

CREATE. SELL. PROFIT.

# METRO

CREATIVE SERVICES



### MOTHER'S DAY

Promote gifts, dining and more with content perfect for Mother's Day and women's sections



### SENIORS

Pages, promotions, ads, infographics and fresh images in time for Older Americans Month



### MEMORIAL & VICTORIA DAY

Section-builders, ads, sponsorships and images to celebrate veterans and the unofficial start of summer



### MIAD Spec Ad Library PP. 45-52

Dozens of ready-to-sell spec ads geared toward women and families - MiAD Wizard-enabled!

Take your pick from an assortment of beautiful images and valuable spec ads for top

## Bridal Advertisers

#### Editorial Features & Templated Special Sections:

Family Time • Kids' Health • Women Today • May Timely Features • Games & Puzzles

## WEDDINGS



**ON THE COVER:**  
N1805P30007C

See how this striking cover image can make ads come alive with layouts for a florist and a complementary Quick-Sell feature on page 32!

**Start engaging local wedding advertisers with fresh spring wedding content they can't resist!**

- An eye-catching full-page infographic layout presents a variety of wedding-related facts and figures, as well as a unique sponsorship opportunity for an advertiser, such as the wedding venue ad provided (31)
- See the gorgeous bridal photo featured on the cover in an ad for a florist, as well as in a complementary directory layout designed for local wedding vendors (32).
- Find more beautiful bridal images perfect for event planners, caterers, jewelers, craft supply stores, bridal shops and beyond, as well as wedding-themed pages and special sections (30).



## MOTHER'S DAY



**Help advertisers and readers celebrate Mom!**

- Include multiple advertisers in a double-track directory for Mother's Day Gifts & Dining, or use alternate headings to showcase Mother's Day special offers or treats (20).
- Individual spec ads are designed for restaurants, a florist, department store, spa, jewelry store and shopping mall to cover top holiday sales targets (02, 03, 21, 22).
- Invite multiple sponsors to participate in a "mother knows best" contest concept (10).
- An ad for a French bakery cafe features Mother's Day offerings, which can also be included in a complementary directory for multiple Mother's Day advertisers (32).
- Find additional female-focused ads perfect for Mother's Day in May MSAL (70-77).



## OLDER AMERICANS MONTH



**May is Older Americans Month, the perfect opportunity to amp up senior market sales!**

- A Marketplace page called "the senior spot" includes both directory space and ready-to-sell spec ads for a dentist, estate planning attorney, senior living community, celebration venue, travel service and chiropractor (14).
- A full-page infographic layout presents a variety of fun facts and senior stats, as well as a sponsor ad space for a restaurant offering senior specials (25).
- A Themed Event Package includes a cover and section promotional ads, as well as a senior discount page layout for multiple advertisers (07).
- Finally, recruit various sponsors in a "senior moments photo contest" idea (10).



## MEMORIAL DAY & VICTORIA DAY



**Content for both Memorial Day and Victoria Day marks the unofficial start of summer.**

- Themed Event Packages for both events include section covers and promotional ads, as well as a Quick-Sell feature for holiday barbecues (09).
- A restaurant ad inviting customers to "grillax" with food and drink specials during the long weekend is provided for both holidays (19).
- Patriotic images for both Memorial Day and Victoria Day do double duty for an appliance center's holiday weekend sale, as well as a Quick-Sell directory layout that can include multiple weekend sale advertisers or sponsors for a Memorial Day tribute (32).
- Look for additional photos, artwork and headings to create more holiday weekend ads and Memorial Day tributes, such as the sponsored message provided (39, 40).



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.

## HEALTHCARE & NURSES WEEK



### Nurses Day and Nurses Week make a great month to focus on healthcare coverage.

- Tie in an individual ad for a medical center as an add-on to a directory spot in a National Nurses Day salute (32).
- A "local healthcare" Themed Event Package includes a cover and section promotional ad, as well as content for a "best nurses" contest (05).
- An event promotion for a healthcare fair is included in this month's *Community Calendar* (19).
- Help a weight-loss surgery center appeal to potential patients going into summer with a Single Sheet design for a bariatric surgery seminar (28).
- Create additional ads and promotions with health and wellness photos, artwork and headings (17, 18, 29, 65).
- Skilled Nursing Care Week, EMS Week and Stroke Awareness Month are also in May (65).



## MAY PROMOTIONAL OPPORTUNITIES



### Don't miss these additional revenue opportunities featured in May:

- Expand on Memorial Day coverage with Military Appreciation Month and Armed Forces Day (65).
- National Barbecue Month, National Beef Month and National Hamburger Day take place in May; all great hooks for grocers, grills, restaurants and markets (02, 58-60, 61, 65).
- Find an ad and heading to tie in with Electrical Safety Month (02, 65).
- National Police Week and Peace Officer Memorial Day take place in May. A Themed Event Package for "local law enforcement" includes a cover, promotional ad and an opportunity for local sponsors to participate in a page introducing local police officers (06).
- Funeral and estate planning content in May includes a Themed Event Package, Single Sheet, spec ad, headings and images (08, 14, 28, 38).



## MAY CUSTOMER REQUESTS

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



N1805P64013C

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

**SUDOKU**

Fill in the Numbers

Like puzzles? How about one that's challenging? Sudoku is a puzzle that's been around for years. Each number can appear only once in each row and column. You can begin with the numbers already provided in the boxes. The more numbers you remove, the more difficult the puzzle!

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

SEAVASTY

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

**WORD SCRAMBLE**

Rearrange the letters in each something pertaining to books.

**SNTES**

□ □ □ □ □

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

May TSSs in Print & Online:

- FAMILY TIME • KIDS' HEALTH
- 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.



Like Us on Facebook  
facebook.com/  
MetroCreativeConnection



Follow Us on Twitter  
@MetroConnection

Metro Creative Graphics, Inc.

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



Follow Us on Instagram  
@metrocreativeconnection



COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

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

**Beautiful Banquets**  
*Are Our Specialty*

Weddings | Anniversaries | Birthdays  
Retirement Banquets | Corporate Events | & More

*An elegant setting, impeccable service  
and world-class cuisine for your special event.*  
To arrange a consultation with our event coordinator,  
please call or contact us online today.

**The Villa at Lakeside**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1805A02001C PASS 2 COL. x 5

N1805P34001C

**47,700**  
**Home Fires**

involved some type  
of electrical failure  
or malfunction.\*

Protect your home  
and family. Book an  
appointment today for your  
**\$79 Whole  
House Electrical  
System Safety  
Inspection**  
During National Electrical  
Safety Month This May!

\* According to the National Fire Protection Association,  
2011. List service details, terms and conditions here. List service  
details, terms and conditions here. List service  
details, terms and conditions here.

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

AD# N1805A02002C PASS 2 COL. x 5

N1805P34002C

**Your Local Lender**

Trusted and turned to by your friends  
and neighbors here in Somersville  
County for quality lending, saving and  
financial planning solutions since 1900.  
Come see what we can do for you!

- Fair rates.
- Flexible terms.
- Friendly service.
- Auto & Vehicle Loans
- Home Mortgage Loans
- Student & Education Loans
- Vacation & Personal Loans

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

AD# N1805A02003C PASS 2 COL. x 5

N1805P34003C

**Blast Away**  
Bacteria, Stains  
& Odors!

Eliminate more than 99%  
of the germs living in your  
carpet with our professional  
cleaning services.

**Steam Team  
Carpet  
Cleaning**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

**Steam  
Cleaning**  
2 Rooms  
& 1 Hallway  
up to 600 sq. ft.  
**Only \$79**  
List details, terms and conditions here.  
For a free  
consultation and  
estimate, give us a  
call today!

AD# N1805A02004C PASS 2 COL. x 5

N1805P34004C

The Perfect  
Combination of  
**Tasty &  
Affordable**

**Lunch  
Meal Deal**  
Burger, Fries & a Drink  
**\$5.99**

Includes deluxe burger with  
optional cheese, medium fries  
and medium beverage. Discount  
deal available 11am-5pm  
Monday-Friday.

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

AD# N1805A02005C PASS 2 COL. x 5

N1805P34005C

N1203P46009C

*Dirty  
Dog to  
Bone-  
a-Fide  
Beauty*

Treat your darling  
diva to a new look!

**Deluxe Grooming Package**  
organic shampoo,  
conditioner, fruit facial, teeth  
brushing, nail trim, haircut,  
face trim & blowout. **\$39**

**Bath & Blow-Dry \$25 & up**

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

AD# N1805A02006C PASS 2 COL. x 5

N1805P34006C

N1203P46009C

Companion  
WEB + MOBILE  
ADS available  
on MCC

**Start Fresh**  
Enjoy the beauty and convenience  
of clean, new surfaces for your  
kitchen or bathroom.

**up to 30% Off**  
Cabinets & Countertops

**Burkes  
Hardware & Home  
Improvement**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1805A02007C PASS 2 COL. x 5

N1805P33010C

**Great  
Mother's Day  
Gifts \$99  
& up**

**Up-to-the-Minute  
Jewelry Styles**

We have the  
crave-worthy pieces  
you'll love to wear!

Stay connected for new  
merchandise alerts  
and special offers.

**Gemma's Jewelry**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1805A02008C PASS 2 COL. x 5

N1805P34008C

**Your Gateway to Travel  
Close to Home**

We make travel more convenient with nationwide  
flight service, easy parking, and a comfortable and  
convenient terminal featuring a full-service  
restaurant and bar for your enjoyment.

Join our passenger rewards  
program online today!

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

AD# N1805A02009C PASS 2 COL. x 5

N1805P34009C

N1805P34010C

**Brewed Just for You**

Open at 6:30 AM Daily

- Drip Coffee
- Pour-over Coffee
- Espresso Beverages
- Cold Brew
- Tea Lattes

**Fresh Baked Goods**

croissants  
cookies • scones  
muffins & more

& Try our tasty avocado toast!

**Coffee Spot**

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

AD# N1805A03001C PASS 2 COL. x 5

N1805P33001C

Great prices and friendly, helpful advice for do-it-yourselfers and pros alike.

**Big or Small, We Stock It All!**

HARDWARE | LUMBER | BUILDING | ELECTRICAL | PLUMBING | & MORE

**Grant Hardware & Building Supply**

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

AD# N1805A03002C PASS 2 COL. x 5

N1805P33002C

**Elegant & Delicious Catering Services**

Count on us to prepare fresh, high-quality dishes for your next event. Choose from a variety of those specialties like classic chicken marials or exotic Thai beef sliders, as well as savory sides, vegetarian selections, soups, salads and even dessert.

Preview our menu here or online, and call for details about a custom catering package to fit your needs and budget.

**Garden Deli & Gourmet Market**

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

AD# N1805A03003C PASS 2 COL. x 5

N1805P33003C

**Securing Your Home in a Beautiful Light**

Contact us today for a complimentary landscape and security lighting consultation. We offer a variety of durable and stylish lighting solutions, including solar-powered, motion-detecting and energy-efficient LED options.

**A&R Electrical**

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

AD# N1805A03004C PASS 2 COL. x 5

N1805P33004C

**One-Stop Shopping for Moms, Dads & Grads!**

Plus, delicious dining options for the whole family from our food court!

**The Somersville County Mall**

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

Fashion | Electronics | Jewelry | Video Games | Books | Gift Cards | & More

AD# N1805A03005C PASS 2 COL. x 5

N1805P33005C

**Golf Specials**

- \$24 Monday-Thursday green fee with cart 12-5pm
- \$49 Sunday Golf With Lunch includes green fee, cart & lunch special
- \$15 Twilight Golf green fee with cart after 5pm daily

Happy Hour at the Grill 4-6pm daily

**Pine Grove Golf Course**

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

AD# N1805A03006C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

N1805P33006C

**Just for You: A Spa Day**

Free All-Day Sauna & Lounge Access

With Your Purchase of Any Spa Treatment

body massage | custom facials  
spa nail care | reiki & chakra balancing | cupping & more

Book your appointment by phone or online anytime. Gift Cards Available.

