

CREATE. SELL. PROFIT.

METRO

CREATIVE SERVICES



PROM NIGHT

Ads, images, features and targeted advertising self-promotions to pin down prom sales



EARTH DAY & OUTDOORS

Content to attract lawn and garden, outdoor recreation and Earth Day advertisers and feature sponsorships



PETS

Pawsome pages, ads, images and ideas to fetch the attention of pet lovers and advertisers alike



MiAD Spec Ad Library PP. 45-52:
Dozens of ready-to-sell spec ads for lawn and garden, pet and graduation advertisers – MiAD Wizard-enabled!

Let the profits commence with pages, ads, images and greetings for local **Graduation Advertisers**

Editorial Features & Templated Special Sections:

Lawn & Garden Guide • All About Pets • Graduates • April Timely Features • Games & Puzzles

GRADUATION



ON THE COVER:
N1804P24005C

Start stacking up graduation sales from retailers, colleges, restaurants, local sponsors and more advertisers with iconic images like this one!

Capture a wealth of revenue opportunities this graduation season!

- Offer local businesses a chance to congratulate the Class of 2018 with 17 sponsored greeting ads in a variety of sizes, including a full-page multi-advertiser design (26, 27)
- Don't miss an infographic page (and embedded sponsor ad for a local college) with graduation facts and figures for the U.S. & Canada (25).
- Sell graduation-themed spec ads designed for a dentist, party supply store and pizzeria, and find additional graduation ads featured in April MSAL (14, 45-52).
- Other graduation features include a ceremony event ad, Themed Event Package and multi-advertiser layout for graduation gifts (04, 19, 20).



PROM NIGHT



Take your pick from plenty of ways to capitalize on the excitement surrounding prom night.

- A Prom & Graduation 2018 Marketplace page features ready-to-sell ads for a florist, beauty salon and tuxedo shop (14).
- Find a variety of photos, illustrations, backgrounds, banners, ad starters and headings to create additional prom-themed advertising (38, 39, 43, 52-55, 57).
- A Themed Event Package includes a prom checklist with advertising spots. Use the self-promotion ads provided to attract more advertisers to your publication during prom season (06).
- Finally, invite popular prom advertisers to participate in a "Who Wore It Best?" prom fashion photo contest (10).



EARTH DAY & OUTDOORS



Create outdoor-themed promotions surrounding Earth Day, Arbor Day and National Park Week in April (65).

- Invite campgrounds and other outdoor advertisers to grab an ad spot surrounding a local parks information guide (09).
- A Themed Event Package focused on sustainable living ties in with Earth Day (07).
- Find tree and landscape images to create Arbor Day promotions or general lawn and garden ads and sections, as well as a Single Sheet design for a landscaping service. A Themed Event Package gives you the building blocks of a Lawns & Gardens special section (03, 08, 28).
- Look for additional lawn and garden ads in April MSAL (45-52).



PETS



On National Pet Day April 11 and every day, pet advertising is a pawpular revenue source!

- Did you know 84.6 American households and 7.5 million Canadian households have pets? An eye-popping infographic page features facts and stats all about pets, as well as a sponsorship spot for a local veterinarian. Find versions for both the U.S. and Canada. (31).
- A Themed Event Package includes summer safety tips for pet owners, as well as self-promotion ads and a seasonable cover design (05).
- Find an ad for flea and tick control, and images to create additional advertising (03, 29, 30).
- A Single Sheet design touts "hot diggety deals" from a pet supply store (28).
- To make the most of pet popularity, check out April's All About Pets TSS (69).



BIRTHDAYS & CELEBRATIONS



Birthdays, anniversaries and celebration themes are valuable year-round sales tools.

- Find a great variety of festive photos and illustrations featuring balloons, candles, cakes, party favors, gifts and more for birthday promotions (42, 43, 46-49).
- Create anniversary sale and event promotions with additional image content (47-49).
- A spec ad for a furniture store sale incorporates anniversary heading art (19).
- See a kids' birthday party image featured in an ad for a local venue's party packages, as well as a party planning guide layout (32).
- Use a Single Sheet design to close a sale from a banquet and party hall (28).
- Promote a party supply store as "celebration central" with another spec ad (14).



APRIL PROMOTIONAL OPPORTUNITIES



Here are some additional April revenue opportunities for your publication:

- Sell-a-brate National Beer Day on April 7 with a heading, photos and a brewery hop giveaway contest (10, 60, 65).
- Engage disaster preparedness advertisers with images and an ad for insurance coverage (22).
- Images and ads for agricultural advertisers include equipment, agribusiness solutions and a self-promotion piece (03, 32, 40).
- Find illustrations and several ads for music stores and classes (21).
- Browse locally focused shopping and dining content, including directory formats (32, 62).
- Ads for top advertisers this month include a barbershop, auto auction, community college, weight-loss center, plumber and home repair and maintenance services (02, 03).
- Finally, don't forget Tax Day on April 17 (09, 17, 65).



APRIL CUSTOMER REQUESTS

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



N1804P64018C

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

SUDOKU

Fill in the Numbers

Like puzzles? How about one that's challenging? This is called Sudoku. You'll find it in newspapers, magazines, and on the Internet. It's a fun way to test your logic and math skills. The goal is to fill in the numbers 1 through 9 in the empty spaces. The numbers must be placed so that no row, column, or 3x3 square contains the same number twice.

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

How to Play: Fill in the numbers 1 through 9 in the empty spaces. The numbers must be placed so that no row, column, or 3x3 square contains the same number twice.

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:

- **LAWN & GARDEN GUIDE**
- **ALL ABOUT PETS • GRADUATES**

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.

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

**Auto Auction
Open to the Public**
Saturday, April 00 • 10am
Rain or Shine

Bids Starting as Low as \$500
Browse Our Auction Inventory Online Today!
Come in for an inspection and test drive Wednesday-Friday 9am-4pm or call ahead for an appointment. We welcome you to take any of our auction vehicles to your mechanic for a pre-purchase inspection.

Free Entry
No Salvage Title
Clean & Economical Vehicles

Best Bet Auto Auction
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1804A02001C PASS 2 COL. x 5

**Friends, Neighbors, Valued Customers.
Let's get together!**

**Open House
Thursday, April 00
11am-4pm**
Stop in to say hello, and learn about the products and services we have available to help you achieve your financial goals.

Door Prize Giveaways
Balloons for the Kids
Free Refreshments
Everyone Welcome

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

AD# N1804A02002C PASS 2 COL. x 5

**Haircuts
for Him**

- Hot Shaves
- Clean Fades
- Scissor Cuts
- Tapered Cuts

Friendly and professional custom cuts for men and boys.

Appointments & Walk-ins Welcome
**Monday-Friday 11-8
Saturday 10-6**

**Buzz Cuts
Only
\$15**

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

AD# N1804A02003C PASS 2 COL. x 5

*Hotel-Style Luxury
at Home*

Take your relaxation ritual to the next level with a luxury bathroom transformation, heated tile floors | steam showers | dual-head showers | whirlpool tubs | frameless shower doors and so much more.

Call us to get online today for your free consultation and estimate!

Recommended Locally
Financing Available
Licenses 000000

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

AD# N1804A02004C PASS 2 COL. x 5

We Make Organizing Easy

facebook

Closets Transformed
In Just One Day!
Call today for your free in-home design consultation and estimate.

Spring Cleaning Special
**Save 20% Off
Installation**
when you book before April 00, 2018.

bedroom closets | pantries | garages | laundry rooms | & more spaces

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

AD# N1804A02005C PASS 2 COL. x 5

**Thinking
About Your
Future?**

Enroll now for the fall semester!

We offer a variety of degree and certificate programs, as well as continuing education classes, to enrich your life and take your career to the next level. Go online today to download our course catalog, or call to speak with an admissions counselor.

facebook

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

AD# N1804A02006C PASS 2 COL. x 5

Companion
WEB + MOBILE
ADS available
on MCC

Lighten Up!

FREE Teeth Whitening
With Your Dental Exam & Cleaning
Costs the same as your regular dental appointment.

Complete Family Dental Care
Sedation Available for Anxious Patients
Dental Insurance Welcome
Friendly Payment Plans

facebook

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

AD# N1804A02007C PASS 2 COL. x 5

**Summer Bodies
Start Here**

Call today for your free consultation!

Medically Supervised
Weight-Loss Programs
for Men & Women

- Safe & Lasting Results
- Testosterone Therapy
- Bioidentical Hormones
- Vitamin B Injections
- All-Natural Supplements
- Customized Nutrition Plans

**Horizons
Weight-Loss &
Wellness Medspa**
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

AD# N1804A02008C PASS 2 COL. x 5

**Shop Shade
Solutions for
Summer**

up to
30% Off
Awnings Systems
Curtains Canopies
Patio Umbrellas | & More
-See Through Menu 5/2/18

facebook

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

AD# N1804A02009C PASS 2 COL. x 5

N1804P43001C
N1203P46009C*-O

This Job Calls for a Pro.

Safe & Professional Tree Care

- Trimming, pruning & crowning
- Tree & stump removal
- Pest & disease management
- Hazard assessments
- Tree bracing
- Emergency tree removal

facebook Licensed & Fully Insured
Free Consultation & Estimate

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

AD# N1804A03001C PASS 2 COL. x 5 W

N1804P43007C

Here to Help You Grow Productivity & Profits

Access the quality equipment and financing you need to yield better results.

up to **\$500 Off**
Model Year 2017
Tractors & Combines

facebook sales | service | parts

Haddon Tractor & Equipment
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1804A03002C PASS 2 COL. x 5 W

N1804P43008C

Focused on Hunting, Fishing & Wildlife

Target the best selection and prices on quality equipment and gear. Hunting & Fishing licenses available here.

facebook

WildLife Outdoors

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

AD# N1804A03003C PASS 2 COL. x 5 W

N1804P43006C
N1203P46009C*-O

Get Cookin' With Spring Savings

Save \$500 Off Your Kitchen Remodel

Call now for details and your free consultation!

facebook

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

AD# N1804A03004C PASS 2 COL. x 5 W

N1804P43005C

Don't Let Fleas & Ticks Break His Stride

Pest-proof your pet with the latest flea and tick control solutions!

20% Off Name Brand Flea & Tick Prevention

Wag Zone Pet Supply
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1804A03005C PASS 2 COL. x 5 W

N1804P43002C
N1203P46009C*-O

Professional & Affordable Home Repair & Maintenance Services

Keeping Up Appearances

Spring Cleaning Special
10% Off Pressure Washing

facebook

Home Services

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

AD# N1804A03006C PASS 2 COL. x 5 W

N1804P34008C

Transform Yourselfie With Amazing Accessories

Buy One, Get One 50% Off
All Fashion Jewelry New Through Sunday

Shop Great Looks for Prom!

facebook

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

AD# N1804A03007C PASS 2 COL. x 5 W

N1804P34007C
N1203P46009C*-O

No-Nonsense Plumbing

Free Estimates
Flat-Rate Pricing
All Work Guaranteed
Prompt & Professional Service

facebook

Reliable Plumbing

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

24-Hour Emergency Service Licensed 000003 • Insured & Bonded

AD# N1804A03008C PASS 2 COL. x 5 W

N1804P34009C

Next Move: Find the Best Insurance

Pinnacle Insurance

We offer great coverage options for homeowners and renters. Call or visit us online today for a free consultation and rate quote, and ask about our policy bundle discounts.

facebook

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

AD# N1804A03009C PASS 2 COL. x 5 W

Companion WEB + MOBILE ADS available on MCC

SECTION COVER:

N1804P04002C*0

N1804P04001C

Class of 2018

April 2018
A Special Supplement to
Name Newspaper

- Class Photos
- Graduate Profiles

College
Prep Guide

Top Job
Search Tips

AD# N1804A04003C

10 x 13

N1804P04004C

QUICK SELL:

N1804P04002C*0

N1408P62010C
N1608P20007C

Class of 2018

Meet the graduates!

Mark Berlinger, Brittany Sanders, Mark Berlinger, Brittany Sanders, Mark Berlinger, Brittany Sanders, Mark Berlinger, Brittany Sanders, Mark Berlinger, Brittany Sanders, Mark Berlinger, Brittany Sanders, Mark Berlinger, Brittany Sanders, Mark Berlinger, Brittany Sanders.

Advertiser Suggestion: Bank, Book Store, Career Fair, Travel Agent, Community College.

AD# N1804A04002C

9.667 x 13

AD# N1804A04001C

PASS 6 COL. x 21

HEADING:
N1804P04003C*0

Class of 2018

SELF-PROMOTION ADVERTISER:

Advertise for Graduation Season

Join us in congratulating the Class of 2018 with a graduation greeting in our upcoming special section! This keepsake supplement is the perfect place to share your best wishes as well as advertise graduation gift ideas, products or services. To learn more or reserve your spot in Class of 2018, contact your sales rep today.

