Wings
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N1803P29007C-●



N1803P29006C-●



N1803P29005C-●



N1803P29014C-●



N1803P29008C-●



N1803P29012C-●



N1803P29010C-●



N1803P29011C-●



N1803P29003C-●



N1803P29001C-●



N1803P29002C-●



N1803P29009C-●



N1803P30020C\*-O  
N1803P30021C\*-O



N1803P30006C\*-O



N1803P30025C\*-O



N1803P30005C\*-O



N1803P30001C\*-O



N1803P30022C\*-O



N1803P30007C\*-O



N1803P30004C\*-O



N1803P30010C\*-O



N1803P30011C\*-O



N1803P30012C\*-O



N1803P30002C\*-O



N1803P30003C\*-O



N1803P30014C\*-O



N1803P30019C\*-O



N1803P30018C\*-O



N1803P30008C\*-O



N1803P30015C\*-O



N1803P30013C\*-O



N1803P30009C\*-O



N1803P30017C\*-O



N1803P30016C\*-O



N1803P30026C\*-O



N1803P30024C\*-O



N1803P30023C\*-O





# Easter Fact Hunt

Fun facts to make your Easter sweeter!

- \$2.4 Billion** Easter Candy Spending
- 146 Million Pounds** Easter Candy Purchased
- 16 Billion** Jelly Beans Produced for Easter
- Red** Most Popular Jelly Bean Color
- Pysanka** The Ukrainian Art of Painting Eggs
- \$17.3 Billion** Easter Merchandise Spending
- 90 Million** Chocolate Easter Bunnies Sold
- 15,873 Pounds** The World's Tallest Chocolate Egg  
Produced in Italy in 2011, the Egg Stood More Than 34 Feet Tall!

Sources: Nielsen, National Retail Federation, National Confectioners Association

N1803P31003C-O

N1803P31004C-O

N1803P31001C-O ● N1803P31006C-O

N1803P31002C-O

N1803P31005C-O

AD# N1803A31003C  
PASS 6 COL x 3

N1803P30024C-O

**Easter Savings on Fabulous Finds for the Home!**

up to **30% Off Storewide**

Home Decor  
Outdoor Living  
Bed & Bath  
Seasonal Merchandise & More  
Hurry, sale ends March 31, 2018!

**SHOP to It!** Crest Linens & Home

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




N1803P30006C-O  
N1803P30009C-O  
N1203P46009C-O

AD# N1803A31001C PASS 6 COL x 21  
AD# N1803A31002C 10 x 13

N1803P58003C  
N1803P32001C  
N1803P32002C  
N1203P46009C



# Dedicated to Quality Products

We work hard to produce delicious quality poultry products at affordable prices to enhance the nutritious, great-tasting meals you work hard to bring to the table.

Vegetarian-Fed, Antibiotic-Free Fresh Chicken, Frozen Foods & Eggs  
*If you don't see our quality products at your local grocer, please...*

## Heritage Farms Poultry & Eggs

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



Dedicated to quality and innovation in agriculture.

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser



AD# N1803A32001C PASS 3 COL. x 10  
AD# N1803A32002C PASS 3 COL. x 10

N1803P47009C



## Play Up Your Child's Natural Love of Learning

**Did You Know?**  
"Play is essential to development because it contributes to cognitive, physical, social, and emotional well-being of children and youth."  
- American Academy of Pediatrics

Give your child plenty of ways to play and have fun with our incredible selection of quality educational toys and games designed to foster intellectual achievement, improve motor skills and engage the imagination!

Gift Cards Available

## Workshop Toys

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



Find the right placement for your child's educational program for your little one.

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser



AD# N1803A32003C PASS 3 COL. x 10  
AD# N1803A32004C PASS 3 COL. x 10

N1203P46009C  
N1803P17007C

# Brighten Every Day

With a Fresh Look for Your Home

We specialize in energy-efficient solutions for a more beautiful and enjoyable home.

- Replacement Windows & Doors
- Maintenance-Free Vinyl Siding
- Roof Repair & Replacement
- Seamless Gutter Systems

100% Financing Available  
No Interest for 12 Months  
Call now for details and your free consultation!  
List details, terms and conditions here. List details, terms and conditions here.

## Cornerstone Roofing & Siding

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

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1803A32005C PASS 3 COL. x 10  
AD# N1803A32006C PASS 3 COL. x 10

N1803P32005C  
N1803P32004C

## Signature Salon Services

- Creative Color
- Balayage & Ombre
- Long & Short Cuts
- Highlights & Lowlights
- Keratin Straightening
- Texturizing Treatment
- Brow Shaping & Waxing

# Bold & Beautiful

New Clients, Enjoy a Complimentary Haircut With Any Color Service. Offer good by appointment for first-time customers only.

