CREATE. SELL. PROFIT.

METRO

MULTI-PLATFORM AD PACKAGES

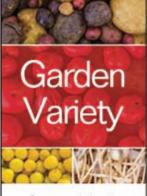
Cross-platform packages featuring today's most popular ad sizes for web and mobile



Every Saturday 9am - 3pm

Somersville Farmers' Market

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



for great taste and optimal nutrition at your

Local Farmers' Market

Every Saturday 9am - 3pm

Somersville Farmers' Market

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



Put Some Swing in Your Spring

Book Your Tee Time Online >

Somersville Golf Course

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



Put Some Swing in Your Spring

Book Your Tee Time Online >



Somersville Golf Course

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

Web & Mobile Ad Solutions Delivered Three Ways

Metro has three ways for you to get the ad content you need to expand your sales efforts with Web and mobile. Choose the ways that work best for your sales and creative teams.

1 Ads for Web & Mobile in MCC

Included as a **FREE** value-added bonus of your subscriptions, Metro gives you ads for Web and mobile to show, sell and produce on their own or in conjunction with print ad layouts. Located in the *MetroCreativeConnection Creative Library*, Metro ads for Web and mobile are provided in the most popular shapes and sizes: rectangle, leaderboard, skyscraper and two mobile-specific banners. Each ad is delivered in Adobe Photoshop® format, giving you complete editing control. Drop in advertiser specifics and save the file as a ready-to-post JPEG or GIF.

View all the combination print and digital ads in the monthly Multi-Platform Ad Packages e-Edition. Click the e-Edition link on the opening screen to view the latest selection onscreen or download the entire PDF.

You can also view print ads that have companion Web/mobile ads in each monthly SearchBook*. There, you can click to gain immediate access to the ads from the pages.

Search the Creative Library by checking the "Print with Web/Mobile" or "Web/Mobile" box along with relevant keywords. You can even select your Web/Mobile standard ad size from the pull-down menu.



2 Quick Spec Ads for Web & Mobile with MiAD

Metro interactive Ad Designer (desktop) gives you the option of creating your own Web or mobile ads onscreen through the use of your online browser. Search thousands of ad options, select a file and enter your advertiser info in the appropriate fields. You can also open a Web/Mobile ad directly in MiAD by selecting the pencil-in-the-box icon below ad thumbnails in the MCC Creative Library.

When your ad is ready, download a JPEG of the ad to present on a laptop or a ready-to-post file. MiAD mobile' users can take this functionality on the go and present to prospects on their iPads.' MiAD is an optional service. For further info, or to set up a free trial, call our Client Services team at 800-223-1600 or e-mail service@metro-email.com.

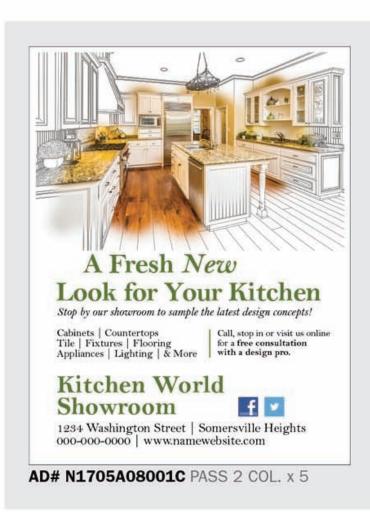




3 Custom Ads for Web & Mobile from ADS On Demand™

With a fast turnaround, no long-term contracts, and no ad-quantity commitments, AOD is a cost-effective back-up team when you need custom print, Web and mobile ads. AOD can provide you with an extremely quick and efficient way to get all the ads you need. Just fill out the online request form and your ad file(s) will be ready for your approval within 24 hours. From simple static ads to complex animations, AOD does it all! Call 800-223-1600 or e-mail service@metro-email.com for further information about this unique service, and to begin a free trial. M







