

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

M E T R O

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



MOTHER'S DAY

Ads & images for a wide variety of Mother's Day gift & dining advertisers



SENIOR MARKET

Moneymaking content to target the booming senior market during Older Americans Month & beyond



MEMORIAL DAY & MILITARY APPRECIATION

Tributes, greetings & promotions to attract sponsorships or ad sales from all types of local businesses



MiAD Spec Ad Library PP. 73-80:

Ready-to-sell small-space ads geared toward women, moms and seniors – MiAD enabled!

BREATHTAKING IMAGES & AD DESIGNS TO RING IN THE 2016 SPRING WEDDING SEASON

WEDDINGS



ON THE COVER:
N1605P21006C

Wow local wedding advertisers with an elegant assortment of ads and images like this beautiful bouquet to engage sales from florists, jewelers, dress shops, salons and other top bridal vendors (20-23).

MOTHER'S DAY

Get advertisers geared up for Mother's Day on Sunday, May 8 with ads, themed pages, sections and images to attract more holiday business.

- A *Marketplace* layout features directory space and ads for a florist, tea room, fragrance store, fashion boutique, gift shop and jeweler (13).
- A *Themed Event Package* includes a Mother's Day section cover, as well as a spa or salon campaign for facials, massage and nail care (33).
- Invite a variety of advertisers to participate in a Mother's Day gift guide directory (24).
- Help restaurant advertisers land more Mother's Day reservations with a full-page layout featuring eight individual restaurant ads (65).



SENIORS TODAY



May is Older Americans Month, an excellent time to gear your local advertising toward the lucrative senior market.

- Showcase a variety of businesses in a full-page "just for seniors" guide featuring special services and offers from a pharmacy, fitness center, restaurant, home care service provider, medspa and hearing center (31).
- A *Themed Event Package* for "senior services" includes a section cover and ad campaign for retirement residences and assisted living (35).
- Find more senior-focused ads for a variety of advertisers featured in this month's *MIAD Spec Ad Library* issue (75, 77, 79, 80).
- Create additional ads for active seniors, senior discounts, senior healthcare and retirement living with fresh image selections (28-30, 37).



MEMORIAL DAY & MILITARY APPRECIATION



Memorial Day, Military Appreciation Month and Armed Forces Day all take place in May (71).

- Encourage local businesses to show their respect and appreciation for veterans in a full-page sponsored tribute "honoring the memory of our heroes in uniform" (59).
- Create a special "heroes" section with a *Themed Event Package* cover and ad campaign promoting free Memorial Day tribute greetings in your publication (34).
- A "stars and stripes sale" promotion for a furniture store can be easily adapted for any number of advertisers with *MIAD* (17).
- Other ads feature military appreciation discounts and specials from food and beverage advertisers for Memorial Day celebrations (12, 19).



FINAL ARRANGEMENTS & SYMPATHY



This month's funeral, cemetery and preplanning coverage offers key content for year-round use, or as a valuable accompaniment to senior sections during Older Americans Month in May.

- A *Single Sheet* design for a cemetery focuses on the benefits of advanced planning for the emotional and financial benefit of loved ones (41).
- A *Themed Event Package* provides a section cover, as well as a print and online campaign for a funeral home offering funeral, burial, memorial and pre-planning services (32).
- Find an ad and various images to help local monument shops promote their products (60).
- Additional images for caskets, memorials, sympathy flowers, and funeral services are provided, as well as an ad for your own publication's obituaries section (36, 61, MCC).



NURSING & HEALTHCARE



National Nurses Week and National Nurses Day on May 6 open up sponsorship opportunities as well as a springboard for healthcare promotions and special sections (71).

- Invite readers as well as a local business or healthcare advertiser to join you in thanking a nurse on National Nurses Day with a sponsored salute to nurses (43).
- Additional sponsors can be invited to participate in a "best nurses contest" featuring prizes from a variety of local businesses (10).
- A shaped ad puts the focus on specialized hand care and surgery services (40).
- A Single Sheet design promotes healthcare services with a personal touch for the whole family from a medical center offering everything from pediatric to geriatric care (41).



MAY PROMOTIONAL OPPORTUNITIES



Don't miss these additional revenue-generating opportunities taking place in May.

- Make the most of wedding season with beautiful images and ads for rings, dresses, flowers, venues and medspa services (12, 20-23).
- Sell Cinco de Mayo promotions for food and beverage specials with ready-to-run ads and images (12, 16, 19).
- A new Single Sheet design attracts attention to advertisers with a sponsored Sudoku puzzle (41).
- Find ample images and ad designs perfect for promoting restaurant and grocery specials during National Hamburger Month and National Barbecue Month (16, 18, 66-67, 71).
- Give local businesses an opportunity to honor officers during Police Week and Police Officer Memorial Day (25, 43, 71).
- Focus on top sales prospects with ads for kitchen and bath remodeling, pizza, ice cream, spa services, lingerie and more (18, 19, 41).



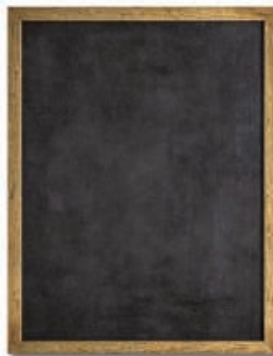
MAY CUSTOMER REQUESTS

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



N1605P72011C
N1605P68033C

MAY 2015's MOST DOWNLOADED IMAGE & AD!



N1505P50008C

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

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



N1505A41004C

MAY TEMPLATED SPECIAL SECTIONS

May's Fully Templated Sections (TSS) in Print & Online!

- FAMILY LIFE
- WOMEN TODAY

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



Metro Creative Graphics, Inc.

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

Make Money With Metro!



COMPANION
WEB ADS NOW
AVAILABLE ON MCC!

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



METROFEATURE

BUY IT TRADE IT SELL IT!

PENNY PINCHER

Serving the Tri-Country Area | www.pennypincherpa.com | February 17, 2016

Eliminates high heating bills! \$500 OFF

Heating Oil Pump your own. **\$1.59⁹** Also offer Kerosene! 1203 Top Line Rd 610-948-7113

Quality Masonry As Affordable Prices. Brick, Stone & Block. 610-369-4963

WINDOW SHOPPING? BRADY'S WINDOW & SHED

ALL YOUR FAVORITE PETS UNDER ONE ROOF! **PET EXPO** FRIDAY 17 FAMILY NIGHT CHILDREN 13 & UNDER **FREE!** Greater Philadelphia Expo Center, Oaks, PA

BULLETIN BOARD

SHOP LOCAL

CASH \$100-5,000 for junked, unwanted or unwanted vehicles

FOR RENT CAMPSITES LAZY R CAMPERSHIP

BUYING HARLEY'S 1997-2008 HARLEY DAVIDSON

AGUIGUINE'S HANDY SERVICE, LLC FRIGID, PLUMBING, HOME RENOVATION

SELL YOUR HOUSE FAST

The new format of the "Penny Pincher," a pullout shopper featured in three Digital First Media publications in suburban Philadelphia, offers readers all of the features they had come to count on in a colorful, cost-effective package.

"Penny Pincher" Gets New Look and New Life

The Times Herald
NORRISTOWN, PHILADELPHIA
 The Mercury
POTTSTOWN, PHILADELPHIA
 The Reporter
LANSDALE, PHILADELPHIA

It turns out that the "Penny Pincher," a shopper insert featured in three Pennsylvania newspapers located in the suburbs of Philadelphia — *The Times Herald* of Norristown, *The Mercury* of Pottstown and *The Reporter* of Lansdale — could not be more appropriately named. In early 2016, the publication was transformed from a standard tab to a color-laden, pullout product that looks like a tab, but can be unfolded into a full broadsheet page.

"We were looking for a way to save printing costs and found that this format would allow us to change printing companies, cut down on the number of pages and still feature all of the components that had been in the 12-plus-page tab," explains Marty Valania, Sales Director for Digital First Media, which owns the three publications.

Those components include block ads for local businesses — contractors, lawn and garden services, masonry specialists, sporting goods retailers, heating oil suppliers, to name a few — a "Bulletin Board" featuring community events and a full, broadsheet-sized page of merchandise classifieds titled "Buy It, Trade It, Sell It."

With the change in format and printing company, the "Penny Pincher" also benefited from the addition of process color, which transformed its overall appearance and provided another incentive for suburban

Philadelphia advertisers to buy in. "And," adds Valania, "with the savings from the reduction in printing costs, we were able to increase its circulation. In the first six weeks of the new format, we actually exceeded our revenue goal, so things are looking good. We made the change to save money on printing and ended up with a better product."

While readers of the three newspapers can view each edition of "Penny Pincher" online at pennypincherpa.com, Valania considers the shopper insert primarily a print product. "We put it online for the convenience of our readers in the event that they didn't get a print copy or want to check out a particular ad or item," he notes. "But the online experience isn't a big factor with 'Penny Pincher.' This is a format that really doesn't translate well to online because it's not news. It's the kind of thing that people still want to be able to hold in their hands and peruse."

While the emphasis on hyper-local content — service ads, buy and sell classifieds and community events — is at the heart of the "Penny Pincher's" ongoing popularity, its new and cost-effective format, which led to increased circulation and the addition of process color, will be responsible for its ongoing success.

M (P1605R02001C)

For more information, contact Marty Valania, Sales Director, Digital First Media, West Chester, Pennsylvania at mvalania@adtaxinetworks.com.

METROFEATURE



The Finest Formalwear for Your Date With Destiny

Shop a handpicked selection of designer men's suits, shirts and accessories worthy of your wedding day.

Wedding Attire for Purists or Perfectionists. Hand-tailored suits for a sophisticated celebration. \$1,500 and up.

Harrison Menswear
1234 Washington Street | Somersville Heights
000-000-0000 | www.harrisonmcc.com

The Finest Formalwear for Your Date With Destiny

Wedding Attire for Purists or Perfectionists. Hand-tailored suits for a sophisticated celebration. \$1,500 and up.

Harrison Menswear
1234 Washington Street | Somersville Heights
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Harrison Menswear
1234 Washington Street | Somersville Heights
000-000-0000 | www.harrisonmcc.com



Keep Your Heart Happy

Uncontrolled high blood pressure is a leading cause of heart disease and stroke, but it often shows no signs or symptoms. Be sure to have your blood pressure checked regularly, so you can take control of your health and your future.

Free Glucose, Cholesterol & Blood Pressure Screenings available by appointment during February, American Heart Month. Call or go online today for details and scheduling.

Somersville Health Center
1234 Washington Street | Somersville Heights
000-000-0000 | www.somervillehcc.com

Keep Your Heart Happy

Free Glucose, Cholesterol & Blood Pressure Screenings available by appointment during February, American Heart Month.

Somersville Health Center
1234 Washington Street | Somersville Heights
000-000-0000 | www.somervillehcc.com

Free Glucose, Cholesterol & Blood Pressure Screenings

Somersville Health Center

How to Indulge an Advertiser's Ad Fantasy

By Jo-Ann Johnson
Vice President, Sales
Metro Creative Graphics

■ Every great ad starts with a great concept. However, every great ad sale results from making that concept come alive through a mix of image and imagination. And while there are endless sources of imagination for designers and salespeople to draw from, there are those occasions when advertisers come prepared with their own concepts or visions and count on a publication's personnel to bring them to life.

Converting an advertiser's idea into a done deal hinges on three key factors: understanding and communicating the ad concept, finding the right images to tell the story, and combining those images with a clear message or call to action.

The concept: For sales professionals, job one is to review and clarify an advertiser's idea to ensure that everyone is on the same page. That process begins with clarifying the client's goals for the ad in question. Will the ad promote a sale or new product/service? Is it aimed at bolstering the advertiser's ties to the community or showing solidarity with a particular event? Does the advertiser want the ad to "sizzle," convey a specific mood or inspire readers? Equally important, is it a print, web or mobile ad — or a combination? Clarifying and communicating the advertiser's concept and the medium in which the ad will run are first steps toward closing the sale.

According to Darrell Davis, Vice President of Creative Services for Metro Creative Graphics, "Designing for each medium so that an ad successfully delivers the advertiser's desired message is not an easy task, especially when limited by many smaller digital ad sizes. Zeroing in on the key image and message is definitely the basis of all successful designs for print, web and mobile."

The images: While you may be able to find an ad layout that meshes perfectly with the advertiser's concept, chances are good that bringing their vision to life will require a search for individual images or elements. Often,

the customer will provide some elements of the ad, such as a logo or photo. For example, a restaurant owner may request that an ad include a photo of the eatery's dining room. Rather than using the photo as background or simply placing it in one corner, a designer might start by finding a photo of a beautiful place setting, then put the dining room image in the center of the plate. Being able to present advertisers with high-quality, professional graphic and photo selections not only helps them to refine their visions, but also clearly demonstrates your publication's design expertise.

"The right mix of high-quality photos, vectors and illustrations is essential for creating and delivering ads that truly communicate an advertiser's specific message and brand" adds Davis. "This is why we go to great lengths to carefully select and design content so that our Metro clients have the full range of creative resources they need to create, sell and profit," Davis explains. "We are also happy to take special requests so that our clients can make all of their advertisers' ad fantasies come true."

The message: Advertisers who have a particular concept or image in mind may still need inspiration when it comes to ad copy or a call to action. To ensure that your copy is in sync with the advertiser's concept, present a few versions of the same ad.

"This is another area where designers and ad sales professionals really benefit from access to Metro's compilation of top-notch spec ads. A search in our Creative Library can deliver all kinds of inspiration in terms of ads and other designs that showcase highly targeted and clever copy messages for ad prospects in just about every category imaginable," Davis concludes.

To indulge an advertiser's ad fantasy, put effort into developing a solid concept before considering your design. Being mindful of an ad's layout and presentation will help the ad get noticed, but it's your concept and creativity that ensures the ad will be remembered.

M (P1604803001C)

For more information, contact Jo-Ann Johnson, Vice President, Sales, Metro Creative Graphics, New York, New York, at jjohnson@metro-email.com.

METROFEATURE



Carly Johnson's house ad for her hometown's "Crazy Day" event was created using a variety of images from Metro's Retro Archive.

"Crazy Day" Ad Draws on the Past

Citizen's Advocate
HENNING, MINNESOTA

Like many Midwesterners of all ages, Carly Johnson, graphic artist for the *Citizen's Advocate* of Henning, Minnesota, can remember a lot of "Crazy Days" in her hometown. Over the years, this sidewalk sale/event has spread to towns across Minnesota, Montana, Wisconsin, North Dakota, and other states. While each celebration has its own hometown flavor, all involve retailers taking to the streets to promote seasonal sales and specials.

In Henning, where Johnson grew up, the Chamber of Commerce-sponsored event takes place every year in mid-August and offers local businesses an opportunity to dazzle shoppers with great prices, good fun and free food. "This has been going on since I was a little kid," Johnson explains, "with all the businesses in town getting involved, either by having tables on the street or sales inside the store. Some of the businesses do special things like putting out jars and having people count the contents. The owner of the grocery store, who is a chef, stands out on the sidewalk making and selling food, and the hardware store also hands out free food."

The *Citizen's Advocate* typically participates in the craziness by offering

half-price subscription specials at its own sidewalk table and running a full page of color ads to promote the event. Last August, the newspaper owner's nephew, Owen, and daughter, Kendell, decided to sell lemonade — "OK Lemonade" — in front of the *Citizen's Advocate* office. So when it came time for Johnson to design the newspaper's ad for its annual "Crazy Day" page, she was inspired to use a combination of Metro's "retro" images, fonts and colors.