**Cedarwood Day Spa**

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

AD# N1805A03007C PASS 2 COL. x 5

N1805P33007C

**Before You Go...**

Enter into this world! Call today for your appointment.

**Oil & Filter Change + Free 100-Point Vehicle Safety Inspection Only \$24.99**

Includes up to 3 quart conventional oil. See details, terms and conditions here. Get details, terms and conditions here.

All Work Guaranteed • Free Written Estimates

**Gold Star Auto Repair**

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

AD# N1805A03008C PASS 2 COL. x 5

N1805P33008C

**Casual Shore Dining at Its Best**

Try our famous **LoBster Roll Only \$12.99**

- Homemade Clam Chowder
- Beer-Battered Fish & Chips
- House Special Crabcakes

**Happy Hour**  
50¢ Oysters • Half-Price Apps  
\$3 Domestic Drafts

**Fisherman's Net**

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

AD# N1805A03009C PASS 2 COL. x 5

SECTION COVER:

**The Best Budgeting & Finance Apps**

# Financial PLANNING

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

**Retirement Plan FAQs**

**Amp Up Your Credit Score**

**Saving Strategies for Every Decade**

**& What to Look For in a Financial Advisor**

AD# N1805A04003C 10. x 13

N1805P04001C\*-O

QUICK SELL:

# Financial PLANNING

Advertiser Suggests:  
Financial Advisor

Advertiser Suggests:  
Bank

Advertiser Suggests:  
Dealer

Advertiser Suggests:  
Printer

Advertiser Suggests:  
Provider

Simple ways to quickly boost credit scores



To reach great credit health with insurance, consumers who can make themselves more attractive to prospective lenders, purchase homes and/or vehicles.

**Pay bills on time >**

Pay bills on time is one of the most effective and simplest ways for consumers to improve their credit scores. One of the most common reasons for late payments is forgetting to pay bills on time. To avoid this, consumers should set up automatic payments for their bills.

**Pay down balances and keep them low >**

Keeping balances on credit cards low is another effective way to improve credit scores. High balances can lead to higher interest rates and lower credit scores.

**Study your credit report >**

Consumers should check their credit reports regularly to see if there are any errors or areas for improvement. This can help them correct mistakes and improve their credit scores.

**Wait to apply for new lines of credit or mortgages >**

Consumers should wait before applying for new credit or mortgages. Frequent applications can lead to a lower credit score.

Consumer credit scores can affect their ability to borrow money. While it takes time to build strong credit, consumers can take steps to begin improving their credit scores right away.

AD# N1805A04002C

9.667 x 13

AD# N1805A04001C

PASS 6 COL. x 21

HEADING:  
N1805P04001C\*-O

# Financial PLANNING

SELF-PROMOTION READER:

Companion  
WEB + MOBILE  
ADS available  
on MCC

SELF-PROMOTION ADVERTISER:

**Get Valuable Exposure. Reserve Your Ad Today!**

Reach thousands of local readers in this targeted themed section.

**Financial PLANNING**  
A Special Section From  
**Name Newspaper**

Call 000.000.0000 or email [name@namepaper.com](mailto:name@namepaper.com) before May 09 to advertise. This special section will appear in print and online March 09, 2018.

AD# N1805A04004C PASS 2 COL. x 5

**Take Control of Your Finances**

Our Financial Planning section is here to help you improve your financial outlook, no matter where you are today. From tips to amp up your credit score to saving strategies for every decade, you'll find a wealth of informative features and valuable advertising to make your money work harder for you.

**Financial PLANNING**  
A Special Section From  
**Name Newspaper**

Look for your copy May 09 in print and online at [namepaper.com/financialplanning](http://namepaper.com/financialplanning).

To advertise, call 000.000.0000.

AD# N1805A04005C PASS 2 COL. x 5

QUICK SELL:

N1805P29005C

SECTION COVER:

2018

# Best Nurses

Join us in thanking these dedicated nurses for going above and beyond to make a difference in the lives of patients and their families. Their commitment to caring makes our community and our world a better place!

**Emily Anderson**  
Sumnerville County Hospital  
Registered Nurse  
Having been Emily Anderson for 15 years, she has seen many changes in the healthcare industry. She has always been dedicated to providing the best care for her patients. She is a caring and compassionate nurse who always goes above and beyond for her patients. She is a great role model for other nurses and is always willing to help and support them. She is a great team player and is always willing to go the extra mile for her patients. She is a great person to work for and is always willing to help and support her colleagues. She is a great person to be around and is always willing to help and support her patients. She is a great person to be around and is always willing to help and support her patients. She is a great person to be around and is always willing to help and support her patients.

**Emily Anderson**  
Sumnerville County Hospital  
Registered Nurse  
Having been Emily Anderson for 15 years, she has seen many changes in the healthcare industry. She has always been dedicated to providing the best care for her patients. She is a caring and compassionate nurse who always goes above and beyond for her patients. She is a great role model for other nurses and is always willing to help and support them. She is a great team player and is always willing to go the extra mile for her patients. She is a great person to work for and is always willing to help and support her colleagues. She is a great person to be around and is always willing to help and support her patients. She is a great person to be around and is always willing to help and support her patients.

Thanks to our local contest sponsors for their generously donated prizes!

Abundant Abundance Grocery Store	Abundant Abundance Pharmacy	Abundant Abundance Pediatrician
Abundant Abundance Department Store	Abundant Abundance Hardware Store	Abundant Abundance Medical Group

AD# N1805A05002C 9.667 x 13  
AD# N1805A05001C PASS 6 COL x 21

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

# Local Healthcare

Hospital & Urgent Care Report Cards  
Healthy Local Dining Functional Fitness Tips from Local Personal Trainers  
Healthcare Professional Profiles

Meet Our Best Nurses Contest Winners!

How to Navigate the Health Insurance Marketplace

AD# N1805A05003C 10 x 13

N1805P15005C

N1805P29005C

N1805P05001C  
N1805P29018C  
N1805P29031C

N1805P29009C  
N1805P15005C

SELF-PROMOTION READER:

**Find a Great Doctor!  
Learn About Functional Fitness!  
Improve Your Health & Wellness!**

Our Local Healthcare special section is a valuable resource for all this and more! Get your copy of this helpful special section May 00 in print and online at [namenewspaper.com/localhealthcare](http://namenewspaper.com/localhealthcare).

**local Healthcare** A Special Section From Name Newspaper

To advertise or participate as a sponsor in our Best Nurses 2018 contest, please call 000.000.0000 or email [nama@namenewspaper.com](mailto:nama@namenewspaper.com) before the May 00 reservation deadline.

AD# N1805A05005C PASS 2 COL x 5

N1805P05001C

N1805P29005C

SELF-PROMOTION ADVERTISER:

**Thank an Amazing Nurse!**

2018 **Best Nurses Contest**

A Project From Name Newspaper

Join us in recognizing the efforts and accomplishments of outstanding area healthcare professionals in our Best Nurses 2018 contest. For details and to nominate a nurse who has made a difference in your life or the life of someone you know, please visit our contest website at [namenewspaper.com/bestnurses2018](http://namenewspaper.com/bestnurses2018).

Contest Deadline: May 00, 2018  
Look for our contest winners May 00 in our Local Healthcare special section in print and online!

AD# N1805A05004C PASS 2 COL x 5

N1805P29005C

Companion WEB + MOBILE ADS available on MCC

QUICK SELL:

N1805P50006C

## Get to Know Local Law Enforcement

**Interested in a Career in Law Enforcement?**  
Call 000.000.0000 or go online to [namewebstore.org](http://namewebstore.org) today!  
To Contact Your Local Police Department:  
Non-emergencies (24 hours/7 days), Call 000.000.0000  
Emergencies, Call 911

<small>Chief Sary Parker Summersville Police Department Name of Section: 12</small>	<small>Officer Linda Michael Summersville Police Department Name of Section: 12</small>	<small>Chief Sary Parker Summersville Police Department Name of Section: 12</small>	<small>Officer Linda Michael Summersville Police Department Name of Section: 12</small>	<small>Chief Sary Parker Summersville Police Department Name of Section: 12</small>	<small>Officer Linda Michael Summersville Police Department Name of Section: 12</small>	<small>Chief Sary Parker Summersville Police Department Name of Section: 12</small>	<small>Officer Linda Michael Summersville Police Department Name of Section: 12</small>	<small>Chief Sary Parker Summersville Police Department Name of Section: 12</small>	<small>Officer Linda Michael Summersville Police Department Name of Section: 12</small>	<small>Chief Sary Parker Summersville Police Department Name of Section: 12</small>	<small>Officer Linda Michael Summersville Police Department Name of Section: 12</small>	<small>Chief Sary Parker Summersville Police Department Name of Section: 12</small>
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These area businesses would like to thank local law enforcement for their hard work and dedication to keeping our neighborhoods safe!

Suggested Advertiser: <b>Diner</b>	Suggested Advertiser: <b>Coffee Shop</b>	Suggested Advertiser: <b>Gas Station</b>	Suggested Advertiser: <b>Car Repair Shop</b>	Suggested Advertiser: <b>Auto Dealer</b>	Suggested Advertiser: <b>Grocery Store</b>	Suggested Advertiser: <b>Beverage Center</b>	Suggested Advertiser: <b>Day Care</b>
Suggested Advertiser: <b>Community Center</b>	Suggested Advertiser: <b>Church</b>	Suggested Advertiser: <b>Yoga Studio</b>	Suggested Advertiser: <b>Gym</b>	Suggested Advertiser: <b>Bookstore</b>	Suggested Advertiser: <b>Clothing Boutique</b>	Suggested Advertiser: <b>Restaurant</b>	Suggested Advertiser: <b>Bar</b>

N1805P37009C

AD# N1805A06001C

19.334 x 13

HEADING:  
N1805P06001C

# Local LAW Enforcement

Companion  
WEB + MOBILE  
ADS available  
on MCC

SECTION COVER:

N1805P06001C

N1805P50006C

Meet Your Local Law Enforcement Professionals

# Local LAW Enforcement

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

How to Start a Neighborhood Watch Program

Public Safety Volunteer Opportunities  
A Day in the Life of a Patrol Officer  
Careers in Law Enforcement  
Police Academy FAQs  
Police Pup Profiles

## An Inside Look at Local Law Enforcement

Ever wonder what it's like to be a police officer? Considering a career in law enforcement? Want to become more involved and engaged in community safety? Our Local Law Enforcement guide is a special section dedicated to celebrating the role of law enforcement professionals in our community, recognizing our area's officers for their commitment to public safety, and exploring how readers like you can partner with police to help make our neighborhoods better and safer for our officers and all of us!

Look for your copy of Local Law Enforcement May 00 in print and online at [namenewspaper.com/localawenforcement](http://namenewspaper.com/localawenforcement).