Call today!

## AlterEgo Salon

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

AD# N1803A32007C PASS 3 COL. x 10  
AD# N1803A32008C PASS 3 COL. x 10

N1803P44007C

## Beauty Guide

Your guide to the best local salons, spas and beauty services!

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser



N1803P33010C\*-○



N1803P33004C\*-○



N1803P33008C\*-○



N1803P33002C\*-○



N1803P33005C\*-○



N1803P33003C\*-○



N1803P33007C\*-○



N1803P33001C\*-○



N1803P33006C\*-○



N1803P33014C\*-○



N1803P33013C\*-○



N1803P33009C\*-○



N1803P33011C\*-○  
N1803P33012C\*-○



N1803P34001C\*-○



N1803P34002C\*-○



N1803P34003C\*-○



N1803P34012C\*-○



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N1803P34006C\*-○



N1803P34009C\*-○



N1803P34007C\*-○



N1803P34008C\*-○



N1803P34011C\*-○



N1803P34013C-●



N1803P34010C\*-○



N1803P34014C\*-○



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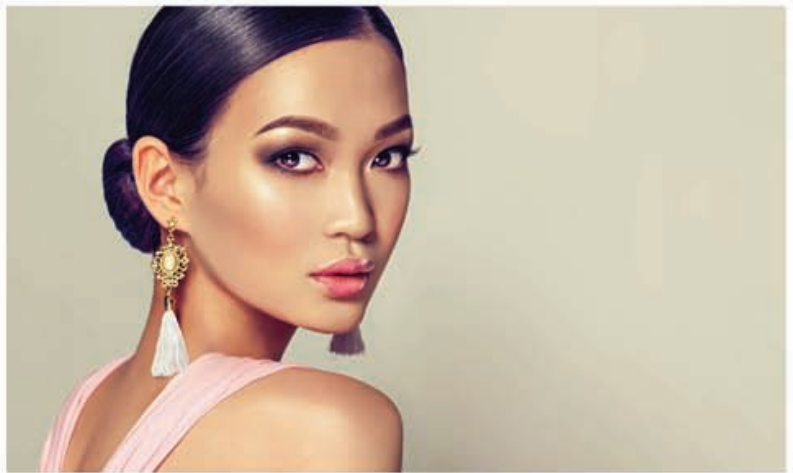
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N1803P37007C-●



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N1803P38023C-●



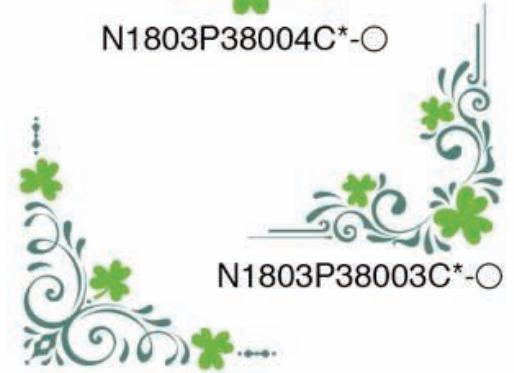
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N1803P38001C\*-○