Recalls Johnson, "I usually envision how I want an ad to look and then search for the images. If I'm at a loss, I look for ideas, but most of the time I have a specific look I'm seeking. And I like to bring humor into my ads whenever I'm able to do that. With this ad, I wanted a humorous 'retro' look and it was easy to do by taking various Metro images and putting them together to get the effect I was looking for."

Johnson's ability to connect concept and execution clearly paid off. At the 2014-2015 Minnesota Newspaper Association's Better Newspaper Contest, the ad took first place in the Weeklies Up to 2,500 category."

M (P1905B04001C)

For more information, contact Carly Johnson, Graphic Designer, *Citizen's Advocate*, Henning, Minnesota at nymdispatch@arvig.net.

METROFEATURE

Coleman
Shoes, Repair and Bootery, Inc.
129 W. Main St., Princeton, Ky. • 270-365-7224

Saddle Up for Savings

Come see us for great customer service and ALWAYS low prices!!!

\$20 OFF
Corral Boots and Waders (in stock)

\$20 OFF
Ladies' and Men's Western Boots

\$20 OFF
Children's Boots (in stock)



The combination of Metro art and her vivid imagination has enabled Sherry McGregor of the Princeton, Kentucky-based *Times Leader* to create ads that meet with instant approval from advertisers.

AKRIDGE
Farm Supply and Ace Hardware

Where Customer Service Counts Since 1933

EVANSVILLE • 270-388-2910
MORFITT • Evansville, Ind. • 800-888-8888 • 313-244-4444
FRANKFORT • 270-545-3332 OR TOLL FREE 1-800-264-3332
MORFITT • Frankfort, Ky. • 502-341-3434 • 270-545-3332

Lyons & Lady Lyons Are Flaming Hot!

PROUD TO SERVE CATS' FANS!

PEOPLE PLUS INC.
PROVIDING STAFFING SOLUTIONS

110 W. Market St., Princeton, Ky.
270-365-2300
www.peopleplusinc.com

A Brian Boyd,
CSP, Staffing Manager

FOLLOW THE LEADER

Kentucky Colonel William E. Carrington and "Colonel Carrinton"

Member of the United Methodist Church

May all our children find their way to Christ!

Colonel Carrinton's "Follow Christ Coloring Contest!"

Cut out and color the picture above and mail it to:
Follow Christ Coloring Contest, P.O. Box 435, Princeton, Ky. 42049.
Include name, age, and phone number on a separate piece of paper.
First, second and third place prizes will be awarded. For ages 10 and under.

Custom Images Seal the Deal

Times Leader
PRINCETON, KENTUCKY

■ Sherry McGregor, advertising sales coordinator and graphic designer for the *Times Leader* of Princeton, Kentucky, knows that the perfect image is sometimes all it takes to close a sale. But she also knows that finding the perfect image — particularly an unusual image — sometimes feels like looking for a needle in a haystack. This was precisely the case when McGregor set out to create a one-of-a-kind basketball-themed ad for a local staffing service.

"When this business owner runs an ad, she wants something distinctive and eye-catching," McGregor explains. "So when I was designing the basketball-related ad for her, I knew it would have to be something different and not just a basketball or a hoop. It occurred to me that she might like a wildcat (the University of Kentucky's team and mascot) smacking a ball and started searching for an image that was different from the official logo but would definitely connect with Wildcats fans."

After searching high and low for the right image, McGregor turned to Metro for help. And she got it. After Metro staffers came up with the perfect photo of a wildcat looking like it was ready to pounce, McGregor gave the cat a prominent paw and claws from another piece of artwork, added in two basketballs and some streaks around the larger ball to suggest movement and, voila!, she had an ad that made the customer smile and sealed the deal.

Over the years, McGregor has come up with custom images for several other *Times Leader* customers as well. And she continues to call on Metro when the image she has in mind eludes her.

"Another time," she recalls, "I wanted to create a powerful ad for a local farm supply and hardware retailer to support some of our local sports teams — the Lyons and Lady Lyons — with a tag line that said 'Lyons & Lady Lyons Are Flaming Hot.' For that one, I wanted to show lions and have their manes be flames. Metro made it and sent it to me, and it was

exactly what I wanted. The ad even placed second in our state competition."

While Metro helped with the images that made these ads work, the ideas were all McGregor's. And the ideas spring not just from her imagination, but from her knowledge of her customers' tastes, likes and dislikes.

"I have found that, with certain customers, it's not enough to just take the art or the ads as they are," she explains. "To make ads come to life for those customers, I have to dig around and bring in artwork and images that suit them and show their taste. When I started going out selling, I made a point of really getting a feel for customers' tastes and then I had a sense of what they would like."

McGregor's strategy of discovering advertisers' predilections has also helped her create — and sell — distinctive message-driven layouts for the newspaper's three Christian-themed publications. For one such ad, which was purchased by a local Christian writer and motivational speaker, McGregor wanted an image of young children in a line following Jesus. She found a Metro image that she liked, but decided to separate and rearrange the children and remove all color from the images in order to create a drawing that could be colored in.

Says McGregor, "I knew that if it was a coloring page, people would spend more time with the ad. The advertiser loved the ad so much that he increased the size and made it into a kids' coloring contest."

With several awards under her belt for ads in various categories and raves from a number of the newspaper's key advertisers, McGregor understands that it takes more than creativity to produce winning layouts.

"When I discovered a few years back that Metro would help me create the vision I had in my head, I was really pleased," she adds. "Metro art can be used in so many ways — especially if you use your imagination!"

M (P1605605001C)

For more information, contact Sherry McGregor, Advertising Sales Coordinator & Graphic Designer, *Times Leader*, Princeton, Kentucky at 270.365.5588.



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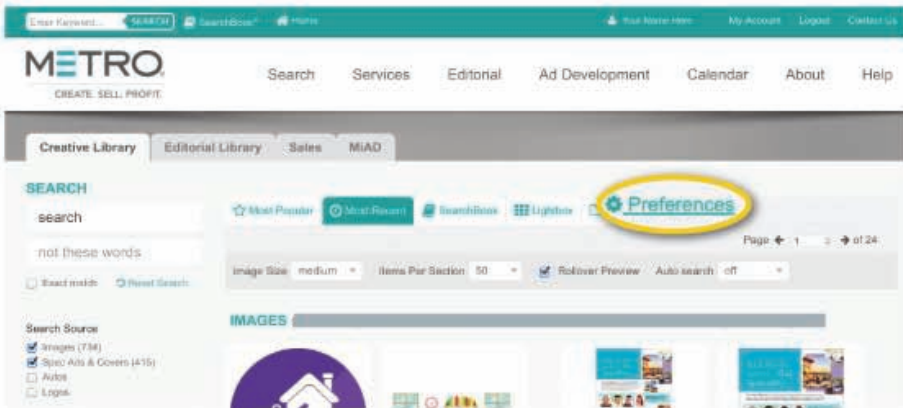
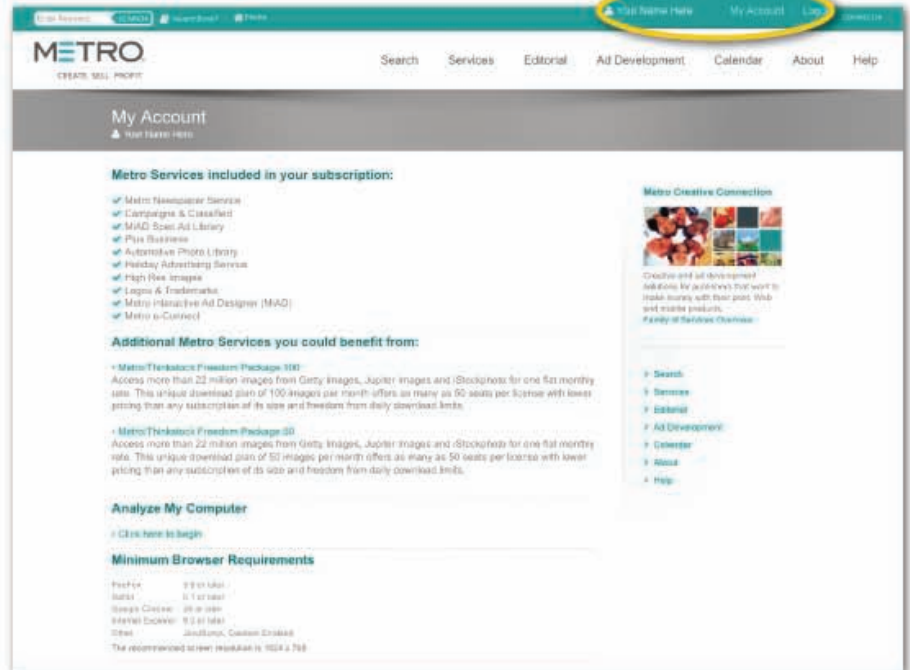
Personalizing Your Online Metro Access and Experience

My Account:

The **My Account** window inside *MetroCreativeConnection (MCC)* is your one-click location to see exactly which Metro services you subscribe to, and therefore will have complete access to in *MCC*.

Once you log in with your unique username and password, you can access the **My Account** window by clicking the link on the top right of the *MCC* window.

You can also test your computer for compatibility. Once you click the **Analyze My Computer** link, the results will indicate if you need to alter browser settings or upgrade software in order to maximize your *MCC* user experience.



Preferences

After you log in, and perform a search, the **Preferences** link will appear. A panel will drop down that lets you:

- Set the **Image Size** for your previews
- Select the number of **Items Per Section** you want to appear on each results page
- Turn **Rollover Preview** on, or off
- Set the **Auto Search** feature to "on" if you want to see results appear as you are typing

Added Benefits of Personalization

When you log into *MCC*, your name appears along with your user ID. This ID will be exclusive to you, so the *My Account* information will relate directly to your user name.

This personalization is what allows your name to appear at the bottom of any *Print Preview* option when it is printed.

If you subscribe to *Metro interactive Ad Designer (MIAD) Desktop With Wizard* — see your *My Account* page to confirm — then you will benefit from personalization of your PDF prints and downloads as well. If you choose to e-mail a PDF preview from *Wizard*, your e-mail address will automatically be filled in, based on your personal profile information.



Personalize Your Metro Online Access Today

With these tips, you can now make sure your Metro online access is personalized with your name and search preferences. We do not limit the number of users at a client's location so there is no reason to share login information. If you are currently sharing a login, and have an individual email address, just call our Client Services team at **800-223-1600**. They can set you up with your own *MCC* User ID and Password, and help with any other questions or training needs.

P1605B06001C

Good vs. Bad Ads: Balance and Eye Flow Are Essential to Ad Attention and Comprehension

There are two essential elements of good ads that, on the surface, can sound like the name of a boy band from the '90s: "Ladies and gentlemen, join me in welcoming **Balance and Flow!**" Proper balance and eye flow in an ad layout help to gain and keep the readers' attention while delivering the message. Coupling the experience of decades of advertising publishing with scientific research on how our eyes perceive things, we can create a starting-point blueprint for creating ads with optimal balance and flow.

Finding Your Center

In our Western culture we learn to read top to bottom, left to right. Therefore, it seems logical to deduce that the optimal place to start in an ad layout is the upper left corner. However, our eyes don't quite work that way. While our reading eye wants to start at the upper left, our visual perception wants to find a center. If items are grouped around the actual center of an ad layout the ad will appear unbalanced to the same eye. That brings in the concept of the *optical center*. The optical center of an ad layout is the top third, slightly left of center. One way to look at classic ad design is to use the optical center as your ideal position for artwork or a starting headline.

What does this tell us about balance and flow? Balance is the distribution of weight around an ad to ensure eye flow. And eye flow starts with reading top to bottom, left to right.

Which Comes First?

When it comes to ad layout design, the age-old idiom of "which comes first?" refers to art vs. copy. Since we are overwhelmingly a visual society, and most designers are visual people, it is best to start with placing the art first. Why? First of all, one study at Columbia University concluded that 83% of all the information received by the human brain reaches it through our eyes. Not only is it easier to fit copy to art rather than art to copy, if you look at a lot of ads where copy is flowed in first, most will appear unbalanced. This often is due to the fact that the images — given a secondary position — are too small for the ad space. This affects both eye flow and balance. Besides, the size of the ad imagery can always be adjusted later.

Lead with the art, then add the copy and adjust for balance and flow as you go.

The Role of Contrast

Balance helps an ad to read smoothly, so it holds a readers' attention longer. Contrast can be thought of as the individual weights placed on the balance scale to keep things on an even keel for easier reader comprehension.

Contrast is achieved in three ways: size, color and weight, and each holds true for both imagery and type in an ad. Size refers to the proportional balance of the imagery and type within the ad space. Color can be manipulated to bring one element forward before another. Weight combines with color and size to serve up a balanced appearance that is more pleasing to the eye. Weight in type is controlled by the regular, bold and italic versions at hand.

If you think strictly in black and white terms, you can think about contrast in terms of assigning an "A" for black and a "B" for white. While you may very well see that your ad has more of one than another, it will show what needs to be done to the color or size to even out the balance. By the same token, if gray is added to the equation, when something that appears predominantly as gray — meaning it has a lack of contrast — we call that "neutral." When you are looking to get attention in an ad layout, neutral areas can be employed to balance the positive and negative forces within the design and lead the flow.

Follow the Leader

The goal of eye flow is to lead the reader's eye around the ad. One trick to assist eye flow in an

ad is to choose art that is oriented toward pointing in a specific direction, which is usually into an ad or toward an important message. While pointing hands are more obvious examples, people looking or leaning one way or another can be the beginning of creating eye flow in an ad. Objects also can point the way by the angle at which they are drawn or photographed. Rotation is also a tool available to designers to lead the eye around an ad.

Therefore, art that appears on the left side of an ad should orient the reader toward the right, while art on the right should lean toward the left. Art near the top should lead back toward the bottom, while art near the bottom should lead back toward the top. And art that looks to reinforce a headline or important type feature should lean toward that item. In short, all items in an ad should be oriented to lead the readers' eyes around the ad in a logical manner.

And Now a Word About Words

Art can sometimes eliminate the need for much copy at all. Take, for example, a fine dining restaurant ad. If the food and atmosphere is so appealing that it can sell itself, then that photography can deliver the message with few additions. For most situations, though, ad copy will be desired.

As with imagery, the size and weight of ad copy affect balance and flow. When it comes to the ad copy, the headline is your most important type in an ad, as is usually reflected by the size and placement. Informational copy or sale items presented are generally shown in a smaller size in the ad. The call to action can be the same size as informational copy, or larger. It can be called out by manipulating weight with boldness or color. Finally, the location information that tells the reader where to go to get the ad offer generally holds a size and weight position that is equal to or slightly smaller than the headline. Again, weight and color can help draw attention and direct eye flow.

Exceptions to the Rules

If there is one thing that can be said about creative types, it's that we often enjoy breaking rules, whether as a creative exercise or a response to a perceived authoritarian constraint. When good designers bend design rules that have been established through the years, though, they sometimes end up with spectacular results. Ads where large expanses of an ad are left white and small elements assigned to the bottom; ads where elements purposely point outside the borders of the ad space; ads that purposely mix type styles that might not be thought of as compatible ... the list goes on and on. When these rule infringements are executed in the hands of our best designers, they can gain more attention and results.