To Advertise in This Special Section, call 000.000.0000 or email [name@namenewspaper.com](mailto:name@namenewspaper.com). Advertising Deadline: May 00

# Local LAW Enforcement

A Special Section From  
**Name Newspaper**

N1805P50006C

N1805P06001C

AD# N1805A06003C

PASS 6 COL. x 10



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

QUICK SELL:



## Savings for Seniors

Customers 65 and better can enjoy money-saving senior discounts at these local business

### Jeff the Handyman 10% Discount for Seniors

odd jobs & home repairs | great local references

1234 Washington Street | Somersville Heights | 900-000-0000

### Little Luncheon 10% Discount for Seniors Every Day

Open 6 a.m.-3 p.m. Daily for Breakfast & Lunch

1234 Washington Street | Somersville Heights

### Buttons Craft Supply Seniors Save 15% Every Tuesday

Sewing | Quilting | Knitting | Art | Crafts

1234 Washington Street | Somersville Heights | 900-000-0000

### Coffee Spot \$1.00 Coffee for Seniors

fresh coffee | espresso & tea bar | pastries

1234 Washington Street | Somersville Heights

### Image Salon 10% Off All Senior Services

Monday-Thursday 10am-3pm

haircuts | color services | permanents | styling

1234 Washington Street | Somersville Heights | 900-000-0000

### Berk Auto 5% Senior Discount

repair & maintenance | free estimates

1234 Washington Street | Somersville Heights

AD# N1805A07002C  
AD# N1805A07001C

9.667 x 13  
PASS 6 COL. x 21

HEADING:  
N1805P07001C\*-O

## 65 & Better Senior Living Today

AD# N1805A07003C

10. x 13

SECTION COVER:

# 65 & Better Senior Living Today

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

Assisted Living & Memory Care Guide  
Community Resources for Seniors  
Simple Stretches to Enhance Mobility  
Connecting With Today's Technology



Senior Discount Guide Inside!

Companion WEB + MOBILE ADS available on MCC

SELF-PROMOTION READER:

## Seniors, Don't Miss This!

A special section loaded with features, advice and special offers exclusively for readers 65 and better is coming your way!

### 65 & Better Senior Living Today

A Special Section From  
**Name Newspaper**

Look for your copy of Senior Living Today on May 08 here or online at [namenewspaper.com/seniorlivingtoday](http://namenewspaper.com/seniorlivingtoday). To renew or subscribe, call 000.000.0000.

Senior Discount Guide



AD# N1805A07005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

## Market to More Local Seniors

Our Senior Living Today special section is the ideal place to reach a targeted local audience of older adults, as they look for products, services and advice to meet their changing needs. Talk to an ad consultant today about the best way to present your business in this themed section, and be sure to ask about appearing in our Senior Discount Guide!

### 65 & Better Senior Living Today

A Special Section From  
**Name Newspaper**

Call 000.000.0000 or email [nameseniorlivingtoday@namenewspaper.com](mailto:nameseniorlivingtoday@namenewspaper.com) for details and advertising before May 08. This section will publish in print and online May 08, 2018.



AD# N1805A07004C PASS 2 COL. x 5

SECTION COVER:

May 2018  
A Special Supplement to  
Name Newspaper

# Funeral

## & Estate Planning

Funeral Preplanning 101  
Pros & Cons: Comparing Wills & Trusts  
The Perks of Purchasing Life Insurance

Elder Law  
& Estate  
Attorney  
Guide



AD# N1805A08003C

10 x 13

N1805P08002C\*-O

QUICK SELL:

# Funeral

## & Estate Planning

Advertiser Suggestion  
Funeral Home

### Why buy life insurance?

Facing one's mortality and the prospect of leaving family members behind is not always easy. Death, financial security and wealth for the future are all difficult subjects, but planning ahead can make matters much easier in the long run.

Life insurance needs frequently come up when making plans, and many people don't purchase a life insurance policy as a proactive investment. Life insurance offers an important piece to overall financial planning. One of the most important benefits of life insurance is that it helps settle the insured's debts, which can be paid from the proceeds of funeral arrangements, housing and dependent care.

Regardless of life style and net worth, insurance can offer other advantages, say the experts at Allstate Insurance Company. Life insurance can provide a family with the means to pay for a child's education if needed. Life insurance can serve as an inheritance for that person or people. Heirs may face a large bill after a loved one dies, and the insurance benefits can help offset all or a portion of the costs.

There may be benefits to life insurance while a parent is still young as well. The life insurance information site from Life 2 Go says that, depending on the policy, the insurance can be borrowed against to pay off debt, buy a house or for the cost of children's education. Life insurance investments can also provide a source of replacement retirement income.

Generally financial advisors say that many life insurance plans are modified as needs change. Death benefits may be decreased if desired, and premiums can be stopped, reduced or have most

benefits certain who can use life insurance policies to their advantage. Including the insurance owner to prospective employees can reduce risk-retention capabilities. Prospective employees may use life insurance as a business continuation plan so that insurance proceeds can keep the business in the hands of a successor or a replacement owner if found.

Shopping for life insurance requires careful research and an understanding of the process available. Consumers should have a thorough understanding of terms and what the policies, what the premiums will cost, when the death benefit will pay and if there are any other benefits. For example, living benefits may cover some costs for working with or assisting ill people. Working with an independent life insurance advisor can help people navigate the types of policies available to them.

Advertiser Suggestion  
Insurance Agent

Advertiser Suggestion  
Bank

Advertiser Suggestion  
Social or

AD# N1805A08002C

9.667 x 13

AD# N1805A08001C

PASS 6 COL. x 21

HEADING:  
N1805P08003C\*-O

# Funeral

## & Estate Planning

Companion  
WEB + MOBILE  
ADS available  
on MCC

SELF-PROMOTION ADVERTISER:

### Introduce Yourself to More Advance Planners

Present your services to potential clients in more than 60,000 local households, as they consider the benefits of estate and funeral preplanning. Talk to one of our helpful ad consultants today about the best way to market your business in this upcoming special section.

**Funeral**  
& Estate Planning  
A Special Section From  
Name Newspaper

For information and advertising, call 900.000.0000 or email [names@name-newspaper.com](mailto:names@name-newspaper.com) before May 01.

This special section will publish in print and online May 01.



AD# N1805A08004C

PASS 2 COL. x 5

SELF-PROMOTION READER:

### Your Guide to Planning Ahead

Our Funeral & Estate Planning guide is a helpful source of information and advertising for those who want to plan ahead for the sake of their loved ones and ensure their final wishes are honored. Pick up your copy of this informative special section, and decide if advance planning is the right choice for you.

**Funeral**  
& Estate Planning  
A Special Section From  
Name Newspaper

Also available online at [name-newspaper.com/funeralandestateplanning](http://name-newspaper.com/funeralandestateplanning)

Publication Date: Sunday, May 01



AD# N1805A08005C

PASS 2 COL. x 5

QUICK SELL:

N1805P09001C\*-O



Advertiser: <b>Community Center</b>	Advertiser: <b>Variety Store</b>	Advertiser: <b>Beverly Center</b>
Advertiser: <b>Butcher</b>	Advertiser: <b>Home Improvement Center</b>	Advertiser: <b>Farm Market</b>

AD# N1805A09002C  
AD# N1805A09001C  
AD# N1805A09007C  
AD# N1805A09006C

9.667 x 13  
PASS 6 COL. x 21  
9.667 x 13  
PASS 6 COL. x 21

HEADING:  
N1805P09001C\*-O  
N1805P09002C\*-O

## Memorial Day Weekend Guide

SECTION COVER:



May 2018  
A Special Supplement to  
Name Newspaper

# Memorial Day Weekend Guide

Memorial Day Ceremony & Parade Details Inside



- + Grilling & Celebrating
- + Sales & Shopping
- + Bar & Restaurant Specials
- + Must-Have Summer Gear
- + Boating Safety & Much More

AD# N1805A09003C  
AD# N1805A09008C

10. x 13  
10. x 13

SELF-PROMOTION READER:



### Make the Most of Memorial Day Weekend

Turn to our holiday special section for a look at what's happening around town all weekend. From retail sales and restaurant specials to military remembrance ceremonies and parades and celebrations to mark the start of summer, we have it all covered!

**Memorial Day Weekend Guide**  
A Special Section From  
Name Newspaper

Look for your copy Thursday, May 24 In Print & Online at [namenewspaper.com/memorialdayweekendguide](http://namenewspaper.com/memorialdayweekendguide)

AD# N1805A09005C PASS 2 COL. x 5  
AD# N1805A09010C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:



### Attract More Holiday Weekend Business

Promote your sales and special offers where more than 60,000 readers go to find out what's happening all weekend!

**Memorial Day Weekend Guide**  
A Special Section From  
Name Newspaper

Reserve your ad today at 000.000.0000 or [names@namenewspaper.com](mailto:names@namenewspaper.com). Advertising deadline: May 00 | Publication date: May 24

AD# N1805A09004C PASS 2 COL. x 5  
AD# N1805A09009C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

**Usage Note:**

Mother's Day is Sunday, May 13. A **Mother Knows Best** contest will be a welcome addition to the celebration. Have readers submit their mothers' "tips and time-saving hacks" for a chance to win prizes for their moms, that are supplied by the contest sponsors. The winning results can appear in a Mother's Day section or pages as well as on your website. The nature of the individual tips may also lend themselves to being good posts for your social media outlets in the week leading up to Mother's Day.



Share your best mom-to-mom tips and time-saving hacks for a chance to win great prizes from our local contest sponsors!

**TO ENTER:**

Share your tips at [namenewspaper.com/contests](http://namenewspaper.com/contests) through May 01. Our favorite tips will run in print and online in our special **Mother's Day** edition on Sunday, May 13. Winners will be notified by phone and email **May 01**. See contest website for complete rules and details.

*Good Luck and Happy Mother's Day!*

<p><b>60-Minute Facial</b></p> <p><b>Day Spa</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Overnight Stay With Breakfast</b></p> <p><b>Hotel</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>\$100 Gift Card</b></p> <p><b>Clothing Boutique</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
<p><b>Aromatherapy Massage</b></p> <p><b>Massage Therapist</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Wine &amp; Gift Basket</b></p> <p><b>Wine Shop</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Mother's Day Bouquet</b></p> <p><b>Florist</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>

N1805A10001C

**Usage Note:**

A **Senior Moments Photo Contest** can showcase the active lifestyle of today's seniors in your area. Coordinate the contest with your senior sections or pages, or as a tie-in to May as Older Americans Month. Reader-submitted photos also make great content for your website and social media. Sell combination packages to your contest sponsors so they gain exposure before, during and after the contest, including any printed section of winning entries or website pages that announce the winners.



Share your recent photos of travel, friendship, adventure or just plain fun in our **Senior Moments Photo Contest** for a chance to win great prizes.



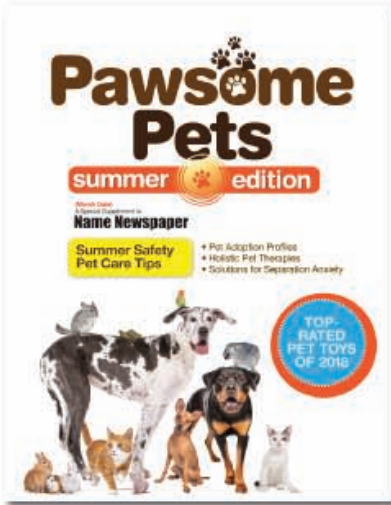
One New Prize Awarded Every Week During May, Older Americans Month!  
**Winning Photo Will Appear In Print & Online Every Friday!**

Enter Your Pictures Online at [namenewspaper.com/contests](http://namenewspaper.com/contests) now through **May 01**.  
Must be 65 or older and a resident of Name County to enter. See contest website for complete contest rules and details.

*Thanks to Our Contest Sponsors!*

<p><b>Week 1 Prize</b> Dinner for Two</p> <p><b>Name Restaurant</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Week 2 Prize</b> Day Trip for Two</p> <p><b>Bus Tour Company</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
<p><b>Week 3 Prize</b> Overnight Stay for Two</p> <p><b>Casino Resort</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Week 4 Prize</b> Continuing Education Class</p> <p><b>Community College</b> 1234 Washington Street Somerville Heights 900-000-0000 <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>

N1805A10002C



Look for web and mobile ads in the five most popular sizes to publicize your Themed Event Package sections.