N1803P38009C\*-○



N1803P38018C\*-○

N1803P38019C\*-○



N1803P38015C\*-○



N1803P38006C\*-○



N1803P38008C\*-○



N1803P38005C\*-○



N1803P38016C\*-○



N1803P38017C\*-○



N1803P38024C\*-○



N1803P38011C\*-○



N1803P38010C\*-○



N1803P38020C\*-○



N1803P38013C\*-○



N1803P38021C\*-○





N1803P39001C-●



N1803P39008C-●



N1803P39009C-●



N1803P39004C-●



N1803P39002C-●



N1803P39003C-●



N1803P39005C-●



N1803P39006C-●



N1803P39007C-●



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N1803P40002C-●



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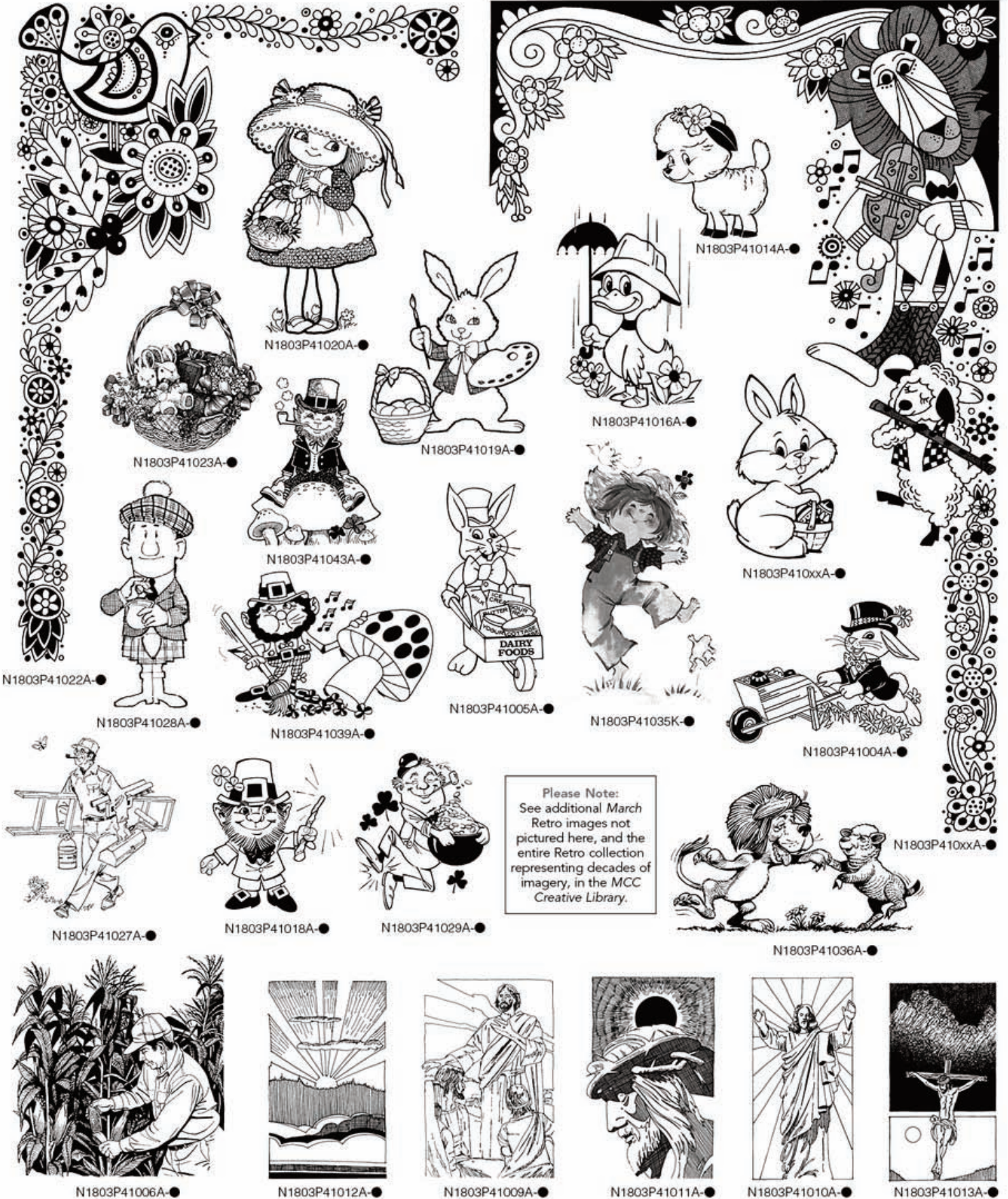
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N1803P40001C-●



N1803P40008C-●



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



N1803P42002C-●



N1803P42003C-●



N1803P42001C-●



N1803P42004C-●



N1803P42005C-●



N1803P42007C-●



N1803P42008C-●



N1803P42006C-●



N1803P42009C-●



N1803P42010C-●



N1803P43006C-●



N1803P43005C-●



N1803P43007C-●



N1803P43009C-●



N1803P43008C-●



N1803P43002C-●



N1803P43001C-●



N1803P43004C-●



N1803P43003C-●



N1803P44005C-●



N1803P44007C-●



N1803P44004C-●



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N1803P44002C-●



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N1803P44003C-●



N1803P44006C-●



N1803P44011C-●



N1803P44008C-●



N1803P44010C-●



N1803P45010C\*-○  
N1803P45011C\*-○



N1803P45001C\*-○  
N1803P45002C\*-○  
N1803P45003C\*-○  
N1803P45004C\*-○  
N1803P45005C\*-○



N1803P45009C\*-○



N1803P45008C\*-○



N1803P45006C\*-○



N1803P45007C\*-○



N1803P45015C\*-○



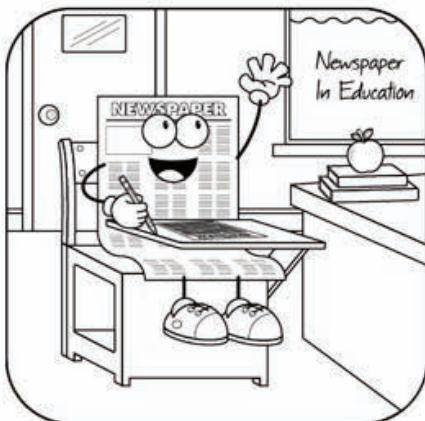
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N1803P450xxC\*-○



