

CREATE. SELL. PROFIT.

# METRO

CREATIVE SERVICES



### MEMORIAL DAY

Content to honor soldiers, celebrate veterans and create local retail promotions



### HEALTHCARE

Sharp new ads and images to keep your finger on the pulse of healthcare advertising



### SENIORS

Targeted content to connect your advertisers with the coveted senior market



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

Ready-to-sell small-space ads for Mother's Day, Women Today and senior advertisers — MiAD enabled!

Wrap up more sales with beautiful ads and images to promote **Mother's Day** gifts, dining and services.



## MOTHER'S DAY



**ON THE COVER:**  
N1705P20003C

Presenting the perfect image to wrap up Mother's Day sales from a variety of advertisers, from florists and gift shops to jewelry stores, garden centers, gift card sellers and beyond.

According to the National Retail Federation, the average consumer is expected to spend more than \$170 on Mother's Day. Make sure your retail and restaurant advertisers are in the spotlight!

- Mother's Day is one of the biggest days of the year for dining out, so be sure to meet local restaurants' brunch and dinner advertising needs with featured ad designs (38).
- Promote gift ideas from a variety of advertisers including a jeweler, bakery, florist and spa, in this month's Mother's Day Marketplace (14).
- A Themed Event Package gives you all you need to kick off a Mom's Day special section (12).
- Turn to May's *MoAD Spec Ad Library* (MSAL) issue for more Mother's Day advertising to close sales from a variety of businesses (46-52).



## MEMORIAL DAY



Find various ways to honor military heroes and help retailers promote events in conjunction with Memorial Day and the holiday weekend.

- Let a Themed Event Package serve as A Tribute to Our Heroes (13).
- Invite multiple sponsors to participate in a salute to those who made the ultimate sacrifice in a Memorial Day tribute to soldiers (49).
- Find an event ad promoting a Memorial Day ceremony and parade (19).
- Memorial Day marks the unofficial onset of summer. Find images and ads for grocery advertisers promoting barbecue essentials (09, 17, 64, 65).
- A furniture store sale promotion can be easily altered to suit virtually any type of retailer (37).
- Create additional tributes and ads with a variety of images for this holiday (25, 32, 50-57).



## HEALTHCARE



Find fresh content to meet the ongoing needs of popular local healthcare advertisers.

- Promote the personalized service only a local pharmacy can offer with a full-page ad (35).
- Help a healthcare insurance provider promote their coverage options for everyone in the family with a Single Sheet ad design (33).
- Celebrate National Nurses Week, May 6-12, by inviting local businesses to sponsor an ad honoring local nurses who make a difference (60).
- Capitalize on the increasing popularity and growth of urgent care and walk-in medical clinics with an ad focused on their services (61).
- Close sales from two of May's top advertiser prospects with designs for a dental clinic and an optical shop (08, 09).



## SENIORS



As advertisers clamor to reach the booming senior market, show them how you can make their businesses stand out with ads and images targeted to this valuable consumer demographic.

- Find an eye-catching ad for a resort-style senior living community (19).
- Help a local bank reach out to 55-plus customers with a Single Sheet ad that focuses on personalized service, a trusted reputation and special perks for senior bankers (33).
- Promote the benefits of an in-home care provider to local seniors (61).
- Design more ads and promotions with senior-focused images and headings (22, 23).
- This month's issue of *MSAL* features many more valuable ads for a variety of popular senior services (46-52).





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

## FUNERAL PLANNING & SYMPATHY



Find a helpful collection of content to meet the needs of funeral homes, cemeteries, memorial manufacturers and related businesses dedicated to helping local readers make final arrangements.

- A Themed Event Package, In Loving Memory is an ideal way to bring together targeted advertising from a variety of businesses in this sector (10).
- An elegantly designed funeral home ad focuses on compassionate and professional planning services, as well as pre-planning options (39).
- Promote your own publication as an avenue to celebrate the life and legacy of a loved one with notices of remembrance (40).
- Connect a florist to this market with an ad focused on beautiful sympathy arrangements (29).
- Additional images are also available (27, 29).



## MAY PROMOTIONAL OPPORTUNITIES



Here are a few more great ways to maximize ROI with Metro's May content:

- Sell-a-brate Cinco de Mayo with a festive restaurant ad design, as well as another ad for Mexican fast food and a variety of images for dining and other advertisers (09, 45, 60, 64, 66).
- Canadian customers, find images and ad designs (on MCC) to celebrate Victoria Day and a host of content to keep in mind for Remembrance Day in November (62, 63).
- Recognize local heroes in blue with a sponsored tribute during Police Week, May 15-21. Also, find a contest layout to further involve community businesses as well as additional images to mark Peace Officer Memorial Day (05, 30, 31, 60, 68).
- Celebrate the role of police and other first responders with a Themed Event Package focused on Honoring Our First Responders (11).
- As always, find fresh content specifically for local and top-selling advertisers (08, 09, 49).



## MAY CUSTOMER REQUESTS

Find this month's customer-requested art on page 69!



N1705P69003C

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

**SUDOKU**

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

**WORD SCRAMBLE**

R S O N H

□ □ □ □ □

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

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

May's TSSs 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 email service@metro-email.com to order!



CREATE. SELL. PROFIT.

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New York, NY 10018  
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Toll-free 800.223.1600  
www.metrocreativeconnection.com

Follow Us on Instagram  
@metrocreativeconnection



COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

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





## Metro Editorial Lays the Groundwork for Local Native Advertising

### Spring Klein Magazine, Spring, TX

Metro's copyright-free features not only filled this online magazine's need for fast editorial content, they also made it easy to introduce local businesses to the value of native advertising.

**CREATE:** Without enough time in the day to create their own ongoing story content, this successful online magazine was delighted to find their Metro subscription offers access to an entire archive of editorial features. After learning these copyright-free stories can be altered and customized, editor in chief Leanne Donelson jumped at the opportunity to use them in developing native advertising promotions with local businesses.

**SELL:** Leanne used an existing Metro article highlighting the best ways to choose and care for carpeting to approach a local flooring store. By prominently featuring the store owner's name, photo and location in the article, she was able to showcase this client as an "expert" in the field of flooring, thereby enhancing his business's visibility and credibility while also offering readers valuable information.

**PROFIT:** The ability to incorporate native advertising into their publication opened the door to a whole new revenue stream for this online magazine. With instant access to features on hundreds of topics from Metro's editorial library, the possibilities for expanding profits are virtually limitless!

**Added Plus:** The owner of the local carpet store was "tickled" to be known as an expert and credits this native advertising promotion with driving new business.

*"Metro's editorial is perfect to customize stories and make a local retailer an expert in their field!"*

Leanne Donelson, Editor in Chief

#### CARPET ADVISE FROM IHAB WITH CHIC FLOORS

Carpet provides both practical and aesthetic appeal to a home. In recent years, help has been given, and the right color carpet can add to design schemes.

With carpet being a staple in the East Coast, North America and the rest of the world, many people are turning to The Carpet and Rug Institute, the United States carpet industry, began in 1979 when the first women carpet mill opened in Philadelphia. Other mills followed suit. Edited carpet and machine-powered manufacturing helped drive the production of carpeting, making it a popular, affordable and convenient addition to homes, especially after the year 2000. We'll be seeing more...







# Small-Space Ads Equal Big Profits

## Kanabec Publications, Mora, MN

Business card and placemat ads create a lucrative quick-sell opportunity for a community publisher, while giving local businesses the valuable local exposure they need to reach more area consumers at a very manageable price point.

**CREATE:** Thanks to an ideas session at the Minnesota Newspaper Association convention, Kanabec produced an 8.5" x 11" insert consisting of 25 perforated business cards using some Metro design elements. They also created a map-based placemat for a local resort featuring small-space ads for a variety of area businesses.

**SELL:** At \$150 each, Kanabec found it easy to sell the 25 available business card spots. After all, simply having business cards printed can cost upwards of \$100 with no guarantee they will reach anyone. By advertising in this insert promotion, businesses were able to get their custom cards out to a subscriber base of more than 5,000 local readers in a small community.

**PROFIT:** Both of these successful promotions targeted a high volume of small-space advertisers, producing significant revenue and new client relationships.

**Added Plus:** Many of the individual business cards have been spotted in local Rolodex files, proving their worth to both readers and advertisers!

*"Finding new ways to reach small local advertisers in our community was our goal, and these two special promotions helped enhance that!"*

Debbie, Account Manager





MiAD Wizard's three simple steps are all you need to complete spec ads for digital and print use.



Click the star below any thumbnail in your results window to Create Spec Ad.

## Transform Ad Sales With MiAD Wizard

The goal of every ad team is to close more sales and to do so as quickly as possible. Toward that end, spec ads have proven to be the most effective presentation tool for engaging advertisers — leading to a close rate of 70% or more. But having personalized spec ads created for every sales rep and their ad prospects is always a challenge, which might be why spec ads are presented less than 20% of the time.

That's why Metro developed MiAD® (Metro interactive Ad Designer) for desktop and MiAD Wizard. Now the notion of having a spec ad for every sales call is a reality, and it's as easy as 1-2-3:

- Step 1. Log into MCC, open MiAD Wizard and fill in your advertiser's information and business category. Choose to search for a *Print Spec Ad* or *Web/Mobile* ad with the checkboxes.
- Step 2. Select an ad from the search results by clicking the star below the thumbnail preview to *Create Spec Ad*.
- Step 3. You will see information you entered displayed in the layout (in color or black & white). Choose to print the spec ad presentation page, download or email it to a prospect or co-worker in sales or production — MiAD Wizard even lets you add comments to the page.

### Options to Print/Download PDF or Email Ad

Once your ad displays, you have the option to select the *Print/Download PDF* or *Email Ad* option, which gives you the ability to enter any notes you want to include to your prospect or even share with your internal production team.

The window with the notes can be printed on standard 8 1/2 x 11 paper for presentations. If you click the *Email Ad* button, you can send the ad to a prospect as a prelude to an in-person visit, or to your production department.

The presentation page, PDF and email all contain the Metro ad filename that your production staff can plug into the MCC Creative Library to download InDesign® or QuarkXPress® files.

### Create Alternative Ads or Campaigns

To create another spec ad, simply click the *Change Ad* button and choose a different ad for the same advertiser, or similar ads to form a campaign. Now your sales presentation offers choice as well as a comprehensive starting point for conversation and discussion.

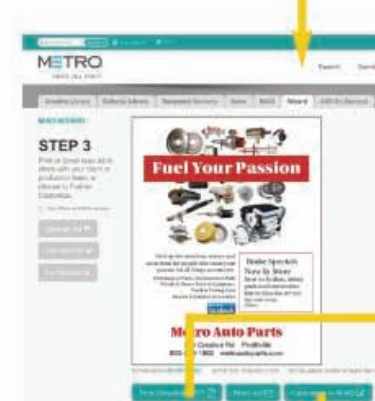
### Option to Further Customize in MiAD

Another option is to click the *Customize in MiAD* button in Step 3, which opens the ad, with your advertiser info, in the desktop version of MiAD. Once there, you can customize the ad by adding an advertiser logo, replacing a headline or substituting imagery. By clicking the *Customize in MiAD* button, you can also retrieve any ad you create in MiAD Wizard in your *My Ads* area.

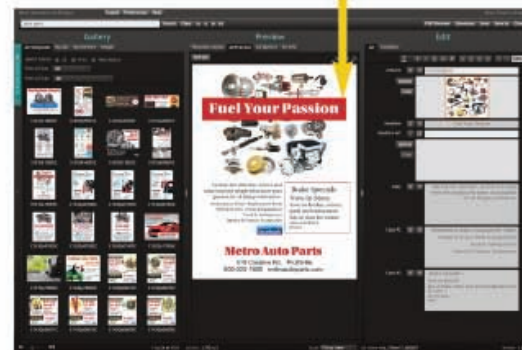
### Access Wizard on Mobile Devices

MiAD Wizard is mobile- and tablet-friendly through your browser software as well. That gives you the power to make ads on the fly with your prospect.

If you do not already have access to MiAD (which includes Wizard and MiAD desktop), they can be easily added to your subscription. Contact Metro's Client Services Team for a free trial and see for yourself what MiAD Wizard can do for you. M



Get options to *Print/Download PDF* the presentation page, *Email Ad* on the presentation page or *Customize in MiAD* (desktop). Add comments on the presentation page.



In MiAD desktop, you can add an advertiser logo, substitute imagery, alter a headline, get a full or partial PDF for production or download a native QuarkXPress® version of the ad.

*"Without METRO's campaigns and MiAD Wizard, we wouldn't have the increased revenue we're seeing. Before, it took so much time for creative teams to generate spec ads. Now, we have the tools and speed for sales teams to do it, and in 90 seconds, you're done!"*

Lori, Regional Advertising Director



## "Let Me Count the Ways" Mother's Day Contest

Share with us the top ten reasons why your mom is so special, and she'll be automatically entered to win one of the ten fabulous prizes featured here from our contest sponsors!

*Happy Mother's Day*

10 Great Prizes.  
10 Lucky Moms!

Enter Online at [namenewspaper.com/contests](http://namenewspaper.com/contests) or mail in the completed contest form below.

**Why I ❤️ Mom:**

<p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p>	<p>Name of Contestant: _____</p> <p>Mother or Guardian's Name: _____</p> <p>Mother or Guardian's Address: _____</p> <p>Mother or Guardian's Phone Number: _____</p> <p>Mother or Guardian's Email: _____</p> <p>Send completed entry form to:  <b>The Somersville Press</b>                      1234 Washington Street                      Somersville Heights, XY 00000</p> <p style="font-size: x-small;">All entries must be received by mail or online by May 09, 2017. Must be a resident of Wayne County to win. Winners will be notified by phone May 20 and announced in this newspaper May 30. List details, terms and conditions here. Use contest website for complete contest rules and details.</p>
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*Mother's Day Pendant*

**Jewelry Store**

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

*60-Minute Massage or Facial*

**Day Spa**

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

*Name Brand S29A B Tablet*

**Electronics Store**

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

*Customers' Favorite*

**Clothing Boutique**

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

*Pedicure, Manicure & Pedicure*

**Nail Salon**

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

*3-Hour Cleaning Service*

**Housecleaning Service**

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

*Free Haircut & Color Service*

**Hair Salon**

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

*Three-Course Dinner for Two*

**Restaurant**

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

*6 Months of Flowers*

**Florist**

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

*Four Free Movie Tickets*

**Theater**

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

N1705A05001C

# Blue Heroes

## Police Officer Appreciation Contest

Have you been helped by an officer who went above and beyond the call of duty? Nominate that officer in our Blue Heroes contest, and join us in showing our support and appreciation for the brave police officers who dedicate their lives to keeping our communities safe.