Each Themed Event Package gives you a series of elements, including a cover for a section, Quick-Sell multiple-advertiser layouts, web ads and promotional ads, to help you maximize sales of each themed package.



You'll find tabloid and broadsheet versions of Quick-Sell, multiple-advertiser layouts and self-promotion ads to publicize your section to both readers and advertisers.



## Themed Event Packages = More Sales

Each month, a wide variety of sales opportunities directly relate to the sales cycle of local advertisers. In order to maximize sales, you need to latch on to as many of these opportunities as possible, leaving no stone unturned. Metro's monthly **Themed Event Packages** are one such opportunity that can help you reach and even exceed your sales goals.

Themed Event Packages connect your advertisers with holidays, seasonal events, timely topics and fresh ideas. But they go even further than that. When you combine all of their elements, the Themed Event Packages provide you and your advertisers with the ability to take the topic beyond a single ad, expanding it to print and online sections or pages.

### Themed Event Packages include:

- A special section cover to take the idea into a full section
- Quick-Sell, multiple-advertiser page layouts in broadsheet and tabloid sizes. Many feature relevant editorial features as an informative attention-compeller.
- Web and mobile ads, in the five most popular sizes
- Self-promotion ads to sell the topic to advertisers and publicize it to readers.

You can develop an entire program to present to your prospects with all the elements of Themed Event Packages. While these packages let your advertisers make use of timely and seasonal events to present their products and services to consumers, they also expand your sales opportunities by providing you with:

- **Conversation starters to get your prospects talking.** The more they talk, the more you can discover about their needs and how you can best serve them.
- **The ability to sell more than one ad.** Even if you don't take the theme as a whole program, you've got the immediate sales potential of selling multiple runs of Quick-Sell pages.
- **The impression that you are their marketing partner.** Having a complete sales solution in hand demonstrates your commitment to getting them results and also gives you the agency-style professionalism they have come to expect. What's more, Themed Event Packages topics are also prime topics to adapt for social media use.

Access the elements for each Themed Event Package in Metro online SearchBooks® by clicking any Themed Event Package page and you'll be brought directly to the content in MCC. If you prefer, select *Themed Event Package* under the *Ad Type* menu in the *MCC Creative Library*. There you can view and download the monthly selections.

Make Themed Event Packages a regular part of your monthly sales meetings to make sure you don't leave revenue on the table. When it comes to your advertisers, you've got their backs ... and we've got yours. **M**



## Metro Content Fills a Variety of Needs for Weekly Publication

### Lake Country Pennysaver, Albion, NY

The Pennysaver's three-person graphics team knows that quick turnaround; personalized service; and clean, quality, professional art and advertising are key to keeping customers happy. Their Metro subscription helps ensure they have the tools to get it done!

**CREATE:** From themed special sections to auto dealer ads, coupon flyers and recipes, the team fills each weekly edition with a variety of content, and they often use Metro's Creative and Editorial Libraries for the images and articles they need to fill special sections and meet advertiser needs. In fact, they use 15-20 different copyright-free editorial articles from Metro in their Spring Home Improvement sections alone.

**SELL:** The Pennysaver prides itself on the close relationships they've built with customers. Advertisers trust them to create the most successful advertising package, and the sales reps stay in constant communication with accounts to make sure they are getting the publicity they need. The fact that the publication is always able to provide just the right art for every client helps the sales team keep customers happy.

**PROFIT:** The Pennysaver has loyal advertisers in many different areas, particularly local car dealerships, farm and garden equipment suppliers, healthcare providers and grocers. Tourism and small businesses are also big advertisers for the Pennysaver, and they create a Visitor's Guide and Business Review each year to boost exposure for these businesses. Making sure their full spectrum of local businesses have a chance to let the readers know who they are and what they can offer is a win-win for the publication and their advertisers.

**Added Plus:** While some clients opt to provide their own artwork for ads, it's often not the correct size, color mode or resolution, or is protected by copyright law. Pennysaver designers use Metro often to swap out these images with similar, higher-quality artwork that can be safely printed.



*"I like that Metro is constructed in a way where people in different facets of the industry can find it useful. Publishers, sales staff, artists, etcetera can all benefit from using Metro. You can spend a lot of time exploring it each day, or a little, but everything you need is right there."*

- Marissa, Designer

**Lake Country Pennysaver**  
Albion, NY  
Designer Marissa Olles  
585.589.5641  
ads@lakecountrymedia.com



## When It Comes to Helping Kids, The Sidell Reporter & Its Advertisers Are on the Same Page!

### The Sidell Reporter, Sidell, IL

A unique promotion invites local businesses to sponsor individual chapters of a children's story each week to engage students in a rural school district and encourage them to read.

**CREATE:** Originally inspired by a serial story written for elementary-age students that was provided by The Illinois Press Association to its members four years ago, the Sidell Reporter has made it an annual tradition. New color chapters of this year's Kali: A Polar Bear's Tale were printed weekly in the paper and delivered to students. Participating advertisers cover the cost of this project by sponsoring weekly chapters. The Reporter has found Metro art valuable in creating both the story illustrations and the sponsor ads year after year.

**SELL:** The Reporter creates sponsor ads to accompany each chapter as it's published. This year's eight-chapter story featured two sponsors each week. The nature of this promotion makes it inclusive for a wide range of advertisers, and local businesses are happy to participate. The paper asks teachers to have their students send thank-you notes to the sponsors to show how much their support is appreciated by the young readers.

**PROFIT:** Due to its growing popularity and the interest of repeat advertisers, The Reporter was able to double the advertisers in this year's promotion, covering their costs and turning a profit.



**Added Plus:** This reading program makes it possible for The Sidell Reporter to recruit sponsors who don't normally advertise, including public libraries, public officials and a local women's club.

*"This year we had 160 students in our two elementary schools receiving a free paper each week of the story. The advertising covers the cost of the color, plus helps us print two extra pages each week with the serial story taking up mostly one full page."*

- Rinda, Editor

**The Sidell Reporter**  
Sidell, IL  
Owner/Editor Rinda Maddox  
217.288.9365  
www.thesidellreporter.com

N1805P24012C\*-O  
N1805P24007C\*-O  
N1805P24011C\*-O

# The Senior Spot

Shopping, services and special offers for today's seniors!

**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.

**Somersville Medical Center**  
Specialized Care for Seniors  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Somersville Medical Center**  
Specialized Care for Seniors  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Somersville Medical Center**  
Specialized Care for Seniors  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Somersville Medical Center**  
Specialized Care for Seniors  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Somersville Medical Center**  
Specialized Care for Seniors  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Somersville Medical Center**  
Specialized Care for Seniors  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Clark's Bar & Grill**  
Special Early-Bird Menu  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Clark's Bar & Grill**  
Special Early-Bird Menu  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

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Special Early-Bird Menu  
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[www.namewebsite.com](http://www.namewebsite.com)

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[www.namewebsite.com](http://www.namewebsite.com)

**Clark's Bar & Grill**  
Special Early-Bird Menu  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Mira Salon**  
Modern Styles for Seniors  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

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Modern Styles for Seniors  
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[www.namewebsite.com](http://www.namewebsite.com)

**Mira Salon**  
Modern Styles for Seniors  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)



N1805P23003C

## Feel Great About Your Smile!

We make major dental work easy, comfortable and affordable for today's seniors. Come in today for your free consultation, and let us put a smile on your face!

Specializing in Smile Makeovers & Dental Implants  
State-of-the-Art Laser Gum Treatment  
Easy Financing on All Procedures

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

AD# N1805A14002C  
PASS 2 COL. x 5

N1203P46009C\*-O

N1805P30006C

## Celebrate Your History

Our beautiful banquet rooms provide a sophisticated and private setting for your milestone anniversary or special event.

- Accommodations for 25 to 250 guests
- Wheelchair accessible and impeccable service
- Elegantly appointed dining rooms and gardens

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

To arrange your tour and consultation with an event coordinator, please call or contact us online today.

AD# N1805A14005C  
PASS 2 COL. x 5

## Berk & Wallace Law Offices

Elder Law & Estate Planning Specialists  
Safeguarding your assets today and for future generations.

Free Consultation

Call or visit us online today to arrange your no-cost consultation or review of your current estate planning documents with an experienced and specialized attorney.

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

## Adventures to Keep You Young at Heart

We offer a variety of exciting tours and unique vacation packages that make being a world traveler easy and enjoyable at any age.

Call or visit us online today for ideas, inspiration and a special offer!

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

## You'll Like What You See!

Surprisingly Affordable Resort-Style Living for Active Seniors

- private apartments
- great activities
- delicious dining
- no long-term commitments

Call or go online today to arrange your free personal tour with lunch included!

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

AD# N1805A14004C  
PASS 2 COL. x 5  
N1805P23005C  
AD# N1805A14003C  
N1203P46009C\*-O  
N1805P23002C

## See How Good Feels

- Pain-Free
- Drug-Free
- Surgery-Free

Free Chiropractic Consultation, X-Rays & Adjustment  
No cost. No obligation. No pressure. No regret.

Ear Pain • Neck Pain • Headaches • Hip Pain • Sciatica • Backaches & Twinges

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

AD# N1805A14007C  
PASS 2 COL. x 5  
N1805P23001C  
AD# N1805A14006C  
PASS 2 COL. x 5  
N1805P23004C

AD# N1805A14001C PASS 6 COL. x 21  
AD# N1805A14008C 10 x 13





N1805P15001C-●



N1805P15008C-●



N1805P15007C-●



N1805P15005C-●



N1805P15004C-●



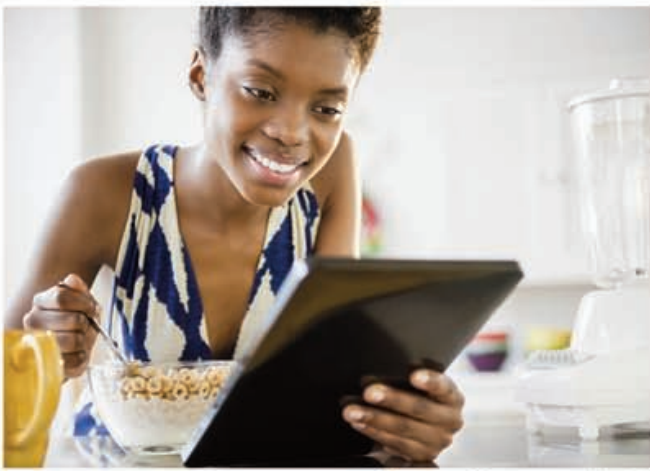
N1805P15006C-●



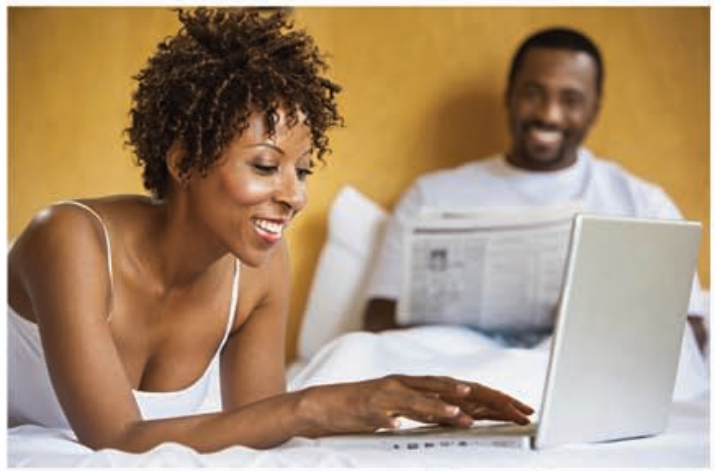
N1805P15003C-●



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N1805P16008C-●



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N1805P17006C-●



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 N1805P26003C  
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 N1805P19001C  
 N1805P35001C  
 N1805P36005C  
 N1805P17008C  
 N1805P18005C  
 N1805P80030C