000-000-0000 www.namewebsite.com

SKYSCRAPER 160 x 600



AD# N1705W08001B 300 X 50



AD# N1705W08001W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250











AD# N1705W08002B 300 X 50



AD# N1705W08002W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250









AD# N1705W08003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



Taste Market

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

SKYSCRAPER 160 x 600



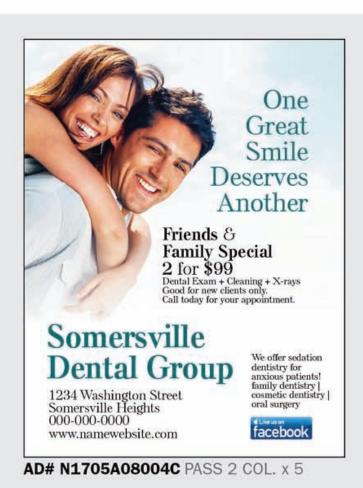
RECTANGLE 300 x 250

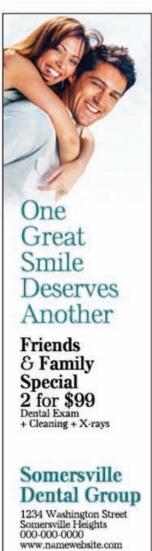




Taste Market

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









Friends & Family Special 2 for \$99 Dental Exam + Cleaning + X-rays Somersville Dental Group

AD# N1705W08004B 300 X 50



Friends & Family Special 2 for \$99 Dental Exam + Cleaning + X-rays Somersville Dental Group

AD# N1705W08004W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250



One Great Smile Deserves Another Friends & Family Special 2 for \$99

Dental Exam + Cleaning + X-rays

Somersville Dental Group

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





SKYSCRAPER 160 x 600





AD# N1705W08005B 300 X 50

Picture Yourself on the Boat You've Always Wanted

J&L Marine Financing Rates 1.9% APR



AD# N1705W08005W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



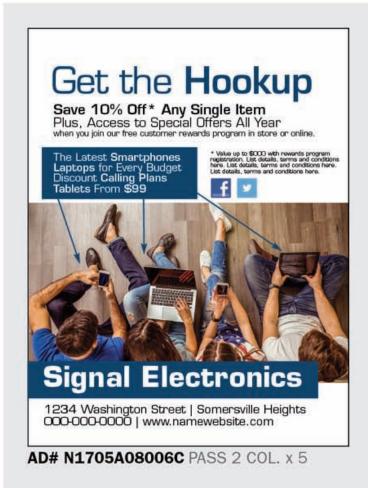
RECTANGLE 300 x 250

Picture Yourself on the Boat You've Always Wanted

Financing Rates as low as 1.9% APR Total Savings up to \$5,000 Off List

J&L Marine
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com









AD# N1705W08006B 300 X 50



AD# N1705W08006W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



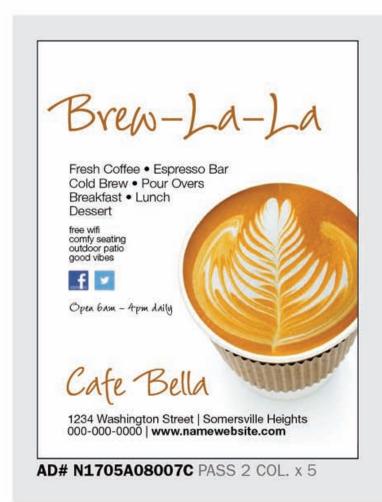
RECTANGLE 300 x 250



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

Signal Electronics

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







AD# N1705W08007B 300 X 50



AD# N1705W08007W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250



Fresh Coffee • Espresso Bar • Cold Brew • Pour Overs Breakfast • Lunch • Dessert



Cafe Bella

Open bam - 4pm daily

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







AD# N1705W08008B 300 X 50



AD# N1705W08008W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250





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

Verona Weight-Loss Center There's never been a better excuse to treat yourself! Get started today with a free consultation.



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

AD# N1705A08009C PASS 2 COL. x 5



AD# N1705W08009B 300 X 50



AD# N1705W08009W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



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

Verona Weight-Loss Center

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

SKYSCRAPER 160 x 600



RECTANGLE 300 x 250



Verona Weight-Loss Center

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





www.namewebsite.com

SKYSCRAPER 160 x 600



AD# N1705W09001B 300 X 50



AD# N1705W09001W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250



Mix Up Your Routine

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

Try something new together!