Nominate an Officer Online Today at: [namenewspaper.com/contests](http://namenewspaper.com/contests)  
Contest nominations end May 09, 2017.

**The Winning Officer's Department Will Enjoy the Prizes Featured Here From Our Contest Sponsors!**

**6 Large Pizzas**

**Pizzeria**

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

**Cold Beverage Assortment**

**Grocery Store**

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

**6 Dozen Donuts**

**Donut Shop**

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

**On-Site Mini Chair Massages**

**Massage Spa**

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

**Ice Cream Social**

**Ice Cream Social**

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

**Name Brand Espresso Machine**

**Appliance Store**

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

**Catered Breakfast**

**Restaurant**

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

**Catered Lunch**

**Deli**

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

N1705A05002C

### Usage Note:

Mother's Day is Sunday, May 14. Help your readers celebrate with this "Let Me Count the Ways" Mother's Day Contest. In essence, your contest is a "shop local" promotion since it can give your sponsor-advertisers more exposure at a time when they want the extra attention, while giving winners tangible gifts from local establishments. Of course, it also highlights mothers, to whom we are all forever indebted. Share your winning entries on your website and give the sponsors bonus digital ads in the same area.

### Usage Note:

Time this Blue Heroes Police Officer Appreciation Contest to coincide with celebrations for National Police Week, May 15-21. The winning officer shares his or her wealth of gifts with their entire department, so it is a grand opportunity for extra public relations (video and photos!) for your publication as well as your sponsors. Enlist the help of local elected officials or the Police Chief to announce the winners in a public ceremony. It is suggested that you take nominations online, so be sure your sponsors have a presence in both the nominations area as well as the winner announcement.



CREATE. SELL. PROFIT.

**Bridal Guide**

Successful toasts help shape social events

Local recipe listings  
Meet a Wedding Vendor

Floral 411  
Local Brides Stories

N1705A06001C - 10x13

Spring and summer weddings have provided publications with perennial profits. In 2016, the industry registered more than \$50 billion in revenue, and the majority of that money went directly to local wedding-related businesses. A **Bridal Guide** section or pages will be a source of local information for brides-to-be. See *MCC* for a broadsheet full-page version of the *Quick-Sell* layout.

**Bridal Guide**

Successful toasts help shape social events

Wedding Venue

Advertiser Suggestions:  
 • Bridal Dress Shop  
 • Caterer  
 • Local Florist  
 • Wedding Venue  
 • Wedding Photographer  
 • Wedding Planner  
 • Wedding Reception  
 • Wedding Services  
 • Wedding Transportation  
 • Wedding Vendor

N1705A06002C - 5 col x 13  
N1705A06003C - 6 col x 21

**Celebrations**

Confirmation sponsor guidelines

Local ceremonies schedule  
Cut costs on Communion attire  
& Restaurant guide

N1705A06004C - 10x13

Spring is prime season for first communions and confirmations in certain religions. A **Celebrations** section or pages can be the all-inclusive resource for readers looking for information about the rites and ceremonies as well as the apparel and accessories required for the celebrations. Sell the *Quick-Sell* layout for inclusion in the section or as a part of your regular ROP page editions.

**Celebrations**

Confirmation sponsor guidelines

Church

Advertiser Suggestions:  
 • Communion Dress Shop  
 • Religious Gift Shop  
 • Restaurant

N1705A06005C - 5 col x 13  
N1705A06006C - 6 col x 21

**Cinco de Mayo**

A traditional take on a beloved dish

Cinco de Mayo recipes  
The history of Cinco de Mayo  
Cinco de Mayo safety tips

Cinco de Mayo fun-festivals  
festivals

N1705A06007C - 10x13

In recent years, Cinco de Mayo celebrations have grown well beyond the original meaning of the fifth of May event. A **Cinco de Mayo** section or pages can inform your readers about how the event is celebrated in your area. Remember there is a full-page broadsheet version of the *Quick-Sell* layout available in *MCC*.

**Cinco de Mayo**

A traditional take on a beloved dish

Restaurant

Advertiser Suggestions:  
 • Bar  
 • Restaurant  
 • Restaurant  
 • Restaurant

N1705A06008C - 5 col x 13  
N1705A06009C - 6 col x 21

**Seniors**

Some benefits of growing older

Travel tips for seniors

Senior activities schedule • Assisted living facility listings

Advertiser Suggestions:  
 • Bank  
 • Gym  
 • Vitamin Shop  
 • Grocery Store  
 • Skincare Group  
 • Cash Recycle Store  
 • Travel Agent

N1705A06010C - 10x13

According to AARP, people over the age of 50 account for half of all consumer spending in the U.S. Give your area businesses that cater to the senior market the platform they need to reach their target market with a **Seniors** section or pages. It's a subject that could demand a biannual or even monthly section, depending on the demographics of your area. May is Older Americans Month, which is also the perfect coordinating event for your pages or section.

**Seniors**

Some benefits of growing older

Travel Agent

Advertiser Suggestions:  
 • Bank  
 • Gym  
 • Vitamin Shop  
 • Grocery Store  
 • Skincare Group  
 • Cash Recycle Store  
 • Travel Agent

N1705A06011C - 5 col x 13  
N1705A06012C - 6 col x 21



Use these covers and ideas along with companion **Quick-Sell** layouts to jump-start your sales effort. Some **Quick-Sell** layouts contain an editorial feature to draw extra attention to your page. In addition, find contest ideas that will generate reader participation and interest.

(MCC Creative Library /Print Ad Type: Quick Sell Page or Bonus Ideas/Covers)

**In Loving Memory**  
Local Remembrances  
Planning a Celebration of Life  
Coping With the Loss of a Loved One  
Advance Funeral Planning FAQ

See the complete **Themed Event Package** for these layouts on page 10.

**In Loving Memory**  
Navigating the waters of funeral trusts

N1705A10001C - 10x13

May plays host to Mother's Day and Memorial Day, eliciting memories for many who may have lost loved ones. An **In Loving Memory** section or pages can offer comfort and information on coping while also providing a place for readers to express their loss and share the story of their loved ones. Tab-sized and broadsheet full-page versions of the **Quick-Sell** layout is available on MCC.

Advertiser Suggestion: <b>Restaurant</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	Advertiser Suggestion: <b>Church</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com
Advertiser Suggestion: <b>Florist</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	Advertiser Suggestion: <b>Lawyer</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com
Advertiser Suggestion: <b>Funeral Home</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	

N1705A10002C - 5 col x 13  
N1705A10009C - 6 col x 21

**Honoring Our First Responders**

See the complete **Themed Event Package** for these layouts on page 11.

**Honoring Our First Responders**  
How to show support for local police

How to Pursue a Career in Law Enforcement

N1705A11001C - 10x13

Each day, police, firemen, EMT workers and 911 operators deal with life and death situations. An **Honoring Our First Responders** section or pages will shine a spotlight on these unsung heroes in our midst. See the complete **Themed Event Package** for corresponding self-promotion print, web and mobile ads for your readers and advertisers. Sell the **Quick-Sell** layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

Advertiser Suggestion: <b>Electronics Stores</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	Advertiser Suggestion: <b>Cellphone Company</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	Advertiser Suggestion: <b>Auto Dealer</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com
Advertiser Suggestion: <b>Card &amp; Gift Store</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	Advertiser Suggestion: <b>Florist</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	Advertiser Suggestion: <b>Community Center</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com

N1705A11002C - 5 col x 13  
N1705A11009C - 6 col x 21

**Celebrating MOM**

See the complete **Themed Event Package** for these layouts on page 12.

**Celebrating MOM**  
Bridging the distance on Mother's Day

**Mother's Day Sweets**  
Gifts to Make 1 for Day  
Mom-Approved Dining Guide  
D-I-Y Gifts for All Ages  
The Perfect Breakfast in Bed

N1705A12001C - 10x13

Mother's Day will be celebrated on May 14. Include a **Celebrating Mom** section or pages as part of your total Mother's Day coverage. See this complete **Themed Event Package** for corresponding self-promotion print, web and mobile ads for your readers and advertisers. There is a broadsheet-sized full page alternative to the **Quick-Sell** layout in MCC to sell as well.

Advertiser Suggestion: <b>Spa</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	Advertiser Suggestion: <b>Hair Salon</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com
Advertiser Suggestion: <b>Card &amp; Gift Store</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	Advertiser Suggestion: <b>Electronics Store</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com
Advertiser Suggestion: <b>Florist</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	Advertiser Suggestion: <b>Book Store</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com

N1705A12005C - 5 col x 13  
N1705A12009C - 6 col x 21

**A Tribute to Our Heroes**

See the complete **Themed Event Package** for these layouts on page 13.

**A Tribute to Our Heroes**  
Celebrate all military this May

**A Tribute to Our Heroes**  
Military Appreciation Special Offers  
Memorial Day Parades, Ceremonies & Events

N1705A13001C - 10x13

We will celebrate Memorial Day on Monday, May 29, a national holiday. Publish **A Tribute to Our Heroes** section or pages to not only focus on those brave men and women who have died for our country, but also to salute all those who are currently serving in the military. Sell the **Quick-Sell** layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

Advertiser Suggestion: <b>Medical Group</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	Advertiser Suggestion: <b>Community Event</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com
Advertiser Suggestion: <b>Gym</b> 200 Magazine Street, Newsmade Rights   (504) 451-0000   www.newsmade.com	

N1705A13002C - 5 col x 13  
N1705A13009C - 6 col x 21



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N1705P36005C

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N1203P46009C

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Discover delicious gourmet cheese selections from around the world, right here in the neighborhood.

Free Samples  
Fresh Sandwiches  
Fondue Blends  
Ask about our cheese tasting and pairing classes!

fine cheese charcuterie fresh bread | gourmet items

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Good for new clients only. Call today for your appointment.

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N1203P46009C

N1705P36001C

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Financing Rates as low as 1.9% APR  
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Save 10% Off\* Any Single Item  
Plus, Access to Special Offers All Year  
when you join our free customer rewards program in store or online.

The Latest Smartphones  
Laptops for Every Budget  
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Tablets From \$99

\* Value up to \$500 with rewards program registration. List details, terms and conditions here. List details, terms and conditions here.

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Guaranteed Completion Dates

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Local References  
Trusted for Over 00 Years

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Lose 3 to 5 Pounds  
Per Week with safe, medically supervised weight-loss programs starting at just \$12 Per Week

There's never been a better excuse to treat yourself! Get started today with a free consultation.

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AD# N1705A08009C PASS 2 COL. x 5

N1705P36010C



N1705P37010C

## Mix Up Your Routine

*Try something new together!*

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www.namewebsite.com

Latin & Ballroom Dancing  
private lessons  
group classes  
wedding packages

Free Introductory Lesson

Call or visit us online to get started today. Reservations are welcome, and no partner is required.

Facebook

AD# N1705A09001C PASS 2 COL. x 5

N1705P37004C

### Accessory Event

Going On Now

## BOGO 50% Off

pandbags | jewelry | hats

Sale ends May 02, 2017. Lot details, terms and conditions here.

## Styles That ROCK

### Live Wire Boutique

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Facebook Twitter

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N1705P37011C

## Put Some Swing in Your Spring

Monday-Thursday \$35 Green Fee With Cart  
Friday \$45 Green Fee With Cart  
Saturday & Sunday \$55 Green Fee With Cart

Special Rates for Seniors  
Happy Hour Daily at the Grill  
Book Your Tee Time By Phone or Online

### Somerville Golf Course

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Somerville Heights  
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www.namewebsite.com

Facebook Twitter

AD# N1705A09003C PASS 2 COL. x 5

N1705P28002C

## Frames & Lenses for eyes of every size

All Frames, All Lenses!  
Includes no-see-behinds, gelated lenses, glare-free coating and polycarbonate lenses.

For Kids Eye Exam & Two Complete Pairs of Glasses \$149

For Adults BOGO 50% Off Complete Pair of Eyeglasses

Made to appointment only. Additional charges paid through 00 00 00. Lot details, terms and conditions here. Lot details, terms and conditions here.

### Somerville Optical

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

Facebook

AD# N1705A09004C PASS 2 COL. x 5

N1705P37008C

## Keep Our Number Handy

# 000.000.0000

Home Repair & Maintenance  
painting | drywall | fixtures | fencing | tile | cabinets | landscaping & more

Free Estimation | Fully Insured  
All Work Guaranteed  
Prompt & Professional

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Only \$99  
Call for details and booking. Limited-time offer ends 00.00.17.

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## Your Guilt-Free Pleasure

Choose from eight delectable daily flavors!

delicious & satisfying Frozen Yogurt  
Naturally low in fat  
Rich in probiotics  
Healthy fruit toppings  
Only 39¢ per ounce

### Yogurt Stop

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www.namewebsite.com

AD# N1705A09006C PASS 2 COL. x 5

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N1705P37003C

## Garden Variety

for great taste and optimal nutrition at your

### Local Farmers' Market

Every Saturday • 9am - 3pm  
local & organic produce | all natural meats & dairy  
sustainable seafood | fresh baked goods  
prepared food vendors | local artisans

Supporting your local farmers' market is good for growers, good for you, good for our community and good for the environment! To learn more, visit us online today.

### Somerville Farmers' Market

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

AD# N1705A09007C PASS 2 COL. x 5

N1705P55005C

## Get Fired Up for Memorial Day

We have low prices on all of your weekend barbecue essentials!