## Community Calendar MAY

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



**May 6**  
**Pet Expo**  
 Free fun & giveaways for pets and their people. Event details here.  
**Value Pet Supply**  
 Parking Lot  
 11am-5pm  
[www.namewebsite.com](http://www.namewebsite.com)

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

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

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



**May 00-00**  
**Flower Show**  
 Breathtaking displays, free workshops & more. Event details here.  
**Somerville County Mall**  
 11am-5pm  
[www.namewebsite.com](http://www.namewebsite.com)

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



**May 00**  
**Travel Fair**  
 Discount tickets online now! Event details here. Event details here.  
**Somerville Convention Center**  
 10am-5pm  
[www.namewebsite.com](http://www.namewebsite.com)



**May 00**  
**Healthcare Fair**  
 Free screenings, seminars & giveaways. Event details here. Event details here.  
**Somerville Community Center**  
 11am-5pm  
[www.namewebsite.com](http://www.namewebsite.com)



## Healthcare Fair

Saturday, May 00 • 11am - 5pm • Free Admission

Over 50 Exhibitors | Free Blood Pressure Screenings | Healthy Cooking Demos  
 Door Prizes & Giveaways | Bariatric Surgery Seminar | Pain Management Seminar  
 Free Seminars, Screenings & Workshops | First Aid & CPR Workshops | Mail Chair Massages  
 Chiropractic Adjustments | Energy Healing Treatments  
 Mobile Blood Donation Center

**Somerville Community Center**  
 1234 Washington Street • Somerville Heights  
 000-000-0000 • [www.namewebsite.com](http://www.namewebsite.com)

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



**May 25**  
**Wine Tasting Event**  
 \$25 Tickets Now Online! Event details here. Event details here.  
**The Grand Hotel**  
 4-9pm  
[www.namewebsite.com](http://www.namewebsite.com)

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

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

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

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

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



**May 28**  
**Memorial Day Ceremony**  
 A tribute to our nation's heroes. Event details here. Event details here.  
**Somerville Memorial Quad**  
 9am  
[www.namewebsite.com](http://www.namewebsite.com)

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

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



## Grillax With Us This Memorial Day

**Hot-Off-the-Grill Specials** | **Fried Basket Specials**  
 burgers | steak | chicken | ribs | fish | salads | shrimp | fish | chicken | cheese | zucchini

**Cold Beer & Cocktails**  
 \$2 Domestic Drafts All Weekend!  
**Live Music Friday-Sunday**  
 starting at 7pm

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

Companion WEB + MOBILE ADS available on MCC

AD# N1805A19005C  
 PASS 6 COL x 3  
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 AD# N1805A19003C  
 PASS 6 COL x 3

AD# N1805A19001C PASS 6 COL x 21  
 AD# N1805A19004C 10 x 13

N1805P20006C\*-O  
N1805P20002C\*-O  
N1805P20003C\*-O

Your guide to making Mom's day special.

# Mother's Day Gifts & Dining

<p><b>Summit Grill</b> Fine dining for Mother's Day www.summitgrill.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Gemstone Jewelry</b> Custom birthstone designs for Mom www.gemstonejewelry.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Cafe Zia</b> Reserve now for Mother's Day Brunch www.cafezia.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Lalo Boutique</b> Apparel &amp; accessories Mom will love www.laloboutique.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Sushi Uni</b> Complimentary Mother's Day dessert www.sushiuni.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>
<p><b>Rain Spa</b> 10% off Mother's Day gift cards www.rainspa.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Lotus Thai</b> Spice up her Mother's Day! www.lotusthai.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Bloomtown Florals</b> Mother's Day bouquets &amp; gifts www.bloomtownflorals.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Buttercream Bakery</b> Mother's Day desserts &amp; custom cakes www.buttercreambakery.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Thuis Home &amp; Gifts</b> Great gift ideas for every budget www.thuishome.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>
<p><b>Coffee Nook</b> Perk up Mom's day with a gift card! www.coffeenook.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Vantage Electronics</b> Phones, tablets, music &amp; more for Mom www.vantageelectronics.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Cucina Amore</b> Family-style dining for Mother's Day www.cucinaamore.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Stage Door Theater</b> Treat Mom to a show this Mother's Day! www.stagedoortheater.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>	<p><b>Daisy's Garden Center</b> Color bowls &amp; hanging baskets for Mom www.daisysgarden.com 1234 Washington Street Somerville, MA 02143 603-000-0000</p>

AD# N1805A20001C 19.334 x 13



N1805P20001C-●

## 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)

## Mother's Day Treats

N1805P20004C\*-O

## Mother's Day Specials

N1805P20005C\*-O



N1805P21005C-●



N1805P21003C-●



N1805P21002C-●



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N1805P21001C-●



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N1805P21018C\*-○



N1805P21020C\*-○



N1805P21021C\*-○



N1805P21017C\*-○



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N1805P21008C\*-○



N1805P21012C\*-○



N1805P21015C\*-○



N1805P21010C\*-○



N1805P21022C\*-○



N1805P21016C\*-○



N1805P21013C\*-○



N1805P21024C\*-○

N1805P33009C-●

**Give Back Beautifully This Mother's Day**

Breathtaking flowers and gifts for the woman who never stops giving.

bouquets  
candles  
beauty  
home  
garden

**Petals Flower & Gift Shop**

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

AD# N1805A21001C PASS 2 COL. x 4

N1805P21006C-●

**The Perfect Pick for Mother's Day**

Book your brunch or dinner reservations today for Sunday, May 13!

Moms Enjoy a Complimentary Dessert!  
Offer good May 13, 2018 with purchase of any brunch or dinner server.

**Restaurant Ava**

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

AD# N1805A21002C PASS 2 COL. x 4

N1805P22003C-●

**Mom Show Mom Some LOVE**

Boxed Jewelry Sets \$29.95 & up

Luxurious Bath Baskets \$14.95 & up

Designer Fragrance Sets \$24.95 & up

Fashion Shawl Wraps \$18.95 & up

Gift Cards Available

...and dozens more gifts she'll adore for Mother's Day!

**Discount Department Store**

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

AD# N1805A21003C PASS 2 COL. x 4



N1805P22005C-●



N1805P22006C-●



N1805P22001C-●



N1805P22007C\*-○



N1805P22003C-●



N1805P22012C\*-○



N1805P22009C\*-○



N1805P22008C\*-○



N1805P22015C\*-○



N1805P22004C-●



N1805P22018C\*-○



N1805P22016C\*-○



N1805P22011C\*-○



N1805P22014C\*-○



N1805P22017C\*-○



N1805P22019C\*-○



N1805P22010C\*-○



N1805P22013C\*-○



N1805P22002C-●



N1805P22022C\*-○



N1805P22020C\*-○  
N1805P22021C\*-○



N1805P22024C\*-○



N1805P22023C\*-○



AD# N1805A22001C

PASS 6 COL. x 3

## Mother's Day Brunch Buffet

An elegant and tasteful celebration of Mom and all she does.

**Sunday, May 13**  
9am - 3pm  
\$24 Adults  
\$12 Kids Under 12

Enjoy an incredible assortment of freshly prepared breakfast dishes, made-to-order omelettes, pasta bar, salads, fresh seafood, carving stations, delectable desserts and a sundae bar for the kids.



Complimentary Mimosa or Latte for Mom

Reservations Essential

## Villa Hotel Restaurant

1234 Washington Street  
Somerville Heights  
000-000-0000

[www.namewebsite.com](http://www.namewebsite.com)







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N1805P23005C-●



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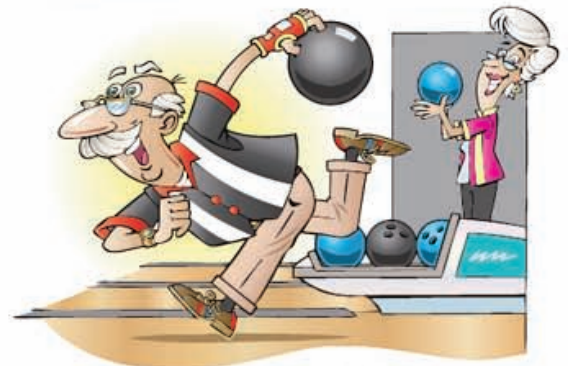
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# Senior Stats

A look at some facts and figures surrounding today's senior citizens.



**3.5**  
Years  
increased life expectancy since 1960

**46 Million** >>> **72,197**

Americans are **age 65 or older**

Americans are **age 100 or older**

**#1**

cause of death among seniors is **heart disease**

**34%**  
of seniors use social media

**42%**  
of seniors own smartphones

**67%**  
of seniors are online



**78%**

of seniors rate their health as **good, very good or excellent**



**1.4 Million** seniors reside in **nursing homes**  
**4.7 Million** utilize **home healthcare agencies**

**65** the age at which Harlan "Colonel" Sanders began franchising Kentucky Fried Chicken

**86** the age at which Mary Baker Eddy founded the Christian Science Monitor newspaper

**89** the age at which Fauja Singh ran his first marathon



**122**

the age of the person with the **longest confirmed human lifespan, Jeanne Calment**

Source: Institute on Aging, Population Reference Bureau, Centers for Disease Control & Prevention, Pew Research Center



## Senior Specials

Priced and portioned just right!

**Lunch \$7.95 & up**  
**Dinner \$9.95 & up**

*Specials include soup or salad!*

**Heart-Healthy Menu Options**  
**Seniors Save an Extra 10% Tuesdays**

## Lighthouse Cafe

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



AD# N1805A25001C PASS 6 COL. x 21

AD# N1805A25002C 10 x 13

AD# N1805A25004C PASS 6 COL. x 21

AD# N1805A25005C 10 x 13

AD# N1805A25003C  
PASS 6 COL. x 3

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N1805P23017C

N1805P23005C

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N1805P27008C-●



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N1805P27007C



## Get a Handle on Your Shopping List

Everything You Need & Want  
All in One Convenient Downtown Location

Name Shop or Restaurant | Name Shop or Restaurant | Name Shop or Restaurant | Name Shop or Restaurant | Name Shop or Restaurant | Name Shop or Restaurant | Name Shop or Restaurant | Name Shop or Restaurant | Name Shop or Restaurant | Name Shop or Restaurant | Name Shop or Restaurant | Name Shop or Restaurant

Plenty of Free Parking

Join Us for First Fridays!  
Live Music, Refreshments, Special Offers, Contests, Giveaways & More the First Friday of Every Month  
Details on Facebook and online.

The Shops at  
Central Plaza  

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

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N1805P35001C



## Everyday & Emergency Care for Your Best Friend

Comprehensive & Compassionate  
Veterinary Services for Dogs, Cats & Small Animals

Preventive Care, Vaccines & Exams | Internal Medicine & Surgery | Dental Cleaning, Extractions & Oral Surgery | Critical & Emergency Care | Dermatology | Ophthalmology | Cardiology | Medical, Radiation & Surgical Oncology | On-Site Lab & Diagnostics | Holistic & Complementary Therapies

Specialized Pet Cancer Care Services Available Here

Emergency Walk-In Care  
Open 24 Hours  
No referral or appointment needed.

BROOKES  
ANIMAL HOSPITAL  

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

AD# N1805A28002C 8.5 x 11

N1805P38006C



## Valuable Advice in Advance Planning. Compassionate Guidance in Your Time of Need.

We offer quality, understanding and expertise in funerals, cremations and preplanning. Our entire team is committed to providing honest and knowledgeable service in times of need, making us the funeral home our community trusts to ensure dignified and personalized final arrangements for cherished loved ones.