N1803P45012C\*-○  
N1803P45013C\*-○



N1803P45020A\*-○



N1803P45017C\*-○  
N1803P45018C\*-○

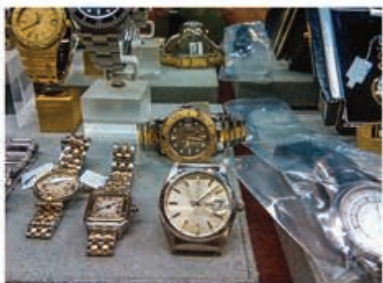


N1803P45019C\*-○

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.



N1803P46021C-●



N1803P46020C-●



N1803P46019C-●



N1803P46010C\*-○

N1803P46011C\*-○



N1803P46012C\*-○

N1803P46013C\*-○



N1803P46009C\*-○



N1803P46018C\*-○



N1803P46008C\*-○



N1803P46006C\*-○



N1803P46003C\*-○



N1803P46001C\*-○



N1803P46005C\*-○



N1803P46007C\*-○



N1803P46004C\*-○



N1803P46002C\*-○



N1803P46017C\*-○



N1803P46016C\*-○



N1803P46015C\*-○



N1803P46014C\*-○





N1803P47005C-●



N1803P47009C-●



N1803P47007C-●



N1803P47004C-●



N1803P47006C-●



N1803P47008C-●



N1803P47003C-●



N1803P47002C-●



N1803P47001C-●



N1803P48008C\*-○



N1803P48001C\*-○

N1803P48009C\*-○



N1803P48004C\*-○



N1803P48006C\*-○



N1803P480xxC\*-○



N1803P48007C\*-○



N1803P48005C\*-○

N1803P48002C\*-○



N1803P48012C\*-○



N1803P48010C\*-○



N1803P48016C\*-○



N1803P48013C\*-○



N1803P48015C\*-○



N1803P48014C\*-○



N1803P48011C\*-○



• Pre-K Programs for Ages 4 & 5  
• Full- & Half-Day Sessions Available  
Fun-filled learn-and-play programs developed to prepare your child for success both in and out of the classroom.

Rainbows Preschool



Call Today!  
Enrollment ends 00.00.18.

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

AD# N1803A48001C PASS 6 COL. x 3



N1803P49002C-●



N1803P49004C-●



N1803P49008C-●



N1803P49001C-●



N1803P49003C-●



N1803P49007C-●



N1803P49005C-●



N1803P49006C-●



N1803P50001C-●

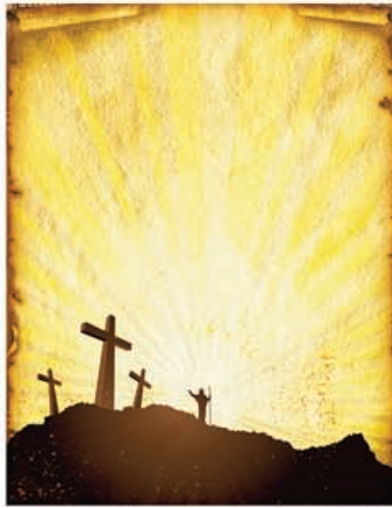
### Usage Notes:

Use these backgrounds to help promote services and merchandise for St. Patrick's Day, spring home, beauty, gardening, Easter, graduation, 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)



N1803P50003C-●



N1803P50002C-●



N1803P50004C-●



N1803P50005C-●



N1803P50006C-●



N1803P50007C-●



N1803P50008C-●



N1803P50009C-●

N1803P51001C-



**Usage  
Suggestions:**

These banner-style photos can be utilized as backgrounds or page headers for all types of ads and pages in print and online for agriculture and farming; Easter candy, gifts and crafts; antiques; wine and wineries ... and more.