**HOT BUYS**

80% Lean Ground Beef USDA choice \$2.99 lb.	Hot Dog or Burger Buns 6 ct. pkg 99¢
All-Beef Hot Dogs 32 oz. pkg \$4.99	Name Brand Snack Chips 15 oz. varieties \$1.29

Advertised offers good through 00.00.17. Lot details, terms and conditions here. Lot details, terms and conditions here.

### Value Fare Market

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

AD# N1705A09008C PASS 2 COL. x 5  
AD# N1705A09009C PASS 2 COL. x 5

N1705P64014C

## Turn Dinner Into a Fiesta!

Try our fresh salsa bar!

Family Meal Deal  
Eight soft or chicken tacos • rice & beans  
Chips & salsa • Queso • sour cream  
Only \$19.95 To Stay or To Go

### La Taqueria

1234 Washington Street • Somerville Heights  
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Facebook Twitter

AD# N1705A09010C PASS 2 COL. x 5



SECTION COVER:

N1705P10001C\*O

**In Loving Memory**  
 May 2017 A Special Supplement to  
**NAME NEWSPAPER**

*Local Remembrances  
 Planning a Celebration of Life  
 Coping With the Loss of a Loved One  
 Advance Funeral Planning FAQs*

AD# N1705A10001C 10. x 13

N1705P27009C

SELF-PROMOTION READER CAMPAIGN:

*A Helpful Resource in Your Time of Need*

Our In Loving Memory special section is designed as both a tribute to the loved ones we've lost and a resource guide for those who wish to honor their memories. From funeral planning resources to local remembrances, this supplement is dedicated to offering readers guidance and comfort in difficult times.

**In Loving Memory**  
 A Special Section From  
**NAME NEWSPAPER**

Look for your copy May 00 in print and online at [namenewspaper.com/inlovingmemory](http://namenewspaper.com/inlovingmemory)

AD# N1705A10003C PASS 2 COL. x 5

N1705P10001C\*O

SELF-PROMOTION ADVERTISER CAMPAIGN:

*Offer Your Services to Readers in Their Time of Need*

Our upcoming special section is designed to assist readers faced with making final arrangements for loved ones, as well as those interested in funeral pre-planning. Make sure they know how your business can help with these important decisions by advertising in our In Loving Memory tribute section and resource guide.

**In Loving Memory**  
 A Special Section From  
**NAME NEWSPAPER**

Talk to an ad consultant today about the best way to present your products and services in this special section. Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) today. Advertising Deadline: May 00 • Publication Date: May 00

AD# N1705A10006C PASS 2 COL. x 5

O-C10001P901LN  
 N1705P27009C

N1705P27009C

HEADING:

N1705P10001C\*O

# In Loving Memory

QUICK SELL:

N1705P10001C\*O

**In Loving Memory**  
*Navigating the waters of funeral trusts*

**D**on't let the thought of navigating the waters of funeral trusts overwhelm you. From funeral planning resources to local remembrances, this supplement is dedicated to offering readers guidance and comfort in difficult times.

**What is a funeral trust?**  
 A funeral trust is a special fund set up to pay for funeral expenses. It can be established by a will or a separate agreement with the funeral home. The trust is managed by the funeral home and the funds are used to pay for the funeral expenses.

**What is pre-planning?**  
 Pre-planning is the process of making decisions about funeral arrangements before death. It can include choosing a funeral home, selecting a casket, and deciding on the type of service. Pre-planning can help reduce the burden on loved ones during a difficult time.

**How can I pre-plan?**  
 You can pre-plan by meeting with a funeral home representative to discuss your options. You can also pre-plan online through a funeral home's website. Pre-planning can be done at any time and is a great way to ensure your wishes are followed.

**Why pre-plan?**  
 Pre-planning allows you to make decisions about your funeral arrangements in advance. This can help reduce the stress and financial burden on your loved ones. It also ensures that your wishes are followed and that you have the funds available to pay for your funeral expenses.

**How much does pre-planning cost?**  
 The cost of pre-planning varies depending on the services you choose. Some funeral homes offer pre-planning services for a flat fee, while others charge an hourly rate. It's important to discuss the costs with a funeral home representative.

**Can I pre-plan if I'm on a budget?**  
 Yes, you can pre-plan on a budget. Many funeral homes offer pre-planning services for a flat fee, which can be a more affordable option. You can also pre-plan online through a funeral home's website, which can be even more cost-effective.

**How do I know if I'm ready to pre-plan?**  
 Pre-planning is a personal decision and there is no right or wrong time to do it. If you're thinking about your funeral arrangements, pre-planning can be a helpful step. It can give you peace of mind and ensure that your wishes are followed.

**Can I pre-plan if I'm not religious?**  
 Yes, you can pre-plan if you're not religious. Pre-planning is about making decisions about your funeral arrangements, not about religious beliefs. Many funeral homes offer pre-planning services for people of all faiths and backgrounds.

**How do I get started with pre-planning?**  
 The first step is to contact a funeral home representative to discuss your options. They can help you understand the pre-planning process and answer any questions you have. You can also pre-plan online through a funeral home's website.

**Can I pre-plan if I'm not sure what I want?**  
 Yes, you can pre-plan if you're not sure what you want. Pre-planning is a process of exploring your options and making decisions about your funeral arrangements. A funeral home representative can help you understand the different options and help you make a decision that's right for you.

**How long does pre-planning take?**  
 Pre-planning can take anywhere from a few minutes to a few hours. It depends on how much information you need to gather and how much time you have to make a decision. Pre-planning can be done at any time and is a great way to ensure your wishes are followed.

**Can I pre-plan if I'm not sure how much I can afford?**  
 Yes, you can pre-plan if you're not sure how much you can afford. Many funeral homes offer pre-planning services for a flat fee, which can be a more affordable option. You can also pre-plan online through a funeral home's website, which can be even more cost-effective.

**How do I know if I'm ready to pre-plan?**  
 Pre-planning is a personal decision and there is no right or wrong time to do it. If you're thinking about your funeral arrangements, pre-planning can be a helpful step. It can give you peace of mind and ensure that your wishes are followed.

N1705P27009C

<b>Advertiser Suggestion</b> <b>Restaurant</b> 1234 Washington Street   Somersville Heights 00000-0000   <a href="http://www.restaurant.com">www.restaurant.com</a>	<b>Advertiser Suggestion</b> <b>Church</b> 1234 Washington Street   Somersville Heights 00000-0000   <a href="http://www.church.com">www.church.com</a>
<b>Advertiser Suggestion</b> <b>Florist</b> 1234 Washington Street 00000-0000   <a href="http://www.florist.com">www.florist.com</a>	<b>Advertiser Suggestion</b> <b>Lawyer</b> 1234 Washington Street Somersville Heights 00000-0000   <a href="http://www.lawyer.com">www.lawyer.com</a>
<b>Advertiser Suggestion</b> <b>Funeral Home</b> 1234 Washington Street   Somersville Heights   000-000-0000   <a href="http://www.funeralhome.com">www.funeralhome.com</a>	
AD# N1705A10002C	9.667 x 13
AD# N1705A10009C	PASS 6 COL. x 21

*Celebrating Their Memories*

Our In Loving Memory special section is designed as both a tribute to the loved ones we've lost and a resource guide for those who wish to honor their memories. From funeral planning resources to local remembrances, this supplement is dedicated to offering readers guidance and comfort in difficult times.

**In Loving Memory**  
 A Special Section From  
**NAME NEWSPAPER**

Look for your copy May 00 in print and online at [namenewspaper.com/inlovingmemory](http://namenewspaper.com/inlovingmemory)

AD# N1705A10004C PASS 2 COL. x 5

*Be a Part of Our Planning Guide*

Our upcoming special section is designed to assist readers faced with making final arrangements for loved ones, as well as those interested in funeral pre-planning. Make sure they know how your business can help with these important decisions by advertising in our In Loving Memory tribute section and resource guide.

**In Loving Memory**  
 A Special Section From  
**NAME NEWSPAPER**

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AD# N1705A10007C PASS 2 COL. x 5

*Honoring Loved Ones Lost*

Our In Loving Memory special section is designed as both a tribute to the loved ones we've lost and a resource guide for those who wish to honor their memories. From funeral planning resources to local remembrances, this supplement is dedicated to offering readers guidance and comfort in difficult times.

**In Loving Memory**  
 A Special Section From  
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Look for your copy May 00 in print and online at [namenewspaper.com/inlovingmemory](http://namenewspaper.com/inlovingmemory)

AD# N1705A10005C PASS 2 COL. x 5

*Reach the Readers Who Need Your Help*

Our upcoming special section is designed to assist readers faced with making final arrangements for loved ones, as well as those interested in funeral pre-planning. Make sure they know how your business can help with these important decisions by advertising in our In Loving Memory tribute section and resource guide.

**In Loving Memory**  
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SECTION COVER:

N1705P11001C\*O  
N1705P43009C  
N1705P43007C

# Honoring Our First Responders

May 2017  
A Special Supplement to  
**NAME NEWSPAPER**

Meet Your Local First Responders  
**Emergency Preparedness 101**  
Know the Signs of a Stroke or Heart Attack  
**Fire & Crime Safety FAQ**

How to Pursue a Career in Law Enforcement

AD# N1705A11001C 10. x 13

HEADING:  
N1705P11001C\*O

# Honoring Our First Responders

QUICK SELL:

N1705P11001C\*O  
N1705P43009C

# Honoring Our First Responders

How to show support for local police

Police officers are the backbone of our communities. Without their dedication and hard work, our communities would be in a state of chaos. Honoring our first responders is a way to show our appreciation for their service and to let them know that we care. There are many ways to show support for local police, from donating to a police charity to simply saying thank you. Honoring our first responders is a way to show our appreciation for their service and to let them know that we care. There are many ways to show support for local police, from donating to a police charity to simply saying thank you.

<p>Advertiser Suggestion</p> <p><b>Electronics Stores</b></p> <p>1234 Washington Street Somerville, Virginia 800.555.1234 www.electronics.com</p>	<p>Advertiser Suggestion</p> <p><b>Cellphone Company</b></p> <p>1234 Washington Street Somerville, Virginia 800.555.1234 www.cellphone.com</p>	<p>Advertiser Suggestion</p> <p><b>Auto Dealer</b></p> <p>1234 Maple Street Somerville, Virginia 800.555.1234 www.autodealer.com</p>
<p>Advertiser Suggestion</p> <p><b>Card &amp; Gift Store</b></p> <p>1234 Washington Street Somerville, Virginia 800.555.1234 www.cardandgift.com</p>	<p>Advertiser Suggestion</p> <p><b>Florist</b></p> <p>1234 Washington Street Somerville, Virginia 800.555.1234 www.florist.com</p>	<p>Advertiser Suggestion</p> <p><b>Community Center</b></p> <p>1234 Washington Street Somerville, Virginia 800.555.1234 www.communitycenter.com</p>

AD# N1705A11002C 9.667 x 13  
AD# N1705A11009C PASS 6 COL. x 21

READER CAMPAIGN:

N1705P43009C

## A Look at Local First Responders & Emergency Preparedness

From profiles of local police, firefighters and emergency workers to tips for preparing yourself, your home and your family for unexpected emergencies, our latest special section is a valuable information source you don't want to miss.

**Honoring Our First Responders**  
A Special Section From  
**NAME NEWSPAPER**

Look for your copy of Honoring Our First Responders May 01! In Print & Online at [namenewspaper.com/honoringourfirstresponders](http://namenewspaper.com/honoringourfirstresponders)

AD# N1705A11003C PASS 2 COL. x 5

READER CAMPAIGN:

## Recognizing Those Who Put Our Community First

From profiles of local police, firefighters and emergency workers to tips for preparing yourself, your home and your family for unexpected emergencies, our latest special section is a valuable information source you don't want to miss.

**Honoring Our First Responders**  
A Special Section From  
**NAME NEWSPAPER**

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AD# N1705A11004C PASS 2 COL. x 5

READER CAMPAIGN:

## First Responders: Heroes on the Homefront

From profiles of local police, firefighters and emergency workers to tips for preparing yourself, your home and your family for unexpected emergencies, our latest special section is a valuable information source you don't want to miss.

**Honoring Our First Responders**  
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AD# N1705A11005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

N1705P43009C

## Join Us in Recognizing Local Heroes

Honoring Our First Responders is dedicated to thanking first responders in our community, as well as helping local readers prepare for unexpected emergencies. Whether showing your appreciation to those who make our community a safer place or advertising the emergency preparedness and response products or services offered by your business, talk to an ad consultant today about appearing in this very special section.

**Honoring Our First Responders**  
A Special Section From  
**NAME NEWSPAPER**

Call or email today to reserve your spot!  
000.000.0000  
[names@namenewspaper.com](mailto:names@namenewspaper.com)

Advertising Deadline: May 01  
Publication Date: May 01

AD# N1705A11006C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

## Promote Your Role in Emergency Preparedness

Honoring Our First Responders is dedicated to thanking first responders in our community, as well as helping local readers prepare for unexpected emergencies. Whether showing your appreciation to those who make our community a safer place or advertising the emergency preparedness and response products or services offered by your business, talk to an ad consultant today about appearing in this very special section.

**Honoring Our First Responders**  
A Special Section From  
**NAME NEWSPAPER**

Call or email today to reserve your spot!  
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[names@namenewspaper.com](mailto:names@namenewspaper.com)

Advertising Deadline: May 01  
Publication Date: May 01

AD# N1705A11007C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

## There's Still Time to Advertise!

Honoring Our First Responders is dedicated to thanking first responders in our community, as well as helping local readers prepare for unexpected emergencies. Whether showing your appreciation to those who make our community a safer place or advertising the emergency preparedness and response products or services offered by your business, talk to an ad consultant today about appearing in this very special section.