Accessory Event

Live Wire Boutique

AD# N1705W09002B 300 X 50



Accessory Event

Live Wire Boutique

AD# N1705W09002W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



SKYSCRAPER 160 x 600



RECTANGLE 300 x 250



Accessory Event Going On Now

Live Wire Boutique

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









AD# N1705W09003B 300 X 50



AD# N1705W09003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250

Put Some Swing in Your Spring

Book Your Tee Time Online >

LEADERBOARD 728 x 90



Somersville Golf Course

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





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

Somersville Optical

AD# N1705W09004B 300 X 50



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

Somersville Optical

AD# N1705W09004W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



Optical

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

SKYSCRAPER 160 x 600



RECTANGLE 300 x 250



Frames & Lenses for eyes of every size
For Kids Eye Exam & Two Complete Pairs of Glasses \$149

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

LEADERBOARD 728 x 90

Somersville Optical





Keep Our Number Handy 000.000.0000 Swift Home Repair

AD# N1705W09005B 300 X 50



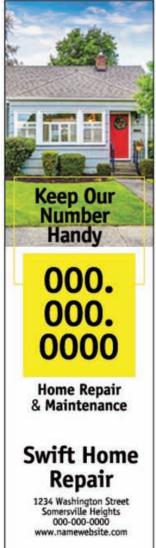
Keep Our Number Handy 000.000.0000 Swift Home Repair

AD# N1705W09005W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



SKYSCRAPER 160 x 600



RECTANGLE 300 x 250



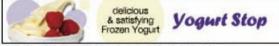
Keep Our Number Handy
000.000.0000

Swift Home Repair

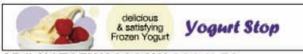
1234 Washington Street | Somersville Heights 000-000-0000 | www.namewebsite.com







AD# N1705W09006B 300 X 50



AD# N1705W09006W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



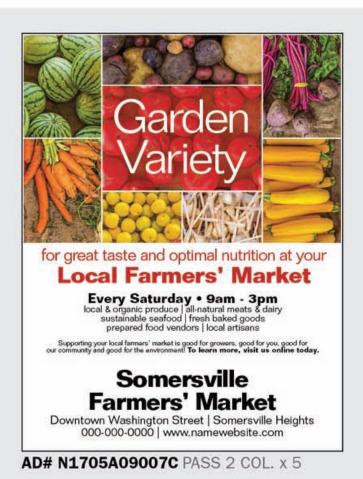
RECTANGLE 300 x 250



Your Guilt-Free Pleasure

delicious & satisfying Frozen Yogurt **Yogurt Stop**

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







AD# N1705W09007B 300 X 50



Somersville Farmers' Market

AD# N1705W09007W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250



Every Saturday 9am - 3pm

Somersville Farmers' Market

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







AD# N1705W09008B 300 X 50



AD# N1705W09008W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.

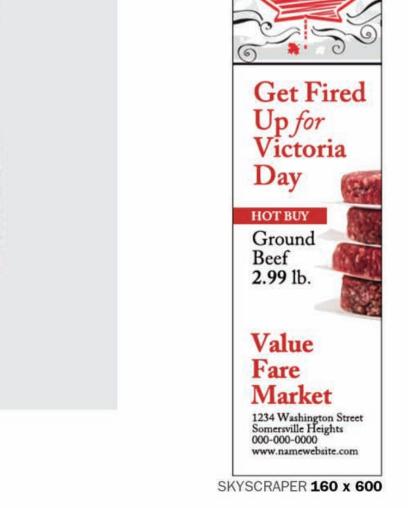


RECTANGLE 300 x 250











AD# N1705W09009B 300 X 50



AD# N1705W09009W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250



Value Fare Market

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







AD# N1705W09010B 300 X 50



AD# N1705W09010W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

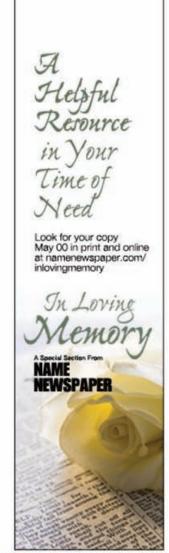
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250







SKYSCRAPER 160 x 600



AD# N1705W10003B 300 X 50



AD# N1705W10003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250









AD# N1705W11003B 300 X 50



AD# N1705W11003W 320 X 50

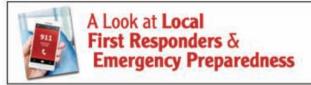
In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250



Look for your copy May 00! In Print & Online at namenewspaper.com/ honoringourfirst responders







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.