Class of 2018

A Special Section From
Name Newspaper

Advertising Deadline:
Friday, April 06
Call 000.000.0000 or email
name@namenewspaper.com!

N1804P04004C

N1804P04002C*0

AD# N1804A04004C

PASS 2 COL. x 5

SELF-PROMOTION READER:

A Special Section Celebrating Our Graduates

Look for our Class of 2018 special section Sunday, April 06!

This exciting section will feature class photos, graduate profiles, job search advice, gift ideas, special offers and more for this year's graduates and all the people who love them!

Class of 2018

A Special Section From
Name Newspaper

Get your copy in print or online at
namenewspaper.com/classof2018.
To subscribe or renew, call
000.000.0000. To advertise,
call 000.000.0000.

N1804P04004C

N1804P04002C*0

AD# N1804A04005C

PASS 2 COL. x 5



QUICK SELL:

N1804P05002C*-O

SECTION COVER:

summer safety for Pets

Follow these tips to keep your pet protected in soaring summer temperatures.

NEVER Leave Your Pet in the Car
 Even with the windows down, your pet can suffer from heatstroke within minutes if left in the car. On a 75-degree day, the temperature inside a parked car can climb to 100 degrees in just 10 minutes. When it's 90-degree outside, the interior of a vehicle can quickly heat up to 130 degrees.

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

Avoid Hot Sidewalks & Pavement
 Paved areas get very warm by heating up to a minimum during the hottest hours of the day. Hot pavement can burn the soles of your pet's paws, and quickly drying hot asphalt can crack your pet's body or cause eye damage.

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

Keep Pets Cool & Hydrated
 Make sure your pet has access to plenty of drinking water, and avoid exercising your pet during the hottest times of the day. Keep your pet shaded during periods of extreme heat, and make sure they have access to shade when outdoors.

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

Some Pets Need Sunscreen
 Pets with fair hair and pink skin can suffer from sunburn, so should be particularly vulnerable to sunburn. Consult your veterinarian for your pet's skin type and whether you should use sunscreen for your pet. Read the label for directions on how to use the product for maximum effectiveness, and avoid use on sensitive or irritated skin.

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

Fireworks Frighten Pets
 Scaring fireworks cause many pets to become very nervous, and some animals may become aggressive. If you have a pet that is afraid of fireworks, keep them indoors during the fireworks season.

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

Protect Pets Around Pools
 Most dogs can't swim, and should never be allowed to swim in the water or around pools. Put a pool fence around your pet's address location, and be sure to report the pool to the local health department.

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

Keep Away Edible Hazards
 Keep pets away from things that are toxic to them, such as antifreeze, and be careful of hot surfaces and grills. If you suspect your pet has eaten something dangerous, call your veterinarian or the ASPCA Animal Poison Control Center at 888-426-4433 immediately.

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

AD# N1804A05002C
 AD# N1804A05001C

9.667 x 13
 PASS 6 COL. x 21

HEADING:
 N1804P05001C*-O

Pawsome Pets

summer edition

Pawsome Pets

summer edition

April 2018
 A Special Supplement to
Name Newspaper

**Summer Safety
 Pet Care Tips**

- Pet Adoption Profiles
- Holistic Pet Therapies
- Solutions for Separation Anxiety



**TOP-RATED
 PET TOYS
 OF 2018**

AD# N1804A05003C

Companion
 WEB + MOBILE
 ADS available
 on MCC

SELF-PROMOTION READER:

Summer Reading for Pet People Like You

This pawpular special section is loaded with great features and special offers you and your pet will love!

Advertisers, Call 000.000.0000!

Look for your copy of Pawsome Pets Coming Sunday, April 00
 in print and online at namewebsite.com/pawsomepets

Pawsome Pets
 summer edition
 A Special Section From Name Newspaper

N1804P05003C*-O

N1804P15002C*-O

N1804P05001C*-O

AD# N1804A05005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

Fetch Their Attention in Pawsome Pets

This pawpular special section is the perfect spot to showcase your pet-friendly products and services to an audience of more than 60,000 readers right here in Name County!

Advertising Closes on Friday, April 00.
 Call 000.000.0000 or email name@namewebsite.com to learn more or secure your ad space today. This special section will appear in print and online April 00.

Pawsome Pets
 summer edition
 A Special Section From Name Newspaper

N1804P05003C*-O

N1804P15002C*-O

N1804P05001C*-O

AD# N1804A05004C PASS 2 COL. x 5

QUICK SELL:

N1804P06002C*-O

N1804P06001C*-O

N1804P06003C*-O

PROM Checklist

Grab your prom tickets, and make sure you have all the details in place for a night to remember!

- Prom Gown**
Bring pictures of the dress style or styles you like and keep a color in mind to avoid getting overwhelmed by all of the options available. You may also want to bring along a trusted friend or family member who will give you an honest opinion and help you make the most flattering dress choice.
- Tuxedo Rental**
Choosing your tuxedo early will give you the best selection of styles, but make sure your measurements are taken within 30 days of prom to ensure the right fit!
- Fancy Footwear**
Ladies, be sure to choose a heel height that's comfortable for dancing, or consider bringing a cute pair of flats to slip on later in the night. Guys and girls can both benefit from wearing their shoes around the house before the big night to break them in a bit.
- Jewelry & Accessories**
Fashion jewelry is a great way to put the finishing touch on your prom look without breaking the bank. Don't forget a pretty little clutch to hold the essentials, and remember to throw in some flossers or mints for after dinner.
- Picture-Perfect Hair**
Look online for hundreds of hairstyle ideas, and practice with a friend to find the one you like best. If you're planning to have your hair professionally styled, be sure to book your appointment well in advance to ensure availability.
- Makeup & Beauty**
Consider using products like a primer, HD foundation and setting powder and spray to keep your makeup in place all night. Take along your lip color and blotting sheets to touch up your look throughout the night.
- Prom Transportation**
For safety, make sure any transportation company you use is registered, bonded with the state and properly insured. Schedule your limousine's arrival a little early to allow some time for pictures with the vehicle.
- Corsage & Boutonniere**
Order your prom flowers after choosing your dress, but at least a week before the big night. Pick up on the day of prom to ensure the freshest flowers. Corsages can be worn on the wrist or dress, or even in the hair or pinned to a clutch.
- Dinner Reservations**
Be sure to make a reservation if you're dining out on prom night, so dinner doesn't delay your arrival at prom. Another option is to split the cost of having food catered to your pre-prom meeting place for a more casual dinner party.
- After-Party Plans**
Keep the fun going by planning a post-prom bonfire, game night or pizza party. You could also hang out at a local coffee shop or diner, go bowling, hit up an amusement park or catch a late-night movie screening!
- Manicure & Pedicure**
Prom season is prime time for nail salons, so it's smart to book an appointment in advance or if having your nails professionally done. Either way, choose a polish color that has undertones similar to your dress, or choose a neutral tone and have some fun with nail art or sparkles.
- Prom Photos**
For the most flattering photos, angle your body toward the camera of the shot when posing. In group photos, stagger yourselves on different levels - sitting, standing and leaning - versus posing in straight rows. You may also want to practice your poses in the mirror, or repeat a look from your favorite photos of yourself.

Advertiser Suggestion: **Florist**

Advertiser Suggestion: **Tuxedo Shop**

Advertiser Suggestion: **Dress Shop**

Advertiser Suggestion: **Shoe Store**

Advertiser Suggestion: **Beauty Salon**

Advertiser Suggestion: **Beauty Supply**

Advertiser Suggestion: **Restaurant**

Advertiser Suggestion: **Coffee Shop**

Advertiser Suggestion: **Department Store**

AD# N1804A06001C
PASS 6 COL. x 21

N1804P06002C

SELF-PROMOTION ADVERTISER:

N1804P06003C*-O

N1804P06001C*-O

Make Your Prom Advertising Plans Today!

Today's teens are spending an average of more than \$600 on prom. Our publication offers a number of targeted print and online advertising opportunities to make sure your products and services are on their radar before the big night. Talk to an ad consultant today about the best way to market your business toward more promgoers and parents this season!

Name Newspaper

Advertising Sales
Information, Rates & Reservations:
000.000.0000
name@namenewspaper.com

AD# N1804A06003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

N1804P06001C*-O

N1804P06002C*-O

N1804P06001C*-O

N1804P06003C*-O

Prom Advertising? Check!

Reserve your spot on our Prom Checklist, and give your business valuable exposure to a targeted audience of promgoers and parents!

PROM Checklist

Name Newspaper

Call 000.000.0000 for details about this and other great advertising opportunities for prom season. Friday, April 05 is the advertising deadline for Prom Checklist.
www.namenewspaper.com

AD# N1804A06004C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

HEADING:
N1804P06002C*-O

PROM Checklist

AD# N1804A06002C 10 x 13

SECTION COVER:

QUICK SELL:

N1804P17003C

N1804P07001C

N1804P17002C

Sustainable Living

Advertiser Suggestion: Green Contractor

Advertiser Suggestion: Home Improvements Center

Advertiser Suggestion: Sporting Goods Store

Advertiser Suggestion: Plumbers

Advertiser Suggestion: Home Goods Store

AD# N1804A07002C 9.667 x 13
AD# N1804A07001C PASS 6 COL. x 21

Sustainable Living

April 2018
A Special Supplement to
Name Newspaper

Your day-to-day guide to going green

Earth Day Festival Guide Inside

Recycled Style
Solar Energy FAQ
Green Lifestyle Tweaks

& Vegan Recipes Everyone Will Love

AD# N1804A07003C 10. x 13

N1804P07001C

N1804P17003C

N1804P16003C

SELF-PROMOTION ADVERTISER:

Coming Soon...

Sustainable Living

Advertiser Suggestion: Green Contractor

Advertiser Suggestion: Home Improvements Center

Advertiser Suggestion: Sporting Goods Store

Advertiser Suggestion: Plumbers

Advertiser Suggestion: Home Goods Store

AD# N1804A07004C PASS 6 COL. x 10

N1804P16003C

Companion WEB + MOBILE ADS available on MCC

HEADING: N1804P07001C*-O

Sustainable Living

A day-to-day guide to going green, just in time for Earth Day!

Featuring everything from recycled style tips and green routine tweaks to vegan recipes the whole family will love, see how easy it is to start enjoying a more eco-friendly lifestyle with this helpful special section.

SECTION COVER:

N1804P08002C*-O

N1804P45008C

N1804P45002C

N1804P08001C

Lawns & Gardens

April 2018
A Special Supplement to
Name Newspaper

Waterwise Planting
Upcycled Outdoor Decor
Win the Fight Against Weeds
Plan the Perfect Garden Party



AD# N1804A08003C

10 x 13

N1804P08002C*-O

N1804P45008C

QUICK SELL:

Lawns & Gardens

Preparing garden beds for spring and beyond

Growing enthusiasts may have been reading about Fall landscape plans throughout the winter. Now it's time to get your hands dirty with soil and fertilizer to help gardeners prepare for the spring season. Beautiful gardens can't be built on thin soil, so we're addressing soil preparation and fertilization.

Soil composition

Many gardeners prefer growing a variety of plants in their gardens. Such an approach requires having knowledge of the type of soil you're working with and making the necessary modifications to create the best of conditions. Fertilizers, mulch, and other soil amendments can help improve the soil's ability to hold nutrients, but the most important factor is the soil's composition.

There are three types of soil and a mixture of them is best. If the soil is too heavy, it can be improved by adding sand. If it's too light, it can be improved by adding compost or peat moss.

Cultivation

Cultivating the soil can improve drainage, prevent weeds, and make it easier to work. Soil should be turned over at least once a year. Use a digging fork or trowel to turn the soil over. Weeds should be removed and the soil should be kept moist.

Nutrition

Testing the soil will let you know what nutrients are missing. Nitrogen, phosphorus, and potassium are the most important. If you're missing any of these, you can add them to the soil. Compost is a great way to add nutrients to the soil. It also helps improve the soil's ability to hold water.

Preparing garden beds in the fall is a great way to get a head start on the spring season. It's important to take the time to prepare the soil properly. This will help your plants grow and thrive in the spring.

Advertiser Suggestion:
Garden Center

Advertiser Suggestion:
Home Improvement
Center

Advertiser Suggestion:
Landscape

Advertiser Suggestion:
Lawn Care Service

Advertiser Suggestion:
Nursery &
Plant Shop

Advertiser Suggestion:
Gardener

AD# N1804A08002C

9.667 x 13

AD# N1804A08001C

PASS 6 COL. x 21

HEADING:
N1804P08003C*-O

Lawns & Gardens

Companion
WEB + MOBILE
ADS available
on MCC

SELF-PROMOTION ADVERTISER:

'Tis the Season for Lawn & Garden Advertising

Maximize spring and summer business with targeted advertising to more than 100,000 readers in Lawns & Gardens. Talk to an ad consultant today about the best way to market your products and services in this popular themed section.