**Honoring Our First Responders**  
A Special Section From  
**NAME NEWSPAPER**

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Advertising Deadline: May 01  
Publication Date: May 01

AD# N1705A11008C PASS 2 COL. x 5





SECTION COVER:

N1705P20002C

N1705P12001C

May 2017  
A Special Supplement to  
**NAME NEWSPAPER**

## Celebrating MOM

**Mother's Day Greetings**

Gifts to Make Her Day  
Mom-Approved Dining Guide  
D-I-Y Gifts for All Ages  
The Perfect Breakfast in Bed

AD# N1705A12001C

10. x 13

HEADING:

N1705P12001C

# Celebrating MOM

QUICK SELL:

N1705P12001C

N1705P20002C

## Celebrating MOM

Bridging the distance on Mother's Day

<p><b>Advertiser Suggestion</b></p> <p><b>Spa</b> 1234 Washington Street Columbus, GA 31906 www.nameadvertiser.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Hair Salon</b> 1234 Washington Street Columbus, GA 31906 www.nameadvertiser.com</p>
<p><b>Advertiser Suggestion</b></p> <p><b>Card &amp; Gift Store</b> 1234 Washington Street Columbus, GA 31906 www.nameadvertiser.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Electronics Store</b> 1234 Washington Street Columbus, GA 31906 www.nameadvertiser.com</p>
<p><b>Advertiser Suggestion</b></p> <p><b>Florist</b> 1234 Washington Street Columbus, GA 31906 www.nameadvertiser.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Book Store</b> 1234 Washington Street Columbus, GA 31906 www.nameadvertiser.com</p>

AD# N1705A12002C

9.667 x 13

AD# N1705A12009C

PASS 6 COL. x 21

SELF-PROMOTION READER CAMPAIGN:

N1705P20009C

N1705P12001C

## Plan the Perfect Mother's Day



Celebrating Mom is a special section for local moms and the ones who love them! From Mother's Day greetings to handpicked gift ideas, recipes, restaurants and special offers, this section is all about making her day special in every way.

## Celebrating MOM

A Special Section From  
**Name Newspaper**

Arriving May 00 in print and online at  
name.newspaper.com/celebratingmom

AD# N1705A12003C

PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

N1705P1001C

N1705P12001C

## Advertising for Mother's Day



Get your share of more than \$20 billion in Mother's Day spending with targeted advertising in our Celebrating Mom special section. This holiday guide is the perfect place to promote your Mother's Day gifts ideas, dining menus and special offers to local moms and their loved ones in more than 00,000 area households.

## Celebrating MOM

A Special Section From  
**Name Newspaper**

To advertise, call 000.000.0000 or email  
name@name.newspaper.com today!  
Advertising Deadline: May 00 | Publication Date: May 00

AD# N1705A12006C

PASS 2 COL. x 5

## It's All About Mom!



Celebrating Mom is a special section for local moms and the ones who love them! From Mother's Day greetings to handpicked gift ideas, recipes, restaurants and special offers, this section is all about making her day special in every way.

## Celebrating MOM

A Special Section From  
**Name Newspaper**

Arriving May 00 in print and online at  
name.newspaper.com/celebratingmom

AD# N1705A12004C

PASS 2 COL. x 5

## Maximize Mother's Day Sales



Get your share of more than \$20 billion in Mother's Day spending with targeted advertising in our Celebrating Mom special section. This holiday guide is the perfect place to promote your Mother's Day gifts ideas, dining menus and special offers to local moms and their loved ones in more than 00,000 area households.

## Celebrating MOM

A Special Section From  
**Name Newspaper**

To advertise, call 000.000.0000 or email  
name@name.newspaper.com today!  
Advertising Deadline: May 00 | Publication Date: May 00

AD# N1705A12007C

PASS 2 COL. x 5

## Go Ahead, Make Her Day!



Celebrating Mom is a special section for local moms and the ones who love them! From Mother's Day greetings to handpicked gift ideas, recipes, restaurants and special offers, this section is all about making her day special in every way.

## Celebrating MOM

A Special Section From  
**Name Newspaper**

Arriving May 00 in print and online at  
name.newspaper.com/celebratingmom

AD# N1705A12005C

PASS 2 COL. x 5

## Mother's Day Means Business



Get your share of more than \$20 billion in Mother's Day spending with targeted advertising in our Celebrating Mom special section. This holiday guide is the perfect place to promote your Mother's Day gifts ideas, dining menus and special offers to local moms and their loved ones in more than 00,000 area households.

## Celebrating MOM

A Special Section From  
**Name Newspaper**

To advertise, call 000.000.0000 or email  
name@name.newspaper.com today!  
Advertising Deadline: May 00 | Publication Date: May 00

AD# N1705A12008C

PASS 2 COL. x 5





SECTION COVER:

May 2017  
A Special Supplement to  
**NAME NEWSPAPER**

**Memorial Day Tributes**  
**A Salute to Local Service Members**

**A Tribute to Our Heroes**

**Military Appreciation Special Offers**  
**Memorial Day Parades, Ceremonies & Events**

N1705P13002C\*O

N1705P44008C

AD# N1705A13001C 10. x 13

HEADING:  
N1705P13001C\*O

# A Tribute to Our Heroes

QUICK SELL:

**A Tribute to Our Heroes**  
Celebrate all military this May

**Advertiser Suggestions:**

- Variety Store: 1234 Washington Street | Danversville Heights | (800-000-0000) | www.varietystore.com
- Medical Group: 1234 Washington Street | Danversville Heights | (800-000-0000) | www.medicalgroup.com
- Community Event: 1234 Washington Street | Danversville Heights | (800-000-0000) | www.communityevent.com
- Gym: 1234 Washington Street | Danversville Heights | (800-000-0000) | www.gym.com

N1705P13001C\*O

N1705P44008C

AD# N1705A13002C 9.667 x 13  
AD# N1705A13009C PASS 6 COL. x 21

READER CAMPAIGN:

**A Salute to Our Soldiers**

A special section dedicated to our brave men and women in uniform. A Tribute to Our Heroes is our way of saying thanks to our military members for their service and sacrifice. From local service member salutes to military appreciation special offers and Memorial Day weekend events, you'll find a host of ways to honor and remember our soldiers and veterans.

**A Tribute to Our Heroes**  
A Special Section From Name Newspaper

Coming May 00  
In print and online at name.newspaper.com/tribute-to-our-heroes.

N1705P44008C

O-2C02C\*O  
N1705P13002C\*O

AD# N1705A13003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

**Join Us in a Salute to Soldiers**

Express your support and appreciation for our men and women in uniform with A Tribute to Heroes. This special section offers the perfect placement opportunity for your message of thanks, as well as special offers and services geared toward military members and their families.

**A Tribute to Our Heroes**  
A Special Section From Name Newspaper

Talk to us today about advertising and sponsorship opportunities available in this very special section. Call 000.000.0000 or email name@name.newspaper.com today.

Advertising Deadline: May 00  
Section Publication Date: May 00

N1705P44008C

O-2C02C\*O  
N1705P13002C\*O

AD# N1705A13006C PASS 2 COL. x 5

**Honoring Our Military Community**

A special section dedicated to our brave men and women in uniform. A Tribute to Our Heroes is our way of saying thanks to our military members for their service and sacrifice. From local service member salutes to military appreciation special offers and Memorial Day weekend events, you'll find a host of ways to honor and remember our soldiers and veterans.

**A Tribute to Our Heroes**  
A Special Section From Name Newspaper

Coming May 00  
In print and online at name.newspaper.com/tribute-to-our-heroes.

AD# N1705A13004C PASS 2 COL. x 5

**Show Your Military Appreciation**

Express your support and appreciation for our men and women in uniform with A Tribute to Heroes. This special section offers the perfect placement opportunity for your message of thanks, as well as special offers and services geared toward military members and their families.

**A Tribute to Our Heroes**  
A Special Section From Name Newspaper

Talk to us today about advertising and sponsorship opportunities available in this very special section. Call 000.000.0000 or email name@name.newspaper.com today.

Advertising Deadline: May 00  
Section Publication Date: May 00

AD# N1705A13007C PASS 2 COL. x 5

**Remembering Our Nation's Fallen**

A special section dedicated to our brave men and women in uniform. A Tribute to Our Heroes is our way of saying thanks to our military members for their service and sacrifice. From local service member salutes to military appreciation special offers and Memorial Day weekend events, you'll find a host of ways to honor and remember our soldiers and veterans.

**A Tribute to Our Heroes**  
A Special Section From Name Newspaper

Coming May 00  
In print and online at name.newspaper.com/tribute-to-our-heroes.

AD# N1705A13005C PASS 2 COL. x 5

**Be a Part of Our Tribute to Heroes**

Express your support and appreciation for our men and women in uniform with A Tribute to Heroes. This special section offers the perfect placement opportunity for your message of thanks, as well as special offers and services geared toward military members and their families.

**A Tribute to Our Heroes**  
A Special Section From Name Newspaper

Talk to us today about advertising and sponsorship opportunities available in this very special section. Call 000.000.0000 or email name@name.newspaper.com today.

Advertising Deadline: May 00  
Section Publication Date: May 00

AD# N1705A13008C PASS 2 COL. x 5





N1705P21009C-



**Usage Note:**

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

**Restaurant Amelle**  
Mother's Day Brunch Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Restaurant Amelle**  
Mother's Day Brunch Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Restaurant Amelle**  
Mother's Day Brunch Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Restaurant Amelle**  
Mother's Day Brunch Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Restaurant Amelle**  
Mother's Day Brunch Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Restaurant Amelle**  
Mother's Day Brunch Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bella Boutique**  
Gift Certificates Available  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bella Boutique**  
Gift Certificates Available  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bella Boutique**  
Gift Certificates Available  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bella Boutique**  
Gift Certificates Available  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bella Boutique**  
Gift Certificates Available  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bella Boutique**  
Gift Certificates Available  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Salon**  
Mother's Day Spa Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Salon**  
Mother's Day Spa Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Salon**  
Mother's Day Spa Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Salon**  
Mother's Day Spa Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Salon**  
Mother's Day Spa Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Salon**  
Mother's Day Spa Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)



N1705P37002C-

**How Sweet She Is**

"Bake for day" with our delectable Mother's Day treats.

- Breakfast Pastry
- Caramel Cakes
- Chocolate Treats
- Gourmet Cupcakes

Personalize your mother's day with a custom cake or treat.

**Little Bakery**

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

AD# N1705A14002C  
PASS 2 COL. x 5

N1203P46009C-0

**The Gift of Relaxation & Beauty for Mother's Day**

Swedish Massage  
Deep Tissue Massage  
Hot Stone Massage  
Prenatal Massage  
Nourishing Facial  
Microdermabrasion  
Body Treatments  
Spa Nail Care  
Gift Cards Available

Mother's Day Special Package Massage & Facial \$120

Add a spa manicure and pedicure for just \$49 more!

**LaLa Spa**

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

AD# N1705A14005C  
PASS 2 COL. x 5

N1705P15010C-

**Gift Picks for Mom**

Home Fragrance Diffusers assorted scents 4/6/8/10 <b>\$14.99</b>	Botanical Bath Baskets soaped soaps 10" x 14" or 12" x 18" <b>\$29.99</b>	Hanging Flower Baskets 10" x 14" or 12" x 18" <b>\$16.99</b>	Handmade Pottery Dozies woodstain apple from <b>\$16.99</b>
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Stop in to shop more great gift ideas for Mother's Day on Sunday, May 14!

**Casa Home & Garden Boutique**

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

**Mom Rocks**

Precious gifts for the woman who makes every day sparkle.

Ask about our custom engraving and brilliant jewelry designs for Mother's Day!

birthstones • diamonds • pearls • beach shaped jewelry • class bracelets • sunglasses • custom designs

**Signature Jewelers**

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

AD# N1705A14003C  
PASS 2 COL. x 5

AD# N1705A14004C  
PASS 2 COL. x 5

N1705P21006C-0

N1705P37009C-0

**Love You MOM**

Dozens of Great Gifts Under \$50!

Unique Gifts for a Mother Like No Other

Home Fashion | Locally Made Jewelry | Lingerie | Hair Care | Artisan Candles | Bath & Body Care | Handmade Chocolate | Lane Fragrances | Fine Greeting Cards | & More

Gift Cards Available  
Complimentary Gift Wrapping  
Gift wrapping and card redesign for your convenience.

**Dash Boutique**

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

Elegant arrangements of lasting beauty handcrafted for Mom's special day.

**Flower Her With Love on Mother's Day**

Deluxe Spring Bouquets \$19.95 & up  
Tea Rose Arrangements \$34.95 & up  
Potted Orchids \$25.95 & up  
Gift Baskets \$28.95 & up

Ask about our Flower of the Month Club!