The bottom line is, when it comes to balance and eye flow, follow the traditional route or disobey the rules, but keep in mind that attention does not always equal action. Take Super Bowl ads as an illustration of attention vs. action. How many do you remember? Now of those that got your attention, how many can you name the company and product behind the ad? Memorable ads are not always the most effective. Whether you strive for "proper" balance and eye flow or purposely want to manipulate the balance and flow in opposite ways, the goal of every good ad is to get the advertiser more results — more sales. **M**



Art type, orientation and position can contribute to balance and flow. In this ad, the figure looks into the ad in the direction of the headline and copy, which is read from the top of the ad to the bottom. Arrows show the logical path of eye flow. Balance is achieved in a symmetrical fashion, roughly dividing the ad in half. The "weight" of the figure on the right is balanced by the size and color of the headline and copy on the left.



The optical center of this horizontal ad is roughly in the position of the hammer head. By the orientation of the tool pointing down, the eye will be lead into the ad. The weight of the headline, ad information and action location help to balance the ad and the message by providing contrast.



The eye flow in this ad is suited to a "T". The weight of the color bar below the headline is reinforced as the starting point by the figure's leg stance. The body of the figure leads into the ad message, which is designed horizontally to balance the top headline horizontally. We will naturally read the ad info copy from the left to the right, top to bottom. Color is repeated a third time to draw attention to the location info and further balance the visual look.

BBQ Guide
 Make your backyard barbecue one to remember
BBQ safety tips
LOCAL BBQ RECIPES
+ READER RECIPE

N1605A08001C - 10x13

May is National Barbecue Month so a **BBQ Guide** section or pages will be welcomed by readers and advertisers as the traditional prime grilling months arrive. Toss fuel on the fire with the barbecue vs. grilling debate or stay above the fray. Either way you can include info on the techniques, equipment and foods that are popular in your area, combined with the top businesses that sell the goods and services appropriate to the topic.

BBQ Guide
 Go off the grill grid for unique flavor
S
 Serves 4 people
 Grilled Lemon Vinaigrette
Advertiser Suggestion:
 Supermarket
 Butcher
 Home Improvement Store

N1605A08002C - 5 col x 13
 N1605A08003C - 6 col x 21

Family VALUES
 Inexpensive activities the whole family can enjoy
NAME NEWSPAPER
 How families can cut down on screen time
 Family-friendly local activities
 Community events catering to kids
 Meet a local daycare staff

N1605A08004C - 10x13

The key to successful **Family Values** sections or pages is "family." Create a guide — in print and online — that families can refer to again and again. Whether they are looking for recreational or leisure time activities, family apparel and footwear selections, backyard furniture and games, church and volunteer opportunities, or more, showcase your sponsors and offer the info families want to help them enjoy quality time together.

Family VALUES
Advertiser Suggestion:
 Daycare
 Family Store
 Sporting Center
 Kids & Petals
 Community Center
Advertiser Suggestion:
 Daycare

N1605A08005C - 5 col x 13
 N1605A08006C - 6 col x 21

Female Living
 Influential women in our community
NAME NEWSPAPER
 Career tips for young women
 Time management tips for on-the-go moms
 Important health screening for women

N1605A08007C - 10x13

May plays host to Mother's Day and Women's Health Care Month, which are the perfect coordinated events to include in a **Female Living** section or pages. Think outside the box and feature "Mothers in Business" to highlight working moms who are also business owners (and potential advertisers) in your area. Split the section so half or more is dedicated to women's health concerns. Since women are half the population, think about creating an ongoing "by women, for women" area on your website.

Female Living
 Take a cue from successful women
Advertiser Suggestion:
 Department Store
 Community College
 Fitness Center
Advertiser Suggestion:
 Office Supply Store
 Restaurant
 Spa

N1605A08008C - 5 col x 13
 N1605A08009C - 6 col x 21

Nursing Salute
 Explaining the differences among professional nursing occupations
 Meet a local nurse
 The many roles nurses play
 Career opportunities for nursing students
NAME NEWSPAPER

N1605A08010C - 10x13

A **Nursing Salute** section or pages can be timed to coincide with National Nurses Week (May 6-12). Uniform businesses can be infrequent advertisers, so be sure to feature them prominently so they can advertise the scrubs and footwear nurses need. Include editorial information in your section or pages that raises public awareness of nursing activities in the hospitals, clinics, assisted living centers and schools in your area.

Nursing Salute
 Exploring holistic nursing
Advertiser Suggestion:
 Medical Group
 Management Therapist
 Hypnotherapy
 Acupuncture
Advertiser Suggestion:
 Assisted Living Facility
 In-Home Care Service
 Organic Food Store
 Herb Store
 Chiropractor
Advertiser Suggestion:
 Hospital

N1605A08011C - 5 col x 13
 N1605A08012C - 6 col x 21

Remembrances

The benefits to preplanning your funeral

Local estate planning attorney spotlight

Funeral Home

Preplanning Pointers

The benefits to preplanning your funeral

N1605A32004C - 10x13

Remembrance and sympathy sections are growing in popularity, along with funeral pre-planning. Present information to your readers to address their pre-planning needs with a **Remembrances** section or pages. You can also include personal remembrances in the sections that mention death anniversaries of one-, five- or 10-year passings. See pages 60, 61 and 62 for spec ads, photos and imagery to assist in your pre-planning promotions.

| | |
|--|---|
| <p>Church</p> <p>Florist</p> <p>Cemetery</p> | <p>Bank</p> <p>Banquet Hall</p> <p>Book Store</p> |
|--|---|

N1605A32005C - 5 col x 13
N1605A32006C - 6 col x 21

We Love Mom

The 411 on Mother's Day flowers

Local Mother's Day activity listings

The 411 on Mother's Day flowers

N1605A33004C - 10x13

Mother's Day is May 8. A **We Love Mom** section or series of pages can encompass all the coverage you are scheduling for Mother's Day. These include gift suggestions and flower shops, plus brunch and dinner dining guides, along with info about the lifestyles of today's moms. Highlight some famous and noteworthy mothers in your area's history and salute new moms as well. Create an online companion to the print section or pages for your website.

| | |
|--|--|
| <p>Florist</p> <p>Dinner & Entertainment</p> <p>Book Store</p> | <p>Floral</p> <p>Children's Center</p> |
|--|--|

N1605A33005C - 5 col x 13
N1605A33006C - 6 col x 21

Heroes

Meet a local veteran

Local service member spotlight

What you can do to help local service members

The role of each branch of the military

Did you know?

N1605A34004C - 10x13

Memorial Day will be observed on May 30 this year. While traditionally the American holiday was created to remember the sacrifices of fallen heroes, you can bring area veterans into the mix with a **Heroes** section or pages. Include the families who are anxiously waiting at home while their fathers and mothers serve overseas, too. See the complete **Themed Event Package** to get print, Web and mobile ads for multiple platform coverage.

| | |
|---|------------------------|
| <p>Community Center</p> <p>Medical Group</p> <p>Gym</p> | <p>Community Event</p> |
|---|------------------------|

N1605A34005C - 5 col x 13
N1605A34006C - 6 col x 21

Senior Services

Local charities that cater to seniors

Volunteering opportunities for seniors

Assisted living facility spotlight

Exercise tips for seniors

N1605A35004C - 10x13

Senior sections have come a long way since the days when they concentrated on hospital beds and oxygen tanks. Today's active seniors are looking for information to help them stay healthy and active, and a **Senior Services** section or pages can deliver what they need. May is Older Americans Month, so you can coordinate your section with the event, then repeat the section or pages, with fresh content, seasonally, or even monthly moving forward.

| |
|---------------|
| <p>Doctor</p> |
|---------------|

N1605A35005C - 5 col x 13
N1605A35006C - 6 col x 21



Best Nurses Contest Nominate a Top-Notch Nurse!

Do you know a nurse who goes above and beyond the call of duty to provide extraordinary comfort and care to patients and their families? Return the favor by giving them the thanks and recognition they deserve in our **Best Nurses Contest**!

To nominate a nurse here in Name County, go online to name.newspaper.com/contests and follow the "nominate a nurse" link to submit your entry form. Tell us in 500 words or less how the nurse you are nominating goes above and beyond on the job or in the community. You may also print the entry form and submit it by mail to the address provided on the contest website. See contest page for complete rules and entry details.

The top ten nurses selected by our panel will be featured in our **National Nurses Week** special section on May 08, 2016, and will receive the prizes featured here from our contest sponsors. The winning nurse will receive a \$200 bonus cash prize to be donated to the charity of his or her choice.

\$25 Gift Card
Coffee Shop
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Four Day Passes
Amusement Park
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Free Set of Premium Scrubs
Uniform Shop
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Free Pair of Comfort Shoes
Shoe Store
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Two Movie Passes & Popcorn Combo
Movie Theater
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Bowling Package for Four
Bowling Alley
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

60-Minute Massage
Day Spa
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

90-Day Supplement Supply
Health Food Store
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Free His or Her Haircut
Hair Salon
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Dinner for Two
Restaurant
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

N1605A10001C

Usage Note:

National Nurses Week will be celebrated May 6 to 12, 2016, so salute your area nurses with a **Best Nurses Contest**. The contest will raise awareness of the difficult job nurses do everyday, point out the dedication they have to serving the community, and give people and employers the chance to acknowledge and thank them with nominations and prizes. Create an online gallery of all the nominees for your website. It will provide additional exposure for the contest sponsors.

Mom-&-Me Lookalike Contest



Do you and Mom share a lot in common, including your looks? Enter our Mom-&-Me Lookalike Contest, and that resemblance could really pay off!

TO ENTER submit a photo with your mom via our contest link at name.newspaper.com/contests through Sunday, May 03. The sooner you enter, the greater your chances of winning!

TO VOTE click on your favorite lookalikes via our contest link at name.newspaper.com/contests through Sunday, May 09. Vote as often as you like!

Our top 10 winners will be featured in our Mother's Day edition on Sunday, May 8. The grand-prize winner will receive the prizes featured here from our contest sponsors.
Good luck to all of our contestants!

Day of Beauty
Spa & Salon
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Name Brand Tablets
Electronics Store
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Family-Style Dinner
Restaurant
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Six-Month Membership
Health Club
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Whole House Cleaning
Cleaning Service
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Lower Teeth Whitening or Cleaning
Dental Center
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Tanning or Body Wrap Package
Tanning Salon
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Oil Change & Inspection
Auto Repair Center
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Craft & Style Consultation
Fashion Boutique
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Gold Heart Pendant
Jewelry Store
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

N1605A10002C

Usage Note:

Mother's Day is May 8, 2016. In your plan to cover all the bases for the holiday, add this **Mom-&-Me Lookalike Contest**. There are two parts to this contest idea: first, readers send in mom and child photos displaying the resemblance between the two; and second, readers visit your website and vote for their favorites. Mix up the sponsors even more than suggested to offer prizes that can appeal to both mom and child, or offer an activity that can be attended by mom and child, such as bowling, lunch, movies and more.

JUST RELEASED...

Make Sales Soar Like Magic

Improve your close ratios to 70% or more with the **New MiAD**

WIZARD!

It's a fact that spec ads help close more sales—and yet spec ads are used less than 20% of the time. Now, with the real-world magic of MiAD Wizard, personalizing and presenting spec ads for EVERY prospect is as easy as 1-2-3!

No training.
No time wasted.
No more tough sells.



MiAD Wizard is a **FREE upgrade for current MiAD subscribers!** If you, too, would like to instantly conjure up targeted spec ads, for sales calls that will practically close themselves, **go to miadwizard.com**. To set up your **FREE TRIAL**, call Metro's Client Services team at **800-223-1600** or email **service@metro-email.com**.

METRO'S FILE NAMING SYSTEM AT A GLANCE

Service Indicator.

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

Month Indicator.

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

Page Number.

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

Color Type.

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

N1605P12002K.TIF

Year Indicator.

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

File Indicator.

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

Unique to File.

three-digit field that is unique to the item.

Extension.

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1605P16005C-●

Free Guacamole



Bring this ad on your next visit, and enjoy a complimentary bowl of our fresh and delicious signature guacamole with chips!

TJ Cantina  

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

AD# N1605A12001C PASS 6 COL x 1

N1605P14002C-●



Dive In

BOGO 50% Off Swimwear

Mix and match styles for men, women and kids! Now through Sunday. Offer good May 00-00, 2016. List details, terms and conditions here.

Towne Department Store

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

AD# N1605A12002C PASS 6 COL x 1

N1605P14008C-●

The Reel Deal in Fishing Gear & Tackle

top brands | live bait | rod & reel repair | licenses | day trips
Open Daily at 6am
Closed Mondays



Angler's World

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

AD# N1605A12003C PASS 6 COL x 1

N1605P14006C-●

Sales & Rentals

Rent 2 Hours, Get 1 FREE Offer ends 00.00.16.
paddleboards | surfboards | kayaks | boogie boards | wetsuits | bikes



Adventure Sporting Goods

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



AD# N1605A12004C PASS 6 COL x 1

N1605P68008 C*-O

Victoria Day Savings

Shop holiday weekend markdowns in every department!

Saturday | Sunday | Monday • Doors open at 9am

Central Department Store

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

AD# N1605A12005C PASS 6 COL x 1

N1605P37012C-●



Military Appreciation Days

Active & Retired Military
Save 20% Off

Your Total Purchase May 00-00, 2016
with proof of service. List details, terms and conditions here.

City Home & Hardware

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

AD# N1605A12006C PASS 6 COL x 1

N1605P36007C-●

Hair Makeover Specialists

precision cuts | creative color | extensions | straightening | braids & updos | blowouts

Call anytime for your free consultation!



Image Salon

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

AD# N1605A12007C PASS 6 COL x 1

N1605P27007C-●

FREE Salad Bar

Enjoy our fresh salad bar for free with your dinner entree purchase during May, National Salad Month!



Mario's Restaurant

Open daily at 11am
Closed Mondays
Reservations welcome

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



AD# N1605A12008C PASS 6 COL x 1

N1605P16013C-●



Chill All Weekend

Enjoy great Memorial Day food and drink specials beginning at 3pm Friday through Monday!

\$3 Beer & Appetizer Specials

Boardwalk Bar & Grill

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



AD# N1605A12009C PASS 6 COL x 1

N1605P22001C-●

Wedding Ring Event



Save up to 40% off the latest styles in wedding bands and engagement rings!
Going on now. Sale ends May 00, 2016.