Lawns & Gardens
A Special Section From
Name Newspaper

Call 000.000.0000 or email namenewspaper.com to advertise before April 01!
This special section will publish April 01 in print and online.

AD# N1804A08004C

PASS 2 COL. x 5

SELF-PROMOTION READER:

Make the Best of Your Backyard

Helpful tips, ideas, advertising and special offers to make your yard more beautiful and enjoyable on any budget!

Lawns & Gardens
A Special Section From
Name Newspaper

Look for it April 01! In print & online at namenewspaper.com/lawnsandgardens
To advertise or subscribe, call 000.000.0000.

AD# N1804A08005C

PASS 2 COL. x 5

N1804P09001C*O

N1804P17005C

HEADING:
N1804P09001C*O

LOCAL PARKS & REC GUIDE

Advertiser Suggestion:
Outdoors Store

Advertiser Suggestion:
Athletic Footwear Store

Advertiser Suggestion:
Personal Trainer

Advertiser Suggestion:
Variety Store



National Park Week
is April 21-29, 2018

Did you know there are more than 400 national parks to explore? Find a park near you at nps.gov and enjoy free admission to all national parks on Tuesday, April 21!

Name Park	Name Park	Name Park	Name Park	Name Park	Name Park	Name Park	Name Park
<p>Advertiser Suggestion: Butcher</p> <p>Advertiser Suggestion: Camping Outfitters</p> <p>Advertiser Suggestion: Pet Supply Store</p> <p>Advertiser Suggestion: Grocery Store</p>							

QUICK SELL:



Advertiser Suggestion:
Lawn Care Service

Advertiser Suggestion:
Hardware Store

Advertiser Suggestion:
Sporting Goods Store

Advertiser Suggestion:
Bike Shop

AD# N1804A06001C

19.334 x 13

TAX TIME



Items to take to the tax preparer

For many working Americans, April 15 is synonymous with taxes. But taxpayers may be happy to know that they have two extra days to file their returns in 2018. That's because this year April 15 falls on a Sunday, and April 16 is Emancipation Day, when the District of Columbia celebrates Abraham Lincoln's signing of the District of Columbia Compensated Emancipation Act, which freed more than 3,000 slaves in D.C.

The extra two days to file might not be much time, but the extra 48 hours will no doubt please taxpayers who need to get off filing until the last minute. Whichever taxpayers decide to begin the process of filing their taxes, those who have professionals to prepare their returns should have the following items ready when visiting their tax preparer.

- Personal Information**
- Social security or tax ID number
 - Social security or tax ID number of your spouse, if applicable
 - Date of birth of all dependents
 - Social security or tax ID number of all dependents
 - Last year's tax return
 - Spouse's tax return from previous year, if filing jointly
- Income Information**
- W-2 forms from all employers you worked for in the last year
 - If you are filing a joint return, W-2 forms from all of your spouse's employers in the last year
 - Information regarding investment income, including proceeds from the sale of bonds or stocks, income from foreign investments, interest income, and/or dividend income
 - Income from local and state tax refunds from last year
 - Business income and accounting records from businesses individually own
 - Unemployment income
 - Rental property income
 - Social security benefits
 - Proof of miscellaneous income, such as lottery winnings, gambling winnings, etc.
- Income adjustments (if applicable)**
- Employer tax credits
 - Green energy credits
 - IRA contributions
 - Mortgage interest
 - Student loan interest
 - Contributions to medical savings accounts
 - Self-employed health insurance
 - Moving expenses
 - Education costs
 - Qualified medical expenses
- Dependent care (if applicable)**
- Education costs
 - Children's costs
 - Adoption costs
- Charitable contributions (if applicable)**
- Charitable donation receipts
- Bank Information**
- Bank account number
 - Bank's routing number

Advertiser Suggestion:
Tax Preparer

Advertiser Suggestion:
Bank

Advertiser Suggestion:
Auto Dealer

Advertiser Suggestion:
Accountant

This list is a general list of documents that taxpayers may need to bring when visiting their tax preparer. Individuals who want to be certain they bring all the documents necessary to file their returns should contact their tax preparer in advance of their appointment to determine which documents they will need to make the process go as smoothly as possible.

Advertiser Suggestion:
Realtor

Advertiser Suggestion:
Travel Agent

Advertiser Suggestion:
Electronics Store

Advertiser Suggestion:
Tax Preparer

Advertiser Suggestion:
Accountant

Advertiser Suggestion:
Department Store



TAX TIME



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 - Spouse's tax return from previous year, if filing jointly
- Income Information**
- W-2 forms from all employers you worked for in the last year
 - If you are filing a joint return, W-2 forms from all of your spouse's employers in the last year
 - Information regarding investment income, including proceeds from the sale of bonds or stocks, income from foreign investments, interest income, and/or dividend income
 - Income from local and state tax refunds from last year
 - Business income and accounting records from businesses individually own
 - Unemployment income
 - Rental property income
 - Social security benefits
 - Proof of miscellaneous income, such as lottery winnings, gambling winnings, etc.
- Income adjustments (if applicable)**
- Employer tax credits
 - Green energy credits
 - Mortgage interest
 - Student loan interest
 - Contributions to medical savings accounts
 - Self-employed health insurance
 - Moving expenses
 - Education costs
 - Qualified medical expenses
- Dependent care (if applicable)**
- Education costs
 - Children's costs
 - Adoption costs
- Charitable contributions (if applicable)**
- Charitable donation receipts
- Bank Information**
- Bank account number
 - Bank's routing number

Advertiser Suggestion:
Travel Agent

Advertiser Suggestion:
Electronics Store

Advertiser Suggestion:
Tax Preparer

Advertiser Suggestion:
Accountant

Advertiser Suggestion:
Department Store

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AD# N1804A06005C

10 x 13

N1804P17007C

N1804P17009C

N1804P09002C*O N1804P09004C*O N1804P09001C*O

Usage Note:

It's Prom Season! A **Who Wore It Best? Prom Night Fashion Showdown** will whip up school spirit and prom excitement on the march toward graduation. Enlist support from the array of advertisers that do annual business with promgoers to supply your prizes. Keep a running gallery of entries on your website and you'll garner additional traffic from younger readers. Be sure to include material that will be of interest to these young readers.

Who Wore It Best? Prom Night Fashion Showdown

Submit Your Prom Pics Online Through May 00!
Online Voting Happens May 00-00. Winners Announced May 00.

Winners Will Each Receive a \$100 Cash Prize!

Details & Entry Online Now at www.namenewspaper.com/prom2018

Thanks to our contest sponsors!

- Dress Shop**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Beauty Salon**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Florist**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Tuxedo Shop**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Limousine Company**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Beauty Supply Store**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Jewelry Store**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Footwear Store**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Tanning Salon**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Barbershop**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

N1804A10001C

Usage Note:

The number of craft brewers and micro-breweries has been steadily increasing for the past decade. Showcase your local brewers with a **Beer Hop Giveaway Contest**. Readers will enter through your website for a chance to win a tasting tour — with transportation provided. Get brewers to partner with a local bus, taxi or car service to supply the winning prize. Add secondary prize levels if you wish.

BEER HOP GIVEAWAY CONTEST

Enter to Win a Day of Tours & Tastings at Four Local Craft Breweries With Transportation Provided!

Enter Online Today at namenewspaper.com/beerhop
Must be 21 and over to enter. Enter by 5 p.m. April 00, 2018 for your chance to win. See contest page for complete rules and details.

- Local Brewery**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Local Brewery**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Local Brewery**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Local Brewery**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com
- Transportation Company**
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

N1804A10002C



Metro Home Improvement

Spring Inspiration

Use renovations to create healthier homes

Spring is here and so is the time to make your home healthier. From updating your kitchen and bathroom to adding a new roof, there are many ways to improve your home's health and safety. Here are some ideas to get you started.

Spring Cleaning - Get your home ready for the warmer months by cleaning your gutters, roof, and siding. This will help prevent water damage and improve your home's energy efficiency.

Energy Efficiency - Upgrade your insulation, windows, and doors to reduce energy costs and improve your home's comfort. This is a great time to invest in energy-saving technologies like smart thermostats and LED lighting.

Water Conservation - Install low-flow toilets, showerheads, and faucets to reduce water usage and save money on your utility bills. This is a simple way to make your home more sustainable.

Outdoor Living - Upgrade your lawn care, landscaping, and outdoor furniture to enjoy the outdoors more fully. This is a great time to invest in outdoor lighting and fire pits to make your backyard more inviting.

Did you know? - Spring is the best time to make home improvements because the weather is just what you need. Plus, many contractors are busy, so you can get your project done faster.

Metro Taste

Spring is Here and So Is Our Spring Menu!

Spring is here and so are the fresh vegetables, herbs, and fruits to make delicious meals for you. Look at the many items available in spring and enjoy the fresh, crisp, and healthy flavors of the season. Our chefs have created a special menu for you to enjoy.

Spring Menu Items: Asparagus, artichokes, peas, mushrooms, and more.

Did you know? - Spring is the best time to eat fresh produce because it's at its peak. This means you'll get the most flavor and nutrients from your food.

Metro House of Beauty

Spring Specials

Spring is here and so is the time to pamper yourself. Our spring specials are designed to help you relax and rejuvenate your skin and hair. These treatments are perfect for the warmer months and will leave you feeling refreshed and glowing.

30-minute Massage - \$30.99

Hot Stone Massage - \$40.99

Manicure & Pedicure - \$20.99

Introductory Aroma Therapy Session - \$10.99

Did you know? - Spring is the best time to get a massage because the weather is just what you need. Plus, many spas are busy, so you can get your treatment done faster.

How Advertisers Can Make Consumers Feel Like Family

For decades, many businesses produced monthly or quarterly print newsletters that gave their customers insider info on new merchandise and services, discounts, and even personal info such as birthdays and weddings of the business owners and staff. These print newsletters were a pre-Internet way to connect advertisers with consumers. The goal was to make consumers feel like a part of the family.

While they may no longer be called "newsletters," these promotional flyers are nonetheless extremely valuable marketing vehicles, especially when used in conjunction with a business' social media presence. Followers expect commercial businesses to produce weekly, if not daily, social media content. So what will you do when your advertising partners ask for inspiration and ideas to keep them in touch with their patrons? Look to your Metro material, which includes a vast array of materials that can be useful content for informational flyers and social media posts, including:

Interactive Planning Calendar

Metro's online Planning Calendar is a treasure trove of info that can be used to craft print and social media promotions. Each month's listings include material that's relevant to a host of advertisers. For example, Administrative Professionals Week is April 23-27. Restaurants, florists, stationery stores, spas and salons, fine wine sellers, and any business that sells gift certificates can connect with this event to create promotional tie-ins to showcase on their social media accounts and in their informational flyers.

Advertiser-Friendly Features

The MCC Editorial Library is filled with advertiser-friendly features that highlight topics such as home improvement, gardening, health and beauty, financial services, pet care, and more. Each feature also includes a suggested social media component attached to the download file that can be used as a simple, quick fact, a basis for native advertising, a teaser link to the larger article, or as a lead-in link to a promotional flyer PDF.

Facts and trivia such as "Did You Know?" features are also available for each of the four seasons and dozens of other timely subjects, while puzzles, including Word Searches, Sudoku and Crosswords, are ready for download to include in informational flyers and social media links.

Headings, Backgrounds, Images, Flat Design Graphics

Get ideas and garner inspiration from headings, backgrounds and web-friendly, flat design graphics for your informational flyers. Repurpose imagery in Photoshop to optimize it for smooth mobile access when consumers use their smartphones to view advertisers' social media pages.

Bringing It All Together

Informational flyers can serve double and triple duty as printed single or double-sided sheets that can be distributed within the physical brick and mortar establishments, made into PDFs that can be downloaded through websites or social media links and easily emailed to their contact lists, or parsed into segments to use as individual social media posts. Flyers can promote a single business, or those that share a common thread can be paired back-to-back on double-sided flyers. Each company can still link to a PDF of their info, or cross-promote businesses online by having the same flyer available for both businesses.