**Greenleaf Florist**

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

AD# N1705A14006C  
PASS 2 COL. x 5

AD# N1705A14007C  
PASS 2 COL. x 5

N1705P15001C-0

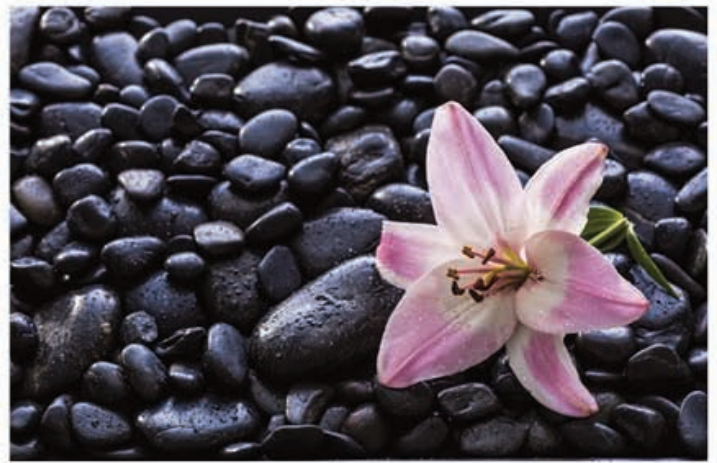
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N1705P15006C-●



N1705P15009C-●



N1705P15003C-●



N1705P15005C-●



N1705P15004C-●



N1705P15008C-●



N1705P15001C-●



N1705P15002C-●





N1705P16006C-●



N1705P16007C-●



N1705P16005C-●



N1705P16008C-●



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N1705P18007C-●



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N1705P18003C-●









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N1705P20007C-●



N1705P20001C-●



N1705P20004C-●



N1705P20009C-●



N1705P20008C-●



N1705P20006C-●



N1705P20005C-●





N1705P21009C-●



N1705P21001C\*-○

N1705P21005C\*-○



N1705P21011C\*-○



N1705P21004C\*-○

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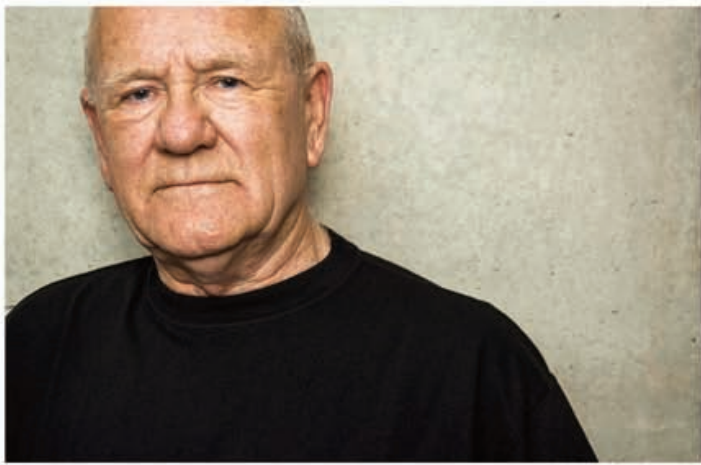


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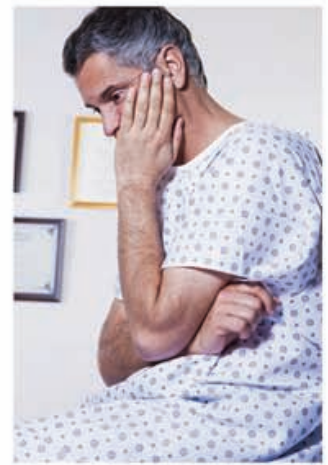




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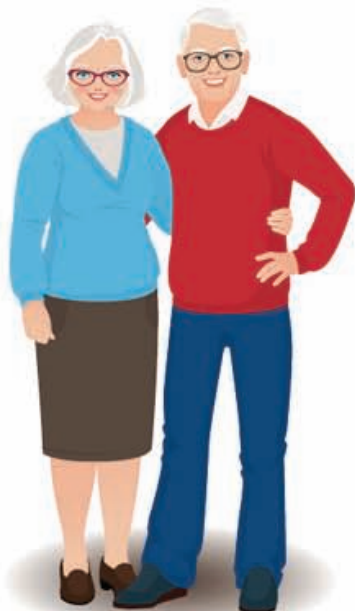
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N1705P23008C\*-○



N1705P23012C\*-○



N1705P23011C\*-○



N1705P24005C\*O

N1705P24003C\*O

N1705P24002C\*O

# Party Planner

Your guide to local celebration vendors and venues.

**Viewpoint Restaurant**  
Reserve our private banquet room!  
www.namovevents.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Great Bakes**  
Cakes and dessert trays for every occasion  
www.namovevents.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Sage Catering**  
Party packages for every taste and budget  
www.namovevents.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Value Grocery Mart**  
Pick up fresh party platters in our Deli Department!  
www.namovevents.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Confetti Party Supply**  
Partyware, decorations, balloon bouquets, rentals and more  
www.namovevents.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Events By Evelyn**  
Complete wedding and event planning  
www.namovevents.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Passport Liquors**  
Kegs | Delivery  
Case Discounts | Ice  
www.namovevents.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Party People Entertainment**  
Find the perfect DJ or band for your event!  
www.namovevents.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Spotless Cleaning Service**  
Hassle-free event prep and cleanup service  
www.namovevents.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

**Beckman Event Rentals**  
Rentals | Delivery Setup | Cleanup  
www.namovevents.com  
1234 Washington Street  
Somerville Heights  
000-000-0000

Get special discounts when you mention this ad!

AD# N1705A24001C 19.334 x 13



N1705P24001C-●

## 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)

## Celebration Spots Bar & Nightlife Guide

N1705P24004C\*O

N1705P24004C\*O





N1705P25002C-●



N1705P25003C-●



N1705P25006C-●



N1705P25012C-●



N1705P25001C-●



N1705P25010C-●



N1705P25011C-●



N1705P25008C-●



N1705P25005C-●



N1705P25009C-●



N1705P25004C-●



N1705P25007C-●





N1705P26007C-●



N1705P26009C-●



N1705P26004C-●



N1705P26003C-●



N1705P26002C-●



N1705P26001C-●



N1705P26006C-●



N1705P26005C-●



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N1705P27006C-●



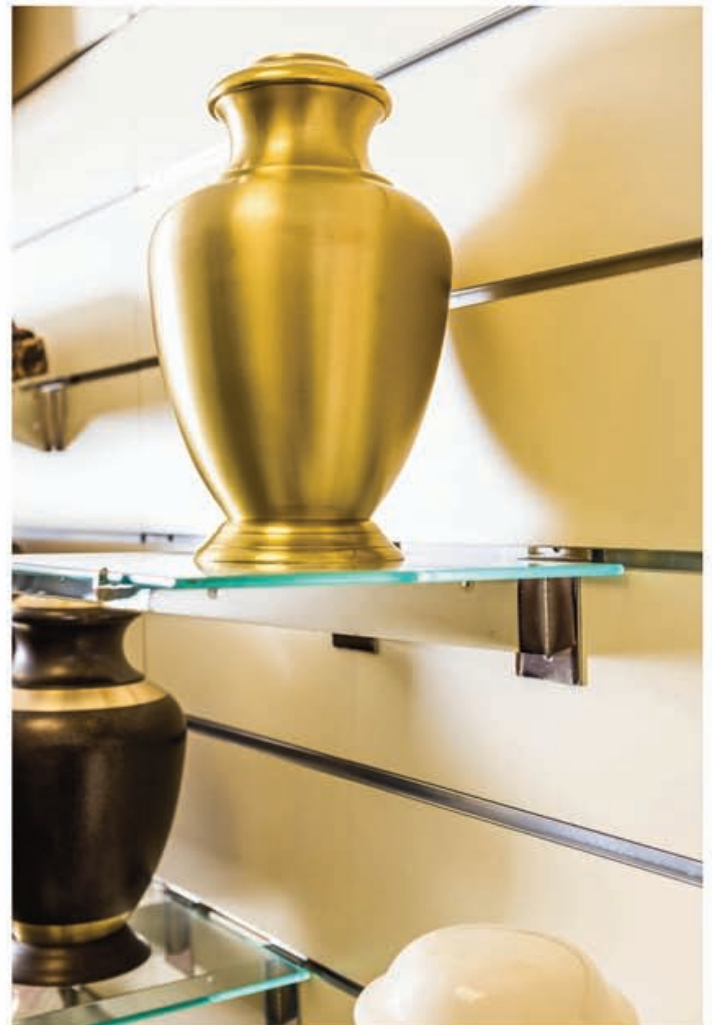
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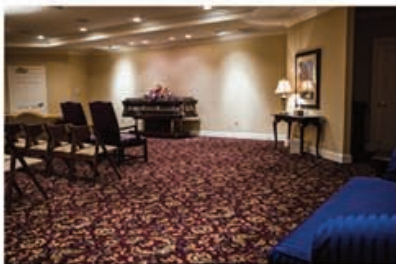


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N1705P290xxC\*-○



N1705P29011C\*-○



N1705P29015C\*-○

N1705P29016C\*-○



N1705P29004C-●



N1705P29014C\*-○



N1705P29012C\*-○



N1705P29008C\*-○



N1705P29007C\*-○



N1705P29013C\*-○



N1705P29010C\*-○



N1705P29017C\*-○

## Elegant Sympathy Arrangements

*to celebrate the life and memory of someone so special*

Our beautiful bereavement arrangements are designed with care according to your wishes, and delivered with a personalized message of sympathy and remembrance. From wreaths and standing sprays to bouquets, plants and baskets, we offer an array of dignified styles for funerals and memorial services. For assistance, please call or stop in to speak with our helpful staff.



## Allaire Florals

1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

AD# N1705A29001C PASS 6 COL. x 3





N1705P30001C-●



N1705P30002C-●



N1705P30003C-●



N1705P30007C-●



N1705P30009C-●



N1705P30005C-●



N1705P30004C-●



N1705P30006C-●



N1705P30008C-●





N1705P31018C\*-○



N1705P31017C\*-○



N1705P31015C\*-○

N1705P31016C\*-○



N1705P31013C\*-○



N1705P31014C\*-○



N1705P31002C\*-○



N1705P31006C\*-○



N1705P31005C\*-○



N1705P31003C\*-○



N1705P31011C\*-○



N1705P3101C\*-○



N1705P31001C\*-○



N1705P31010C\*-○



N1705P31004C\*-○



N1705P31009C\*-○



N1705P31008C\*-○



N1705P31023C\*-○



N1705P31007C\*-○



N1705P31022C\*-○



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N1705P31019C\*-○





N1705P32009C-●



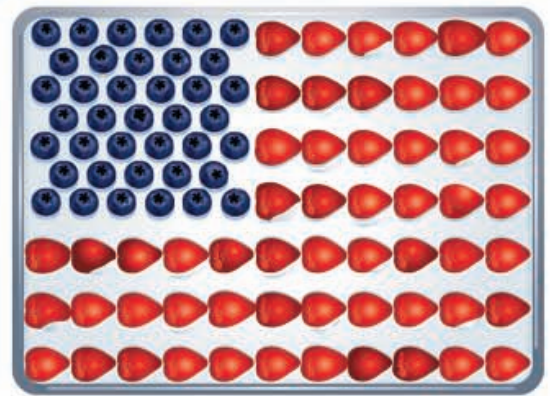
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N1705P32008C\*-○  
N1705P32007C\*-○



N1705P32010C\*-○  
N1705P32011C\*-○



N1705P32001C\*-○ 🇨🇦



N1705P32005C\*-○ 🇨🇦



N1705P32003C\*-○ 🇨🇦



N1705P32006C\*-○



N1705P32002 C\*-○ 🇨🇦



## Quality Healthcare Insurance

To Keep Every Member of Your Family Protected

Great Health & Dental Plans Available for  
Individuals | Families | Small Businesses

Individual Health Plans  
starting as low as  
**\$3.99** a day

Family Health Plans  
starting as low as  
**\$9.99** a day



From HMOs and PPOs to Health Savings Accounts, we offer a variety of affordable options to protect yourself and your family with the comprehensive health insurance solutions you need for quality care and peace of mind. Contact us today for details, rate quotes and enrollment assistance!

## Insurance Solutions, Inc.

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

AD# N1705A33001C 8.5 x 11

N1705P22005C

## Because Older Is Wiser



That's why more seniors choose us for their banking needs!

- | FREE Senior Checking
- | No-Risk Savings Accounts
- | Safe Deposit Box Discount
- | Free Personal Checks & No ATM Fees
- | No-Fee Money Orders & Cashier's Checks
- | Complimentary Coffee & Tea
- | Monthly Customer Appreciation Events
- | Convenient Drive-Through Teller Service
- | A Trusted Community Bank Since 19XX
- | The Respect & Personalized Service You Deserve

Make the switch today!  
**\$50 Free Bonus**  
when you open a new account

Must maintain a minimum \$500 balance for 90 days to receive bonus. List details, terms and conditions here. List details, terms and conditions here. Call, come in or visit us online for details.

## Marsh Community Bank

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

AD# N1705A33002C 8.5 x 11

N1705P22009C

## Treat Yo Self

- Ice Cream
- Frozen Yogurt
- Dozens of Daily Flavors
- Over 25 Tasty Toppings



Celebrate your next special occasion with one of our delicious ice cream cakes, personalized at no extra charge!

Try Our Ice Cream or Frozen Yogurt Sandwiches

Made with fresh chocolate chip, s'mores or oatmeal raisin cookies!  
Fresh Waffle Cones & Brownie Sundae  
Blended Milkshakes  
with your favorite mix-in toppings  
Ice Cream & Fro Yo To-Go  
by the pint or half-gallon



### Freeze-a-Licious

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

Open Late Until 11PM Friday & Saturday

### Two Free Toppings

With Purchase of Any Cup or Cone  
Dependent upon \$12.97 or more, limit one offer per 24 hours, brand restrictions apply.

### BOGO 50% Off

Sundae, Cup, Cone or Sandwich  
Dependent upon \$12.97 or more, limit one offer per 24 hours, brand restrictions apply.

### 10% Off

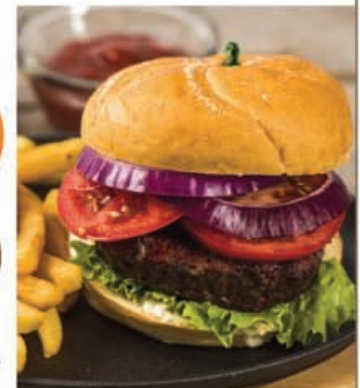
Any Cake or Half Gallon  
Dependent upon \$12.97 or more, limit one offer per 24 hours, brand restrictions apply.

AD# N1705A33003C 8.5 x 11

N1705P64041C

## Flame-to-Table Favorites

- Freshly Stacked Burgers
- Grilled Steak, Chicken & Seafood
- Delicious Appetizers to Share
- Craft, Imported & Domestic Beers



Enjoy great, no-fuss food and service with friends, family and neighbors who love to savor the good times with you.

Try Our New Bacon Barbecue Ranch Burger!

Topped with our homemade ranch-barbecue sauce, crispy bacon, onion rings, lettuce and tomato

Kids' Menu Available  
Kitchen Open Until 11PM Nightly  
Vegetarian? Gluten Free?  
We have you covered!



### The Mason Grill

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

Happy Hour 4:00-6:30PM Monday-Friday

### Two Free Toppings

With Purchase of Any Burger  
Dependent upon \$12.97 or more, limit one offer per 24 hours, brand restrictions apply.

### BOGO 50% Off

Any Lunch or Dinner Item  
Dependent upon \$12.97 or more, limit one offer per 24 hours, brand restrictions apply.