Emory Jewelers

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



AD# N1605A12010C PASS 6 COL x 1

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

N1605P13001C*-O



Mother's Day Gift & Celebration Guide

Usage Note:

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

Companion WEB ADS available on MCC

Cafe Addison
Reserve now for our Mother's Day brunch buffet.
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Cafe Addison
Reserve now for our Mother's Day brunch buffet.
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Cafe Addison
Reserve now for our Mother's Day brunch buffet.
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Cafe Addison
Reserve now for our Mother's Day brunch buffet.
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Cafe Addison
Reserve now for our Mother's Day brunch buffet.
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Cafe Addison
Reserve now for our Mother's Day brunch buffet.
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
Fashionable gifts Mom will love
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
Fashionable gifts Mom will love
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
Fashionable gifts Mom will love
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
Fashionable gifts Mom will love
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
Fashionable gifts Mom will love
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Clothesline
Fashionable gifts Mom will love
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Confetti Cards & Gifts
Great gifts under \$25
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Confetti Cards & Gifts
Great gifts under \$25
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Confetti Cards & Gifts
Great gifts under \$25
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Confetti Cards & Gifts
Great gifts under \$25
1234 Washington Street • Somersville Heights
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www.namewebsite.com

Confetti Cards & Gifts
Great gifts under \$25
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Confetti Cards & Gifts
Great gifts under \$25
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

N1605P63006C-



Gifts to Make Her Day

Designer Apparel
Fashion Jewelry
Leather Handbags
Elegant Linens
Sunglasses
Bath & Accessories
Footwear | Beauty Gifts
Home Accents | & More

Shop dozens of gift ideas under \$50!

Brooke's Boutique
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

AD# N1605A13002C
PASS 2 COL x 5



Tea Room & Gift Shop

Join us for a traditional afternoon tea or visit our gift boutiques for great ideas and premium loose-leaf teas.

Open for Mother's Day! Reservations recommended. Private events welcome.

Rose's Tea Room
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com



"Thanks a Bunch, Mom!"

Mother's Day Floral Arrangements
\$19.99 & up

| | |
|--------------------------|-----------------------------|
| Bouquets \$12.99 & up | Potted Orchids \$18.99 & up |
| Tulip Plants \$9.99 & up | Hydrangeas \$17.99 & up |

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

AD# N1605A13004C
PASS 2 COL x 5
N1605P63010C-
AD# N1605A13003C
PASS 2 COL x 5
N1605P64011C-

N1605P63013C-



The Finest Gifts for the World's Best Mom

Shop an unparalleled selection of fine jewelry and finer pieces to make Mom's special day unforgettable.

Diamond Spectacles
Custom engraved jewelry
Fossil Hunting watches
Complimentary gift wrapping

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

AD# N1605A13005C
PASS 2 COL x 5



Mother's Day GIFT SALE

Save on gifts, cards and wrap to put the finishing touch on Mom's special day!

| | | |
|---|--|--|
| Chocolate Gift Boxes on sale from \$9.95 | Semiprecious Jewelry Sets on sale from \$11.95 | Name Brand Collectibles on sale from \$24.95 |
| Mother's Day Photo Frames on sale from \$8.95 | Deluxe Bath Sets on sale from \$12.95 | Scented Soy Candles on sale from \$5.95 |

Advertised offers good through 06.03.10 while supplies last.

Village Pharmacy & Gifts
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com



His & Her Favorite Fragrances

From the latest trends to classic blends, we have all the scents Mom loves to wear.

Designer Fragrance Gift Sets
Perfect for Mom starting at \$29.95

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

AD# N1605A13006C
PASS 2 COL x 5
N1605P63016C-
AD# N1605A13007C
PASS 2 COL x 5
N1605P64015C-O

AD# N1605A13001C PASS 6 COL x 21
AD# N1605A13009C 10 x 13



N1605P14002C-●



N1605P14005C-●



N1605P14004C-●



N1605P14003C-●



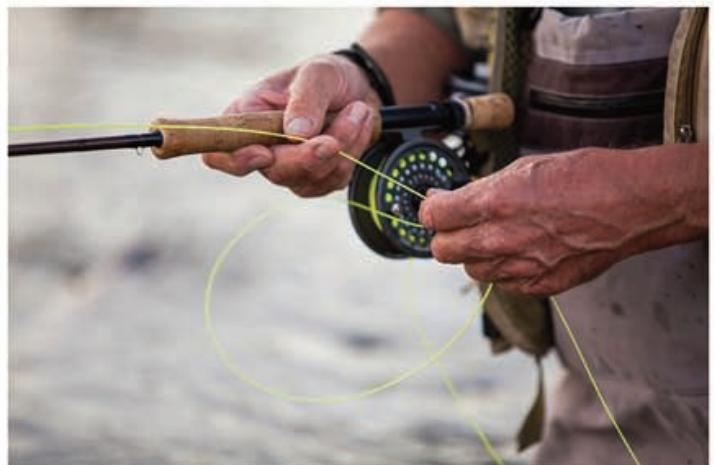
N1605P14001C-●



N1605P14006C-●



N1605P14007C-●



N1605P14008C-●

MCC Keyword Hints: lifestyle, leisure, recreation, diving, biking, paddle boards, rock climbing, fishing



N1605P15001C-●



N1605P15002C-●



N1605P15008C-●



N1605P15006C-●



N1605P15007C-●



N1605P15004C-●



N1605P15005C-●



N1605P15003C-●



N1605P15009C-●



N1605P16008C-●



N1605P16001C-●



N1605P16007C-●



N1605P16004C-●



N1605P16002C-●



N1605P16011C-●



N1605P16013C-●



N1605P16005C-●



N1605P16009C-●



N1605P16003C-●



N1605P16012C-●



N1605P16010C-●



N1605P16006C-●

N1605P15005C
N1605P16002C

N1605P28011C
N1605P17002C

N1605P17002C

N1605P17001C

N1605P39001C
N1605P15008C
N1605P25005C



May

Community Calendar 2016

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

Mother's Day

Armed Forces Day

Wetlands Day (CA)

Memorial Day



May 00

Pet Expo
Free fun for pets & their people!
Pine Park Dog Run
11am-3pm
www.namewebsite.com

May 00

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

May 00

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



May 00

Sportsmans' Show
Everything for hunters, anglers & more
Somersville Convention Center
10am-7pm
www.namewebsite.com

May 00

Spring Sidewalk Sale
Savings from your favorite mall shops!
Somersville County Mall
10am-9pm
www.namewebsite.com

May 00

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



May 15

Peace Officer Memorial Ceremony
Honoring those who served our community
Northgate Chapel
9am
www.namewebsite.com

May 00

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

May 00

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

SEE YOU THERE

Saturday, May 00
Register Online Today!

Great Prizes | Goody Bags | Fun on the Run
Your \$20 registration fee includes a t-shirt, water and admission to the race after-party featuring complimentary refreshments and entertainment.
For details and advance registration, go to www.namewebsite.com by 5pm May 00, 2016.

5K FUNdRun

All proceeds benefit Name Charity Organization!

Mission Park Fun Run

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



May 00

Bridal Show
Free fun to plan the perfect wedding
Somersville Convention Center
10am-7pm
www.namewebsite.com

May 00

Kids' Story Hour
Celebrating the magic of books!
Somersville County Library
2pm
www.namewebsite.com

May 00

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

May 00

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

May 00

Senior Social
Mixing, mingling, games, giveaways & more
Somersville Senior Center
11am-4pm
www.namewebsite.com



May 00

Community Bike Ride
Free & open to everyone!
Pine Ridge Park
2pm
www.namewebsite.com

May 00

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

May 00

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

May 00

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

May 00

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



May 00

Boat Show
The latest & greatest watercraft
Somersville Convention Center
10am-7pm
www.namewebsite.com

May 00

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

May 00

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

May 00

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

May 30

Memorial Day Service
Honoring their service, sacrifice & legacy
Somersville Cemetery
9am
www.namewebsite.com

AD# N1605A17002C
PASS 3 COL x 7
N1605P17003C-O

N1605P29002C

N1605P38002C
N1605P15003C
N1605P22004C

N1605P37002C
N1605P30005C

AD# N1605A17003C
PASS 6 COL x 3

N1605P56001C

Stars & Stripes Sale

Living Rooms | Dining Rooms | Sofas | Mattresses
Bedrooms | Lighting | Rugs | Decor | & More

Save 25% Off
All Prices Stamped With a Star

Save 40% Off
All Prices Stamped With Stripes

Delivery & Financing Available

Starting This Saturday May 28-30, 2016
Last details, terms and conditions here. List details, terms and conditions here.

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

AD# N1605A17001C PASS 6 COL x 21
AD# N1605A17004C 10 x 13

Companion WEB ADS available on MCC

N1605P39003C

Bed & Breakfast

For rates, reservations and current specials, please call or visit us online today!

Your Place at the Shore

Make yourself at home in the area's most welcoming bed and breakfast. Our comfortable and romantic retreat offers beautiful guest rooms, daily breakfast, nightly happy hour, relaxing grounds and a host of amenities just minutes from the beach, shopping and entertainment.

Seaside Bed & Breakfast
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1605A18001C PASS 2 COL. x 5

Custom Cabinets

fresh from our workshop to your kitchen!

Upgrade your kitchen with the beauty and convenience of made-to-order cabinets, measured and fabricated to fit your kitchen and your lifestyle perfectly.

Save up to \$1,000 with 10% off new cabinet purchases through 03.03.14. (Not valid on sale of stock cabinets. Call Artistic, Essex and South Shore for details.)

Call today for your free in-home estimate! Local, Licensed & Insured!

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

AD# N1605A18002C PASS 2 COL. x 5

N1605P39008C

N1605P38004C

Congratulations, Class of 2016 graduates! Keep the momentum going with a quality education that's both affordable and close to home. Sign up for fall classes before the June 10 registration deadline, and continue on your path to a bright, successful future.

Meet the Crew!
Open House

Now Enrolling for Fall

Tuesday, May 03
11am-3pm

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

AD# N1605A18003C PASS 2 COL. x 5

N1605P39011C

The New Look of Concrete

Picture the Possibilities for Your Home!

patios | driveways | walkways | pool decks | garage floors

Book your free consultation today, and learn about the latest concrete design solutions for your home and landscape. Practical, durable, beautiful and affordable, you'll love the results today and for years to come.

Concrete Pros Licensed 00000 Insured & Bonded
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1605A18004C PASS 2 COL. x 5

N1605P39012C

Fuel Your Summer Adventures

From the park to the beach and beyond, take us with you for an easy and delicious lunch break that won't break the bank!

Open at 7am Daily

Lunch Combos from \$5.99

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

AD# N1605A18005C PASS 2 COL. x 5

N1605P39009C

Premium Party Rentals

We'll handle the setup and cleanup, so you can party down!

Tents | Canopies | Linens | Furniture | Tableware | Dance Floors | Lighting | Audio Visual | Bars | Buffets | Heating & Cooling | & More

Contact us by phone or online today for a complimentary consultation and estimate.

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

AD# N1605A18006C PASS 2 COL. x 5

N1605P38005C

Companion WEB ADS available on MCC

N1605P48001C

Proud to serve Our Family Farms

pet & livestock food
farm & ranch supplies
vaccines & flea control
enclosures & fencing
saddles & leather work
equipment sales & rentals

Open 6am-7pm
Closed Sunday

Farm & Feed Depot
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1605A18007C PASS 2 COL. x 5

You Know a Good Thing When You See It. Now Just Wait Until You Taste It!

Try Our **National Hamburger Month Deluxe Combo Special** served with your choice of toppings, golden fries & bottomless beverage. **Only \$6.99** Special price available May 1-30, 2016.

Burger Vault

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

AD# N1605A18008C PASS 2 COL. x 5

N1605P66011C

Shop all the luxurious lingerie looks you love.

Lacy to Racy

Gift shopping & wrapping service
Bra fitting specialists on staff
Appointments welcome

Luxe Lingerie

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

AD# N1605A18009C PASS 2 COL. x 5

N1605P38006C

Make Sure There's Plenty to Go Around

BOGO 50% OFF All Specialty Pizzas
now through Sunday, May 03

hand-tossed pizza | hot & cold subs | fresh salads | pasta & entrees

We deliver! Menu Preview Here

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

AD# N1605A19001C PASS 2 COL. x 5

N1605P38010C

Eco-friendly Eye-friendly Landscape Solutions

Save water, save money when you call today for your free waterwise landscape design consultation and estimate!

Fully Insured

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

AD# N1605A19002C PASS 2 COL. x 5

N1605P38011C

Appointments & walk-ins welcome

Nourishing Nail Care
Enjoy our pampering spa manicure and pedicure treatments for soft and beautiful hands and feet.

Happy Hour Monday-Friday 3-5PM
Mani-Pedi Only \$25

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

AD# N1605A19003C PASS 2 COL. x 5

N1605P38009C

Stock up on the latest maternity wear arrivals for the new season!

Cool & Comfortable
Maternity Fashions for Summer

Buy 2, Get 1 FREE
Sundresses | Swimwear | Tees & Tanks

Mix & Match Styles

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

AD# N1605A19004C PASS 2 COL. x 5

N1605P39006C

Screamin'-Good Sundaes

18 Daily Ice Cream Flavors
Dozens of Delicious Toppings
Homemade Waffles, Brownies & Cookies

Transfer Tuesdays
Two scoops for the price of one every Tuesday!

Open Late All Summers
Sunday-Thursday 11am-10pm
Friday & Saturday 11am-11pm

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

AD# N1605A19005C PASS 2 COL. x 5

N1605P39002C

Doggone Carpet Stains & Odors?

Freshen up your home instantly with our deodorizing steam sanitizing treatment for rugs and upholstery.

Spring Cleaning Special
Whole House Steam Cleaning up to 750 square feet

Only \$99

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

AD# N1605A19006C PASS 2 COL. x 5

N1605P39001C

GET YOUR LONG WEEKEND ON!

This Week's Specials
Hot or Sweet Italian Sausage \$3.89 lb.
Boneless Sirloin Steak \$4.79 lb.
80% Lean Ground Beef \$2.79 lb.

OPEN MEMORIAL DAY 9AM-2PM

Put the finishing touch on your barbecue with our house-made salads and bakery-fresh breads!

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

AD# N1605A19007C PASS 2 COL. x 5

N1605P16004C

Cinco de Mayo 5 May

Grab Your Amigos & Let's Celebrate

\$5 Jumbo Margaritas
\$2 Taco Specials
\$3 Mexican Beers
\$10 Dinner Combo
FREE CHIPS & SALSA

Thursday, May 5 Starting at 4pm

Chuy's Cantina
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

AD# N1605A19008C PASS 2 COL. x 5

N1605P16010C

Open Memorial Day

POP THE TOP ON SUMMER
Stock up for the long weekend with low prices on beer, wine and spirits.

10% Off All Beer by the Case
Domestic | Imported | Craft

BOGO 50% OFF
red | white | rose | sparkling

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

Buy 5, Match Premium Spirits 2 for \$25
select varieties only

Offers good through 00:00:15. List details, terms and conditions here.

AD# N1605A19009C PASS 2 COL. x 5

N1605P16001C

Companion WEB ADS available on MCC



N1605P20009C-●



N1605P20005C-●



N1605P20011C-●



N1605P20003C-●



N1605P20007C-●



N1605P20006C-●



N1605P20002C-●



N1605P20012C-●



N1605P20001C-●



N1605P20010C-●



N1605P20004C-●



N1605P20008C-●



N1605P20019C*-○



N1605P20015C*-○



N1605P20018C*-○



N1605P20013C*-○



N1605P20014C*-○



N1605P20017C*-○



N1605P20026C*-○



N1605P20020C*-○



N1605P20024C*-○



N1605P20021C*-○



N1605P20022C*-○



N1605P20028C*-○



N1605P20027C*-○



N1605P20029C*-○



N1605P20016C*-○



N1605P20032C*-○



N1605P20034C*-○



N1605P20023C*-○



N1605P20030C*-○



N1605P20025C*-○



N1605P20035C*-○



N1605P20037C*-○



N1605P20036C*-○



N1605P20033C*-○



N1605P21008C-●



N1605P21009C-●



N1605P21007C-●



N1605P21002C-●



N1605P21001C-●



N1605P21003C-●



N1605P21004C-●



N1605P21005C-●



N1605P21012C-●



N1605P21010C-●



N1605P21011C-●



N1605P21006C-●



N1605P22007C-●



N1605P22006C-●



N1605P22010C-●



N1605P22004C-●



N1605P22008C-●



N1605P22005C-●



N1605P22009C-●



N1605P22002C-●



N1605P22012C-●



N1605P22011C-●



N1605P22001C-●



N1605P22003C-●



N1605P22009C

N1605P39004C

Your Beach Wedding B&B

Ceremonies + Receptions + Accommodations

Whether you're seeking a memorable venue to host your wedding day or inviting overnight accommodations to host your guests, find the ambiance, amenities and ideal location you're looking for at our boutique bed and breakfast.