N1803P51002C-



N1803P51003C-



N1803P51004C-



N1803P51005C-



N1803P51006C-



**Usage Note:**

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

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



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



**MCC KEYWORD HINT: Makeup Artist**  
N1803P53007C-●



**MCC KEYWORD HINT: Hair Salon**  
N1803P53008C-●



**MCC KEYWORD HINT: Florist**  
N1803P53009C-●



**MCC KEYWORD HINT: Church**  
N1803P53010C-●



**MCC KEYWORD HINT: Massage Spa**  
N1803P53011C-●



**MCC KEYWORD HINT: Day Care**  
N1803P53012C-●

### Usage Note:

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

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

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

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

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



N1803P53001C\*-○



N1803P53002C\*-○



N1803P53003C\*-○



N1803P53004C\*-○



N1803P53005C\*-○



N1803P53006C\*-○



N1803P54001A\*-O



N1803P54002A\*-O



N1803P54003A\*-O



N1803P54004A\*-O



N1803P54005A\*-O



N1803P54006A\*-O



N1803P54006C\*-O



N1803P54007C\*-O



N1803P54009C\*-O



N1803P54015C\*-O



N1803P54008C\*-O



N1803P54010C\*-O



N1803P54014C\*-O



N1803P54013C\*-O



N1803P54012C\*-O



N1803P54011C\*-O





N1803P55001C\*-O



N1803P55002C\*-O



N1803P55005C\*-O



N1803P55007C\*-O



N1803P55009C\*-O



N1803P55003C\*-O



N1803P55006C\*-O



N1803P55004C\*-O



N1803P55008C\*-O



**MCC KEYWORD: ICON SET, Easter**  
N1803P56003C\*-O



**MCC KEYWORD: ICON SET, Saint Patrick's Day**  
N1803P56001C\*-O



**MCC KEYWORD: ICON SET, Flowers**  
N1803P56002C\*-O



**MCC KEYWORD: ICON SET, Passover**  
N1803P56006C\*-O



**MCC KEYWORD: ICON SET, Child Care**  
N1803P56005C\*-O



**MCC KEYWORD: ICON SET, Beauty Care**  
N1803P56004C\*-O



N1803P57019C\*-O



N1803P57023C\*-O



N1803P57027C\*-O



N1803P57031C\*-O

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



N1803P57001C\*-O



N1803P57005C\*-O



N1803P57009C\*-O



N1803P57013C\*-O



MCC KEYWORDS: ICON SET, EASTER  
N1803S57037C\*-O



N1803P58009C-●



N1803P58006C-●



N1803P58002C-●



N1803P58001C-●



N1803P58003C-●



N1803P58005C-●



N1803P58004C-●



N1803P58008C-●



N1803P58007C-●



N1803P59011C-●



N1803P59005C-●



N1803P59002C-●



N1803P59001C-●



N1803P59003C-●



N1803P59004C-●



N1803P59007C-●



N1803P59008C-●



N1803P59006C-●



N1803P59010C-●



N1803P59012C-●



N1803P59009C-●



N1803P60027C-●  
GREEN DRINK



N1803P60026C-●  
MARTINI



N1803P60024C-●  
CRANBERRY & VODKA



N1803P60016C-●  
TATER TOTS



N1803P60029C-●  
ST PAT'S CUPCAKE



N1803P60022C-●  
MEATBALLS



N1803P60018C-●  
CARROTS & CELERY



N1803P60001C-●  
POTATO CHIPS



N1803P60042C-◇  
GREEN BEER



N1803P60031C-◇  
CRAB CAKES



N1803P60039C-◇  
CELERY



N1803P60041C-◇  
LIME DRINK



N1803P60036C-◇  
CEREAL



N1803P60035C-◇  
CEREAL



N1803P60033C-◇  
RACK OF LAMB



N1803P60017C-●  
CARROTS & CELERY



N1803P60011C-●  
LEMON LOAF



N1803P60013C-●  
RACK OF LAMB

N1803P61001C\*-O

# It's Frozen Food Month



N1803P60021C-●

## at Fresh Fare Market

Name Brand Frozen Vegetables  
00 oz. varieties

99¢



N1803P60008C-●

Stock your freezer with **quality frozen foods** for convenient and affordable at-home meals!

- Premium Frozen Vegetables
- Delicious Heat-&-Eat Entrees
- Frozen Pizzas & Specialty Foods
- Fruit & Frozen Treats

On Sale This Week  
From Our Freezer Section



N1803P60006C-●

N1803P60016C-●

Name Brand Vegetarian Dinners  
00 oz. varieties  
2 for \$5

Name Brand Casserole Meals  
00 oz. varieties  
\$1.99

Name Brand Ice Cream Bars  
00 oz. varieties  
\$3.99

Name Brand Frozen Pizza  
select varieties  
\$4.99

Name Brand French Fries  
0 lb. bag  
\$2.19

Name Brand Ready-Bake Cookies  
00 oz. varieties  
\$2.99

Name Brand Diced Mango  
0 lb. bag  
\$5.99

Look for more frozen food specials throughout the month of March!

## Fresh Fare Market

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



Connect with time-saving recipes and more!