### 10% Off

Your Total Food Purchase  
Dependent upon \$12.97 or more, limit one offer per 24 hours, brand restrictions apply.

AD# N1705A33004C 8.5 x 11

N1705P64008C





N1705P34022C-●



N1705P34023C-●



N1705P34025C-●



N1705P34024C-●



N1705P34026C-●



N1705P34027C-●



N1705P34015C-●



N1705P34019C\*-○



N1705P34014C\*-○



N1705P34003C\*-○



N1705P34010C\*-○



N1705P34005C\*-○



N1705P34006C\*-○



N1705P34012C\*-○



N1705P34011C\*-○



N1705P34008C\*-○



N1705P34002C\*-○



N1705P34001C\*-○



N1705P34009C\*-○



N1705P34007C\*-○



N1705P34004C\*-○



N1705P34018C\*-○



N1705P34003C\*-○



N1705P34020C\*-○



N1705P34016C\*-○

N1705P34017C\*-○



N1705P34021C\*-○



N1705P35001C-● N1705P35002C-●



# Your Full-Service Local Pharmacy and so much more!

From fast prescription service to competitive everyday prices on a quality selection of over-the-counter remedies, household goods, personal care products and more, we deliver the convenience, value and great customer service you deserve.

### Fast, Friendly & Helpful Service

- Friendly, Knowledgeable Pharmacists to Answer Your Questions
- Prescriptions Filled in 60 Minutes or Less
- Refill Your Prescriptions By Phone or In Person
- Custom Prescription Compounding
- Prescription Delivery Service Available
- Insurance Coverage Consultations
- One-on-One Prescription Counseling
- All Prescription Plans Welcome

### Everyday Shopping Needs

- Over-the-Counter Remedies, Vitamins & Supplements
- Beauty, Hair Care & Personal Care Products
- Diapers, Formula & Baby Care
- Home Health Care Supplies & First Aid
- Cleaning, Household & Grocery Essentials
- Greeting Cards, Gift Wrap & Office Supplies

**Flu Shots & Shingles Vaccines**  
No Appointment Needed

Sign up online to get weekly specials delivered to your inbox!

### FREE \$25 Gift Card

With Any Prescription Transfer for New Pharmacy Customers  
Offer valid with coupon through 09.30.17. List details, terms and conditions here. List details, terms and conditions here.

Clayton Pharmacy  
1234 Washington Street  
000.000.0000 | www.namewebsite.com

### Save \$5.00 Off Non-Prescription Purchase of \$30 or More

Offer valid with coupon through 09.30.17. List details, terms and conditions here. List details, terms and conditions here.

Clayton Pharmacy  
1234 Washington Street  
000.000.0000 | www.namewebsite.com

## Clayton Pharmacy

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



AD# N1705A35001C

PASS 6 COL. x 21

AD# N1705A35002C

10 x 13





N1705P36005C-●



N1705P36007C-●



N1705P36010C-●



N1705P36003C-●



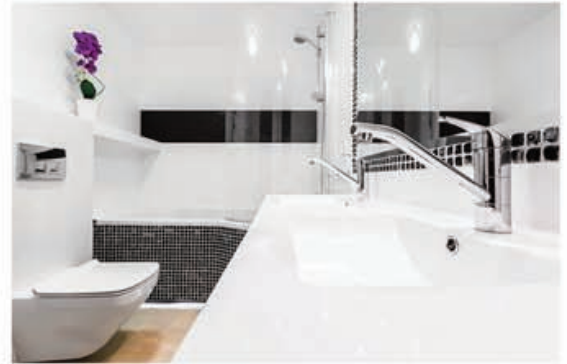
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N1705P36006C-●



N1705P36008C-●



N1705P36009C-●



N1705P36001C-●



N1705P36002C-●





N1705P37003C-●



N1705P37005C-●



N1705P37004C-●



N1705P37001C-●



N1705P37010C-●



N1705P37002C-●



N1705P37011C-●



N1705P37007C-●



N1705P37006C-●



N1705P37009C-●



N1705P37008C-●



# Thank Mom a Brunch!

Treat her to a lavish buffet featuring all of her favorite treats, from fresh-baked breakfast pastries and desserts to made-to-order omelettes, fresh salads, assorted quiche, savory pasta bar and more.

**Mother's Day Brunch Buffet**  
Sunday, May 14 | 10am-3pm

\$35 adults • \$19 kids 12 & under  
Children 3 and under dine free



Complimentary  
Latte or Mimosa  
for Mom!

Happy Mother's Day

#### Eggs & Sides

scrambles | omelette station | benedicts | quiche | applewood-smoked bacon | sausage links & patties

#### Soups & Salads

mushroom barley | chicken & rice | corn chowder | seafood bisque | caesar salad | strawberry salad

#### Pasta Bar

linguine or penne pasta | alfredo sauce | pesto sauce | marinara sauce | meat & vegetable lasagna

#### Entrees

rosemary-garlic chicken | dilled salmon | beef tenderloin | rice pilaf | vegetable medley

#### Carving Stations

honey ham | roasted turkey | prime rib

#### Desserts

pastries | ice cream | cookies | cake

Dinner Reservations Also Available Beginning at 4:30 p.m.

## The Millbrook Inn Restaurant

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



AD# N1705A38001C PASS 6 COL. x 10

N1705P20001C



## A Special Night to Celebrate Mom

Thank Mom for all she does with an elegant and delicious celebration dinner.

## Villa Restaurant

### Three-Course Prix-Fixe Mother's Day Menu Only \$34.99

#### Appetizer

Choice of soup, salad, caprese, ceviche or crostini

#### Entree Choices

Chicken Marsala with roasted potatoes and grilled vegetables  
Grilled Salmon with mango salsa, broccoli and rice pilaf  
Skirt Steak with scalloped potatoes and baby carrots  
Mushroom Tortellini with truffle butter and root vegetables  
Pork Tenderloin with mashed potatoes and asparagus

#### Dessert

Choice of cheesecake, chocolate mousse, lemon poppy cake or cannoli



A la carte & kids' menus also available  
**Complimentary  
Rose &  
Champagne  
for Mom**

Reserve today!



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

AD# N1705A38002C PASS 6 COL. x 10

N1705P20006C  
N1705P66009C

N1705P66001C





**Consider Pre-planning...**  
 Funeral pre-planning can save your loved ones the stress of making difficult decisions in their time of grief, as well as alleviate the financial burden of carrying out final arrangements. It also ensures services will be conducted according to your wishes. To learn more, please contact us today to arrange a free, no-obligation consultation with a planning professional.

## Compassionate & Professional Funeral Planning Services

*In your time of need, you can rely on us for assistance and guidance in every aspect of planning your loved one's final arrangements.*

Funeral Services | Cremation Services | Military Honors | Caskets & Urns

### Abbington Funeral Home

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

AD# N1705A39001C

PASS 6 COL x 10

N1705P27007C

## A Tribute to the Loved One Whose Memory Lives On Forever in Your Heart

Honor the memory of your cherished one by sharing the story of their life with friends, neighbors and associates here in the community.



**Remembrances**  
*In Print & Online From*

Tributes include color photo and online guest book from \$99.  
 For details and to place your notice of remembrance, go to [namenewspaper.com/remembrances](http://namenewspaper.com/remembrances) or call 000.000.0000 for assistance.

**The Somersville Press** 000.000.0000  
[www.namenewspaper.com](http://www.namenewspaper.com)

AD# N1705A39002C

PASS 6 COL x 10

N1705P27009C





# Remembering Our Veterans on Memorial Day

*Today we honor the memory of the brave soldiers who made the ultimate sacrifice to protect our nation and our way of life. Their dedication to country and freedom makes us proud to be Americans, and we owe them a debt of gratitude that can never be repaid. On Memorial Day, we salute our nation's fallen and the families who carry on without them. Their heroic spirit and sacrifice will never be forgotten. We will always remember that freedom is not free.*

These local businesses humbly pay tribute to our veterans past and present for their courage, sacrifice and service to our country:

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 www.namewebsite.com

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 www.namewebsite.com

AD# N1705A40001C  
 AD# N1705A40002C

PASS 6 COL. x 21  
 10 x 13

AD# N1705A40003C  
 AD# N1705A40004C

PASS 6 COL. x 21  
 10 x 13





N1705P41013A-●



N1705P41015A-●

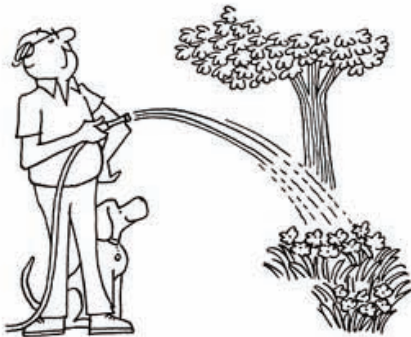


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N1705P41006A-●

N1705P41014A-●

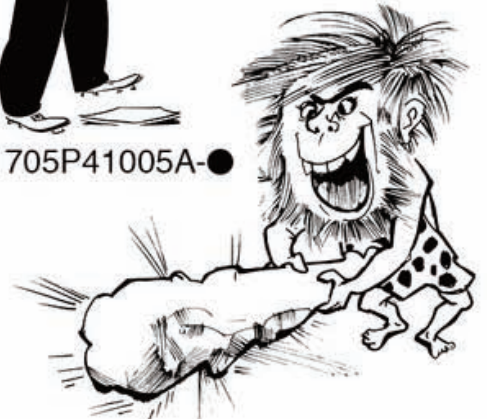


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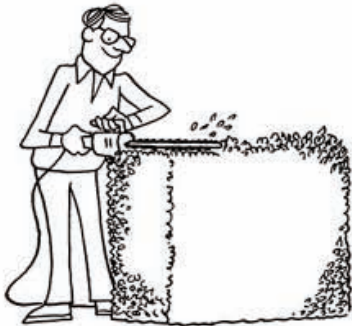


N1705P41011A-●

N1705P41005A-●



N1705P41002A-●



N1705P41010A-●



N1705P41003A-●



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N1705P41008A-●



N1705P41001A-●



N1705P41004A-●





N1705P42005A-●



N1705P42009A-●



N1705P42008A-●



N1705P42015K-●



N1705P42007A-●



N1705P42012A-●



N1705P42013A-●



N1705P42010A-●



N1705P42011A-●



N1705P42001A-●



N1705P42004A-●



N1705P42014A-●



N1705P42002A-●



N1705P42003A-●



N1705P42016A-●



N1705P42006A-●





N1705P43001C-●



N1705P43006C-●



N1705P43003C-●



N1705P43008C-●



N1705P43004C-●



N1705P43002C-●



N1705P43009C-●



N1705P43005C-●



N1705P43007C-●





N1705P44005C-●



N1705P44003C-●



N1705P44006C-●



N1705P44004C-●



N1705P44001C-●



N1705P44007C-●



N1705P44009C-●



N1705P44002C-●



N1705P44008C-●





N1705P45003C-●



N1705P45006C-●



N1705P45009C-●



N1705P45007C-●



N1705P45001C-●



N1705P45002C-●



N1705P45004C-●



N1705P45008C-●



N1705P45005C-●





N1705P46003C-●



N1705P46004C-●



N1705P46001C-●



N1705P46005C-●



N1705P46006C-●



N1705P46002C-●



N1705P46008C-●



N1705P46007C-●



N1705P46009C-●





N1705P47009C-●



N1705P47005C-●



N1705P47008C-●



N1705P47007C-●



N1705P47001C-●



N1705P47002C-●



N1705P47006C-●



N1705P47003C-●



N1705P47010C-●



N1705P47004C-●





N1705P48005C-●



N1705P48004C-●



N1705P48002C-●



N1705P48001C-●



N1705P48010C-●



N1705P48006C-●



N1705P48003C-●



N1705P48007C-●



N1705P48011C-●



N1705P48009C-●



N1705P48012C-●



N1705P48008C-●





N1705P49016C-●



N1705P49017C-●



N1705P49021C-●



N1705P49022C-●



N1705P49018C-●



N1705P49009C\*-○



N1705P49011C\*-○



N1705P49010C\*-○



N1705P49001C\*-○

N1705P49008C\*-○

N1705P49014C\*-○



N1705P49020C-●

*Local*  
never looked *so good!*

N1705P49015C\*-○



N1705P49006C\*-○



N1705P49007C\*-○



N1705P49005C\*-○



N1705P49019C-●

**GROW YOUR COMMUNITY**  
*Shop Local*

N1705P49012C\*-○



N1705P49002C\*-○



N1705P49004C\*-○



N1705P49003C\*-○



N1705P49013C\*-○

*Local*  
never looked *so good!*

Stop by and see what's new in Downtown Somersville this weekend!



- Unique Boutiques
- Hot New Restaurants
- Great Bars & Entertainment

Register online to win monthly prize giveaways from your favorite local businesses!