25 Beautifully Appointed Guest Rooms
Romantic Grounds & Gardens
Modern Kitchen Facilities
New Pool & Hot Tub
Walk to Beach & Town Center
Event Coordinator On Staff

To inquire about available dates, rates and event buyout options, please call or fill out our online contact form today.

Seaglass Bed & Breakfast

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



AD# N1605A23001C PASS 3 COL. x 10



N1605P3001C

Simply Elegant Arrangements

Bridal Bouquets | Ceremonies | Receptions | Showers

Let us add the perfect touch of natural beauty to your wedding with breathtaking custom florals designed to complement the style and color palette of your special day.

Call today to arrange your complimentary consultation with our talented and friendly wedding specialist.

Nuance Florals

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



AD# N1605A23002C PASS 3 COL. x 10

Perfect Your Look of a Lifetime

Offering the latest state-of-the-art laser and cosmetic enhancements for a more beautiful, youthful-looking you.

Renewal Medspa

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

Bridal Package Specials

Book your complimentary consultation today, and learn more about our special offers for brides-to-be and couples.

facial fillers
& collagen
photorejuvenation
lip enhancements
laser hair removal
laser fat reduction
acne treatment

N1605P21009C

AD# N1605A23003C PASS 3 COL. x 10

Luxury Dress & Accessory Boutique

Unique bridal gowns in every style & size
Designer fashions for bridesmaids & mothers
Full line of veils, accessories, footwear & foundations
Expert on-site alterations for a perfectly flawless fit

By Appointment Only Please call today to book your private consultation and fitting with a bridal specialist.

Join our mailing list or connect on social media for special events, trunk show invitations, new arrivals, bridal style tips and more.

Sachet Bridal Salon

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

N1605P20005C

N1605P23002C

AD# N1605A23004C PASS 3 COL. x 10

N1605P24005C*-O

N1605P24002C*-O

N1605P24003C*-O

Mother's Day Gift Guide

Where to find the best Mother's Day gifts around town.

City Florist

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

Firefly Boutique

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

Lotus Spa

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

Sapphire Jewelers

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

Nuance Beauty Supply

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

Binders Books

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

Artisan Chocolates

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

Discount Electronics

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

The Fragrance Depot

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

Village Gourmet

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

Accessories Annex

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

Huis Home Fashions

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

Reflections Portrait Studio

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

Lety's Bake Shop

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

City Florist

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

Grant's Department Store

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

AD# N1605A24001C 19.334 x 13



N1605P24001C-●

Usage Suggestion:

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

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

Weekend Fun Guide Shop & Dine Downtown

N1605P24004C*-O

N1605P24006C*-O



N1605P25011C-●



N1605P25004C-●



N1605P25008C-●



N1605P25005C-●



N1605P25001C-●



N1605P25003C-●



N1605P25002C-●



N1605P25009C-●



N1605P25007C-●



N1605P25010C-●



N1605P25012C-●



N1605P25006C-●



N1605P26003C-●



N1605P26002C-●



N1605P26007C-●



N1605P26006C-●



N1605P26005C-●



N1605P26001C-●



N1605P26010C-●



N1605P26004C-●



AD# N1605A26001C PASS 6 COL x 3

Vintage & Gently Worn Fashions
apparel | designer denim | handbags
footwear | jewelry | outerwear | accessories

Clean Out Your Closet for Cash or Store Credit! No appointment needed. Stop in anytime during store hours.

Upcycle Boutique

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

Shop Tuesday-Saturday 10-8, Sunday 11-5



N1605P27005C-●



N1605P27007C-●



N1605P27009C-●



N1605P27003C-●



N1605P27006C-●



N1605P27001C-●



N1605P27004C-●



N1605P27010C-●



N1605P27002C-●



N1605P27008C-●



N1605P28001C-●



N1605P28009C-●



N1605P28007C-●



N1605P28011C-●



N1605P28008C-●



N1605P28006C-●



N1605P28010C-●



N1605P28004C-●



N1605P28002C-●



N1605P28005C-●



N1605P28003C-●



N1605P28031C*-○



N1605P28022C*-○



N1605P28032C-●



N1605P28033C*-○



N1605P28025C*-○



N1605P28016A*-○



N1605P28017A*-○



N1605P28020A*-○



N1605P28019A*-○



N1605P28015A*-○



N1605P28012A*-○



N1605P28018A*-○



N1605P28014A*-○



N1605P28013A*-○



N1605P28026C*-○

N1605P28027C*-○



N1605P28023C*-○



N1605P28024C*-○



N1605P28030C*-○



N1605P28028C*-○

N1605P28029C*-○



N1605P29007C-●



N1605P29008C-●



N1605P29005C-●



N1605P29011C-●



N1605P29006C-●



N1605P29003C-●



N1605P29001C-●



N1605P29004C-●



N1605P29002C-●



N1605P29009C-●



N1605P29012C-●



N1605P29010C-●



N1605P30006C-●



N1605P30008C-●



N1605P30009C-●



N1605P30005C-●



N1605P30011C-●



N1605P30001C-●



N1605P30010C-●



N1605P30003C-●



N1605P30002C-●



N1605P30004C-●



N1605P30007C-●

Just for Seniors

Services and special offers from your favorite local businesses!



N1605P30002C

Get More From Your Pharmacy

You'll love our everyday low prices on pain relief, vitamins, supplements and more to support your healthy, active lifestyle.

Sign up for our **Free Seniors Club!** Customers 55 and better, enjoy exclusive discounts, free health screening events, healthy recipes and more. When you sign up in store or online.

Discount Pharmacy

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



N1605P29012C

AD# N1605A31002C
PASS 3 COL. x 6



Seniors, enjoy specially priced fresh and flavorful entrees starting at just \$9.99!



Try Our Senior Menu

Tuesday Is Senior Day
Save 10% Off
Your Entire Check
Every Tuesday for customers 60 and over

Gatehouse Cafe

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



N1605P30005C

N1605P84001C

AD# N1605A31003C
PASS 3 COL. x 6



Home Health Caring

Our dedicated healthcare professionals are committed to helping seniors maintain their independence in the comfort of home with the security of skilled nursing and personal care services.

nursing care | physical therapy | bathing & dressing | medication management | light housekeeping | errands & transportation

Try Us for Free!

Call today to arrange your free two-hour visit from one of our trained and attentive home health aids.

Quality Home Care

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

Insured & Bonded
Local References

N1605P37010C

AD# N1605A31004C
PASS 3 COL. x 6

You Deserve to Look & Feel Your Best

Turn back the clock and enjoy a more youthful appearance with the latest state-of-the-art laser procedures from the area's premier medical spa.

Seniors, Save 15% Off Any Single Procedure

Value up to \$500 for patients 55 and over.

skin rejuvenation
photofacials
resurfacing
skin tightening
vein treatment

Call today for your complimentary consultation.

Rejuvenate Medspa

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



N1605P29002C

AD# N1605A31005C
PASS 3 COL. x 6



Connecting You With Better Hearing

Free Hearing Test & Video Otoscopy
Call for your appointment today!

If hearing loss is holding you back from enjoying the company of family and friends or doing the things you once loved, it's time to take back control with today's discreet and comfortable digital hearing aid solutions.

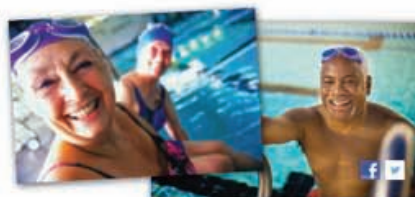
Flexible Payment Plans | Free 30-Day Trial on All Hearing Aids

Somerville Hearing Center

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

N1605P28010C

AD# N1605A31006C
PASS 3 COL. x 6



A Feel-Good Deal for Seniors

Build balance, strength and flexibility and enjoy more energy with a healthy exercise routine. Our friendly fitness center offers the latest cardio and strength-training equipment along with a variety of group exercise classes like aqua aerobics to make fitness fun for everyone!

\$0 TO JOIN
\$29 Monthly Membership
for seniors age 55 and over

Recharge Fitness

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

AD# N1605A31007C
PASS 6 COL. x 2.5

N1605P29001C
N1605P30004C

AD# N1605A31001C

PASS 6 COL. x 21

AD# N1605A31008C

10 x 13

METRO Themed Event Package

SECTION COVER:

N1605P36015C



May 2016
A Special Supplement to
NAME NEWSPAPER

Remembrances

The benefits
to preplanning
your funeral

Local estate
planning attorney
spotlight

N1605P36004C

N1605P60005C

HEADING:
N1605P32001C*-O

N1605P60005C*-O



Preplanning
Pointers

AD# N1605A32004C

10 x 13

Advertiser Suggestion

Funeral Home 1234 Washington Street
Somerville, MA 01906
www.namewebsite.com

Remembrances

**The benefits
to preplanning
your funeral**

Church 1234 Washington Street
Somerville, MA 01906
www.namewebsite.com

Florist 1234 Washington Street
Somerville, MA 01906
www.namewebsite.com

Cemetery 1234 Washington Street
Somerville, MA 01906
www.namewebsite.com

Bank 1234 Washington Street
Somerville, MA 01906
www.namewebsite.com

Banquet Hall 1234 Washington Street
Somerville, MA 01906
www.namewebsite.com

Book Store 1234 Washington Street
Somerville, MA 01906
www.namewebsite.com

AD# N1605A32005C

9.667 x 13

AD# N1605A32006C

PASS 6 COL. x 21



SECTION PROMO:

Learn the Ins & Outs of Advance Planning

Our upcoming Remembrances special section is a tribute to those who have passed, and a helpful resource for those who would like to learn more about funeral preplanning and estate planning for the sake of their loved ones.

Look for your copy in
this newspaper and online at
www.namewebsite.com/remembrances
Sunday, May 08.

Remembrances

A Special Supplement to
NAME NEWSPAPER

AD# N1605A32007C

PASS 2 COL. x 5

CAMPAIGN:

Funeral Preplanning for Peace of Mind

Funeral preplanning will save your loved ones the stress and expense of making important decisions in their time of grief. Call today for more information or to arrange your preplanning consultation, and ensure your final arrangements are carried out according to your wishes.

**Pathways
Funeral Home &
Memorial Park** 1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

personalized funeral services | burials & cremations | memorial gardens | preplanning options | flexible payment options

AD# N1605A32001C

PASS 2 COL. x 5

Compassion & Guidance in Your Time of Sorrow

In making the difficult decisions that follow the death of a loved one, we are here to guide you. At a moment's notice, 24 hours a day, you can count on us to provide everything needed to ensure a dignified and fitting tribute to your loved one's life and legacy.

**Pathways
Funeral Home &
Memorial Park** 1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

personalized funeral services | burials & cremations | memorial gardens | preplanning options | flexible payment options

AD# N1605A32002C

PASS 2 COL. x 5

Honoring the Memory of Your Loved One

As a family-owned and -operated funeral home, we take our commitment to your family personally. We value your trust in us, and it is our honor to help you through your time of sorrow with compassionate service, professional guidance and a dignified tribute to your dear departed loved one.

**Pathways
Funeral Home &
Memorial Park** 1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

personalized funeral services | burials & cremations | memorial gardens | preplanning options | flexible payment options

AD# N1605A32003C

PASS 2 COL. x 5



SECTION COVER:

May 2016
A Special Supplement to **NAME NEWSPAPER**

We Love Mom

The 411 on Mother's Day flowers

Local Mother's Day activity listings

Includes local mothers' gift ideas for women

N1605P33003C
N1605P33002C

AD# N1605A33004C 10. x 13

CAMPAIGN:

A Touch of Indulgence

Mother's Day Special
Spa Manicure & Pedicure
with foot & hand massage
Only \$39
Offer good by appointment through May 05, 2016.

Your full-service day spa for beauty and relaxation
Massage | Facials | Nails | Body Wraps | Salt Scrubs | Boutique

Gift Cards Available
Open Tuesday-Sunday
By Appointment

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

N1605P36008C

AD# N1605A33001C
PASS 2 COL. x 5

Gentle & Beautifying Skincare

Mother's Day Special
European Facial
60 minutes with extractions
Only \$49
Offer good by appointment through May 05, 2016.

Your full-service day spa for beauty and relaxation
Massage | Facials | Nails | Body Wraps | Salt Scrubs | Boutique

Gift Cards Available
Open Tuesday-Sunday
By Appointment

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

N1605P36009C

AD# N1605A33002C
PASS 2 COL. x 5

All-Natural Stress Relief

Mother's Day Special
60-Minute Massage
Sweetish, clean tissue or prenatal
Only \$59
Offer good by appointment through May 05, 2016.

Your full-service day spa for beauty and relaxation
Massage | Facials | Nails | Body Wraps | Salt Scrubs | Boutique

Gift Cards Available
Open Tuesday-Sunday
By Appointment

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

N1605P36001C

AD# N1605A33003C
PASS 2 COL. x 5

Advertiser Suggestion: Florist, Card & Gift Shop, Restaurant, Jewelry Shop, Electronics Store, Clothing Boutique

The 411 on Mother's Day flowers

Advertiser Suggestion: Florist, Garden Center

AD# N1605A33005C
AD# N1605A33006C

9.667 x 13
PASS 6 COL. x 21

Celebrating MOM

SECTION PROMO:

It's All About Mom!

From gift ideas to activity listings and tributes to our area's devoted mothers, our We Love Mom special section is all about making her day special.

Coming Sunday, May 08
In Print & Online.

We Love Mom

A Special Supplement to
NAME NEWSPAPER

AD# N1605A33007C
PASS 2 COL. x 5

Companion WEB ADS available on MCC

METRO Themed Event Package

SECTION COVER:

May 2016
A Special Supplement to **NAME NEWSPAPER**

Heroes

Meet a local veteran

Local service member spotlight ★ What you can do to help local service members ★ The roles of each branch of the military

N1605P37004C

AD# N1605A34004C 10. x 13

Heroes

Did you know?

Advertiser Suggestion

Community Center
1234 Washington Street
Somerville, MA 02145
603-456-7890
www.communitycenter.com

Advertiser Suggestion

Medical Group
1234 Washington Street
Somerville, MA 02145
603-456-7890
www.medicalgroup.com

Advertiser Suggestion

Community Event
1234 Washington Street
Somerville, MA 02145
603-456-7890
www.communityevent.com

Advertiser Suggestion

Gym
1234 Washington Street | Somerville, MA 02145 | 603-456-7890 | www.gym.com

AD# N1605A34005C 9.667 x 13
AD# N1605A34006C PASS 6 COL. x 21



SECTION PROMO:

Celebrating Our Armed Forces

Heroes Arrives Sunday, May 00
Get your copy in print or online at namenewspaper.com/heroes.