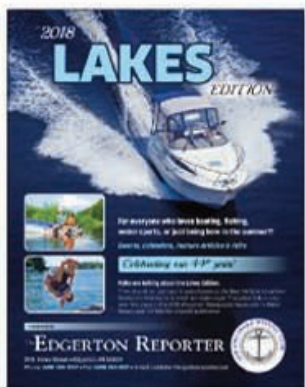
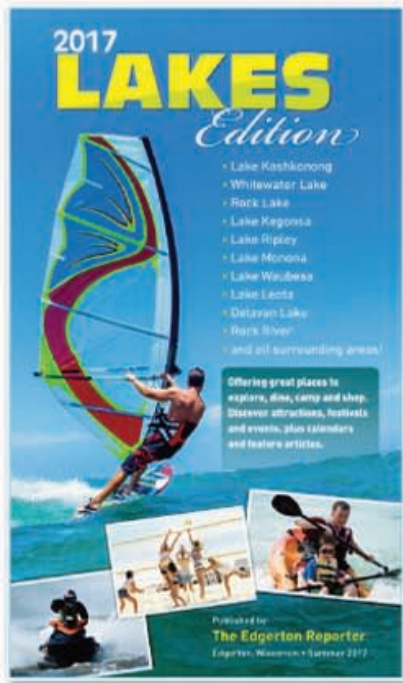
Content for flyers — and social media — can be informational, educational, fun or any combination of the three. Just be sure to reflect the personality the business is looking to portray. For example, some businesses are known for their casual and fun nature. Therefore, include fun items like puzzles, coloring panels and trivia contests in their flyers.

More than ever, content is king online as well as in print. Look to your Metro services to help you get and keep a competitive advantage for your advertisers and your publication. **M**

Promotional flyers for print, email and digital use are fantastic marketing vehicles. These fictional demonstrations show some possible uses of Metro headings, images, relevant editorial content, trivia and puzzles.



Social media can reinforce an advertiser's print campaigns with timely information. Use Metro event headings, graphics and flat design elements for ideas and inspiration as well as repurposed imagery to use in social media posts.



Annual Special Section Integral in Connecting Local Advertisers With Tourism Business

Edgerton Reporter Edgerton, Wisconsin

When it comes time to create their longstanding Lakes Edition, the Edgerton Reporter turns to Metro ADS On Demand (AOD) to help them meet the demands of local advertisers and maximize the section's revenue potential.

CREATE: The Edgerton Reporter's annual Lakes Edition was started in the 1950s by publisher Diane Everson's father as a philanthropic effort to help keep their local lake clean. Forty-six years later, the Lakes Edition has expanded to include nearby lakes and communities, and serve an audience that includes both locals and visitors from Chicago and other neighboring areas. The latest edition features 139 pages of information and advertising – including everything from activities and attractions to real estate, community resources and restaurants – covering five counties in southern Wisconsin.

SELL: Publisher Diane Everson is a one-person sales force, and she has found Metro's AOD service a valuable tool in successfully prospecting local advertisers. Everson researches a business to procure pertinent advertising information, chooses Metro images that complement the business and has AOD quickly create the ads for her. Everson reports that when presented with these ads, businesses almost always bite, enabling her to close the sale. To further promote section advertising, the paper has created a short online video featuring testimonials from local businesses who advertise in the Lakes Edition, as well as a rate brochure that includes information about the section along with advertiser testimonials.

PROFIT: The Lakes Edition consistently generates high profits for the Edgerton Reporter, making a big bottom-line difference for both the paper and the local businesses who advertise each year. Advertisers report that the Lakes Edition is instrumental in their success, hitting a crowd that extends beyond the paper's local subscriber base to include campgrounds, hotels, restaurants and other businesses frequented by spring and summer visitors. AOD helps the Edgerton Reporter capture this continuing upsurge in summer visitors to the area, and the tourism dollars that come with them.

Metro ADS On Demand (AOD) generates custom print, web and mobile ads with fast turnaround, no long-term contracts and no ad-quantity commitments. For a free two-week AOD trial, contact Metro's Client Services Team at 800.223.1600 or service@metro-email.com.

"Advertising in the Lakes Edition gives us a vehicle to have our name out there all summer long. For us, it's one of our most important marketing tools."

– Scott Mallon, Local Business Owner

Edgerton Reporter
21 North Henry Street
Edgerton, WI 53534
Publisher **Diane Everson**
608.884.3367
info@edgertonreporter.com



Weddings Section Engages Sales From Dozens of Advertisers

The Journal-News, Hillsboro, IL

Long-time Metro client uses Weddings Templated Special Section (TSS) to bolster bridal sales.

CREATE: When pressed for time and resources, The Journal-News has found Metro's Templated Special Sections extremely helpful in publishing the themed sections that are so valuable to their advertisers and readers. With the editorial content and layout of the Weddings TSS conveniently in place and ready to run, The Journal-News was able to focus on filling the section's ready-made advertiser spots with ads incorporating Metro images.

SELL: The Journal-News sales staff sold about half of the section's advertising via telemarketing, and were able to close the remaining sales in person. The section included full-page advertising as well as several directory-style pages featuring various ad sizes to incorporate wedding advertisers at every price point.

PROFIT: Publisher John Galer reports that the section was a success for The Journal-News. Weddings included 34 ads in a range of sizes, generating a profitable outcome for the publication. In addition to helping advertisers reach 5,700 subscribers, the paper left overprint copies in local business locations for added exposure, something their advertisers appreciate.



Added Plus: The Journal-News has been using Metro's services to create, sell and profit since the 1960s!

The Journal-News
200 North Wilson
Jefferson, IA 50129
John Galer, Publisher
217.532.3933
thejournal-news@consolidated.net

N1804P20001C

Prom & Graduation 2018

Local shopping, services and special offers for prom and graduation season!

Usage Note:

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

Restaurant Amelle
Graduates Eat Free
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
Graduates Eat Free
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
Graduates Eat Free
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
Graduates Eat Free
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
Graduates Eat Free
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
Graduates Eat Free
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Style
Discount Prom Packages
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Style
Discount Prom Packages
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Style
Discount Prom Packages
1234 Washington Street • Somersville Heights
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Discount Prom Packages
1234 Washington Street • Somersville Heights
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www.namewebsite.com

Salon Style
Discount Prom Packages
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Style
Discount Prom Packages
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique
The Latest Prom Fashions for Her
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique
The Latest Prom Fashions for Her
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique
The Latest Prom Fashions for Her
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique
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1234 Washington Street • Somersville Heights
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www.namewebsite.com

Bella Boutique
The Latest Prom Fashions for Her
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique
The Latest Prom Fashions for Her
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com



N1804P42001C

Celebration Central

Everything you need to celebrate moms, dads, grads and more this spring!

99¢ Specials in Store

Balloon Bouquets
Themed Tableware
Complete Party Kits
Banners & Decorations
Invitations & Greeting Cards
Novelty Gifts & Party Favors

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

AD# N1804A14002C
PASS 2 COL. x 5

All Gammed Up

Your one-stop salon for prom night beauty!

Manicures • Pedicures • Tanning • Waxing • Updos
Blowouts • Makeup • Haircuts • Highlights • Facials & More

Book Today! Appointments are filling up fast. Gift Cards Available for Graduation

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

Custom corsages & boutonnieres
Graduation dresses & bouquets
Balloons, gift baskets & greeting cards

the smart choice in Prom & Graduation Flowers

Beautiful designs and fresh quality at competitive prices, guaranteed. Order today!

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

AD# N1804A14004C
PASS 2 COL. x 5
N1804P16002C
N1203P46009C
AD# N1804A14003C
N1804P43002C
N1203P46009C

N1804P60033C

You've Earned It!

Open Until Midnight

Graduation Special
Free Topping With Any Large Pizza
April 06.06.2018

Prom Night Special
2 Large Pizzas for \$25
Toppings: \$2 Each
April 06.06.2018

Delivery Available • Mention this ad when ordering!

Zaro's Pizza
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com

AD# N1804A14005C
PASS 2 COL. x 5

The Perfect Fit for Prom Night

Reserve now for the best selection!

Our professional stylists are here to help you choose and personalize your prom style, and take your measurements for a tuxedo fit. Day or night to get started!

\$99 Tuxedo Rentals

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

Ready for Your Close-Ups?

Make sure your smile is white, bright and beautiful for prom and graduation season!

Student Special
Exam, Cleaning & Whitening
Only \$99

Call today for your appointment. Limited time offer. Some restrictions may apply. See us for details, terms and conditions here.

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

AD# N1804A14007C
PASS 2 COL. x 5
N1804P15006C
AD# N1804A14006C
PASS 2 COL. x 5
N1804P38008C
N1203P46009C

AD# N1804A14001C PASS 6 COL. x 21
AD# N1804A14008C 10 x 13



N1804P15002C-●



N1804P15005C-●



N1804P15009C-●



N1804P15004C-●



N1804P15003C-●



N1804P15006C-●



N1804P15001C-●



N1804P15007C-●



N1804P15008C-●



EARTH DAY

N1804P16003C-●



N1804P16004C-●



N1804P16008C-●



N1804P16006C-●



N1804P16007C-●



N1804P16002C-●



N1804P16009C-●



N1804P16001C-●



N1804P16005C-●



N1804P17001C-●



N1804P17004C-●



N1804P17006C-●



N1804P17002C-●



N1804P17005C-●



N1804P17009C-●



N1804P17007C-●



N1804P17003C-●



N1804P17008C-●



N1804P18009C*-○



N1804P18007C*-○



N1804P18004C*-○



N1804P18001C*-○



N1804P18006C*-○



N1804P18002C*-○



N1804P18008C*-○



N1804P18005C*-○



N1804P18003C*-○

N1804P16006C-
N1804P60029C-
N1804P15005C-
N1804P19002C*
N1804P19001C*
N1804P60025C-
N1804P15002C-
N1804P59001C-
N1804P15007C-
N1804P49011C*
AD# N1804A19003C
PASS 6 COL. x 3

Community Calendar
APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 <i>Easter</i>	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 <i>Tea Day</i>	18	19	20	21
22 <i>Tea Day</i>	23	24	25	26	27	28
29	30					

SEE YOU THERE Join us in celebrating this year's graduates!

Commencement 2018

Thursday, April 00
Ceremony at 11am
Main Football Field

No tickets are required to attend.
Stadium seating available.
Lawn chairs welcome.

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

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

April 7
Beer Festival
500 Tickets Online Now
Event details here. Event details here.
Somerville Fairgrounds
11am-4pm
www.namewebsite.com

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

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

April 00
Community Yoga Class
Donation-Based Class for All Levels.
Event details here. Event details here.
Somerville Community Center
10:00am
www.namewebsite.com

April 00
Pet Expo
Free Parking & Admission.
Event details here. Event details here.
Somerville Convention Center
10am-5pm
www.namewebsite.com

April 8
Library Week Kickoff Celebration
Free & Open to the Public.
Event details here.
Somerville County Library
11am-5pm
www.namewebsite.com

April 00
Graduation Ceremony
Everyone is Welcome to Attend.
Event details here.
Somerville High School • 11am
www.namewebsite.com

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

April 00
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www.namewebsite.com

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www.namewebsite.com

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www.namewebsite.com

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

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

April 00
Opening Day
Tickets Online Now.
Event details here. Event details here.
Wildcats Stadium
6pm
www.namewebsite.com

April 22
Earth Day Festival
Eco-Friendly Fun for Everyone.
Event details here.
Somerville Convention Center • 11am-7pm
www.namewebsite.com

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

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

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

15 Years Anniversary Sale

Enjoy Celebration Savings All Month Long!

10% to 40% Off Furniture for Every Room

living rooms | dining rooms | bedrooms sofas | recliners | & more

April 1-30, 2018 \$20 Local Delivery Interest-Free Financing Available See showrooms for details.

Hammond Furniture
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Companion WEB + MOBILE ADS available on MCC

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N1804P15008C-
N1804P40009C-
N1804P44005C-
N1804P16004C-
N1203P46009C*
N1804P49011C*

Shop locally for the graduates on your list!