**Downtown Merchants Association**

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





N1705P50001C-●

### Usage Notes:

Use these backgrounds to help promote services and merchandise for wedding and bridal, gardening, health care, pets, seniors, law enforcement appreciation, Memorial Day 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)

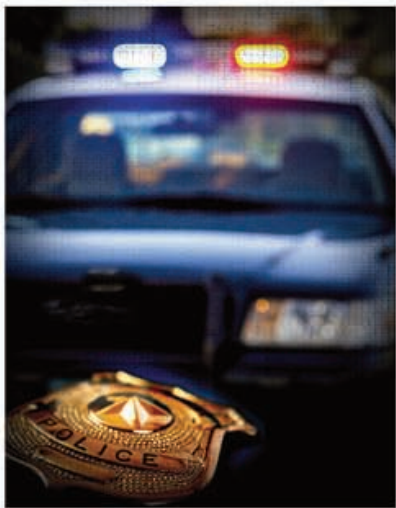


N1705P50004C-●



N1705P50003C-●

🇨🇦 N1705P50002C-●



N1705P50005C-●



N1705P50006C-●



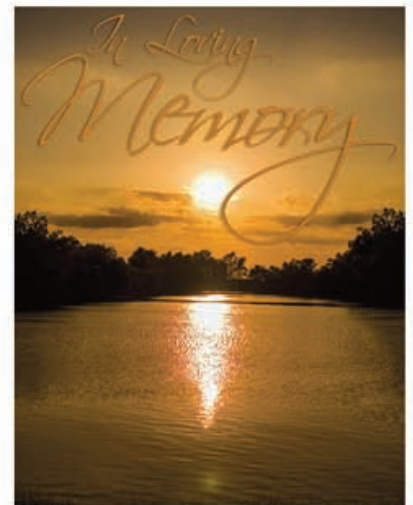
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N1705P50008C-●



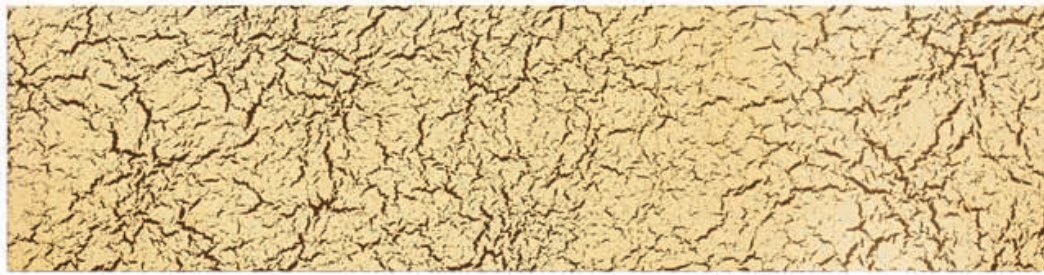
N1705P50009C-●



N1705P50010C-●



N1705P51001C-



**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 a variety of promotions for construction, gardening, drought, Memorial Day ... and more.

N1705P51002C-



N1705P51003C-



N1705P51004C-



N1705P51005C-



N1705P51006C-





**Fast & Convenient  
Medical Care**

N1705P52023C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1705P52004C\*-O  
N1705P52013C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**SAVE  
ALL WEEKEND**

N1705P52025C\*-O  
N1705P52024C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1705P52005C\*-O  
N1705P52014C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**SALE**

N1705P52020C\*-O  
N1705P52019C\*-O  
(BACKGROUND ONLY)  
N1705P52001C\*-O  
N1705P52010C\*-O  
(SPANISH VERSION)

PASS 1 COL. x 5.25

**Usage  
Note:**

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

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

**Mother's Day  
Gift Shop**

N1705P52026C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1705P52006C\*-O  
N1705P52015C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**Dedicated to Our  
Community's Safety & Security**

N1705P52027C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1705P52007C\*-O  
N1705P52016C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

*For  
Mom*

N1705P52021C\*-O  
(BACKGROUND ONLY)  
N1705P52002C\*-O  
N1705P52011C\*-O  
(SPANISH VERSION)

PASS 1 COL. x 5.25

**Caring for  
Seniors**

N1705P52028C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1705P52008C\*-O  
N1705P52017C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**Funeral Home**

N1705P52029\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1705P52009\*-O  
N1705P52018\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**Sympathy  
& Caring**

N1705P52022C\*-O  
(BACKGROUND ONLY)  
N1705P52003C\*-O  
N1705P52012C\*-O  
(SPANISH VERSION)

PASS 1 COL. x 5.25





**MCC KEYWORD HINT:** Medical Supply Store  
N1705P53007C-●



**MCC KEYWORD HINT:** Moving & Storage Company  
N1705P53008C-●



**MCC KEYWORD HINT:** Wedding Planner  
N1705P53009C-●



**MCC KEYWORD HINT:** Religious Gift Shop  
N1705P53010C-●



**MCC KEYWORD HINT:** Tattoo Artist  
N1705P53011C-●



**MCC KEYWORD HINT:** Jeweler  
N1705P53012C-●

### 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.



N1705P53001C\*-○



N1705P53002C\*-○



N1705P53003C\*-○



N1705P53004C\*-○ 🍁

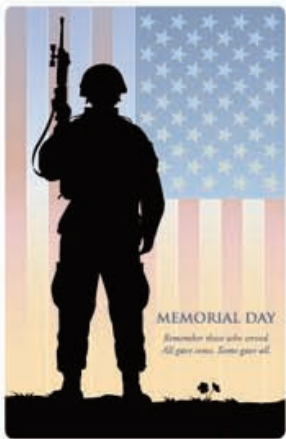


N1705P53005C\*-○



N1705P53006C\*-○





N1705P54012C\*-O



N1705P54013C\*-O



N1705P54014C\*-O



N1705P54009C\*-O



N1705P54015C\*-O



N1705P54006C\*-O



N1705P54008C\*-O



N1705P54010C\*-O



N1705P54007C\*-O



N1705P54005C\*-O



N1705P54001C\*-O



N1705P54011C\*-O



N1705P54019C\*-O



N1705P54016C\*-O



N1705P54017C\*-O



N1705P54003C\*-O



N1705P54018C\*-O



N1705P54020C\*-O



N1705P54002C\*-O



N1705P54004C\*-O





N1705P55001C\*-O



N1705P55005C\*-O



N1705P55008C\*-O



N1705P55007C\*-O



N1705P55003C\*-O



N1705P55004C\*-O



N1705P55009C\*-O



N1705P55002C\*-O



N1705P55006C\*-O









N1705P57022C\*-O



N1705P57023C\*-O



N1705P57024C\*-O

N1705P57021C\*-O



N1705P57025C\*-O



N1705P57026C\*-O



N1705P57027C\*-O



N1705P57028C\*-O



N1705P57029C\*-O



N1705P57030C\*-O



N1705P57031C\*-O



N1705P57033C\*-O



N1705P57032C\*-O



N1705P57034C\*-O



N1705P57035C\*-O



N1705P57036C\*-O



N1705P57038C\*-O



N1705P57037C\*-O



N1705P57039C\*-O



N1705P57001C\*-O



N1705P57015C\*-O



N1705P57002C\*-O



N1705P57004C\*-O



N1705P57003C\*-O



N1705P57006C\*-O



N1705P57005C\*-O



N1705P57016C\*-O



N1705P57017C\*-O



N1705P57019C\*-O



N1705P57018C\*-O



N1705P57020C\*-O



N1705P57007C\*-O



N1705P57008C\*-O



N1705P57009C\*-O



N1705P57010C\*-O



N1705P57011C\*-O



N1705P57012C\*-O



N1705P57013C\*-O



N1705P57014C\*-O

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



MCC KEYWORDS: ICON SET, MOTHER'S DAY  
N1705S57040C\*-O



Bonus images available in the MCC Creative Library:



N1705P58002C-●



N1705P58004C-●



N1705P58005C-●



N1705P58006C-●



N1705P58003C-●



N1705P58001C-●

## 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](mailto:service@metro-email.com) to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



Bonus images available in the MCC Creative Library:



N1705P59004C-●



N1705P59002C-●



N1705P59001C-●



N1705P59006C-●



N1705P59005C-●



N1705P59003C-●

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

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

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TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



# We Appreciate Our Police

Every day, our nation's police officers put their lives on the line to protect our neighborhoods and keep us safe. The positive impact of their service and dedication to our communities and our country is invaluable, and we owe them the full measure of our respect and gratitude. During National Police Week, we honor the brave men and women who have made the ultimate sacrifice in the line of duty and recognize those who continue to serve our communities as officers of the law.

To all of the police officers who go above and beyond the call of duty, we thank you for your service. We stand with you, and we keep your safety in our thoughts and prayers during National Police Week and always.



**POLICE WEEK**  
May 15-21

## Name Sponsor

1234 Washington Street  
Somerville Heights  
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AD# N1705A60001C PASS 6 COL. x 10

N1705P30005C-●

N1705P31020C-○

N1705P26001C-●  
N1705P34024C-●



National  
**Nurses Week**  
May 6-12



These local businesses proudly salute our local nurses, and encourage you to thank a nurse today!

## Name Sponsor

1234 Washington Street  
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# Thanks to the Nurses Who Touch Our Lives

Through their skill, dedication and caring, nurses make a life-saving difference in the lives of countless people each and every day. During National Nurses Week, we'd like to express our appreciation to these dedicated men and women, whose commitment to patients and healing make our community and our world a better place.

AD# N1705A60002C PASS 6 COL. x 10

N1705P68025C-○



N1705P26006C



## Connect With Quality Walk-In Care

**Comprehensive Care for Illness & Minor Emergencies**  
Broken Bones | Sprains | Flu  
Earaches | Sore Throats | Infections  
Dehydration | Asthma | Allergies  
Abdominal Pain | Suturing Cuts

**Fast & Convenient Service**  
Minimal Wait Times | Open Evenings & Weekends | No Appointment Needed  
| On-site Lab & X-ray | Friendly Staff | Experienced ER Physicians | Most Insurance Plans Welcome

**Non-Emergency Services**  
Immunizations | Pre-employment Exams | School & Sports Physicals | Drug Testing | Pulmonary Function Tests

### Somersville Urgent Care

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

**Walk-In Hours 7 Days a Week**  
Monday-Friday 8 am-8 pm, Saturday & Sunday 9 am-6 pm

N1203P46009C

AD# N1705A61001C PASS 3 COL. x 10

N1705P45006C

**Andale, Andale...  
Cinco de Mayo  
Is Coming!**

Friday, May 5  
Free Chips & Salsa  
2 for \$5 Specialty Tacos  
\$10 Combo Plates  
\$5 Frozen Margaritas  
\$12 Buckets of Beer

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

Join us for the biggest fiesta of the year!  
Doors open at 11am

N1705P66011C

AD# N1705A61002C PASS 3 COL. x 10



*We offer a full spectrum of trusted and professional in-home care services to help our clients maintain their independence in the comfort of their own homes.*

## A Helping Hand Can Make All the Difference

**Hourly, Overnight & Live-In Care Personalized to Meet Your Needs**  
Personal Care Services | Light Housekeeping | Food Shopping & Errands | Meal Preparation | Medication Management | Recreational Activities | Companionship

For details about our services or to arrange a complimentary introductory visit with a home care professional, please call or contact us online today.

### Home Care

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



N1705P22004C

N1203P46009C

AD# N1705A61003C PASS 3 COL. x 10

N1705P32009C

**up to 50% OFF**

**Spectacular Savings All Weekend**

Saturday | Sunday | Monday  
★ **May 27-29, 2017** ★

Kick off summer with storewide savings to celebrate!

**Memorial Day Sale**  
20% to 50% Off  
Dinettes & Dining Rooms  
Bedroom Sets & Mattresses  
Living Room Groups  
Sofas & Loveseats  
Patio Furniture • Recliners  
Accent Tables • Shelving  
Area Rugs • Lighting & More

Local Delivery Service  
Friendly Financing Plans

**Showroom Open**  
Monday-Saturday  
10am - 8pm, Sunday  
11am - 5pm

List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

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

AD# N1705A61004C PASS 3 COL. x 10





N1705P62018C\*-O



N1705P62019C\*-O



N1705P62021C\*-O



N1705P62011C\*-O



N1705P62012C\*-O



N1705P62007C\*-O

**LEST WE FORGET**

REMEMBRANCE DAY

N1705P62008C\*-O



N1705P62013C\*-O



N1705P62009C\*-O



N1705P62010C\*-O



**VICTORIA DAY**

N1705P62022C\*-O



N1705P62006C\*-O



N1705P62014C\*-O



N1705P62017C\*-O



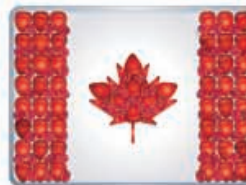
N1705P62015C\*-O



N1705P62005C\*-O



N1705P62020C\*-O



N1705P62016C\*-O



(LET'S PLAN OUR VACATIONS)  
N1705P62004C\*-O



(PREPARE YOUR POOL)  
N1705P62001C\*-O



(GET SOME FRESH AIR ON THE GREENS)  
N1705P62002C\*-O



(MOM, I LOVE YOU!)  
N1705P62003C\*-O





N1705P63005C-●  
CANADAN FLAG WITH STETHOSCOPE



N1705P63001C-●  
ABORIGINAL



N1705P63006C-●  
APPLE BLOSSOMS



N1705P63004C-●  
PARLIAMENT BUILDING IN VICTORIA



N1705P63003C-●  
GROUP OF PEOPLE WAVING CANADIAN  
FLAGS



N1705P63002C-●  
THIS WAY TO CANADA



N1705P63008C-●  
QUEEN VICTORIA STATUE



N1705P63007C-●  
CANADIAN FLAG WAVING





N1705P64022C-●  
SPRING SALAD



N1705P64021C-●  
SPINACH SALAD WITH BERRIES



N1705P64016C-●  
ASPARAGUS



N1705P64023C-●  
CORN ON THE COBB



N1705P64013C-●  
GRILLING STEAKS



N1705P64004C-●  
GRILLED BURGERS



N1705P64010C-●  
BLUEBERRY DANISH



N1705P64024C-●  
DILL



N1705P64011C-●  
TRUFFLE



N1705P64008C-●  
MUFFIN



N1705P64006C-●  
HAMBURGER



N1705P64009C-●  
COOKIES



N1705P64003C-●  
STRAWBERRY



N1705P64030C-◇  
TACOS



N1705P64025C-◇  
ROSEMARY



N1705P64027C-◇  
CHIVES



N1705P64041C-◇  
FROZEN YOGURT



N1705P64002C-●  
JAR OF PICKLES



N1705P64018C-●  
PICKLES



N1705P64038C-◇  
SALSA



N1705P64043C-◇  
SHRIMP



N1705P64026C-◇  
PARSLEY



N1705P64039C-◇  
FROZEN YOGURT



N1705P64014C-●  
PLATE OF TACOS



N1705P64020C-●  
CHICKEN CAESAR SALAD



N1705P64042C-◇  
CAESAR SALAD



N1705P64033C-◇  
ASPARAGUS



N1705P64037C-◇  
NACHOS & SALSA



N1705P64028C-◇  
STRAWBERRIES



N1705P64007C-●  
HAMBURGER



N1705P64015C-●  
BROWN EGGS



N1705P64035C-◇  
GLASS OF ORANGE JUICE



N1705P64034C-◇  
ORANGE JUICE



N1705P64029C-◇  
RAW HAMBURGERS



N1705P64032C-◇  
EGGS



N1705P64019C-●  
CAESAR SALAD



N1705P64005C-●  
GRILLED BURGERS



N1705P64017C-●  
ORANGE JUICE



N1705P64001C-●  
ASSORTED HERBS



N1705P64036C-◇  
JAR OF PICKLES



N1705P64012C-●  
CHOCOLATE TRUFFLES



N1705P66006C-0

N1705P64029C-0  
N1705P64032C-0  
N1705P64028C-0

N1705P64043C-0

N1705P64033C-0

N1705P64036C-0

# It's Grill Time!

Get your mitts on these hot deals for the barbecue!