Preplan Today & Save

Get the value and peace of mind that come with preplanning, and spare your loved ones the hardship of making difficult decisions in their time of grief. Contact us today to arrange your free preplanning consultation with an experienced professional.

Richard Stevenson  
Owner & Funeral Director 

Stevenson Funeral Home

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

AD# N1805A28003C 8.5 x 11

N1805P28001C



## Start Looking Forward to Summer Again

Get safe, permanent weight-loss results you can see and feel with our bariatric surgery program.

FREE SEMINAR Weight-Loss Surgery

- Learn about the latest weight-loss surgery options
- Get information about payment and insurance coverage options
- Hear from patients who have experienced the benefits of weight-loss surgery
- Have your questions answered by one of the state's leading bariatric surgeons

Join us for one of the following dates:

May 00 | May 00 | June 00 | June 00 | July 00  
Seminars take place from 6-8 p.m. at the Somersville Community Center meeting room located at 1234 Washington Street.

RSVP Required

Please call 000-000-0000 or email name@namewebsite.com to reserve your spot at the seminar date of your choice. If you are unable to attend a seminar, please call 000-000-0000 for details about future dates and private consultations.



Somersville Hospital  
Surgery Center

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

AD# N1805A28004C 8.5 x 11

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N1203P46009C

N1805P35005C



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N1805P29020C\*-○



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N1805P29021C\*-○



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N1805P30008C-●



N1805P30002C-●



# Getting Married

by the numbers .....

Check out these engaging wedding facts & figures!

**\$35,329**  
Average Cost of a U.S. Wedding

**15 Months**  
Average Length of an American Engagement

**Arkansas**  
Least Expensive Place to Get Married

**Manhattan**  
Most Expensive Place to Get Married

**Age 29**  
Average Age of a Bride

**Age 31**  
Average Age of a Groom

**141**  
Average Number of Wedding Guests

**October**  
Most Popular Month to Tie the Knot

**\$1,564**  
Average Spent on a Wedding Dress

**\$5,000**  
Average Spent on the Engagement Ring

Source: The Knot 2016 Real Weddings Study, 2017 Newlywed Report

N1805P31001C-0 N1805P31002C-0



## A Beautiful Setting for Your Wedding Day

From the menu to the emcee, let us make sure every detail of your wedding reception is perfectly in place.

### The Grand Hotel

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

Contact us today to arrange a tour and tasting with our special event coordinator.



AD# N1805A31003C  
PASS 6 COL. x 3

N1805P30008C-0

AD# N1805A31001C PASS 6 COL. x 21  
AD# N1805A31002C 10 x 13

AD# N1805A31004C PASS 6 COL. x 21  
AD# N1805A31005C 10 x 13

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N1805P6601C

## Memorial Day Weekend Sale

Major Markdowns on  
Name Brand Appliances & Electronics  
Saturday + Sunday + Monday  
May 26-28, 2018

f t

as low as <b>\$399</b> Washer/Dryer Units	as low as <b>\$500 off</b> Kitchen Appliances
as low as <b>40% off</b> Televisions & Computers	<b>EXTRA 10% off FOR MILITARY &amp; VETERANS</b>

## Memorial Day Weekend Sales & Specials

Kick off summer with a great deal!

Name Sponsor	Name Sponsor
Name Sponsor	Name Sponsor
Name Sponsor	Name Sponsor

## Garrett Appliance & Electronics

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

AD# N1805A32001C PASS 3 COL. x 10  
 AD# N1805A32009C PASS 3 COL. x 10

Name Sponsor  
 AD# N1805A32002C PASS 3 COL. x 10  
 AD# N1805A32010C PASS 3 COL. x 10

AD# N1805A32004C PASS 3 COL. x 10

N1805P60003C

## French Bakery & Cafe

Accent your day with a delectable gourmet treat!

Fresh-Baked Croissants & Baguettes  
Sweet & Savory French Pastries  
Macarons & Parisian Desserts  
Breakfast, Lunch & Dessert Crepes  
Soups, Salads, Quiche & Sandwiches  
Espresso & Tea Bar

**For Mother's Day...**  
 Macaroon Gift Boxes  
 Custom Cakes • Brunch

## Cafe Marais

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

AD# N1805A32003C PASS 3 COL. x 10

AD# N1805A32004C PASS 3 COL. x 10

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

N1805P29005C

## NURSES

Better Our Lives

On National Nurses Day, we salute the hardworking men and women who dedicate their lives to caring for others. Thank you for all you do!

**CARING**  
Is What We Do Every Day

A steadfast commitment to quality healthcare, delivered with compassion and respect since 19XX.

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

National Nurses Day  
May 6

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1805A32005C PASS 3 COL. x 10

AD# N1805A32006C PASS 3 COL. x 10

N1805P30007C

## "We Do" Weddings

Trusted local wedding vendors to put your plans in motion!

## No Ordinary Day No Ordinary Bouquet

Unique and artistic floral arrangements to complement your wedding day with extraordinary beauty and elegance.

bridal bouquets • bridesmaid bouquets  
reception centerpieces • ceremony flowers • corsage  
boutonnieres • bridal shower designs • sustainable arrangements

## Stem & Petal Floral

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

AD# N1805A32007C PASS 3 COL. x 10

AD# N1805A32008C PASS 3 COL. x 10



N1805P33006C-●



N1805P33007C-●



N1805P33004C-●



N1805P33005C-●



N1805P33003C-●



N1805P33001C-●



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N1805P33009C-●



N1805P34009C-●



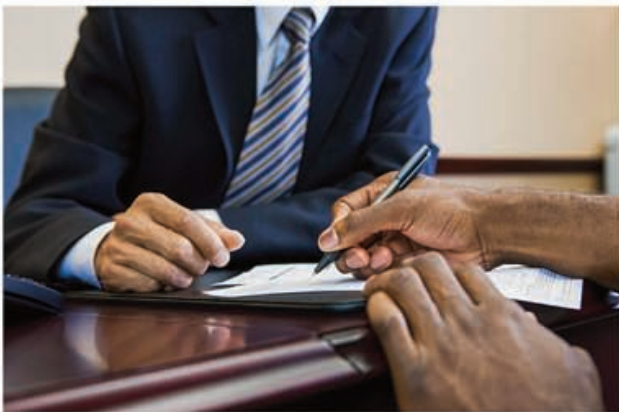
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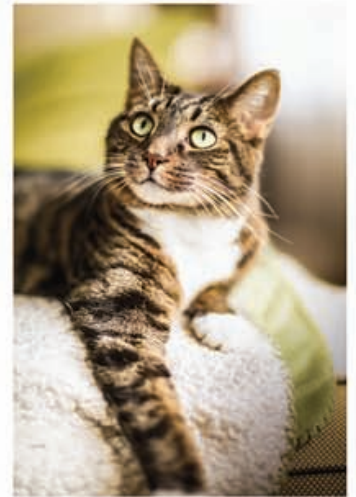
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N1805P36006C-●



N1805P36004C-●



N1805P36003C-●



N1805P37002C-●



N1805P37023C\*-○



N1805P37024C\*-○



N1805P37001C-●



N1805P37005C-●



N1805P37030C\*-○



N1805P37014C\*-○



N1805P37008C\*-○



N1805P37006C-●



N1805P37018C\*-○



N1805P37022C\*-○



N1805P37017C\*-○



N1805P37019C\*-○



N1805P37016C\*-○



N1805P37011C\*-○



N1805P37020C\*-○



N1805P37004C-●



N1805P37010C\*-○



N1805P37015C\*-○



N1805P37021C\*-○



N1805P37007C-●



N1805P37009C\*-○



N1805P37013C\*-○

**National POLICE WEEK**  
May 13-19

N1805P37027C\*-○

N1805P37028C\*-○



N1805P37003C-●



N1805P37029C\*-○



N1805P37012C\*-○

*Peace Officer Memorial Day*  
May 15

N1805P37025C\*-○

N1805P37026C\*-○



N1805P38006C-●



N1805P38004C-●



N1805P38002C-●



N1805P38003C-●



N1805P38005C-●



N1805P38001C-●



N1805P38014C\*-○  
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N1805P38010C\*-○



N1805P38020C\*-○



N1805P38009C\*-○



N1805P38012C\*-○



N1805P38018C\*-○



N1805P38017C\*-○



N1805P38019C\*-○



N1805P38016C\*-○



N1805P38011C\*-○



N1805P38013C\*-○



N1805P38008C\*-○





N1805P39005C-●



N1805P39003C-●




N1805P39001C-●



N1805P39002C-●



N1805P39011C\*-○ 



N1805P39004C-●



N1805P39008C-●



N1805P39013C\*-○ 



N1805P39010C\*-○



N1805P39009C\*-○



N1805P39006C\*-○  
N1805P39007C\*-○



N1805P39012C\*-○ 



N1805P40008C-●



N1805P40004C-●



N1805P40001C-●



N1805P40007C-●



N1805P40003C-●



N1805P40002C-●



N1805P40005C-●



N1805P40009C\*-○



N1805P40006C\*-○



N1805P40013C\*-○



N1805P40011C\*-○



N1805P40012C\*-○



N1805P40010C\*-○

*Our Eternal Gratitude for Their Endless Courage & Sacrifice*

On Memorial Day and every day, we honor the men and women who sacrificed everything to defend and protect the values we as a nation hold so dear. We recognize that freedom is not free, and we thank all those who serve for their valor and dedication.

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

AD# N1805A40001C

PASS 6 COL. x 3

AD# N1805A40002C

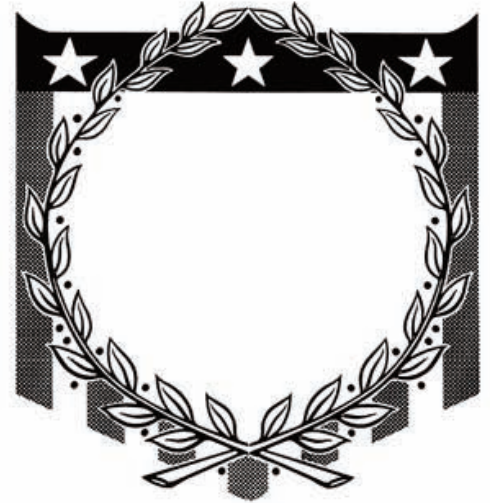
PASS 6 COL. x 3



N1805P41001K-●



N1805P41007A-●



N1805P41024A-●



N1805P41019A-●

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



N1805P41017A-●



N1805P41015K-●



N1805P41012A-●



N1805P41002K-●



N1805P41004A-●



N1805P41020K-●



N1805P41009A-●



N1805P41010A-●

Dash on in for Buys that are

**LONG on VALUE!**

N1805P41021A-●  
N1805P41022A-●



N1805P41023A-●



N1805P42007C-●



N1805P42008C-●



N1805P42001C-●



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N1805P42003C-●



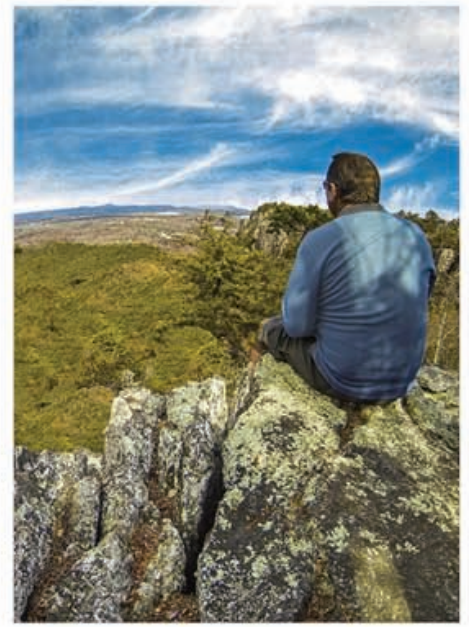
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N1805P42009C-●