Graduation Gift Guide

N1804P20005C*-O

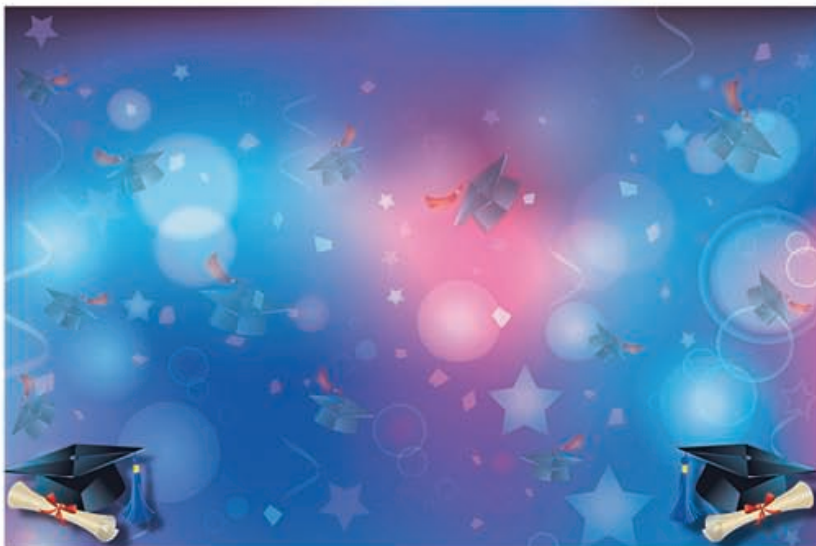
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N1804P20003C*-O

N1804P20002C*-O

Petals Florist Graduation Bouquets From \$14.99 www.petalsflorist.com 1234 Washington Street Somersville Heights 602-662-2600	Value Electronics Graduation Sale Going On Now www.valueelectronics.com 1234 Washington Street Somersville Heights 602-662-2600	Le Bon Gourmet Chocolates Assorted Graduation Gift Boxes www.lebonchocolates.com 1234 Washington Street Somersville Heights 602-662-2600	Beatitude Salon Gift Cards Available www.beatitude.com 1234 Washington Street Somersville Heights 602-662-2600	Welsh Department Store \$99 Interview Suit Specials www.welshdept.com 1234 Washington Street Somersville Heights 602-662-2600
Worldwide Travel Graduation Gift Registries Available www.worldwidetravel.com 1234 Washington Street Somersville Heights 602-662-2600	Mayfair Fine Gifts Engraved Pens & Gifts for Graduates www.mayfair.com 1234 Washington Street Somersville Heights 602-662-2600	Prestige Jewelers Timepieces & Fine Jewelry Gifts www.prestigejewelers.com 1234 Washington Street Somersville Heights 602-662-2600	Confetti Party Supply Balloon Bouquets Sold Here www.confettparty.com 1234 Washington Street Somersville Heights 602-662-2600	Somersville Auto Mall 0% Financing Going On Now www.somersvilleautomall.com 1234 Washington Street Somersville Heights 602-662-2600
Biggie's Burgers The Gift Card They're Craving www.biggies.com 1234 Washington Street Somersville Heights 602-662-2600	Momentos Cards & Gifts Frames, Collectibles, Albums & More www.momentos.com 1234 Washington Street Somersville Heights 602-662-2600	Gellar Framing Diploma Framing From \$59.99 www.gellarframing.com 1234 Washington Street Somersville Heights 602-662-2600		

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N1804P20001C-●

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Graduation Honor Roll Graduation Sales & Celebrations

N1804P20004C*-O

N1804P20006C*-O

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You Buy!



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drum sets | string instruments | brass & woodwinds
pianos | keyboards | & more

Good Note Music Store

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Instrument Repair & Tuning Available Here



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Your First Lesson Is Free!*

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| Beginner to advanced classes
| Guitar, violin, bass, banjo & ukulele

Octave Music School

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N1203P46009C*O



**Instruments
& Instruction**

Piano | Band | Orchestra | Guitar

*Shop a wide variety of new and pre-owned instruments for sale or rent.
We also sell cases, accessories, sheet music and equipment at great
prices to make music-making affordable for everyone!*

Haus of Music

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N1203P46009C*O



N1804P21002C*O



N1804P21004C*O



N1804P21001C*O



N1804P21003C*O



N1804P22007C-●



N1804P22006C-●



N1804P22002C*-○



N1804P22004C-●



N1804P22003C*-○



N1804P22001C*-○



N1804P22005C-●

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N1804P23002C-●



N1804P23008C-●



N1804P23007C-●



N1804P23006C-●



N1804P23003C-●



N1804P23004C-●



N1804P23005C-●



N1804P23001C-●



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N1804P23030C*-○



N1804P23013C*-○



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N1804P23017C*-○



N1804P23011C*-○



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N1804P23024C*-○



N1804P23009C*-○



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N1804P23015C*-○



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N1804P23016C*-○



N1804P23010C*-○



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N1804P24008C*-○



N1804P24021C*-○



N1804P24017C*-○



N1804P24025C*-○



N1804P24020C-●



Did You Know?

Graduation Facts & Figures

for your learning pleasure!



Pomp & Circumstance

The traditional graduation march was composed by Sir Edward Elgar in 1901 England. When Elgar received an honorary doctorate from Yale University in 1905, the song was played and eventually became associated with graduation ceremonies.



Hats Off

The tradition of throwing graduation caps into the air originated at a U.S. Naval Academy graduation ceremony in 1912. When the graduates received their new officers' hats, they threw their old midshipmen's caps in the air to show their excitement.

A Little Bit of History...

The Tassel

Prior to a graduation ceremony, the tassel on a graduation cap is worn on the right. After receiving a diploma, it should be turned to the left side. This use of the tassel is a relatively new tradition, started about 40 to 50 years ago.



Cap & Gown

The traditional graduation gown dates back to the 12th century when the first European universities were founded by clergy who wore the robes and hoods both to stay warm in the unheated buildings and to differentiate themselves from the townspeople. The hoods were eventually replaced with skull caps. The modern-day cap is called a mortarboard due to its resemblance to the tool used by masons to hold mortar.



Cost of College • tuition & fees

A Crash Course in Statistics...

\$9,970 state residents at public colleges	\$25,620 out-of-state residents at public universities	\$34,740 private colleges
--	--	-------------------------------------



84%
U.S. High School Graduation Rate

Median Weekly Earnings of Full-Time Workers 25 & Older

- \$ 515 without a high school diploma
- \$ 718 high school graduates
- \$1,189 those with a bachelor's degree

\$830,800 Difference in Lifetime Earnings With a College Degree Versus a High School Diploma

Sources: United States Department of Labor, College Board

Keep Learning. Keep Earning!

It's a fact: higher education leads to higher lifetime earnings. Call to chat with an enrollment advisor, or go online to register for our next information session, and take the first step toward increasing your earning potential today.



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AD# N1804A25002C 10 x 13

AD# N1804A25004C PASS 6 COL. x 21

AD# N1804A25005C 10 x 13

AD# N1804A25003C
PASS 6 COL. x 3

The Sky's the Limit



Sending out our congratulations and best wishes to this year's graduate! We know you'll soar to even greater heights as you embark on the next endeavor. Good luck, and best wishes to each and every one of you.

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PASS 2 COL. x 4

Hats off to the Class of 2018 for a job well done! We wish you all the best as you begin the next chapter and work toward your future goals.
Good Luck!



You did it!
CONGRATS!
on your... **GRADUATION!**

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PASS 2 COL. x 4

Remember This Moment



Here's hoping your Graduation Day is unforgettable in every way. May it find you surrounded by good friends and good times that last straight through the summer.
Congratulations, Class of 2018!

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PASS 2 COL. x 4

YOU DID IT!

You worked hard. You persevered. You graduated! Congratulations on this wonderful achievement. We hope your big day is special in every way, and we wish you happiness and success as you follow your dreams into the future.



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AD# N1804A26004C

PASS 2 COL. x 4

N1804P57001C*-O

HOOT-HOOT-HOORAY!
Congratulations to all of this year's wise and wonderful graduates.

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You did it **GRAD!**

AD# N1804A26005C

PASS 6 COL. x 1

N1804P23027C*-O



Graduation Wishes

Success. Happiness. Good Fortune. Good Health. Love. Friendship. Prosperity. We wish you all this and more on your Graduation Day and always!

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AD# N1804A26006C

PASS 6 COL. x 1

The Best Is Yet to Come



We're proud of you, graduates. Good luck and best wishes in all of your future endeavors!

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AD# N1804A26007C

PASS 1 COL. x 3

Time to Celebrate!



Your graduation is something to celebrate, so don't let drugs or alcohol cut the good times short. Please party responsibly, and enjoy yourself!

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AD# N1804A26008C

PASS 1 COL. x 3

The Next Chapter Awaits...



and we hope it holds adventure, opportunity and great experiences for you! We wish you much success and a very bright future.

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PASS 1 COL. x 3

Today we celebrate you!
Congratulations to the Class of 2018



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PASS 1 COL. x 3

Happy Graduation



We hope this day fills your heart with pride and happiness as you celebrate the culmination of all your hard work. Congratulations!

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AD# N1804A26011C

PASS 1 COL. x 3

Congrats All Around!



We wish each and every one of you a happy graduation!

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AD# N1804A26012C

PASS 1 COL. x 3

It's Your Day



You've worked hard to get here, and we wish you continued success as you pursue exciting new goals and challenges. Congratulations and good luck, graduates!

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AD# N1804A26013C

PASS 1 COL. x 3

Woo-Hoo!



It's time to celebrate! Congratulations, Graduates.

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AD# N1804A26014C

PASS 1 COL. x 3

You're Going Places!



We wish you good luck on the road ahead of you. Congratulations!

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PASS 1 COL. x 3

Looks Like You Made It!



Congratulations to the Graduating Class of 2018. We wish you all the best today and always.

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AD# N1804A26016C

PASS 1 COL. x 3



Congratulations & Best Wishes to the

Class of 2018

Hats off to all of this year's hardworking graduates! Your commitment and dedication have paid off, and today we salute your academic achievement. We know you'll continue to work hard and accomplish great things, and we hope the future holds success, happiness, good health and good fortune for you. As you celebrate this milestone achievement, please be smart and enjoy the party without alcohol or drugs. We care about your safety!

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Nice work, graduates!
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Wishing you all the best!
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We're proud of you!
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Keep up the great work!
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Congratulations on a job well done!
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We wish you continued success!
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Best wishes to all of you!
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Congratulations on this fine achievement!
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Happy Graduation, Class of 2018!
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We wish you good luck and success!
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Celebration & Banquet Hall

Host your next party or special event with us! Our beautiful facility accommodates up to 300 people with plenty of parking for your guests' convenience.

- Commercial kitchen • Licensed bar • New restrooms
- Dance floor • PA system • Air conditioned • Chairs & tables provided

Call for details about our rental packages, or to arrange a tour of our facility!

Limited Graduation Dates Still Available for May & June! Call today to reserve your preferred party date.

Birthdays Parties | Anniversary Parties | Wedding Receptions | Showers | Family Reunions | Business Meetings | Holiday Parties | & More



Somersville Community Club Hall

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Lawn Care & Landscaping

Put our green thumb to work for your property! We offer a full spectrum of affordable landscaping services, so you can easily enjoy a beautiful yard all year.

- Lawn Mowing • Edging & Trimming • Yard Cleanups • Planting & Fertilizing
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Call now to schedule your free estimate!

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Friendly, Helpful & Knowledgeable Service
Quality Products That Are Safe for Your Pet

Premium Pet Foods | Treat Bar | Gourmet Pet Bakery | Designer Collars & Leads | Pet Apparel | Bedding & Habitats | Travel Gear | Grooming Aids | Toys & Activities | Nutrition Supplements | & Much More

Upcoming Store Events

Doggy Adoption Fair
Saturday, April 00
10 a.m. - 3 p.m.

Vaccine Clinic
Saturday, April 00
10 a.m. - 2 p.m.

\$5 Off Any Pet Food Purchase of \$30 or More
Some restrictions apply. See website for details.
Ruff House Pet Supply

Buy One, Get One 50% Off Home Brand Grooming Products (Shampoos, conditioners, styling products, and more)
Some restrictions apply. See website for details.
Ruff House Pet Supply

Shop With Your Pet!
Monday-Saturday 10 a.m.-8 p.m.
Sunday 11 a.m.-5 p.m.

15% Off Any Pet Travel Crate
Some restrictions apply. See website for details.
Ruff House Pet Supply

20% Off Any Pet Collar or Lead
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Ruff House Pet Supply

Buy One, Get One 50% Off Pet Toys
Some restrictions apply. See website for details.
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20% Off Any Pet Bed
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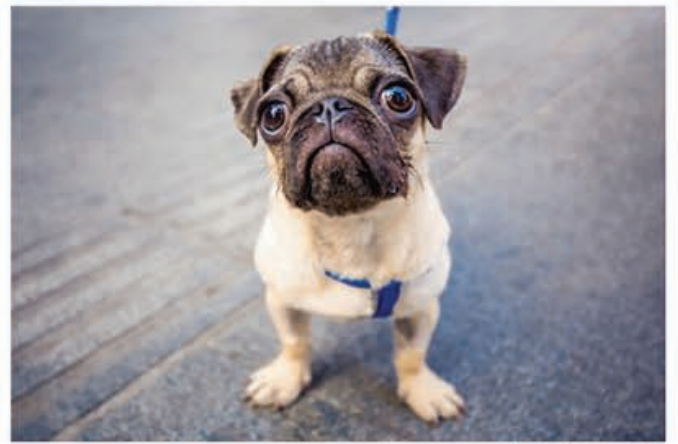
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\$100 OFF
Any Paving or Concrete Job of \$1,000 or More

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N1804P29006C-●



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N1804P29005C-●



N1804P29004C-●



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N1804P30004C-●



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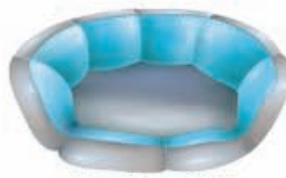
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N1804P30025C*-○



N1804P30017C*-○



N1804P30011C*-○



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N1804P30006C*-○



N1804P30018C*-○



N1804P30015C*-○



N1804P30016C*-○



N1804P30007C*-○



N1804P30014C*-○



N1804P30013C*-○



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N1804P30029C*-○



N1804P30028C*-○



N1804P30027C*-○



N1804P30026C*-○

N1804P30001C



Pets

Best Friends Forever!