Join us in saluting and serving those who serve our nation with a special section devoted to veteran assistance, service member recognition and special military offers and discounts from a variety of local businesses.

Heroes

A Special Supplement to **NAME NEWSPAPER**

AD# N1605A34007C
PASS 2 COL. x 5

CAMPAIGN:

Saluting Our Soldiers

For their courage, service, sacrifice and dedication, we honor the men and women, past and present, of our military. We will always remember that freedom is not free.

The Somerville Press
Memorial Day Tributes
In Print & Online
000.000.0000
www.namewebsite.com

Together, let's honor the military heroes in your life with a free message of thanks in our Memorial Day special section. Place your free 6-line tribute by 5pm May 00, 2016. Additional lines and photos may be included at additional cost. Call or go online today for details and reservations.

N1605P37007C

AD# N1605A34001C
PASS 2 COL. x 5

Remembering Our Heroes

Free Memorial Day Tributes
Place your free 6-line tribute by 5pm May 00, 2016. Additional lines and photos may be included at additional cost. Call or go online today for details and reservations.

The Somerville Press
Memorial Day Tributes
In Print & Online
000.000.0000
www.namewebsite.com

Honor the military heroes past or present in your life with a free message of thanks in our Memorial Day special section.

N1605P34008C

AD# N1605A34002C
PASS 2 COL. x 5

Honoring Their Service & Sacrifice

Memorial Day Tribute Section
Monday, May 30

We're honored to partner with the community in recognizing the dedicated men and women whose military service has protected our freedom through the generations.

The Somerville Press
Memorial Day Tributes
In Print & Online
000.000.0000
www.namewebsite.com

Join us in saluting the men and women of our Armed Forces this Memorial Day. To participate and place your free message of thanks in our special Memorial Day section, call or go online by 5pm May 00.

N1605P37012C

AD# N1605A34003C
PASS 2 COL. x 5



SECTION COVER:

Senior Services
 May 2016
 A Special Supplement to
NAME NEWSPAPER

Local charities that cater to seniors
 Volunteering opportunities for seniors
 Assisted living facility spotlight

Exercise tips for seniors

AD# N1605A35004C 10. x 13

N1605P30002C

N1605P35001C

N1605P29001C

CAMPAIGN:

Senior Living That's Just Your Speed

Enjoy luxury retirement living, personalized to fit your lifestyle!

private apartments | restaurant-style dining | housekeeping & laundry service | swimming pool, spa & tennis courts | social activities & fitness programs | free scheduled transportation | 24-hour emergency medical response | secure access | all-in daily care services

Your First Month Is Free
 when you move in by June 30, 2016
 Call or go online today for details and to schedule a tour!

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

AD# N1605A35001C
 PASS 2 COL. x 5

N1605P30001C

You're Gonna Love It Here

Enjoy luxury retirement living, personalized to fit your lifestyle!

private apartments | restaurant-style dining | housekeeping & laundry service | swimming pool, spa & tennis courts | social activities & fitness programs | free scheduled transportation | 24-hour emergency medical response | secure access | all-in daily care services

Open House Saturday, May 07
 11am - 2pm
 Tours | Refreshments | Refreshments
 Call or go online today for details and to receive your free information kit!

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

AD# N1605A35002C
 PASS 2 COL. x 5

N1605P29008C

Senior Services

HEADING:
 N1605P35001C

SECTION PROMO:

A Valuable Resource Guide for Seniors

From a look at local charities serving seniors to a look at local assisted living facilities, Senior Services is a valuable source of information for anyone 65 and better. This special section also delivers senior volunteer opportunities, fitness tips, activities and money-saving advertising to make the most of every day and dollar!

Senior Services
 A Special Supplement to
NAME NEWSPAPER
 In Print & Online at
 namewebsite.com/
 seniornews.com
 Sunday, May 08

AD# N1605A35007C
 PASS 2 COL. x 5

N1605P29008C

Worry Less. Laugh More!

Enjoy luxury retirement living, personalized to fit your lifestyle!

private apartments | restaurant-style dining | housekeeping & laundry service | swimming pool, spa & tennis courts | social activities & fitness programs | free scheduled transportation | 24-hour emergency medical response | secure access | all-in daily care services

One Monthly Fee. No Unexpected Expenses!
 starting as low as
\$2,150

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

AD# N1605A35003C
 PASS 2 COL. x 5

Senior Services
 How older adults can reduce their risk of falls

| | | |
|--|--|---|
| Pharmacy 1234 Main Street Somersville Heights 000-000-0000 | Health Foods Store 5678 Elm Street Somersville Heights 000-000-0000 | Community Center 9010 Oak Street Somersville Heights 000-000-0000 |
| Yoga Studio 1111 Maple Street Somersville Heights 000-000-0000 | Physical Therapist 2222 Pine Street Somersville Heights 000-000-0000 | Gum 3333 Birch Street Somersville Heights 000-000-0000 |

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

AD# N1605A35005C 9.667 x 13
 AD# N1605A35006C PASS 6 COL. x 21

Companion WEB ADS available on MCC



N1605P36007C-●



N1605P36006C-●



N1605P36010C-●



N1605P36001C-●



N1605P36012C-●



N1605P36009C-●



N1605P36004C-●



N1605P36002C-●



N1605P36008C-●



N1605P36013C-●



N1605P36003C-●



N1605P36015C-●



N1605P36014C-●



N1605P36011C-●



N1605P36005C-●



N1605P37012C-●



N1605P37004C-●



N1605P37007C-●



N1605P37003C-●



N1605P37002C-●



N1605P37001C-●



N1605P37006C-●



N1605P37008C-●



N1605P37013C-●



N1605P37005C-●



N1605P37011C-●



N1605P37014C-●



N1605P37009C-●



N1605P37010C-●

MCC Keyword Hints: Memorial Day, veteran, military, army, fatigues, salute, senior center, game, bingo, wheelchair



N1605P38003C-●



N1605P38009C-●



N1605P38001C-●



N1605P38006C-●



N1605P38002C-●



N1605P38012C-●



N1605P38004C-●



N1605P38008C-●



N1605P38010C-●



N1605P38007C-●



N1605P38011C-●



N1605P38005C-●



N1605P39004C-●



N1605P39010C-●



N1605P39008C-●



N1605P39007C-●



N1605P39006C-●



N1605P39005C-●



N1605P39001C-●



N1605P39003C-●



N1605P39002C-●



N1605P39009C-●



N1605P39012C-●



N1605P39010C-●

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

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

Promote Premium Placement Opportunities With Metro AdScape

Use this ad to promote premium placement opportunities with Metro AdScape. The ad is designed to flow around the text, providing a unique visual experience for readers. The text is arranged in a way that highlights the benefits of using AdScape for premium placement, such as increased visibility and engagement. The ad is a great way to reach your target audience and promote your business.

Use this ad to promote premium placement opportunities with Metro AdScape. The ad is designed to flow around the text, providing a unique visual experience for readers. The text is arranged in a way that highlights the benefits of using AdScape for premium placement, such as increased visibility and engagement. The ad is a great way to reach your target audience and promote your business.

Usage Note:

Use this AdScape shaped specialty ad for an orthopedic clinic to address the uptake in carpal tunnel and other conditions. The ad's unique positioning and shape are sure to draw extra attention for your advertiser while gaining premium pricing for you. Introduce a new advertiser with the shaped ad and sell additional smaller-space ads to publish throughout your edition to keep the advertiser's name top-of-mind for readers.

Companion WEB ADS available on MCC

Use this ad to promote premium placement opportunities with Metro AdScape. The ad is designed to flow around the text, providing a unique visual experience for readers. The text is arranged in a way that highlights the benefits of using AdScape for premium placement, such as increased visibility and engagement. The ad is a great way to reach your target audience and promote your business.

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Use this ad to promote premium placement opportunities with Metro AdScape. The ad is designed to flow around the text, providing a unique visual experience for readers. The text is arranged in a way that highlights the benefits of using AdScape for premium placement, such as increased visibility and engagement. The ad is a great way to reach your target audience and promote your business.

Your Trusted Hand Specialists

Offering expert, specialized treatment for a full range of hand, wrist and elbow conditions including carpal tunnel syndrome, nerve compression, sprains, fractures, tendinitis and arthritis.

To speak with our scheduling staff about arranging your initial consultation, please call or fill out our online contact form today.

Specialty Orthopedics

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

AD# N1605A40001C PASS 6 COL. x 21



Use this ad to promote premium placement opportunities with Metro AdScape. The ad is designed to flow around the text, providing a unique visual experience for readers. The text is arranged in a way that highlights the benefits of using AdScape for premium placement, such as increased visibility and engagement. The ad is a great way to reach your target audience and promote your business.

N1605P38001C



Floor Samples
Now On Sale
select styles up to
40% Off
Original Prices

Masterful Kitchens & Bathrooms

remodel | renovate | upgrade | build

Enjoy
Interest-Free
Financing for
12 Months
on your kitchen or
bathroom remodel
with credit approval
through 00/00/16



Find the latest and greatest product lines, design inspiration and construction expertise all in one place. We are your local full-service kitchen and bathroom showroom, skilled in every facet of design, installation and project management for seamlessly beautiful results. From cabinetry and countertops to fixtures and plumbing, we have an incredible selection of products for every style and budget. We invite you to call, stop by our showroom or visit us online today for an appointment with one of our helpful design consultants, and get inspired by the possibilities for your home!

Avery Kitchen & Bath Showroom

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

Showroom Hours: Monday-Saturday 10am - 6pm

AD# N1605A41001C 8.5 x 11

N1605P4091N



Receive Our Free Newsletter!

Get healthy lifestyle tips, recipes, health screening invitations and more when you sign up online today.

Putting Our Heart & Soul Into Your Healthcare

Our Healthcare Services Include
Primary Care
Women's Health
Pediatrics | Geriatric Care
Cardiac Care | Orthopedics
Chronic Disease Management
Physical Rehabilitation



Here at Somerville Medical Center, the quality healthcare you receive from our experienced board-certified physicians is just the beginning. We believe that every member of our team is here to make a difference, from our dedicated nurses to our helpful scheduling specialists and beyond. We know that quality care comes with a personal touch, and taking the time to listen to our patients is essential to determining the right course of treatment for each patient's unique needs. We value your trust in us, and we pride ourselves on bringing together all of these elements to deliver the all-around excellent healthcare experience you and your family deserve.

Somerville Medical Center

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

To schedule an appointment or find the right physician for you, speak with one of our helpful advisors at 000.000.0000.

AD# N1605A41002C 8.5 x 11

N1605P25004C

N1605P60012C
N1605P60009C
N1605P60003C



Preplan Today

for the sake of your loved ones



Our picturesque garden cemetery offers a non-sectarian final resting place of tranquility and beauty, surrounded by lush trees and rolling hills. We are pleased to offer advance funeral planning and lot purchasing, giving you the means to ensure loved ones won't be faced with these difficult decisions during their time of stress and grief. Advance planning with our interest-free payment plans will also help you avoid escalating costs while sparing family members the financial burden of funeral expenses.

Willow Gardens Cemetery

For your free preplanning information packet or to arrange a guided tour of our grounds, simply return this completed form to the address below, call 000.000.0000 or complete our online request form.

Cremation Memorialization
In-Ground Burial
Above-Ground Entombment

Name: _____
Phone: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____

Willow Gardens Cemetery
1234 Washington Street
Somerville Heights,
XY 00000
000-000-0000
www.namewebsite.com

AD# N1605A41003C 8.5 x 11

N1605P30007C

Garrett Financial Group

Ready for Retirement?

Find out with a free retirement readiness assessment from the financial planning specialists. Call today!

wealth management
retirement planning
estate preservation
life insurance & annuities
long-term care

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

Level: Intermediate

SUDOKU

Fun By The Numbers

Like puzzles? Then you'll love sudoku. This mind-bending puzzle will have you racking from the moment you square off, so sharpen your pencil and put your sudoku savvy to the test.

Here's How It Works:
Sudoku puzzles are formatted as a 9x9 grid, broken down into nine 3x3 boxes. To solve a sudoku, the numbers 1 through 9 must fill each row, column and box. Each number can appear only once in each row, column and box. You can figure out the order in which the numbers will appear by using the numeric clues already provided in the boxes. The more numbers you name, the easier it gets to solve the puzzle.



WEEKLY PUZZLE SPONSORED BY:

Garrett Financial Group

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

AD# N1605A41004C 8.5 x 11

Usage Note: You can use Metro puzzles and games to offer campaign sponsorship opportunities to advertisers. Here, see spring sponsorship of a Metro Sudoku puzzle for a financial firm. Metro will provide layouts for the same advertiser for the remaining of the four seasons in upcoming issues.

METRO Shop Local



N1605P42005C-●



N1605P42002C-●



N1605P42006C-●



N1605P42004C-●



N1605P42003C-●



N1605P42001C-●



N1605P42017C*-○
N1605P42018C*-○



N1605P42014C*-○



N1605P42021C*-○



N1605P42022C*-○



N1605P42020C*-○



N1605P42009C*-○



N1605P42011C*-○



N1605P42007C*-○



N1605P42010C*-○



N1605P42012C*-○



N1605P42008C*-○



N1605P42013C*-○



N1605P42023C*-○



.....and have it home with you today!
N1605P42019C*-○



N1605P42016C*-○



N1605P42015C*-○

MCC Keyword Hints: shop local, shopping, retail, lifestyle, footwear, shoes, fashion, cell phone repair, shopping bags

Words can't begin to describe the life-changing contributions nurses make each and every day in our healthcare system. On National Nurses Day, we'd like to take a moment to thank these dedicated men and women who follow the calling to make a difference. Their tireless efforts and hard work as caregivers, advocates, educators and innovators make our community and our world a better place.

**Compassion.
Support.
Caring.
Healing.
Commitment.
Understanding.
Comfort.**



**Thank
a Nurse
Today!**

**NATIONAL
NURSES
DAY
MAY 6**

**Name Local
Business
Sponsor**

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

N1605P25011C

AD# N1605A43001C PASS 6 COL. x 10

**"SHOP
LOCAL"
SUPPORT**

This month, find half-page sponsorship ads to support local nursing and law enforcement efforts that tie into May events. By sponsoring these community-oriented salutes, your advertisers can demonstrate they are an integral part of their communities.

Promoting local patronage is more than an economic necessity in many areas; it has become a source of community pride. Look for two additional "shop local" pages each month for a variety of advertiser categories, so you can keep a local campaign going. Many have companion Web ads ready to present for combo package buys, too.



**Honoring
K-9
Our Officers**

National Police Week May 15-21

During National Police Week, we recognize the important service and selfless sacrifice of our nation's dedicated law enforcement professionals. For their caring and protection, we thank the brave men and women who serve, and honor the memory of those who have lost their lives in the line of duty.