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N1805P43006C-●



N1805P43007C-●



N1805P43001C-●



N1805P43004C-●



N1805P43009C-●



N1805P43005C-●



N1805P43003C-●



N1805P43008C-●



N1805P44005C-●



N1805P44008C-●



N1805P44007C-●



N1805P44006C-●



N1805P44001C-●



N1805P44004C-●



N1805P44002C-●



N1805P44003C-●



N1805P45008C-●



N1805P45007C-●



N1805P45001C-●



N1805P45004C-●



N1805P45003C-●



N1805P45005C-●



N1805P45002C-●



N1805P45006C-●



N1805P46001C-●



N1805P46009C-●



N1805P46004C-●



N1805P46002C-●



N1805P46005C-●



N1805P46006C-●



N1805P46008C-●



N1805P46003C-●



N1805P46007C-●





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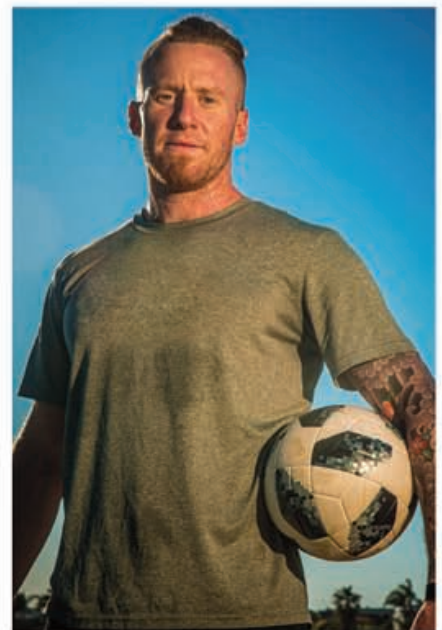
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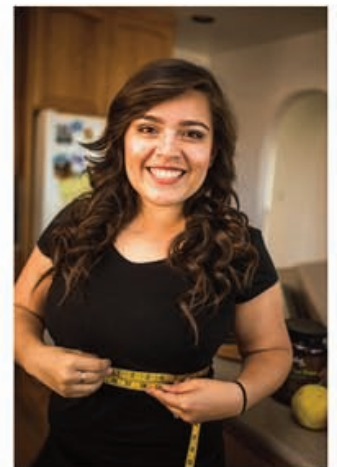
N1805P49008C-●



N1805P49007C-●



N1805P49006C-●



N1805P49004C-●



N1805P50001C-●

### Usage Notes:

Use these backgrounds to help promote services and merchandise for Cinco de Mayo, bridal, Police Week, church pages, antiques and flea markets, 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)




N1805P50002C-●



N1805P50005C-●



N1805P50003C-●

N1805P50004C-● 



N1805P50007C-●



N1805P50006C-●



N1805P50008C-●



N1805P50009C-●



N1805P50010C-●

N1805P51001C-



**Usage  
Suggestions:**

These banner-style photos can be utilized as backgrounds or page headers for all types of ads and pages in print and online for spring, summer reading and library programs, antiques, Mexican and Cinco de Mayo events ... and more.

N1805P51002C-



N1805P51003C-



N1805P51004C-

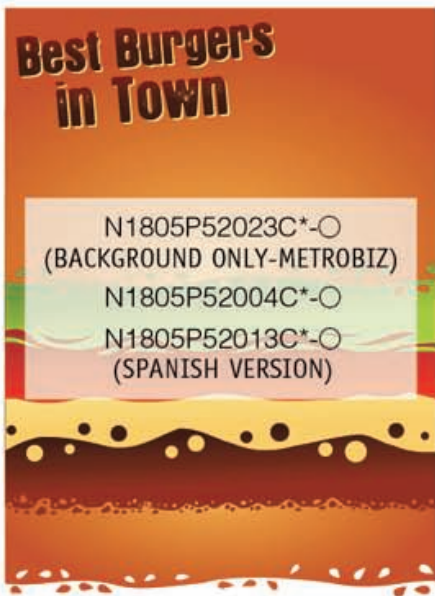


N1805P51005C-

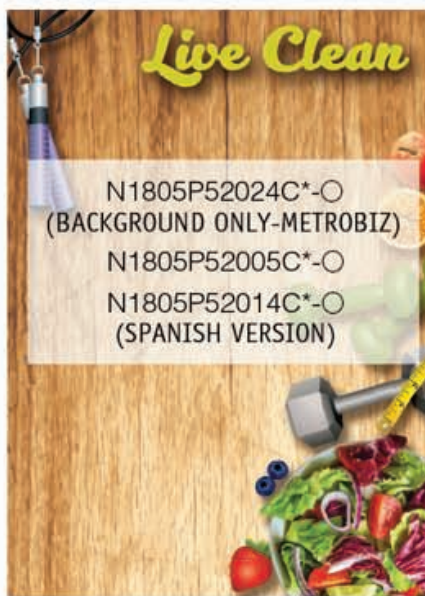


N1805P51006C-





PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



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.

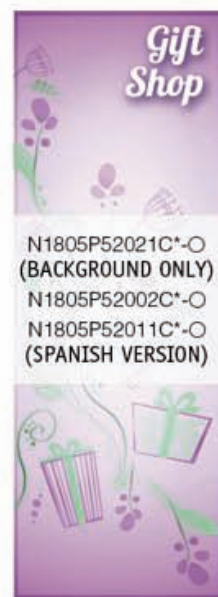
MCC Creative Library / Image Type: Ad Starter or Image Type: Background / Keyword: MetroBiz



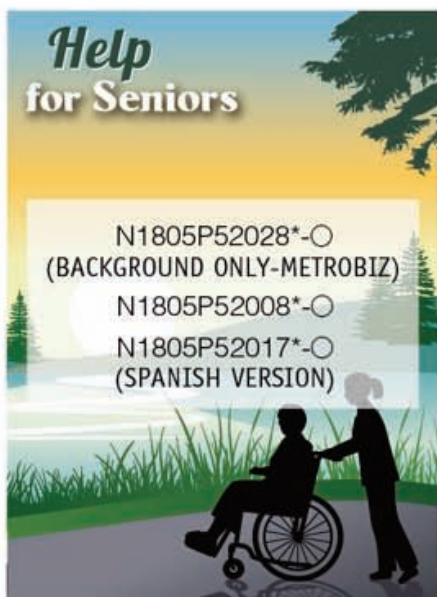
PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



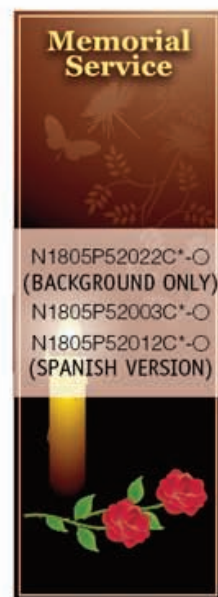
PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



MCC KEYWORD HINT: Jeweler  
N1805P53007C-●



MCC KEYWORD HINT: Cosmetic Surgery  
N1805P53008C-●



MCC KEYWORD HINT: Garden Center  
N1805P53009C-●



MCC KEYWORD HINT: Animal Hospital  
N1805P53010C-●



MCC KEYWORD HINT: Florist  
N1805P53011C-●



MCC KEYWORD HINT: Event Planner  
N1805P53012C-●

### 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.



N1805P53001C\*-○



N1805P53002C\*-○ 



N1805P53003C\*-○



N1805P53004C\*-○



N1805P53005C\*-○



N1805P53006C\*-○



N1805P54011A\*-○



N1805P54012A\*-○



N1805P54013A\*-○



N1805P54014A\*-○



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N1805P54010C\*-○



N1805P54004C\*-○



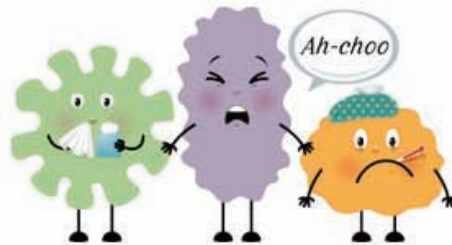
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N1805P54007C\*-○



N1805P54008C\*-○



N1805P54006C\*-○



N1805P54005C\*-○



N1805P54009C\*-○



N1805P54003C\*-○



N1805P54001C\*-○





N1805P55007C\*-○



N1805P55004C\*-○



N1805P55005C\*-○



N1805P55009C\*-○



N1805P55002C\*-○



N1805P55006C\*-○



N1805P55003C\*-○



N1805P55001C\*-○



N1805P55008C\*-○



N1805P55010C\*-○



**MCC KEYWORD: ICON SET, Weddings**  
N1805P56001C\*-O



**MCC KEYWORD: ICON SET, Exercise**  
N1805P56002C\*-O



**MCC KEYWORD: ICON SET, Funeral**  
N1805P56003C\*-O



**MCC KEYWORD: ICON SET, Sympathy**  
N1805P56006C\*-O



**MCC KEYWORD: ICON SET, Police**  
N1805P56005C\*-O



**MCC KEYWORD: ICON SET, Mother's Day**  
N1805P56004C\*-O



N1805P57020C\*-○



N1805P57026C\*-○



N1805P57030C\*-○



N1805P57035C\*-○



N1805P57001C\*-○



N1805P57006C\*-○



N1805P57010C\*-○



N1805P57015C\*-○

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



**MCC KEYWORDS: ICON SET, MOTHER'S DAY**  
N1805S57039C\*-○



N1805P58006C-●  
GRILLED CHICKEN



N1805P58002C-●  
MEATBALLS



N1805P58005C-●  
CHICKEN DRUMSTICKS



N1805P58008C-●  
CHICKEN CUTLETS



N1805P58003C-●  
CHOPPED MEAT



N1805P58001C-●  
LAMB CHOPS



N1805P58007C-●  
RAW MEATS



N1805P58004C-●  
PORK CHOPS



N1805P59006C-●  
LONDON BROIL WITH FRENCH FRIES



N1805P59007C-●  
CHOPPED MEAT



N1805P59003C-●  
PORK ROAST



N1805P59005C-●  
RAW WHOLE CHICKEN



N1805P59002C-●  
CHICKEN BREASTS



N1805P59004C-●  
LAMB CHOPS



N1805P59008C-●  
PORK CHOPS WITH SALAD



N1805P59001C-●  
RIB STEAK



N1805P60001C-● STRAWBERRIES



N1805P60014C-● BLUEBERRY CHEESECAKE



N1805P60017C-● CUPCAKE



N1805P60022C-● FROZEN YOGURT



N1805P60010C-● OLIVE OIL



N1805P60011C-● BLUEBERRY CHEESECAKE



N1805P60005C-● ORANGE JUICE



N1805P60019C-● CHOCOLATE BUNDT CAKE



N1805P60003C-● MACAROONS



N1805P60013C-● CHEESEBURGER



N1805P60016C-● BREAKFAST



N1805P60009C-● HUMMUS & CHIPS



N1805P60012C-● CHEESEBURGER & FRIES



N1805P60029C-◇ HUMMUS & CHIPS



N1805P60033C-◇ CHOCOLATE BUNDT CAKE



N1805P60031C-◇ BLUEBERRY CHEESECAKE



N1805P60027C-◇ PICKLES



N1805P60030C-◇ CHEESEBURGER



N1805P60028C-◇ ASPARAGUS



N1805P60035C-◇ STRAWBERRIES & CREAM

# Cue the Grill!

Low prices on premium quality meats, poultry and more for your best summer barbecues!