National Pet Day is April 11, the purrfect time to celebrate our animal companions and the joy they bring to our lives. Studies show that health benefits associated with pet ownership include lower blood pressure and cholesterol levels, as well as increased levels of physical activity. Many pet owners also report decreased levels of anxiety and depression as a result of the emotional support, companionship and sense of purpose their animal friends provide. Here are a few more pet facts you may not know:

84.6 Million
American Households Have Pets
48% Are Dogs · 38% Are Cats
12% Are Fish · 6% Are Birds

\$62.75 Billion
Is Spent on American Pets by Their Owners

3.2 Million
Dogs & Cats Are Adopted From U.S. Shelters Each Year

1.5 Million
Animals Are Euthanized in U.S. Shelters Each Year

6.5 Million
Companion Animals Enter U.S. Shelters Each Year

42% of Dogs
Sleep in Bed With Their People

75% of Cats
Sleep in Bed With Their People

43 Years
The Age of the Oldest Captive Goldfish Ever Recorded

WHOA!

- Fleas can jump to heights 110 times their length!
- A hamster's cheek pouches extend all the way to its hips!
- Similar to fingerprints, no two dogs have the same nose print!
- A turtle's shell is comprised of 60 different bones connected together!

Statistics: The Humane Society of the United States, American Fur Products Association, American Society for the Prevention of Cruelty to Animals



N1804P29008C



Quality Veterinary Care

for the pet you hold so dear

- Preventive care
- General surgery
- Diagnostic lab
- Spay & neuter
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- ID implants
- Dental cleaning

FREE Initial Exam for Rescue Pets
Call for details or to book your appointment.

Appointments Available Monday-Saturday

Somerville Animal Hospital

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AD# N1804A31003C
PASS 6 COL x 3

AD# N1804A31001C PASS 6 COL x 21
AD# N1804A31002C 10 x 13

AD# N1804A31004C PASS 6 COL x 21
AD# N1804A31005C 10 x 13

N1804P32001C
N1804P32005C

Shoppportunity is Knockin'

Shop Like a Local

Local merchants, at your service!

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

Starting Saturday
Storewide Savings
10% to 30% Off

Your Favorite Fall Spring & Summer

- Tops & tees
- Shorts & leggings
- Denim styles
- Athleisure looks
- Sandals & footwear
- Sunnies & jewelry
- Lightweight jackets
- Swimwear & beach

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

AD# N1804A32002C
PASS 3 COL. x 10

AD# N1804A32001C PASS 3 COL. x 10

N1804P32004C
N1203P46009C

Your Place for Great Pizza

Cheap Eats

Your budget local dining guide!

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

Stop in and enjoy a slice, or take home a hot and delicious hand-tossed pie made to order with your favorite fresh toppings!

Lunch Special
Two Slices & a Medium Drink
Only \$3.99

Family Dinner Special
Large One-Topping Pizza & Liter of Soda
Only \$14.99

Gluten-Free Crust Available
Try our pasta dishes, wings, garlic bread and hoagies!

Menu Online
Facebook

Venezio's Pizza
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1804A32003C
PASS 3 COL. x 10

AD# N1804A32004C
PASS 3 COL. x 10

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

N1804P47004C

Your Happy Place for Birthday Fun

Party Planning Guide

All the ingredients for a celebration to remember!

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

Games • Food • Fun • Playground • Entertainment • Balloons • Decorations • Face Painting • Clowns • Cake • Music & Sing-alongs • & More

KidZone Cafe & Party
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com

Kids' Birthday Party Packages
from \$15 per child

Call or visit our website to talk to a party planner today!

AD# N1804A32005C
PASS 3 COL. x 10

AD# N1804A32006C
PASS 3 COL. x 10

N1804P36003C
N1804P36001C
N1804P36007C

Are You in the Business of Agriculture?

Ag Services Guide

Let our readers know about your products and services!

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

Local business dedicated to helping your operation thrive.

Advertising Rates
starting as low as \$19 per week

Print, Display, Special Section & Classified Advertising Opportunities Available

Contact our sales department today for details!

The Somersville Press
Advertising Sales Department
000.000.0000
name@namenewspaper.com
www.namenewspaper.com

AD# N1804A32007C
PASS 3 COL. x 10

AD# N1804A32008C
PASS 3 COL. x 10



N1804P14007C-●



N1804P14001C-●



N1804P14002C-●



N1804P14005C-●



N1804P14010C-●



N1804P14004C-●



N1804P14003C-●



N1804P14009C-●



N1804P14006C-●



N1804P14008C-●



N1804P34002C-●



N1804P34009C-●



N1804P34006C-●



N1804P34010C-●



N1804P34008C-●



N1804P34003C-●



N1804P34005C-●



N1804P34007C-●



N1804P34004C-●



N1804P35008C-●



N1804P35009C-●



N1804P35007C-●



N1804P35001C-●



N1804P35006C-●



N1804P35004C-●



N1804P35002C-●



N1804P35005C-●



N1804P35003C-●



N1804P36006C-●



N1804P36008C-●



N1804P36007C-●



N1804P36003C-●



N1804P36002C-●



N1804P36009C-●



N1804P36001C-●



N1804P36004C-●



N1804P36005C-●



N1804P37003C-●



N1804P37002C-●



N1804P37001C-●



N1804P37015C*-○



N1804P37014C*-○



N1804P37013C*-○



N1804P37012C*-○



N1804P37011C*-○



N1804P37010C*-○



N1804P37009C*-○



N1804P37008C*-○



N1804P37007C*-○



N1804P37006C*-○



N1804P37005C*-○



N1804P37004C*-○



N1804P37016C*-○



N1804P37020C*-○



N1804P37017C*-○



N1804P37022C*-○



N1804P37021C*-○



N1804P37019C*-○



N1804P37018C*-○



N1804P38005C-●



N1804P38001C-●



N1804P38004C-●



N1804P38003C-●



N1804P38002C-●



N1804P38006C-●



N1804P38007C-●



N1804P38008C-●



N1804P39001C*-○



N1804P39010C*-○



N1804P39005C*-○



N1804P39004C*-○



N1804P39011C*-○
N1804P39012C*-○
N1804P39013C*-○



N1804P39003C*-○



N1804P39009C*-○



N1804P39008C*-○



N1804P39002C*-○



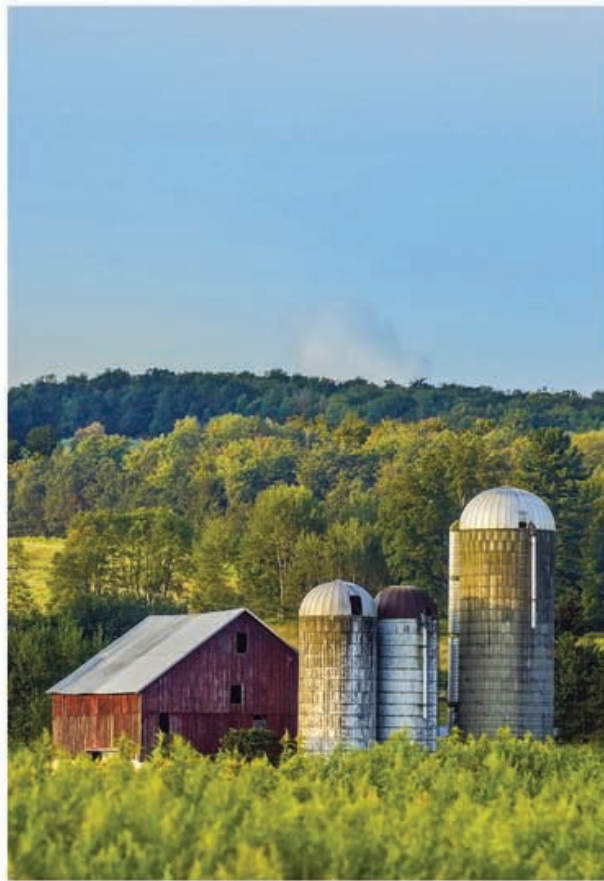
N1804P39006C*-○



N1804P39007C*-○



N1804P40007C-●



N1804P40005C-●



N1804P40001C-●



N1804P40004C-●



N1804P40006C-●



N1804P40008C-●



N1804P40003C-●



N1804P40009C-●



N1804P40002C-●



Agronomic Expertise

to optimize your operation

Farmore Cooperative

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

f
t

- Crop scouting
- Pest & disease control
- Seed solutions
- Grid & soil sampling
- Enhanced fertilizers
- Custom application
- Customized crop plans
- Detailed field reports
- Aerial application




Our job is to help your farm thrive today and into the future. Learn more about how our services can help you prosper!

AD# N1804A40001C PASS 6 COL. x 3



N1804P41009K-●



N1804P41031A-●



N1804P41001A-●



N1804P41011A-●



N1804P41004A-●



N1804P41014A-●



N1804P41005A-●



N1804P41022A-●

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



N1804P41010A-●



N1804P41020A-●



N1804P41012A-●



N1804P41007A-●



N1804P41017A-●



N1804P41008A-●



N1804P41006A-●



N1804P41016A-●



N1804P41015A-●



N1804P42008C-●



N1804P42001C-●



N1804P42006C-●



N1804P42005C-●



N1804P42007C-●



N1804P42003C-●



N1804P42002C-●



N1804P42004C-●



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N1804P43002C-●



N1804P43006C-●



N1804P43008C-●



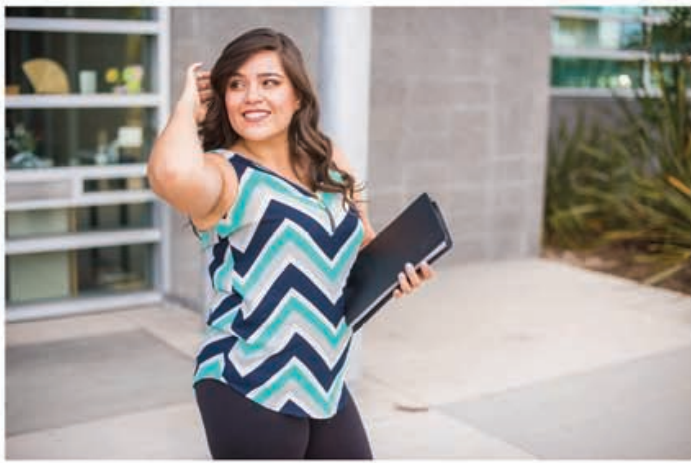
N1804P43004C-●



N1804P43001C-●



N1804P43003C-●



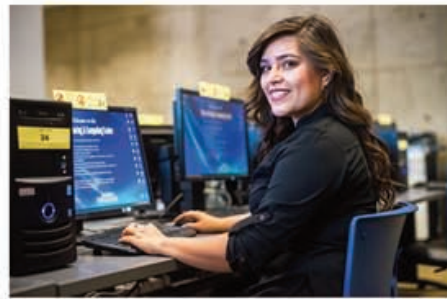
N1804P44002C-●



N1804P44003C-●



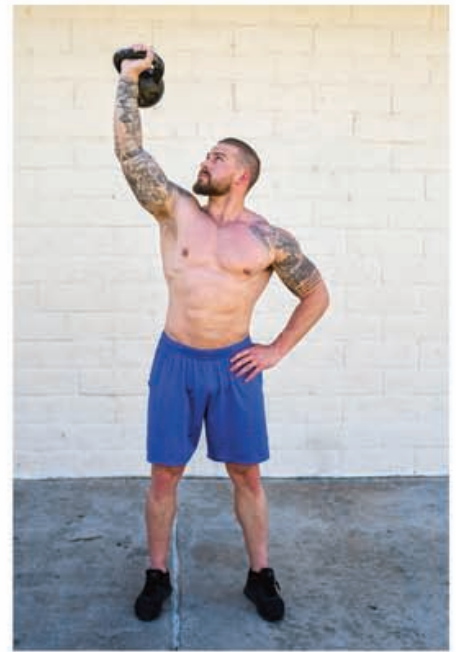
N1804P44001C-●



N1804P44004C-●



N1804P44008C-●



N1804P44006C-●



N1804P44005C-●



N1804P44007C-●



N1804P45004C-●



N1804P45002C-●



N1804P45003C-●



N1804P45009C-●



N1804P45001C-●



N1804P45008C-●



N1804P45005C-●



N1804P45006C-●



N1804P45007C-●



N1804P46006C-●



N1804P46003C-●



N1804P46008C-●



N1804P46001C-●



N1804P46005C-●



N1804P46002C-●



N1804P46007C-●



N1804P46004C-●



N1804P47001C-●



N1804P47003C-●



N1804P47002C-●



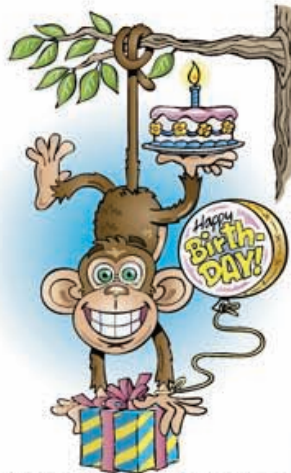
N1804P47022C*-○



N1804P47004C-●



N1804P47024C-●



N1804P47021C*-○



N1804P47023C*-○



N1804P47020C*-○

• HAPPY •
birthday

N1804P47014C*-○

Happy
BIRTHDAY

N1804P47019C*-○

HAPPY
BIRTHDAY

N1804P47016C*-○

happy
BIRTHDAY

N1804P47015C*-○

Happy
birthday!