Name Local
Business Sponsor
Name Local
Business Sponsor
Name Local
Business Sponsor
Name Local
Business Sponsor
Name Local
Business Sponsor

Name Local
Business Sponsor
Name Local
Business Sponsor
Name Local
Business Sponsor
Name Local
Business Sponsor

N1605P25005C

AD# N1605A43002C PASS 6 COL. x 10

Vacation Days

N1605P44016A-●



N1605P44011K-●



N1605P44014A-●



N1605P44005A-●



N1605P44006A-●



N1605P44004A-●



N1605P44002A-●



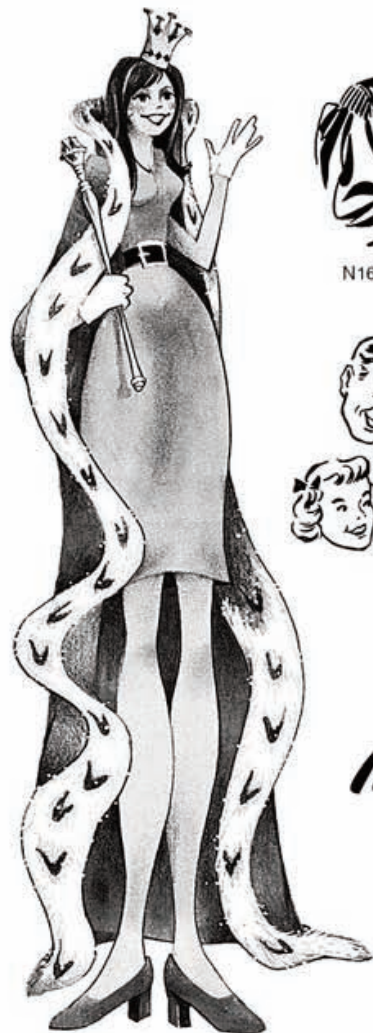
N1605P44003A-●



N1605P44007A-●



N1605P44008A-●



N1605P44015K-●



N1605P44013A-●



N1605P44017A-●

**IT'S YOUR
LUCKY DAY
ON**



N1605P44009A-●
N1605P44010A-●



N1605P44012A-●



N1605P44001A-●



N1605P45010A-●



N1605P45004A-●



N1605P45006A-●



N1605P45005A-●



N1605P45012A-●



N1605P45002A-●



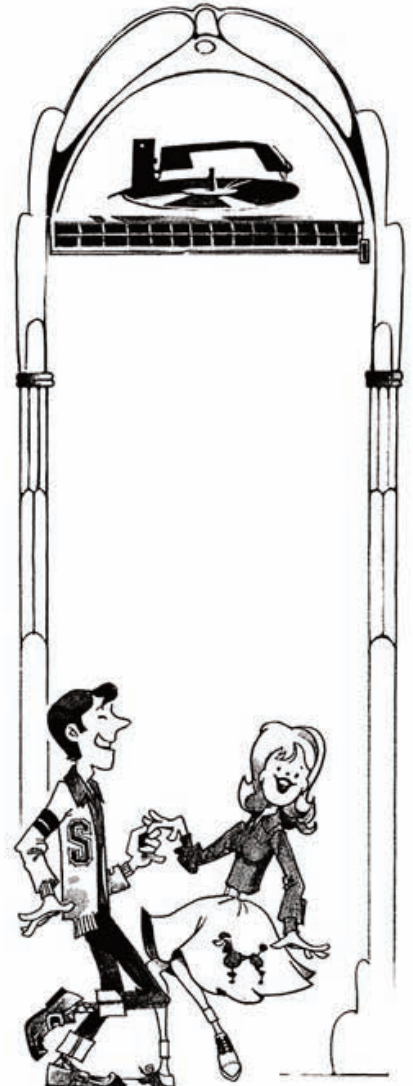
N1605P45001K-●



N1605P45008A-●



N1605P45007A-●



N1605P45003A-●



N1605P45011A-●



N1605P45009A-●



N1605P45014A-●



N1605P45013A-●



N1605P45015A-●



N1605P45016K-●

N1605P45017K-●

METRO Templated Special Sections

Bonus images available in the MCC Creative Library:



N1605P46004C-●



N1605P46005C-●



N1605P46002C-●



N1605P46001C-●



N1605P46006C-●



N1605P46003C-●

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

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

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

View this month's **Family Life** Templated Special Sections package in the **MCC Editorial Library**. If you like what you see, call **800-223-1600** or email **service@metro-email.com** to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL x 5



PASS 2 COL x 5

Bonus images available in the MCC Creative Library:



N1605P47002C



N1605P47005C



N1605P47004C



N1605P47006C



N1605P47001C



N1605P47003C

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View this month's **Women Today** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call **800-223-1600** or email service@metro-email.com to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



N1605P48005C-●



N1605P48001C-●



N1605P48006C-●



N1605P48002C-●



N1605P48007C-●



N1605P48010C-●



N1605P48004C-●



N1605P48009C-●



N1605P48008C-●



N1605P48003C-●



N1605P49004C-●



N1605P49002C-●



N1605P49008C-●



N1605P49003C-●



N1605P49005C-●



N1605P49007C-●



N1605P49009C-●



N1605P49010C-●



N1605P49001C-●



N1605P49006C-●



N1605P50001C-●

Usage Notes:

Use these backgrounds to help promote seasonal events, services and merchandise, including Mother's Day, Memorial Day, agriculture, vacation and travel ... 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)



N1605P50004C-●



N1605P50003C-●

N1605P50002C-●🇨🇦



N1605P50006C-●



N1605P50010C-●



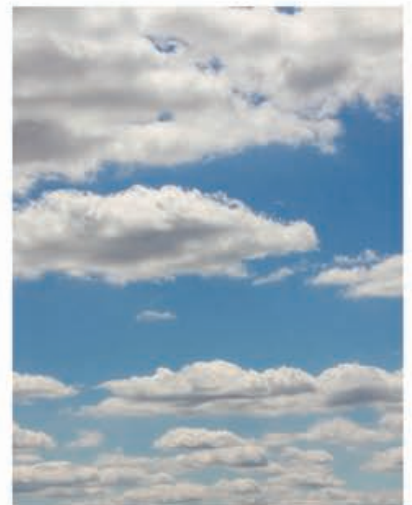
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N1605P50007C-●



N1605P50008C-●



N1605P50011C-●

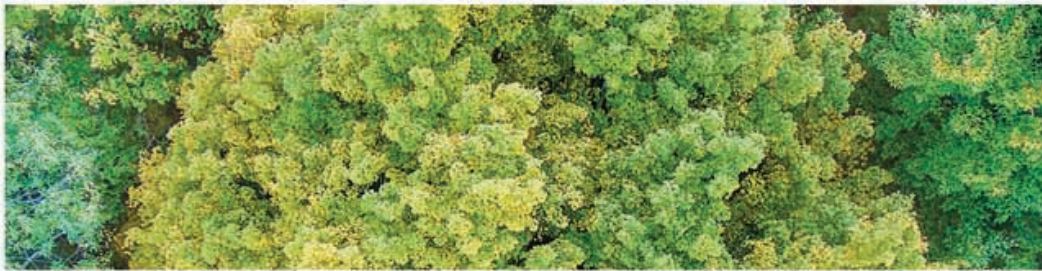
N1605P51001C



Usage Suggestions:

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for agricultural supplies directories, summer gardening ads, wedding planning services, wedding dress ads, DIY wedding party supplies ... and more.

N1605P51002C



N1605P51003C



N1605P51004C



N1605P51005C



N1605P51006C





N1605P52020C*-O



N1605P52019C*-O



N1605P52017C*-O



N1605P52004C*-O



N1605P52012C*-O



N1605P52014C*-O



N1605P52013C*-O



N1605P52002C*-O



N1605P52003C*-O



N1605P52005C*-O



N1605P52008C*-O



N1605P52010C*-O



N1605P52009C*-O



N1605P52006C*-O



N1605P52007C*-O



N1605P52016C*-O



N1605P52015C*-O



N1605P52001C*-O



N1605P52011C*-O



N1605P53001C*-O



N1605P53005C*-O



N1605P53006C*-O



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N1605P53002C*-O



N1605P53003C*-O



N1605P53009C*-O

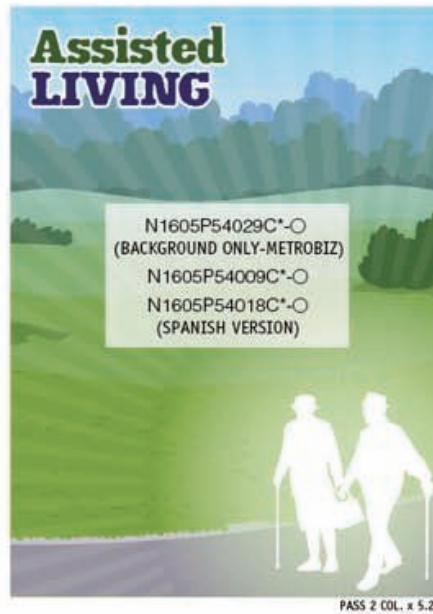
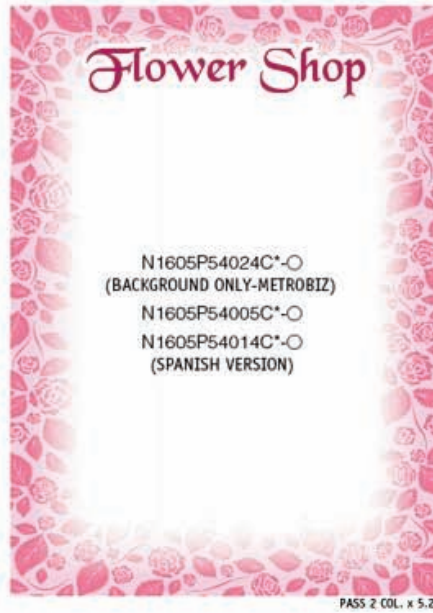


N1605P53004C*-O

Usage Note:

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

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





MCC KEYWORD HINT: wedding planner
N1605P55008C-●



MCC KEYWORD HINT: florist
N1605P55009C-●



MCC KEYWORD HINT: hair salon
N1605P55010C-●



MCC KEYWORD HINT: spa
N1605P55011C-●



MCC KEYWORD HINT: bed and breakfast
N1605P55012C-●



MCC KEYWORD HINT: Mexican restaurant
N1605P55013C-●

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.



N1605P55001C*-○



N1605P55002C*-○



N1605P55003C*-○
N1605P55005C*-○



N1605P55004C*-○



N1605P55006C*-○



N1605P55007C*-○



MCC KEYWORDS: ICON SET, MEMORIAL DAY, PATRIOTIC
 N1605S56005C*-O



MCC KEYWORDS: ICON SET, SPRING, BIRDS
 N1605S56001C*-O



MCC KEYWORDS: ICON SET, CINCO DE MAYO, MEXICAN
 N1605S56002C*-O



MCC KEYWORDS: ICON SET, SENIORS, GRANDPARENTS
 N1605S56006C*-O



MCC KEYWORDS: ICON SET, MOTHER'S DAY
 N1605S56004C*-O



MCC KEYWORDS: ICON SET, FOOD
 N1605S56003C*-O



Happy MOTHER'S DAY
N1605P57021C*-O



N1605P57022C*-O



N1605P57023C*-O



N1605P57024C*-O



N1605P57025C*-O



N1605P57026C*-O



N1605P57028C*-O



N1605P57029C*-O



N1605P57027C*-O



N1605P57030C*-O



N1605P57031C*-O



N1605P57032C*-O



N1605P57033C*-O

N1605P57034C*-O



N1605P57035C*-O



N1605P57036C*-O



N1605P57037C*-O



N1605P57038C*-O



N1605P57001C*-O



N1605P57016C*-O



N1605P57002C*-O



N1605P57003C*-O



N1605P57005C*-O



N1605P57004C*-O



N1605P57017C*-O



N1605P57019C*-O



N1605P57018C*-O



N1605P57006 C*-O

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



N1605P57007C*-O



N1605P57010C*-O



N1605P57008C*-O



N1605P57009C*-O



MCC KEYWORDS: ICON SET, MOTHER'S DAY
N1605S57039C*-O



N1605P57011C*-O



N1605P57012C*-O



N1605P57014C*-O



N1605P57013C*-O



N1605P57015C*-O



N1605P58006C-●



N1605P58005C-●



N1605P58003C-●



N1605P58007C-●



N1605P58002C-●



N1605P58004C-●



N1605P58008C*-○
N1605P58009C*-○



N1605P58001C-●



N1605P58017C-●



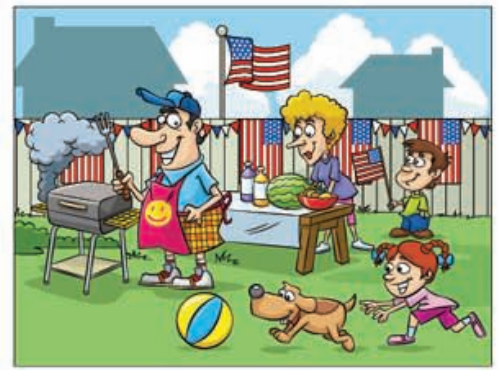
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N1605P58018C*-○
N1605P58019C*-○



N1605P58016C*-○



N1605P58020C*-○
N1605P58021C*-○



N1605P58013C*-○
N1605P58014C*-○



N1605P58012C*-○



N1605P58010C*-○



N1605P58015C*-○



Gone, *But Never Forgotten*

Honoring the Memory of Our Heroes in Uniform

On Memorial Day, we pause to reflect on the service and sacrifice of the men and women of our Armed Forces. We honor the memory of those who lost their lives protecting our nation's freedom, and we salute all those who have served in our military past and present. Their selfless dedication reminds us that freedom is not free, and we will never forget their courage and extraordinary contribution to our country.

N1606P53005C*○

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www.namewebsite.com



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www.namewebsite.com



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AD# N1605A59001C

PASS 6 COL. x 21

AD# N1605A59002C

10 x 13



N1605P60003C-●



N1605P60006C-●



N1605P60001C-●



N1605P60011C-●



N1605P60008C-●



N1605P60009C-●



N1605P60002C-●



N1605P60004C-●



N1605P60012C-●



N1605P60007C-●



N1605P60005C-●



N1605P60010C-●

Custom Monument Designs

monuments | markers | benches
lettering | repairs | cleaning



Our beautiful granite and marble monuments are handcrafted with quality workmanship and personalized with care to honor the unique memory of your loved one.