90% Lean  
**Ground Beef**  
**\$3.99** lb.



Name Brand  
**Jumbo Eggs**  
**\$1.99** doz.



**Sweet Strawberries**  
**\$2.99** lb.

Seedless Watermelon  
**\$2.79** ea.

Fresh Blueberries  
**\$2.79** 6 oz.

Large Lemons  
**2 for \$1**

Whole Pineapple  
**\$2.99** ea.

Large Peaches  
**89¢** lb.



**Jumbo Shrimp**  
**\$5.99** lb.

Name Brand  
**Sliced Cheese**  
12 oz. varieties  
**\$3.49**

Name Brand  
**Veggie Burgers**  
6 ct. pkg.  
**\$3.99**

Name Brand  
**Ice Cream**  
pint varieties  
**\$2.99**

Name Brand  
**Elbow Pasta**  
12 oz. pkg.  
**\$1.29**

Name Brand  
**Salad Dressing**  
10 oz. jar  
**\$1.79**

Name Brand  
**Whole Milk**  
gallon  
**\$3.69**

Name Brand  
**Butter**  
salted or unsalted  
**\$2.49**



**Fresh Asparagus**  
**99¢** lb.

Sweet Corn on the Cob  
**3 for \$1**

Vine-Ripened Tomatoes  
**\$1.99** lb.

Hot House Cucumbers  
**2 for \$3**

Large Russet Potatoes  
**79¢** lb.

Vidalia Onions  
**99¢** lb.

**Tender Pork Baby Back Ribs**  
**\$1.99** lb.

Name Brand  
**Hot Dogs**  
**\$4.99** 12 ct.

Boneless  
**Tri-Tip Roast**  
**\$3.49** lb.

New York  
**Steaks**  
**\$8.99** lb.

Boneless  
**Chicken Breasts**  
**\$2.99** lb.

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



Name Brand  
**Barbecue Sauce**  
18 oz. varieties  
**99¢**

Name Brand  
**Ketchup**  
64 oz. bottle  
**\$1.99**

Name Brand  
**Mustard**  
14 oz. jar  
**\$1.19**

Name Brand  
**Whole Pickles**  
64 oz. jar  
**\$3.49**

Name Brand  
**Aluminum Foil**  
75 sq. ft.  
**\$2.19**

Name Brand  
**Grilling Spray**  
6 oz. spray  
**\$1.99**



## SuperValue Grocery Market

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

Advertised offers good through May 06, 2017. 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.

FREE With Purchase of \$50 or More

**Name Brand Charcoal Briquets**

16 lb. bag

Coupon required. Expires 05/06/17. Limit one per customer. List details, terms and conditions here. List details, terms and conditions here.

**SuperValue Grocery Market**

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

AD# N1705A65001C

PASS 6 COL. x21

AD# N1705A65002C

10 x 13





N1705P66015C-●  
HABANEROS



N1705P66009C-●  
SALMON WITH MANGO SALSA



N1705P66008C-●  
CHILI



N1705P66003C-●  
PRIME RIB DINNER



N1705P66005C-●  
BANANA NUT MUFFIN



N1705P66002C-●  
STEAK



N1705P66013C-●  
FISH TACOS



N1705P66014C-●  
FISH TACOS



N1705P66006C-●  
GRILLED STEAK



N1705P66001C-●  
GRILLED STEAK



N1705P66016C-●  
CUP OF CHILI



N1705P66012C-●  
FISH TACOS



N1705P66011C-●  
FISH TACOS



N1705P66010C-●  
FISH TACOS



N1705P66004C-●  
CHIPS & SALSA INGREDIENTS



N1705P66007C-●  
MARGARITA



MCC KEYWORD HINT: week2

This is your illustration and copy for May 11, 2017.

## Peace of Mind

A simple way to increase our peace of mind is to stop caring what others may think or say about us. Aspiring to please others and fearing that we have displeased them are normal human sentiments, but they can cause a lot of distress. Ask only whether you have said or done the right thing, not whether it will please or upset others. Let's face it, whatever we do is bound to please some and bother others, so it's foolish to try to please everyone. As the old saying goes, he who tries to please everyone pleases no one. There are times when we must be blunt or take decisive action that we know will bother others, but if we are acting from good motives and are trying to do what is right the fact that someone is bothered by what we have said or done shouldn't determine what we do. Ask only if you are doing the right thing, not whether you will be praised or blamed for it. It will make for a much easier decision-making process and should have the added benefit of a more peaceful mind. — Christopher Stoner

"This will keep its peace pass those who mind are abundant because they trust in you." — Isaiah 26:3 NIV

AD# N1705A67002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for May 18, 2017.

## Perfect Humility



Humility has never been a popular virtue. In traditional societies, those at the top were expected to act to lead in every undertaking as we are today. In contemporary society, boasting and celebrating our successes has become almost an art form. Athletes are almost expected to do a signature victory dance after scoring, but those of us who remember the good old days might enjoy seeing someone who scores and then just goes about his or her business without undue celebration. Part of the problem, again, perhaps, because we focus so much on the individual and his or her right to be happy and self-determined that we forget about the fellow man. It is ironic that there are more unhappy and self-dissatisfied people now than ever. Focusing on our own happiness and self-determination is virtually a recipe to destroy it, whereas when we focus on others' well-being we bring about our own as well. Self-assertion, the denial of the self, is really the road to submission. Those who try to save their own lives will lose them, but those who work to save others will in the process save their own as well. Closing up your own will and putting yourself at the disposal of others is the path to beauty and the road to holiness. — Christopher Stoner

"Humble yourselves before the Lord, and he will lift you up." — James 4:10 NIV

AD# N1705A67003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for May 25, 2017.

## Sin Boldly?



There is a famous letter from Martin Luther to his fellow reformer Philip Melancthon where Luther tells him to sin boldly. This phrase has often been taken out of context to claim that Luther was a libertine, but if we look carefully at the context in which Luther was advising Melancthon to "sin boldly" we see that nothing could be further from the truth. Melancthon was having doubts about the Catholic church while holding the view from the left in the distribution of the Eucharist. Until 1541, all members of the church could receive the Eucharist in both species, i.e. the bread and the wine, but after 1541 the church withheld the chalice from the laity. Melancthon was worried that he might be missing out. Martin Luther essentially told him that in matters like this, when there is considerable doubt about whether you are sinning or not, to go ahead and sin boldly. To also call to "sin boldly" for you are the boldest of sinners." Sometimes we fear that we are sinning, and may even doubt God's ability to forgive us, but none of us really know God's mind on these details of faith, and in that context, Luther's advice is apt. Sin boldly and trust that God's grace is sufficient. — Christopher Stoner

"The love we brought in so that the proper might increase that when we sin, we are not all the more, so that just as we regard in doubt, so we give might upon through righteousness in living eternal life through Jesus Christ our Lord." — Romans 5:20-21 NIV

AD# N1705A67004C PASS 2 COL. x 5.25



N1705P67011C\*-O



## National Day of Prayer May 4

N1705P67013C\*-O  
N1705P67014C\*-O



N1705P67012C\*-O



## God Bless Our Military & Their Families

N1705P67017C\*-O



## National Family Week May 7-13

N1705P67015C\*-O  
N1705P67016C\*-O



N1705P67010C\*-O

N1705P67005C\*-O  
N1705P67001C\*-O

MCC KEYWORD HINT: week1

This is your illustration and copy for May 4, 2017.

NAME SPONSOR

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NAME SPONSOR

## Do Not Weary in Doing Good



A quote that is often misattributed to John Wesley advises us to "Do all the good you can. By all the means you can. In all the ways you can. In all the places you can. At all the times you can. To all the people you can. As long as ever you can." Whoever said or wrote this, it's a great expression of Christian charity, and could serve well as a creed to live by. It is easy to do good works when it coincides with what we want to do anyway, but it becomes difficult when it goes against the grain of our own desires or the people we are helping are difficult or seem unloving. It is also possible to feel that the well has run dry on our charitable impulses. People in the helping professions suffer from burnout precisely because they are helping others all the time. We must keep in mind that our duty to do and be good doesn't end because we have done good for the better part of our day. Keep your eyes on the prize and continue to do all the good that you can. — Christopher Stoner

"Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up." — Galatians 6:9 NIV

AD# N1705A67001C PASS 2 COL. x 5.25

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

N1705P67009C\*-O

AD# N1705A67005C PASS 6 COL. x 7





**Servicios  
Para Adultos  
Mayores**

(SENIOR SERVICES)  
N1705P68007C\*O



(SAVE THE DATE!)  
N1705P68004C\*O



(WORLD'S BEST MOM!)  
N1705P68003C\*O



(TAKE-OUT)  
N1705P68009C\*O



(HAPPY MOTHER'S DAY)  
N1705P68001C\*O



(WEDDING CELEBRATIONS)  
N1705P68005C\*O



**Descuentos  
Para Adultos Mayores**

(SENIOR DISCOUNTS)  
N1705P68008C\*O



(DINNER IS SERVED!)  
N1705P68010C\*O



(MOTHER'S DAY GIFT & RESTAURANT GUIDE)  
N1705P68002C\*O



**Vestidos  
& Accesorios  
Para la Novia**

(BRIDAL GOWNS & ACCESSORIES)  
N1705P68006C\*O

Use special event headings to launch or expand promotional opportunities for your advertisers. Use them in ads as a springboard to larger promotions, sections or full-page developments.  
(MCC Creative Library / Keyword: Event / Image Type: heading).



N1705P68024C\*O



N1705P68020C\*O



N1705P68028C\*O



N1705P68015C\*O  
N1705P68016C\*O



N1705P68025C\*O  
N1705P68026C\*O



N1705P68035C\*O  
N1705P68036C\*O



May 21-27  
N1705P68013C\*O  
N1705P68014C\*O



MAY 20  
N1705P68011C\*O  
N1705P68012C\*O



N1705P68029C\*O  
N1705P68030C\*O



N1705P68031C\*O



N1705P68021C\*O



May 15  
N1705P68033C\*O  
N1705P68034C\*O



N1705P68019C\*O



N1705P68027C\*O



N1705P68023C\*O



May 25  
N1705P68017C\*O  
N1705P68018C\*O



N1705P68022C\*O



N1705P68032C\*O





N1705P69011C\*-O  
(People Jumping with Money)



N1705P69012C\*-O  
(Strawberry Border)



N1705P69003C\*-O  
(In Memoriam)



N1705P69001C\*-O  
(In Memoriam)



N1705P69013C\*-O  
(Bride Dragging Groom)



N1705P69002C\*-O  
(In Memoriam)



N1705P69005C\*-O  
(In Memoriam)



N1705P69014C\*-O  
(Wedding Cake)



N1705P69010C\*-O  
(Construction & Electrician)



N1705P69004C\*-O  
(In Memoriam)



N1705P69006C\*-O  
(In Memoriam)



N1705P69009C\*-O  
(Cinco De Mayo)



N1705P69008C\*-O  
(BBQ)



N1705P69007C\*-O  
(Wonderland Frame)



# 2017 THEME SCHEDULE

## FULLY-TEMPLATED ONLINE AND PRINT SPECIAL SECTIONS

Expand your print and digital ad sales with a coordinated sections program. Each month, Metro delivers new section opportunities filled with fresh content and ready-to-sell ad positions. Contact us today to get started with Metro's fully-templated print and online sections: 800.223.1600, service@metro-email.com.



### JANUARY PACKAGE

| Available 11/21/16

**Weddings**  
**Health, Mind & Body**  
**The New Year\***



### JULY PACKAGE

| Available 5/19/17

**School Year**  
**Bridal Guide**  
**Fun & Games\*\***  
**On the Grill\***



### FEBRUARY PACKAGE

| Available 12/20/16

**Spring Home**  
**Green Living**  
**Valentine's Day\***



### AUGUST PACKAGE

| Available 6/20/17

**Fall Home & Garden**  
**Healthy Lifestyle**  
**Think Pink**  
**Best of the Best\*\***



### MARCH PACKAGE

| Available 1/20/17

**Living 50 Plus**  
**Spring...On the Road**  
**Healthcare Profiles\*\***  
**St. Patrick's Day\***



### SEPTEMBER PACKAGE

| Available 7/20/17

**Holiday Gift Guide**  
**Cancer Awareness & Prevention**  
**Fall/Winter Sports\*\***  
**Hispanic Heritage\***



### APRIL PACKAGE

| Available 2/21/17

**Lawn & Garden Guide**  
**All About Pets**  
**Graduates\*\***  
**Prom & Graduation\***



### OCTOBER PACKAGE

| Available 8/21/17

**Drive & Ride**  
**Holiday Gifts & Lifestyle**  
**Halloween**  
**Local Professionals Guide\*\***



### MAY PACKAGE

| Available 3/20/17

**Family Life**  
**Women Today**  
**Communions & Confirmations\***



### NOVEMBER PACKAGE

| Available 9/20/17

**Giving Back**  
**Dining & Entertaining**  
**Pet Friendly\***



### JUNE PACKAGE

| Available 4/20/17

**How-To**  
**Health & Wellness**  
**Coloring for Adults/All Ages\*\***  
**Summer Fun\***



### DECEMBER PACKAGE

| Available 10/20/17

**Financial Planning**  
**Resolutions**  
**Distinctive Properties**





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New York, NY 10018

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