N1804P47018C*-○

HAPPY
birthday

N1804P47017C*-○

— TO YOU —



N1804P47005C*-○



N1804P47006C*-○



N1804P47007C*-○



N1804P47008C*-○



N1804P47009C*-○



N1804P47010C*-○



N1804P47011C*-○



N1804P47012C*-○



N1804P47013C*-○



N1804P48003C-●



N1804P48004C-●



N1804P48005C*-○



N1804P48011C*-○



N1804P48008C*-○



N1804P48009C*-○



N1804P48012C*-○



N1804P48006C*-○



N1804P48010C*-○



N1804P48007C*-○



N1804P48013C*-○



N1804P48002C-●



N1804P48014C-●



N1804P48001C-●



N1804P49004C-●



N1804P49003C-●



N1804P49005C*-○



N1804P49006C*-○



N1804P49007C*-○



N1804P49008C*-○



N1804P49009C*-○



N1804P49010C*-○



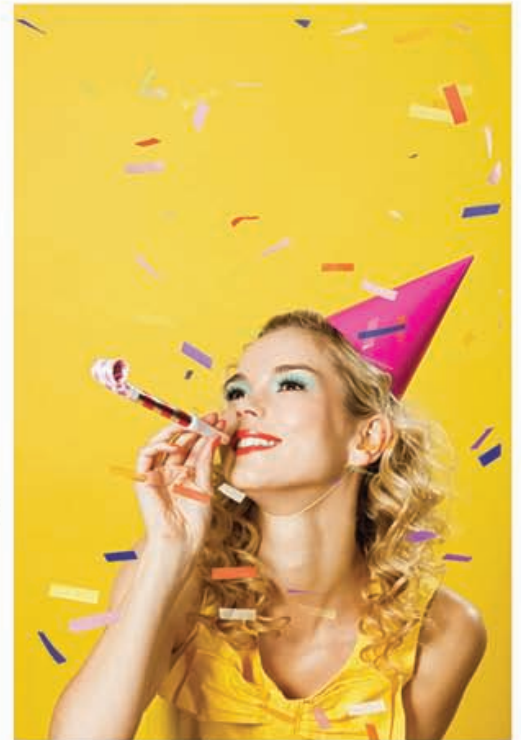
N1804P49011C*-○



N1804P49012C*-○



N1804P49013C*-○



N1804P49001C-●



N1804P49014C-●



N1804P49002C-●



N1804P50001C-●

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)



N1804P50003C-●



N1804P50002C-●



N1804P50004C-●



N1804P50005C-●



N1804P50006C-●



N1804P50007C-●



N1804P50008C-●



N1804P50009C-●

N1804P51001C-



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 spring, nurseries and garden centers, landscape and garden design, masonry and stone supplies ... and more.

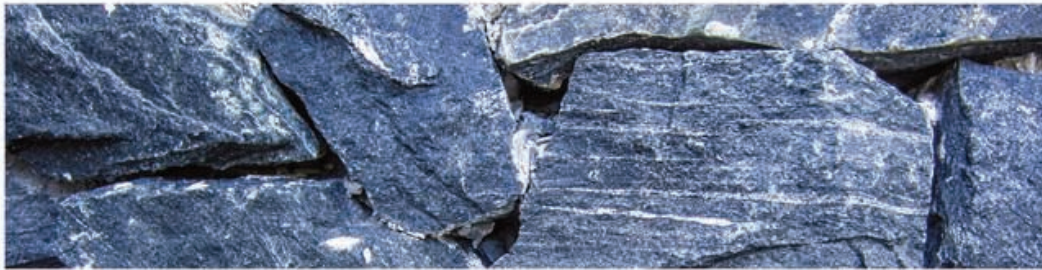
N1804P51002C-



N1804P51003C-



N1804P51004C-



N1804P51005C-



N1804P51006C-



Birthday Celebration

N1804P52022C*-O
(BACKGROUND ONLY-METROBIZ)
N1804P52004C*-O
N1804P52013C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

Doing Our Part

N1804P52023C*-O
(BACKGROUND ONLY-METROBIZ)
N1804P52005C*-O
N1804P52014C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

Join the Party

N1804P52019C*-O
(BACKGROUND ONLY)
N1804P52001C*-O
N1804P52010C*-O
(SPANISH VERSION)

PASS 1 COL. x 5.25

Usage Note:

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

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

Spring Planting Sale

N1804P52024C*-O
(BACKGROUND ONLY-METROBIZ)
N1804P52006C*-O
N1804P52015C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

GRADUATION CEREMONY

N1804P52025C*-O
(BACKGROUND ONLY-METROBIZ)
N1804P52007C*-O
N1804P52016C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

Eco Event

N1804P52020C*-O
(BACKGROUND ONLY)
N1804P52002C*-O
N1804P52011C*-O
(SPANISH VERSION)

PASS 1 COL. x 5.25

Here to Serve You & Your Pets

N1804P52026*-O
(BACKGROUND ONLY-METROBIZ)
N1804P52008*-O
N1804P52017*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

The Best for Prom

N1804P52027*-O
(BACKGROUND ONLY-METROBIZ)
N1804P52009*-O
N1804P52018*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

CELEBRATE!

N1804P52021C*-O
(BACKGROUND ONLY)
N1804P52003C*-O
N1804P52012C*-O
(SPANISH VERSION)

PASS 1 COL. x 5.25



MCC KEYWORD HINT: Bagel Shop
N1804P53007C-●



MCC KEYWORD HINT: Dog Trainer
N1804P53008C-●



MCC KEYWORD HINT: Florist
N1804P53009C-●



MCC KEYWORD HINT: Party Planner
N1804P53010C-●



MCC KEYWORD HINT: Mexican Restaurant
N1804P53011C-●



MCC KEYWORD HINT: Landscaper
N1804P53012C-●

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.



N1804P53001C*-○



N1804P53002C*-○



N1804P53003C*-○



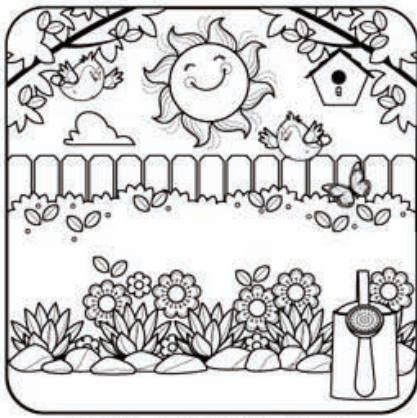
N1804P53004C*-○



N1804P53005C*-○



N1804P53006C*-○



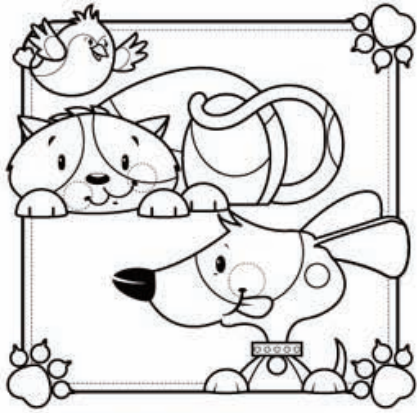
N1804P54011A*-○



N1804P54012A*-○



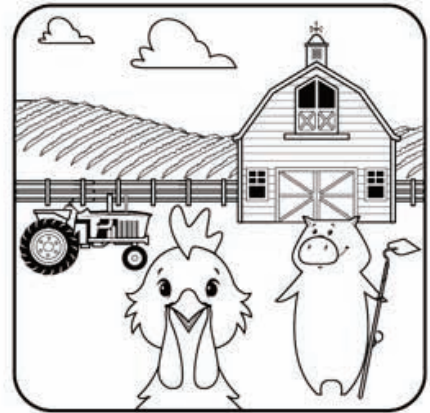
N1804P54013A*-○



N1804P54014A*-○



N1804P54015A*-○



N1804P54016A*-○



N1804P54008C*-○



N1804P54007C*-○



N1804P54004C*-○



N1804P54003C*-○



N1804P54009C*-○



N1804P54006C*-○



N1804P54010C*-○



N1804P54005C*-○



N1804P54002C*-○



N1804P54001C*-○



N1804P55003C*-O



N1804P55006C*-O



N1804P55008C*-O



N1804P55007C*-O



N1804P55004C*-O



N1804P55009C*-O



N1804P55002C*-O



N1804P55005C*-O



N1804P55001C*-O



MCC KEYWORD: ICON SET, Birthday
N1804S56001C*-○



MCC KEYWORD: ICON SET, Earth Day
N1804S56002C*-○



MCC KEYWORD: ICON SET, Farm
N1804S56003C*-○



MCC KEYWORD: ICON SET, Prom
N1804S56006C*-○



MCC KEYWORD: ICON SET, Pets
N1804S56005C*-○



MCC KEYWORD: ICON SET, Graduation
N1804S56004C*-○



N1804P57021C*-○



N1804P57025C*-○



N1804P57030C*-○



N1804P57034C*-○

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



N1804P57001C*-○



N1804P57005C*-○



N1804P57010C*-○



N1804P57015C*-○



MCC KEYWORDS: ICON SET, GRADUATION
N1804S57039C*-○



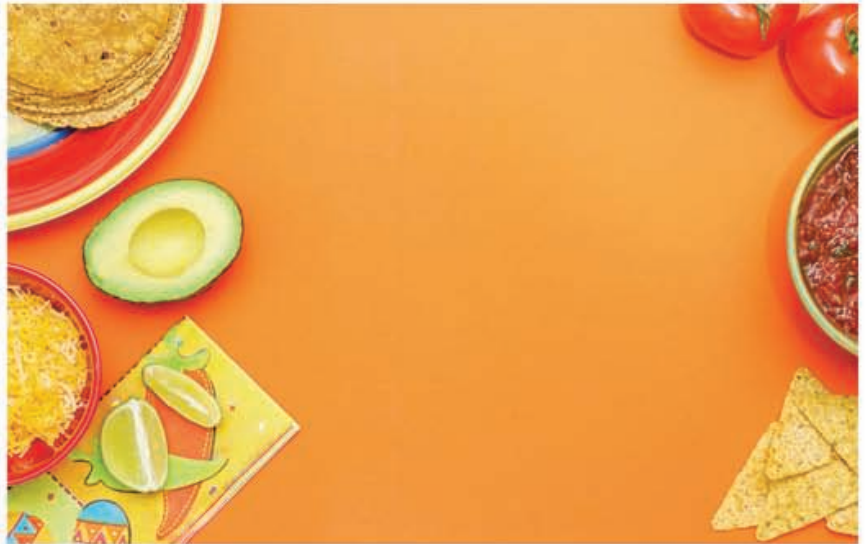
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N1804P58006C-●



N1804P58004C-●



N1804P58005C-●



N1804P58001C-●



N1804P58008C-●



N1804P58002C-●



N1804P58003C-●



N1804P59006C-●



N1804P59008C-●



N1804P59001C-●



N1804P59007C-●



N1804P59003C-●



N1804P59005C-●



N1804P59004C-●



N1804P59002C-●



N1804P60026C-●
FLOUR



N1804P60025C-●
GLASS OF BEER



N1804P60012C-●
NOODLE SOUP



N1804P60015C-●
JELLY BEANS



N1804P60007C-●
PAN PIZZA



N1804P60022C-●
GRILLED CHEESE



N1804P60023C-●
GRILLED CHEESE



N1804P60016C-●
CINNAMON BUNS



N1804P60019C-●
CHICKEN CORDON BLEU



N1804P60020C-●
HOT CROSS BUNS



N1804P60013C-●
LO MEIN



N1804P60009C-●
PEPPERONI PIZZA



N1804P60014C-●
JELLY BEANS



N1804P60028C-◇
TOMATOES



N1804P60032C-◇
LINGUINE WITH SHRIMP



N1804P60038C-◇
GLASS OF BEER



N1804P60037C-◇
BLUEBERRY PIE



N1804P60027C-◇
PLUM TOMATOES



N1804P60036C-◇
RAISINS



N1804P60033C-◇
VEGETABLE PIZZA



N1804P60034C-◇
EGG SALAD SANDWICH

Quality & Value In Every Aisle

Low Prices on the Name Brand Groceries You Know and Love...Plus a Whole Lot More!