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

AD# N1705A12003C PASS 2 COL. x 5



AD# N1705W12003B 300 X 50



AD# N1705W12003W 320 X 50

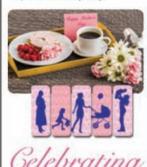
In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



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.



MOM

A Special Section From

Name Newspaper

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

SKYSCRAPER 160 x 600



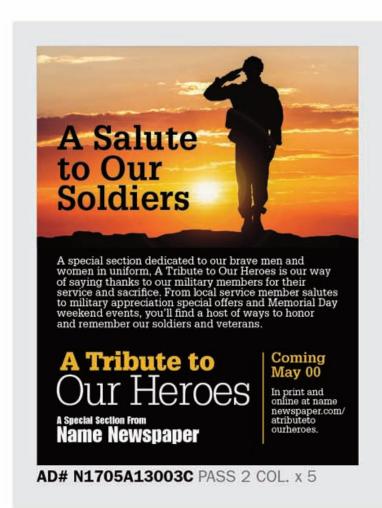
RECTANGLE 300 x 250

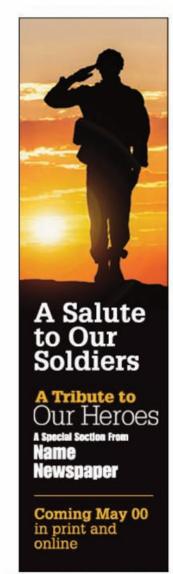




A Special Section From Name Newspaper
Arriving May 00 in print and online at

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







AD# N1705W13003B 300 X 50



AD# N1705W13003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250

A Salute to Our Soldiers A Tribute to
Our Heroes Name Newspaper
Coming May 00 in print and online









Casa Home & Garden Boutique

AD# N1705W14003B 300 X 50



Botanical Bath Baskets \$29.99

Casa Home & Garden Boutique

AD# N1705W14003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250



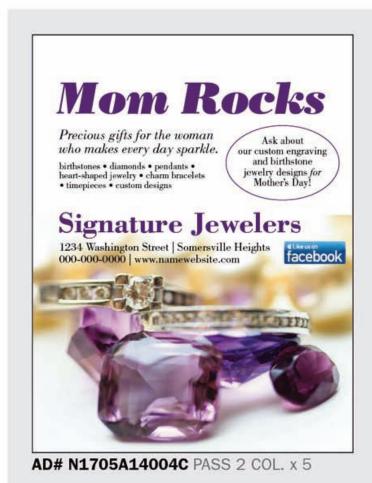
Home Fragrance Diffusers \$14.99

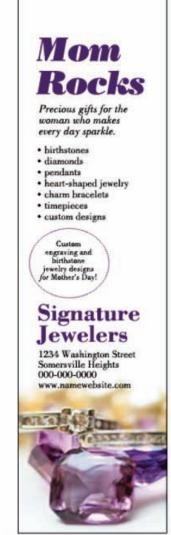
Botanical Bath Baskets \$29.99

Hanging Flower Baskets \$16.99 Handmade Pottery Designs \$18.99

Casa Home & **Garden** Boutique

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





SKYSCRAPER 160 x 600



AD# N1705W14004B 300 X 50



AD# N1705W14004W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250



Precious gifts for the woman who makes every day sparkle.





Signature

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





SKYSCRAPER 160 x 600



AD# N1705W14005B 300 X 50



AD# N1705W14005W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250

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

LaLa Spa

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







AD# N1705W14007B 300 X 50



AD# N1705W14007W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250

on Mother's Day

Tea Rose Bouquets \$34.95 & Up

Greenleaf Florist



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



AD# N1705A19003C PASS 6 COL. x 3



Retirement

SKYSCRAPER 160 x 600



AD# N1705W19003B 300 X 50



AD# N1705W19003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:

Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's "Make Frames from Layers" command in the Animation window.



RECTANGLE 300 x 250

Retirement Living That's **Just Your Style**

Enjoy the freedom of resort-style living for active seniors 55 and better.

Point Rea Village

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