Corwin Monuments

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

AD# N1605A60001C PASS 6 COL x 3



N1605P61015C*-O



N1605P61017C*-O



N1605P61018C*-O



N1605P61027C*-O



N1605P61026C*-O



N1605P61028C*-O



N1605P61016C*-O



N1605P61025C*-O



N1605P61024C*-O



N1605P61036C*-O



N1605P61035C*-O



N1605P61034C*-O



N1605P61033C*-O



N1605P61032C*-O



N1605P61011C*-O



N1605P61029C*-O



N1605P61008C*-O



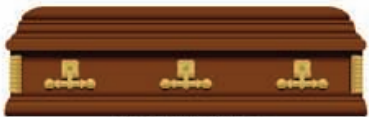
N1605P61007C*-O



N1605P61022C*-O



N1605P61023C*-O



N1605P61006C*-O



N1605P61005C*-O



N1605P61012C*-O



N1605P61021C*-O



N1605P61020C*-O



N1605P61001C*-O



N1605P61004C*-O



N1605P61013C*-O



N1605P61019C*-O



N1605P61030C*-O



N1605P61009C*-O



N1605P61003C*-O



N1605P61002C*-O



N1605P61014C*-O



N1605P61010C*-O



N1605P61038C*-O



N1605P61037C*-O



N1605P61031C*-O



N1605P62005C-●



N1605P62009C-●



N1605P62008C-●



N1605P62011C-●



N1605P62010C-●



N1605P62007C-●



N1605P62006C-●



N1605P62013C-●



N1605P62003C-●



N1605P62001C-●



N1605P62012C-●



N1605P62014C-●



N1605P62002C-●



N1605P62004C-●



N1605P62016C*-○



N1605P62017C*-○



N1605P62022C*-○



N1605P62015C*-○



N1605P62023C*-○



N1605P62020C*-○



N1605P62021C*-○



N1605P62024C*-○



N1605P62019C*-○



N1605P62018C*-○



N1605P63014C-●



N1605P63006C-●



N1605P63001C-●



N1605P63003C-●



N1605P63004C-●



N1605P63007C-●



N1605P63010C-●



N1605P63012C-●



N1605P63015C-●



N1605P63009C-●



N1605P63011C-●



N1605P63002C-●



N1605P63016C-●



N1605P63013C-●



N1605P63005C-●



N1605P64003C-●



N1605P64012C-●



N1605P64009C-●



N1605P64004C-●



N1605P64001C-●



N1605P64008C-●



N1605P64006C-●



N1605P64011C-●



N1605P64005C-●



N1605P64002C-●



N1605P64010C-●



N1605P64027C*-○



N1605P64023C*-○



N1605P64026C*-○



N1605P64007C-●



N1605P64017C*-○



N1605P64019C*-○



N1605P64022C*-○



N1605P64021C*-○



N1605P64024C*-○



N1605P64018C*-○



N1605P64020C*-○



N1605P64015C*-○



N1605P64013C*-○
N1605P64014C*-○



N1605P64016C*-○



N1605P64025C*-○

Mother's Day Dining Guide

Book your reservations for Sunday, May 8!

N1605P65001C*

N1605P64008C

N1605P66025C

N1605P27006C

N1605P64010C

N1605P18002C

N1605P27005C

AD# N1605A65002C
PASS 3 COL. x 4.5

AD# N1605A65004C
PASS 3 COL. x 4.5

AD# N1605A65006C
PASS 3 COL. x 4.5

AD# N1605A65008C
PASS 3 COL. x 4.5

Treat Mom

Make Mother's Day extra special with a delicious Italian dinner, and a little something extra!

wood-fired pizzas | fresh pasta dishes | Italian specialties

Free Rose & Glass of Wine for Mom on Mother's Day

Make your Mother's Day lunch or dinner reservations today!

Venezio Italian Restaurant

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



Put the Icing on Her Day

Classic Desserts | Custom Cakes
Vegan & Gluten-Free Choices
Breakfast Pastries

Open Mother's Day, 7am-4pm
Please place all Mother's Day custom orders by 4 pm May 00.

Buttercream Bakery

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



All the Best on Mother's Day

Treat Mom to a brunch buffet fit for a queen!

Mother's Day Champagne Brunch

Sunday, May 8 • 9am-3pm
\$29.95 adults • \$14.95 kids 6-12
Reservations Essential

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



Mother's Day Perfectly Done



Sunday, May 8 3-Course Menu

\$29.95 adults
\$12.95 kids 12 & under
beginning at 4pm

Complimentary Dessert for Mom
Reservations Suggested

Harbor Restaurant

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

Simply Ma-velous!

From light and crispy Belgian waffles topped with fresh berries and cream to savory specialty omelettes served with our signature herb-roasted potatoes, we have all of Mom's favorites on the menu this Mother's Day!

Mother's Day Brunch
Sunday, May 8
9am-3pm
Complimentary Latte or Mimosa for Mom

Cafe Layla

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



Reserve Now for Mother's Day

Sunday, May 8

Brunch 9am-3pm • Dinner 4pm-9pm

Free Family Portraits

Save the date, and celebrate Mom!

Avenue Bistro

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



Spice Up Her Mother's Day

Authentic Mexican cuisine and frozen margaritas in all of her favorite flavors!

Free Margarita for Mom
Sunday, May 8
with dinner entree purchase

Taste of Mexico

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



Make a Lunch Date With Mom

Enjoy Mother's Day over our fresh-baked specialty salads, pressed paninis and savory lunch entrees.

Now Serving Wine & Beer
Coffee & Espresso Bar
Reservations Welcome
Opens at 11am Daily

Cafe Elise

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



AD# N1605A65001C PASS 6 COL. x 21

AD# N1605A65010C 10 x 13

AD# N1605A65003C
PASS 3 COL. x 4.5

AD# N1605A65005C
PASS 3 COL. x 4.5

AD# N1605A65007C
PASS 3 COL. x 4.5

AD# N1605A65009C
PASS 3 COL. x 4.5



N1605P66008C-●
GLASS OF RED WINE



N1605P66015C-●
GRILLED STEAK



N1605P66016C-●
CHICKEN & BEEF SKEWERS



N1605P66014C-●
GRILLED STEAKS



N1605P66006C-●
STRAWBERRIES



N1605P66005C-●
STRAWBERRY JAM



N1605P66012C-●
ICED WATER



N1605P66018C-●
CHOCOLATE CAKE



N1605P66013C-●
SPARE RIBS



N1605P66007C-●
BOTTLE OF RED WINE



N1605P66004C-●
CHOCOLATE CUPCAKE



N1605P66001C-●
ORANGE JUICE & ORANGES



N1605P66009C-●
GLASSES OF WINE



N1605P66031C-◇
PLATE OF SPARE RIBS



N1605P66029C-◇
GLASS OF SODA



N1605P66026C-◇
RED WINE



N1605P66017C-●
SLICE OF CHOCOLATE CAKE



N1605P66020C-●
SPINACH SALAD



N1605P66022C-◇
ORANGE JUICE



N1605P66030C-◇
GLASS OF SODA



N1605P66023C-◇
STRAWBERRY JAM



N1605P66019C-●
CUPCAKES



N1605P66011C-●
CHEESEBURGER & FRIES



N1605P66027C-◇
CAN OF SODA



N1605P66025C-◇
GLASS OF WHITE WINE



N1605P66028C-◇
CHOCOLATE CUPCAKE



N1605P66010C-●
CHOCOLATE MUFFINS



N1605P66003C-●
MOTHER'S DAY



N1605P66032C-◇
ASPARAGUS



N1605P66021C-●
SPINACH & CHICKEN SALAD



N1605P66024C-◇
BOTTLE OF RED WINE



N1605P66002C-●
ORANGE JUICE & ORANGES

HOT DEALS

Shop low prices on everyone's summertime favorites!



N1605P16008C

N1605P16007C
N1605P27003C



Premium Meats & Poultry

80% lean
Ground Beef
\$3.79 lb.

tender pork
Spare Ribs
\$1.99 lb.

boneless, skinless
Chicken Breasts
\$1.89 lb.

bone-in
NY Steaks
\$8.99 lb.



Fresh Fruits & Vegetables

seedless
Watermelon
\$2.79 lb.

seedless
Grapes
\$1.19 lb.

fresh green
Asparagus
\$1.99 lb.

red or white
Potatoes
49¢ lb.



Name Brand Ice Cream
\$3.99
half-gallon



Name Brand Cola Drink
99¢ 2-liter



Make your own fresh guacamole!
Mash avocados, lime juice and salt. Mix in diced tomatoes and red onion, chopped cilantro and a touch of minced garlic or cayenne pepper if desired.

Avocados 2 for \$3
Red Onion 29¢ lb.
Cilantro \$1.29 ea.
Limes 3 for \$1
Plum Tomatoes 79¢ lb.

N1605P39002C

N1605P66029C

N1605P16005C

Top Value Grocery



1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Open Monday-Saturday 8-8, Sunday 8-6

Advertised prices good May 09-00, 2016. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1605A67001C

PASS 6 COL. x 21

AD# N1605A67002C

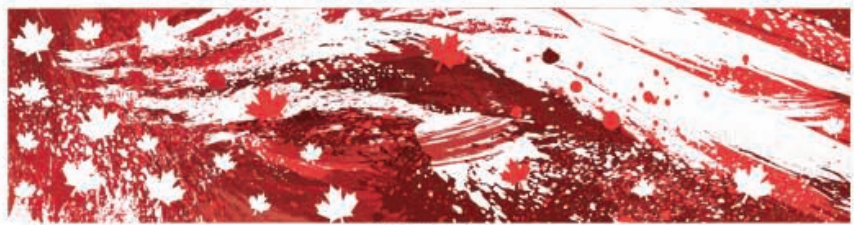
10 x 13



N1605P6818C-●



N1605P68020C*-○



N1605P68017



N1605P68015C*-○



N1605P68014C*-○



N1605P68013C*-○



N1605P68033C*-○



N1605P68021C*-○



N1605P68010C*-○



N1605P68024C*-○



N1605P68016C*-○



N1605P68022C*-○



N1605P68026C*-○



N1605P68025C*-○



N1605P68011C*-○



N1605P68023C*-○



N1605P68012C*-○



N1605P68009C*-○



N1605P68027C*-○



N1605P68031C*-○



N1605P68032C*-○



N1605P68005C*-○
N1605P68006C*-○



N1605P68019C*-○



N1605P68029C*-○



N1605P68028C*-○



N1605P68030C*-○



N1605P68008C*-○



N1605P68007C*-○



(FOR VACATIONS, THINK LOCAL)
N1605P68003C*-○



Confiez votre voiture à un expert

(TRUST AN EXPERT FOR YOUR CAR MAINTENANCE)
N1605P68004C*-○



Bon moment pour changer de voiture

(GOOD TIME TO BUY A NEW CAR)
N1605P68002C*-○



(MOM, IT'S YOUR DAY TO BE SPOILED)
N1605P68001C*-○



N1605P69009C-●



N1605P69010C-●



N1605P69003C-●



N1605P69002C-●



N1605P69001C-●



N1605P69005C-●



N1605P69011C-●



N1605P69012C-●



N1605P69004C-●



N1605P69006C-●



N1605P69007C-●



N1605P69008C-●

MCC KEYWORD HINT: week2

This is your illustration and copy for May 12, 2016.

The Least of Your Brothers



It can be tempting to judge ourselves by how we respond to those who treat us well. It's easy to be kind to those who are kind to us. But perhaps a more accurate social assessment can be made by looking at how we respond to those who treat us poorly. There are many ways in which people can mistreat us, from lying to us, to insulting us, to ignoring us, to stealing from us, and even to abusing us physically or emotionally. How we respond to those mistreaters is probably the best measure of our character. How we behave in times of health and prosperity says very little about us. How we behave in times of sickness and adversity speaks volumes about our character. Courage stands out on the battlefield when bullets are flying and no one is taking target practice. So perhaps at the end of each day we should reflect on how we treated those difficult coworkers or clients, and how we dealt with the people we consider unworthy of our kindness. Thank God for the opportunity to test your mettle by going to difficult people in your daily life. They truly are the least of your brothers.

—Christopher Simon

"Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me."
—Matthew 25:40 NIV

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MCC KEYWORD HINT: week3

This is your illustration and copy for May 19, 2016.

What Is Love?



We often talk about love as if it is a state of being. We talk about "being in love" and we often describe it as an emotional state which blossoms in certain relationships. We love our family and friends, our romantic partners, and we talk of loving God, though what that means is not always clear. Perhaps the better model for thinking about love is not a state of being, but an act of becoming. All relationships develop and change, at least in part because all people develop and change. Whether we are growing or aging, all people change, and the loving relationships that we have with others who are growing or aging reflect those dynamic changes. Young lovers don't remain young forever, although they may stay feel young and new at every stage of development. Love is an act of mutual becoming in relation to our beloved, whether our beloved is our spouse, our brother or sister, or our God. Relationships have to be worked at, and love can sometimes feel like hard work.

—Christopher Simon

"Love is patient, love is kind. It does not envy, it does not boast, it is not proud."
—1 Corinthians 13:4 NIV

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MCC KEYWORD HINT: week4

This is your illustration and copy for May 26, 2016.

Being a Prophet



A prophet is someone who hears the voice of God and tells others what God is saying, with words and deeds. The prophet is frequently a social critic, because society frequently goes against what God would have us do. The prophet often gives very simple and straightforward directions, like this statement from the prophet Micah: "And what does the Lord require of you? To act justly and to love mercy and to walk humbly with your God." (Micah 6:8 NIV) The prophet sometimes gives more specific directions, such as warning us about our treatment of the poor or the widows and orphans in our nation: "Religion that God our Father accepts as pure and faultless is this: to look after orphans and widows in their distress and to keep oneself from being polluted by the world." (James 1:27 NIV) We are all called to be prophets, in our words and in our deeds. One of the hallmarks of the biblical prophets was that their work was invariably in harmony with their deeds, and their deeds were often prophetic. We may not be a major prophet, like Isaiah or Jeremiah, or even a minor one like Amos or Micah, but we can still preach the good news to all we meet, without saying a word.

—Christopher Simon

"How can your faith without deeds, and I will show you my faith by my deeds."
—James 2:18 NIV

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MCC KEYWORD HINT: week1
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Avoiding Strife



There are walks of life where one is required to argue. Lawyers, politicians and teachers are frequently in positions where they must argue persuasively for one position or another. That is part and parcel of their job, and arguing serves the valuable service of allowing the truth to stand out in contrast to error or ignorance. In many areas of life, however, arguing serves no useful purpose and just creates needless strife and division. When people are making casual conversation it is easy to find things to disagree with, but such disagreements rarely foster peace and harmony. It is tedious to be around someone who is always correcting us. With family, friends, and co-workers it is usually better to find areas of mutual agreement rather than disagreement. And even when there is disagreement, sometimes the way to resolve the issue is to start with what you agree on and see if you can move on from there. When we must argue, it can usually be done calmly and with civility. Sometimes we find ourselves drifting into argument without realizing how this even happened. Someone may have said something that we feel must be challenged. As the discussion turns from mild differences of opinion to angry disagreement, our tempers flare and we often say things we will regret. By being less argumentative you will probably find that you get along with others much better.

—Christopher Simon

"It is not better to avoid strife, but every fool is quick to quarrel."
—Proverbs 20:3 NIV

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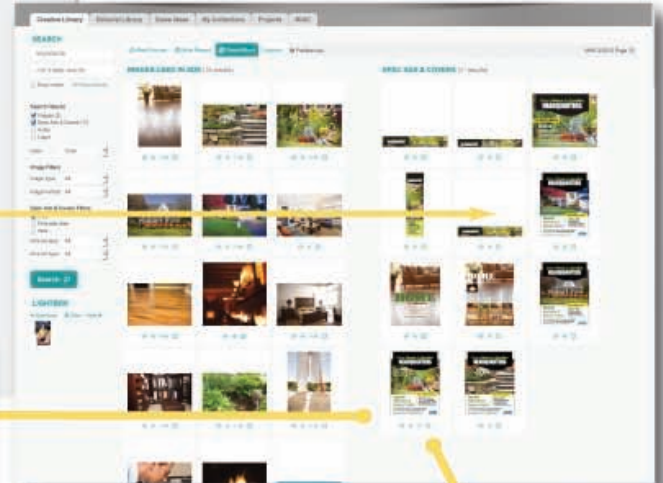
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APRIL Issue
PP. 81-93

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