Top-Shelf Grocery Market

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

SAVE \$5 OFF

Your Purchase of \$25 or More

Coupon required. Expires 03/03/18. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Top-Shelf Grocery Market
1234 Washington Street
000-000-0000 | www.namewebsite.com

Shop Monday-Saturday 8 a.m.-8 p.m.,
Sunday 9 a.m.-6 p.m.

N1804P60028C-◇

N1804P60017C-●

N1804P60009C-●

N1804P35003C-●

N1804P60023C-●

N1804P35001C-●

N1804P60011C-●

AD# N1804A61001C

PASS 6 COL. x 21

AD# N1804A61002C

10 x 13

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.



N1804P62001C-●



N1804P62003C-●



N1804P62002C-●



N1804P62004C-●



N1804P62005C-●



N1804P62006C-●



N1804P62019C*-○



N1804P62009C*-○



N1804P62012C*-○



N1804P62007C*-○
N1804P62008C*-○



N1804P62017C*-○
N1804P62018C*-○



N1804P62015C*-○



N1804P62010C*-○



N1804P62016C*-○



N1804P62014C*-○



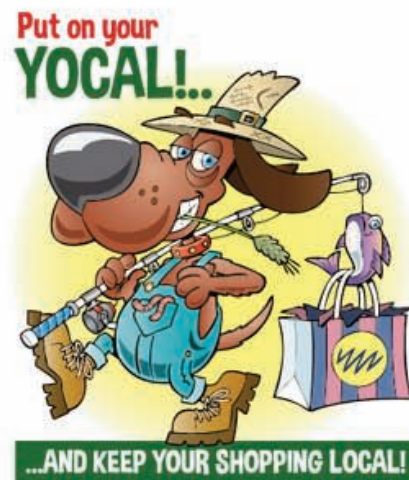
N1804P62013C*-○



N1804P62011C*-○



N1804P62020C*-○

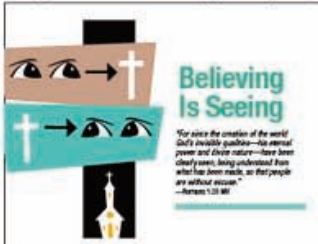


N1804P62021C*-○

MCC KEYWORD HINT: week2

This is your illustration and copy for April 12, 2018.

N1804P63005C*~O
N1804P63001C*~O



Believing Is Seeing

*"For since the creation of the world
God's invisible qualities—his eternal
power and divine nature—have been
clearly seen, being understood from
what has been made, so that people
are without excuse."
—Romans 1:20-23*

We all know the old saying "seeing is believing," which makes perfect sense, since it is hard to doubt something that is right in front of you. But the equation of seeing and believing works both ways. That is, we often believe only because we have directed our eyes, or our mental gaze, in the direction of something. Many of us believe in God because we have seen His work in our lives or have experienced Him in a way that is hard to doubt. Many view the natural world around them as the handiwork of God and this strengthens their faith. The eleventh chapter of Hebrews gives a working definition of faith as "confidence in what we hope for and assurance about what we do not see." (Hebrews 11:1-16) Those who believe without seeing are sometimes commended for their faith, but sometimes, in the effort to strengthen our faith, we really need to look harder. If you aren't looking for God in the world then you probably won't see Him there, whereas if you make a determined effort to see God, both in the gaze of your fellow human beings, and in the natural world all around you, you are sure to see Him everywhere. — Christopher Green

AD# N1804A63002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for April 19, 2018.

N1804P63007C*~O
N1804P63003C*~O



Let Us Not Fall Into Temptation

*"When tempted, do not say, 'God is tempting me.' For God cannot be tempted by evil, nor does he tempt anyone; but each person is tempted when they are dragged away by their own evil desire and enticed."
—James 1:13-14*

Pope Francis recently suggested that lengthening translations of the Lord's Prayer might be retranslated to reflect the fact that God would not himself tempt us—that is the Devil's work—and that we should ask of God to "not let us fall into temptation" rather than the current phrase in English, which reads "Lead us not into temptation." The current English translation does indeed seem to imply that it is God who leads us into temptation, and the Pope's remarks are intended to be a better translation of the original as well as to reflect a broader theological doctrine. Critics were quick to respond, with some people saying that this is the Lord's prayer and not the Pope's prayer, and that it comes directly out of the book of Matthew. However, we do want to mention that Jesus did not recite his prayer in English, and our English version is based on a translation that should be open to retranslation in light of current scholarship. Our English version is a translation from the Latin Vulgate, which was a translation from ancient Greek, which was itself a translation of the original Aramaic spoken by Jesus. Something is always lost in translation, and when we're re-translating something there's a lot more it is sure to lose much. It has been suggested by one scholar that a more literal translation of the phrase in question would be "Do not allow us to enter wrongful thinking or feeling." While this doesn't exactly cut off the tongue smoothly, it might be a better way to think about God's role in our life. — Christopher Simon

AD# N1804A63003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for April 26, 2018.

N1804P63006C*~O
N1804P63002C*~O



Don't Be a Slave to Money

*"In everything I did, I showed you that by his kind effort work we must help the weak, remembering the words the Lord Jesus himself said: 'It is more blessed to give than to receive.'"
—Acts 20:34-35*

The pastor Andy Stanley has defined generosity as the "premeditated, calculated, designated-empowerment of personal financial assets." Many of us think that we are being generous when we spontaneously give because our heartstrings are pulled or our conscience nags us. But Stanley's point is that we should think about and therefore have a premeditated, calculated plan to give our money to people or organizations that will do the most good with those resources. Pastor Stanley also points out that this planned generosity has the virtue of leaving us free of money, or as he puts it: "To weary your money from you keeps your money." There is indeed something liberating in knowing that we are going to give it all away. Mother Teresa often spoke in a similar way about the freedom of poverty. There is wisdom in the view of poverty which many religious orders require of their members. Having only the clothes on their backs leaves them to devote their lives to the spiritual and material needs of others. We can be preoccupied, bed down, and virtually enslaved by our wealth and possessions. Whether you have much or little to give, reflect on how you can do the most good and have a plan to emancipate your assets. — Christopher Simon

AD# N1804A63004C PASS 2 COL. x 5.25



N1804P63009C*~O



N1804P63012C*~O



N1804P63010C*~O

N1804P63008C*~O

N1804P63004C*~O

MCC KEYWORD HINT: week1

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N1804P63014C*~O

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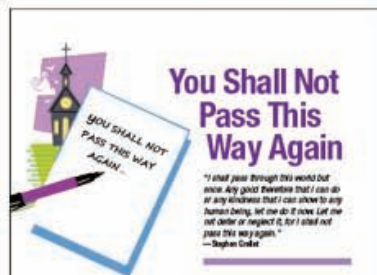
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You Shall Not Pass This Way Again

*"I shall pass through this world but
since any good I desire that I can do
in any direction that I can show to any
human being, let me do it now. Let me
not defer or neglect it, for I shall not
pass this way again."
—Stephen Gaskin*

The French-born Quaker Stephen Gaskin came to the United States in 1795 after escaping execution during the French Revolution, since he was a member of the King's guard. Though he was raised Catholic, he was deeply moved by the writings of William Penn, George Fox and other Quakers, and in 1796 he joined the Society of Friends, the official name of the Quakers. The Society of Friends believe that every human being has experiential access to "the small light within" them, i.e., that God is within every human being. They also place emphasis on the "brotherhood of all believers," a doctrine found in the first epistle of Peter (1 Peter 2:9). After joining the Society of Friends, Gaskin devoted himself to missionary and charitable work and was granted meetings with many rulers and dignitaries. By all accounts he led an exemplary life, encouraging charitable work and reforms in education, prisons and hospitals. He spoke out against what he saw as the evils of his age, such as slavery, and was a man of faith who put his faith into constructive action. Reflect on how you might do more to serve your fellow man and then put your plan into action. — Christopher Simon

AD# N1804A63001C PASS 2 COL. x 5.25

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N1804P63011C*~O



AD# N1804A63005C PASS 6 COL. x 7



N1804P64001C-●
(Tattoo Machine)



N1804P64019C*-○
N1804P64020C*-○
(Bitcoin)



N1804P64023C*-○
(Workers Installing Siding on a Home)



N1804P64024C*-○
(Side-by-Side Driving Through Dirt)



N1804P64025C*-○
(Single Rider UTV in The Mud)



N1804P64007C*-○
(Graduation Cap with Roses)



N1804P64002C*-○
(Graduation Balloon)



N1804P64022C*-○
(Recreational Vehicle)



N1804P64004C*-○
(Congratulations Graduate)



N1804P64008C*-○
(Graduation Key)



N1804P64005C*-○
(Congratulations Graduate)



N1804P64006C*-○
(Teddy Bear with Graduation Cap)



N1804P64014C*-○



N1804P64003C*-○
(Graduation Baseball Cap)



N1804P64009C*-○
(Graduation Cake)



N1804P64021C*-○
(Don't Flush Expired Medication)



N1804P64015C*-○



N1804P64010C*-○



N1804P64011C*-○



N1804P64012C*-○



N1804P64017C*-○
(Customer Appreciation Heading)



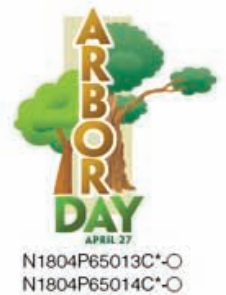
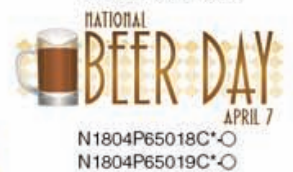
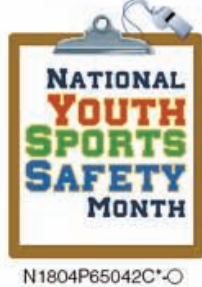
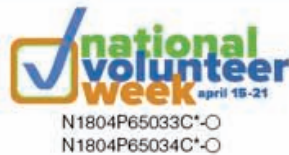
N1804P64016C*-○
(Customer Appreciation Heading)



N1804P64013C*-○



N1804P64018C*-○
(Bitcoin Accepted Here)





N1804P66006C-●
PEGGY'S COVE LIGHTHOUSE, NS



N1804P66004C-●
BULL ELK



N1804P66003C-●
NIAGARA FALLS



N1804P66005C-●
EMERALD LAKE, BC



N1804P66002C-●
CAPILANO SUSPENSION BRIDGE



N1804P66007C-●
MAPLE SYRUP



N1804P66008C-●
HARVEST OF MAPLE SYRUP



N1804P66001C-●
ROLLING MAPLE SYRUP



N1804P67018C*-O



N1804P67014C*-O
 N1804P72015C*-O
 (WOMAN BOILING SYRUP AT MAPLE SYRUP FESTIVAL)



N1804P67001C*-O



N1804P67002C*-O



N1804P67003C*-O



N1804P67004C*-O



N1804P72016C*-O
 (MAKING MAPLE SYRUP TAFFIES ON SNOW)



N1804P72017C*-O
 (WHISTLER MOUNTAIN BC, CANADA INUKSHUK STATUE)



N1804P67005C*-O



N1804P67006C*-O



N1804P67007C*-O



N1804P67008C*-O



(GOLFERS, GRAB YOUR CLUBS!)
 N1804P67012C*-O



N1804P67009C*-O



(THE JOYS OF GARDENING)
 N1804P67013C*-O



(EASTER TREATS)
 N1804P67011C*-O



(HATS OFF TO ADMIN PROFESSIONALS)
 N1804P670xxC*-O

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PP. 45-52

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PP. 53-65

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