Advertiser offers good March 00-00, 2018. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

N1803P61002C\*-O

AD# N1803A61001C

PASS 6 COL. x 21

AD# N1803A61002C

10 x 13



N1803P62004C-●



N1803P62003C-●



N1803P62002C-●



N1803P62001C-●



N1803P62012C\*-O



N1803P62011C\*-O



N1803P62009C-●  
N1803P62010C-●



N1803P62008C\*-O



N1803P62006C\*-O  
N1803P62007C\*-O



N1803P62005C\*-O



MCC KEYWORD HINT: week1

This is your illustration and copy for March 1, 2018.

## Possessed by God



**W**e tend to think of possession in a negative light. For example, saying that someone is possessed by a demon or thinking that someone is possessed by a spirit of greed or envy. But possession can be a positive thing. We can be possessed by God or by a divine gift, such as love or compassion, to such an extent that these become something constant in our lives. Possession is more than just obsession. When one offers up all of one's daily thoughts and actions to God, one is on the way to being possessed by God. When one steps in constant communication with God, praying because second nature, and the biblical advice to "pray without ceasing" becomes a discipline of our lives, it's rather than a prescription for how we ought to live. Being possessed by God won't automatically change the general appearance of our lives, we will still have to get up every morning and go to work, but we will do it with a sense that all of these activities are being offered to God, and are being done as an act of devotion. Every breath and every step we take becomes a prayer and an act of devotion, and we are then on the way to being in the constant presence of God. —Christopher Stearns

"We who take it here of God will continue to do, because God's will is to do, because they have been here of God." —1 John 3:9 NIV

AD# N1803A63001C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week2

This is your illustration and copy for March 8, 2018.

## Listen More and Talk Less



**T**he Book of Proverbs notes that "The way of fools seems right to them, but the wise listen to advice." (Proverbs 12:15 NIV) We all know that we have more to be learned than by speaking, but even so, many of us are tempted to talk more than we listen. This is often just sheer egoism. We all want to know the sound of our own voice and can't wait for the other person to stop talking so we can jump in and have our say. Unfortunately, our egoism leads to the level where we actually believe that we can change someone else's mind by simply talking. This doesn't happen very often, but suppose that the act of listening to others patiently and asking them questions about their beliefs will go some to change their minds. And why are we so bent on changing other people's minds in the first place? Why can't we just be content that people believe different things, especially in the midst of politics and religion? One way to be a good friend and to lead the discussion that often arise over differences of opinion is to let others talk and to merely listen, asking questions to clarify, but giving up the egoistic notion that you need to change their minds. —Christopher Stearns

"Pursued by pleasure in understanding but delight in using their own opinions." —Proverbs 18:2 NIV

AD# N1803A63002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for March 15, 2018.

## Give Us This Day



**T**he Lord's Prayer is noteworthy for being a petition to God to fulfill our basic needs, though in a very modest way. To ask God that He give us "our daily bread" suggests that our basic physical needs are really quite modest, and that we should be content with meeting those needs with something as simple as bread. It also drives home the point that we are beggars of God. All of us, from the richest to the poorest, rely on God's benevolent hand. The richest among us have been given the most, and should be thankful stretch of God's gifts. The poorest among us have perhaps been liberated from the trials and tribulations of eating the pines of material things, and that too is reason to be grateful. There is nothing shameful in being a beggar, because we are all, in effect, beggars, since none of us created the material from which we draw our lives. Being beggars is perhaps a reason to be humble, but not something for which we should be ashamed. Keep in mind that everything ultimately comes from God and belongs to God. —Christopher Stearns

"Give us each day our daily bread." —Luke 11:3 NIV

AD# N1803A63003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for March 22, 2018.

## Giving Up Sin



**I**t's to be honest. We all know that we have certain sins that we just can't seem to give up. Whether we think of it as sin, or vice, or just as a bad habit, these areas of our lives where we just can't let ourselves off the sin-vice question. Maybe it has become such a part of our personality that it's almost a character trait. Maybe we are convinced that our life would be unbearable without this one harmful vice. But is it really as harmful? There are all sorts of ways that we can convince our mind to believe. We tell ourselves it could be worse, or that it is our only real vice and that God forgives all, or maybe we tell ourselves that it isn't really a sin. But if your conscience continues to nag you about this particular activity, then perhaps you should be listening more carefully to your conscience. Perhaps this sin is easier to give up if you are submitting your body by abstaining from drugs or alcohol, or perhaps you are engaging in one of the flesh that torments him. Or perhaps you are letting your anger and it will spread if others lead you into sin. Most all of these sins have an internal component. The sin starts as a thought that grows into an obsession, and whether it becomes an action or not, it festers more inside us, keeping us from a life of holiness and purity. Make a commitment today to work on giving up your sin. God will help you if you really desire to do this. —Christopher Stearns

"For I do not do the good I want to do, but the evil I do not want to do—this I keep on doing." —Romans 7:19 NIV

AD# N1803A63004C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week5

This is your illustration and copy for March 29, 2018.

## Wrestling With God



**M**any of us, out of the bones of the Bible revealed with God, Jacob readily wrestled with God (or an angel of God, depending on the translation) in the desert and was thereafter named "Israel." The name "Israel" is Hebrew means something like "to have struggled with God" or "to have wrestled with God." The story of Abraham depicts someone who must have had an intense struggle with God, for God called him by asking him to sacrifice his only son Isaac. (Genesis 22) There can only be a struggle for someone that Abraham had with God over this, and we had to wonder how this might happen. Despite God's intensity at the last moment, came to call Abraham's subsequent relationship with God. More important, however, was the relationship was established at least in the firstborn chapter of Genesis. More comes to actually get God to change his mind about destroying his people. And finally, consider Jacob's struggle in the garden of Gethsemane. He is clearly wrestling with himself about his imminent trial, suffering and death. Perhaps this is the most relevant to our own struggles with God, for in the end, we are struggling with the God within us. Our conviction is the voice of God telling us what we should do, but our conviction is just another being obedient. It's alright to struggle with God, but at some point at least submit to His overwhelming power and goodness. —Christopher Stearns

"That same will as larger to Jacob, but Jacob, because you have struggled with God and with humans and have overcome." —Genesis 32:26 NIV

AD# N1803A63005C PASS 2 COL. x 5.25

# Easter Sunday

April 1

N1803P63019C\*  
N1803P63020C\*  
N1803P63017C\*  
N1803P63018C\*

# Good Friday

March 30

# Palm Sunday

March 25

N1803P63015C\*  
N1803P63016C\*



N1803P63012C\*



N1803P63014C\*

N1803P63013C\*

N1803P63009C\*  
N1803P63004C\*

N1803P63008C\*  
N1803P63003C\*

N1803P63006C\*  
N1803P63001C\*

N1803P63007C\*  
N1803P63002C\*

N1803P63010C\*  
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N1803P63011C\*

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AD# N1803A63006C PASS 6 COL. x 7

# METRO Customer Requests

CREATE. SELL. PROFIT.

Thanks to your feedback, we're including a number of customer-requested art, headings, photos and spec ads in your service as another valuable client benefit. Email your request(s) to [service@metro-email.com](mailto:service@metro-email.com)

(MCC Creative Library / Keywords: Art Subject)



N1803P64034C-●



N1803P64032C-●



N1803P64035C-●



N1803P64033C-●



N1803P64016C\*-○  
(Hot Dog)



N1803P64015C\*-○  
(Cheeseburger)



N1803P64021C\*-○  
(French Fries)



N1803P64017C\*-○  
(Ketchup)



N1803P64014C\*-○  
(Ice Cream Cone)



N1803P64022C\*-○  
(Chinese Food)



N1803P64031C\*-○  
(Home under Constructuin)



N1803P64024C\*-○  
(Coffee)



N1803P64020C\*-○  
(Popcorn)



N1803P64023C\*-○  
(Chicken)



N1803P640xxC\*-○  
(Midsize RV)



N1803P64029C\*-○  
(SUV Towing a Midsize Travel Trailer)



N1803P64027C\*-○  
(Camper Van)



N1803P64026C\*-○  
(Small Travel Trailer)



N1803P64028C\*-○  
(Large Travel Trailer)



N1803P64001C\*-○



N1803P64012C\*-○



N1803P64010C\*-○



N1803P64006C\*-○



N1803P64005C\*-○



N1803P64008C\*-○



N1803P64007C\*-○



N1803P64009C\*-○



N1803P64011C\*-○



N1803P64003C\*-○



N1803P64013C\*-○



N1803P64004C\*-○



N1803P64002C\*-○





N1803P66009C-●  
CANADA ROCKY MOUNTAINS LANDSCAPE



N1803P66006C-●  
TORONTO SKYLINE



N1803P66001C-●  
WOMAN RAISING ARMS



N1803P66007C-●  
REPRESENTATIVES OF CANADA & EU



N1803P66004C-●  
CANADIAN FLAG ARMS RAISED



N1803P66011C-●  
GRIZZLY BEAR



N1803P66002C-●  
FLY FISHING



N1803P66008C-●  
CANADA MAPLE LEAF



N1803P66003C-●  
TABLET WITH CANADIAN FLAG



N1803P66012C-●  
LOWER BACK PAIN



N1803P66005C-●  
HEALTHCARE



N1803P66013C-●  
ROCK CLIMBING



N1803P66010C-●  
CANADIAN MONEY



N1803P67016C-●



N1803P67015C\*-○



N1803P67009C\*-○



N1803P67001C\*-○



N1803P67004C\*-○



N1803P67003C\*-○



N1803P67005C\*-○



N1803P67002C\*-○



N1803P67008C\*-○



N1803P67007C\*-○



N1803P67006C\*-○



N1803P67018C\*-○



N1803P67010C\*-○



N1803P67017C\*-○



(HAPPY SAINT PATRICK'S DAY!)

N1803P67013C\*-○



(SPRINGTIME FRENZY!)

N1803P67014C\*-○



(REVAMP YOUR WARDROBE)

N1803P67012C\*-○



Femmes de tête,  
Femmes de cœur

(WOMEN WITH SMARTS, WOMEN WITH HEART)

N1803P67011C\*-○

Bonus images available in the MCC Creative Library:



N1803P68003C-●



N1803P68001C-●



N1803P68004C-●



N1803P68002C-●



N1803P68006C-●



N1803P68005C-●

## 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!

March 00  
A Special Section From  
**NAME NEWSPAPER**

Recent Special Sections  
from the MCC Creative Library

Pressure Washing  
How to get started today!

Tackling Tire Trouble  
How to avoid a flat tire or fix it fast

8.5 x 11 SALES SHEET

### Shift Sales Into High Gear

Looking for ways to reach more car owners and give your business a competitive edge? Get in on one of our experienced advertisers' long and successful track records with advertising in Spring ... On the Road. Our expert copy & design team have the know-how to create eye-catching, professional graphics and ads that fit in with the targeted audience of drivers on the road. Our content features eye-opening information to help you stand out from the competition.

## Spring... On the Road

Special & Copy Deadline March 00  
Print Date March 00

Ad Sizes & Rates

Full Page	\$1,200
Half Page	\$600
Quarter Page	\$300
Spot	\$150

Reserve your ad spot today!  
Call 800-223-1600 or email [service@metro-email.com](mailto:service@metro-email.com)

8.5 x 11 SALES SHEET

## Helping You Navigate Car Care

Having all proper vehicle maintenance can compresses your wallet, but on the flip side, according to industry experts, car care is one of the best ways to protect your investment. Plus, that includes advertising and special offers from your business, included in giving you your!

## Spring... On the Road

Coming March 00  
In Print & Online at  
[metroemail.com](http://metroemail.com)

PASS 2 COL. x 5

## Drive Spring Profits

Reach more car owners and give your business a competitive edge with featured special sections advertising in Spring ... On the Road. Our expert copy & design team have the know-how to create eye-catching, professional graphics and ads that fit in with the targeted audience of drivers on the road. Our content features eye-opening information to help you stand out from the competition.

## Spring... On the Road

Advertising Deadline: March 00  
Publication Date: March 00  
Call 800-223-1600 or email  
[service@metro-email.com](mailto:service@metro-email.com) to reserve your ad spot today!

PASS 2 COL. x 5

Bonus images available in the MCC Creative Library:



N1803P69003C-●



N1803P69006C-●



N1803P69004C-●



N1803P69005C-●



N1803P69002C-●



N1803P69001C-●

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TSS COVER



8.5 x 11 SALES SHEET



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PASS 2 COL. x 5

# More Enticing Food Photography to Satisfy Every Advertiser

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



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



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



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



Prepared foods *beautifully* presented for all types of advertisers



**& Refreshing beverage options...**



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

Call **800-223-1600** or email [service@metro-email.com](mailto:service@metro-email.com) today!





## METRO NEWSPAPER SERVICE

March MNS drops in with your lion's share of selling opportunities, including St. Patrick's Day, spring home, beauty, gardening, sports, wellness, Easter/Passover, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

## MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with March's MSAL spec ads for Auto Services and Spring Sales advertisers. Presented in this book and available to view online in the MSAL SearchBook®, ads are also available in MiAD Wizard so you can immediately personalize ads to present and close more sales.



JANUARY Issue  
PP. 53-65

## CAMPAIGNS & CLASSIFIED

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

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## Powerful New Image Sources to Drive More Auto Sales



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

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

- Brand name images presented in manufacturer colors
- Stylized Images
- Advantage: Large size and high resolution — enabling even large-scale advertising like billboards

Give your entire team access to this ever-growing library of more than 170,000 specialized images for one low subscription rate, and start revving up your publication's auto section sales today!

Get Hooked on *the Feeling*



2010 Make Model

Halldorson Motor Group

NEW MEMBERS  
**Luxury & Speed**



Meet the best looking cars of 2012

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

**HEAVY DUTY**



THE HEAVY AND HEAVY TRUCKS & APPS



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