N1805P58006C-●

● N1805P59001C-



**Bone-In Ribeye Steak**  
**\$7.99** lb.

**Boneless Chicken Breasts**  
**\$2.19** lb.



**Skirt or Flank Steak**  
**\$8.99** lb.

N1805P59003C-●

● N1805P59002C-

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

Lean Ground Turkey  
**\$1.99** lb.

Pork Loin Back Ribs  
**\$3.49** lb.

Boneless Beef Tri-Tip Roast  
**\$5.99** lb.

## Deli Sides & Salads

German Potato Salad  
**\$2.29** lb.

Creamy Macaroni Salad  
**\$2.99** lb.

Tangy Cole Slaw  
**\$1.99** lb.

American Cheese  
**\$2.79** lb.

Cheddar Cheese  
**\$2.99** lb.

## All the Fixings

Vine-ripened Tomatoes  
**79¢** lb.

Iceberg Lettuce  
**99¢** lb.

Vidalia Onions  
**49¢** lb.

Hass Avocados  
**2 for \$1**

Name Brand Snack Chips  
00 oz. varieties  
**\$1.89**

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

Name Brand Relish  
00 oz. jar  
**\$1.79**

Name Brand Pickle Spears  
00 oz. jar  
**\$3.79**

Name Brand Hamburger Buns  
12 ct. package  
**\$1.99**

Name Brand Hot Dog Buns  
8 ct. package  
**\$1.49**

Advertised offers good through May 09, 2018. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

# ValFresh Grocery Market

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

AD# N1805A61001C

PASS 6 COL. x 21

AD# N1805A61002C

10 x 13

Support for area businesses is fundamental for a strong community and the foundation of every publication's ad revenue. This valuable content is designed to position your paper as the champion of local businesses, and therefore allow you to take the lead with "shop local" advertising.



N1805P62004C-●



N1805P62003C-●



N1805P62012C\*-○



N1805P62010C\*-○



N1805P62006C-●



N1805P62019C\*-○



N1805P62014C\*-○



N1805P62008C\*-○



N1805P62005C-●



N1805P62018C\*-○



N1805P62017C\*-○



N1805P62011C\*-○



N1805P62002C-●



N1805P62015C\*-○



N1805P62016C\*-○



N1805P62013C\*-○



N1805P62001C-●



N1805P62007C\*-○



N1805P62009C\*-○



MCC KEYWORD HINT: week1

This is your illustration and copy for May 3, 2018.

### Coworkers in the Service of God



The creation of the world and the salvation of the soul stands in a work in progress. Every dawn is a new day, a new beginning, but more than just a new day, it is a new creation. The world is clearly in the process of becoming what it will be, and we are coworkers with God in determining how things will work out. Just as the physical universe is in flux, so too is the moral universe. Good and evil are locked in mortal combat, and we are all called to do our part on the side of God and the angels. It can sometimes be discouraging to see how departed people can be remembered, which should serve their people, sometimes seem more bent on judging or criticizing than taking advantage of them. Vices and virtues of men there will always be, but we can take heart that most of us struggle when we see people acting unethically, and the human heart is more moved by pity, compassion and kindness than by cruelty and evil. And while there may be a lot of misery in every heart, most of us are more inclined to become better human beings and to help our fellow human beings than to face them. So take up your cross (or your shield), and help God and your fellow men fight the good fight. —Christopher Stone

AD# N1805A63001C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week2

This is your illustration and copy for May 10, 2018.

### Guarding the Gates of the Senses



Sometimes the invaders of the spirit, without the following the senses, seeking to enter the order "All should take the most diligent care to guard the gates of the senses—particularly the eyes, ears, and tongue." Guarding the senses and controlling them from within is a good advice for all of us, not just activities involving an holy order. One way that we can do this is to maintain "control of the eyes," meaning that we should not allow our eyes to look anywhere we please, giving holy custody the power to direct our gaze. There are many things that it would be better not to see. We might cannot control things that we have seen them, and some things get burned into our minds, as when Parents do not teach their children control of the eyes. As a former teacher of students used to say, you must first get control of your student's eyes. But not just the eyes, for what we hear and read and what goes in and out of our mouths also leaves its imprint on our souls. There is a place of the eyes as well as of the ears, and even a place of the heart and soul. We do not remember that God often speaks to a whisper, and if we are overwhelmed by noise and distractions, we might not hear, or taste the goodness of the Lord. —Christopher Stone

AD# N1805A63002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for May 17, 2018.

### Cultivating Strength of Spirit



How often do you find yourself praying to be released of your pain and frustration? Perhaps it would be better to pray to have the strength, courage and patience to bear your tribulation. This prayer becomes necessary as we grow in age, since our bodies eventually wear out. As the saying goes, "Old age is not for saints," at least in part because the elderly almost inevitably have their share of chronic aches and pains. As the writer Philip Roth remarked, "Old age isn't a battle, old age is a massacre." But it is also worth remembering that certain tribulations actually contribute to our character, making us better people by refining in certain outward forms or tendencies. So how do we develop the necessary strength of spirit to bear our pain and tribulation? One way to get in the habit of doing small things every day which are difficult, painful, or just plain boring. This practice will help you to develop fortitude and strength of spirit for the more difficult and painful tribulations, which are bound to come. And remember that your suffering, you are in some ways starting in the suffering of our Lord, who suffered greatly to let us have our earth. —Christopher Stone

AD# N1805A63003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for May 24, 2018.

### Being Disciplined



"Discipline" is a word that is synonymous with training. We can use the expression "being disciplined" to mean that one does not give in to temptation and has regulated his or her life in such a way that there is order and that one's life is productive. We can also talk of "being disciplined" to mean that one is being prepared for external forces or agents. Parents discipline their children in an attempt to help them develop that self-control or discipline which is necessary for them to flourish well. In a spiritual sense, discipline is a training program with meaning. There are a variety of practices which might be termed "disciplines," such as fasting, prayer, and silence, which help one to develop the proper attitude for the spiritual realm. Self-discipline is such an important character trait that without it life becomes chaotic. People who cannot regulate themselves find themselves addicted to drugs, alcoholism, and without the moral structure to sustain their own lives. The religious disciplines are helpful in training people to be autonomous, self-motivated members of society, but many of us have forgotten how to do these things, which is why having a spiritual mentor or guide is important. Over the course of weeks, we will examine a variety of spiritual disciplines, including meditation, fasting, prayer, and study, as well as simplicity, service and submission. Submit an email of your own life where you need to be more disciplined. —Christopher Stone

AD# N1805A63004C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week5

This is your illustration and copy for May 31, 2018.

### Meditation



A spiritual discipline, meditation can take many forms. Sitting, lying or kneeling quietly and emptying the mind is perhaps one of the simplest forms of meditation, and can be done almost anywhere or anytime, even during the momentary spaces of a hectic day. Another form of meditation is to ponder a piece of scripture, for instance, repeating a short verse, such as "Lord, have mercy on me, a sinner." Meditation can be done with eyes open or closed, and one can meditate while motionless by simply contemplating nature. Taking in the glory of creation and reflecting on God's handiwork is a form of meditation that can be practiced while looking at the trees and listening to the birds, or even while watching waves. For more forms of meditation, we might want to have a quiet place to meditate, away from the distractions of daily life, especially the phone and the computer wires, and a relaxed but upright posture is usually best. You want to be relaxed but not in a position where you are likely to fall asleep. A final form of meditation is to meditate on some current event, and to contemplate a spiritual response to that event. As a way to foster spiritual growth, meditation is a discipline that should be done regularly, and with the aim of becoming a better person. The lesson that one learns through meditation should have a positive impact on your relationships with others and should be part of a wider effort to improve the world. —Christopher Stone

AD# N1805A63005C PASS 2 COL. x 5.25



N1805P63017C\*  
N1805P63016C\*  
N1805P63015C\*



N1805P63015C\*

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N1805P63003C\*

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AD# N1805A63006C PASS 6 COL. x 7



N1805P63011C\*  
N1805P63013C\*  
N1805P63012C\*

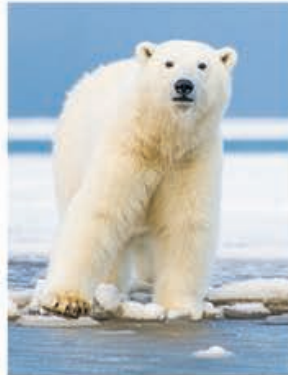


N1805P63013C\*  
N1805P63012C\*

N1805P63014C\*



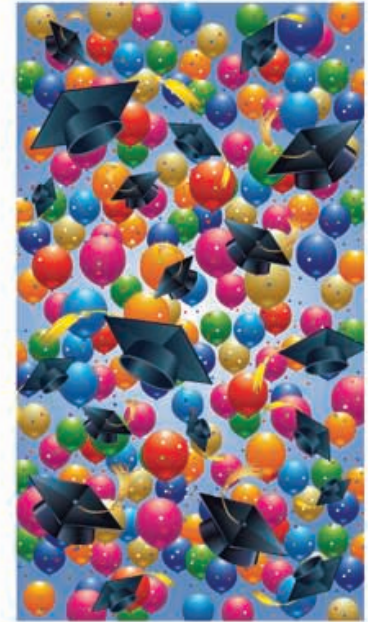
N1805P64001C-●  
(Noah's Ark)



N1805P64002C-●  
(Polar Bear)



N1805P64009C\*○  
(Super Nurse with Chart)



N1805P64018C\*○  
(Graduation with Balloons Background)



N1805P64003C-●  
(Polar Bear with Cub)



N1805P64008C\*○  
(Super Nurse with Blood Pressure Cuff)



N1805P64007C\*○  
(Super Nurse with Large Bandage)



N1805P64005C-●  
(Little Girl Physical Therapy Session)



N1805P64011C\*○  
(Super Nurse with Lung X-Ray)



N1805P64013C\*○  
(Super Nurse with Stethoscope)



N1805P64012C\*○  
(Super Nurse with Chest X-Ray)



N1805P6400x0C-●  
(Uncooked Shrimp)



N1805P64019C\*○  
(Mother's Day Heart Swirl)



N1805P64017C\*○  
(Car Graphic)



N1805P64010C\*○  
(Super Nurse with Crutches)



N1805P64004C-●  
(Distracted Woman in Kitchen On Fire)



N1805P64016C\*○  
(Car Graphic)



N1805P64015C\*○  
(Car Graphic)



N1805P64014C\*○  
(Birthday Card with Envelope)





N1805P66008C-●  
NO TOBACCO



N1805P66003C-●  
GIRL WITH MADE IN CANADA STAMP



N1805P66005C-●  
GRIZZLY BEAR



N1805P66001C-●  
CANADIAN FLAG MADE FROM  
THUMBPRINTS



N1805P66009C-●  
GIRL HOLDING CANADIAN FLAG



N1805P66002C-●  
VICTORIA, BC



N1805P66007C-●  
QUEEN VICTORIA



N1805P66010C-●  
WHEAT FIELD, SASKATCHEWAN



N1805P66004C-●  
BICYCLES WITH CANADIAN FLAGS



N1805P66006C-●  
DOWNTOWN MONTREAL



N1805P67008C\*-O



N1805P67001A\*-O



N1805P67002A\*-O



N1805P67011C\*-O



N1805P67015C\*-O



N1805P67010C\*-O



N1805P67016C\*-O



N1805P67017C\*-O



N1805P67018C\*-O



N1805P67021C\*-O



N1805P67007C\*-O



N1805P67013C\*-O



N1805P67012C\*-O



N1805P67019C\*-O



N1805P67009C\*-O



N1805P67014C\*-O



(GRAB YOUR HAMMERS!)  
 N1805P67005C\*-O



N1805P67020C\*-O



(JUST FOR YOU, MOM)  
 N1805P67006C\*-O



(YOUR DREAM LANDSCAPING)  
 N1805P67003C\*-O



(HAVE YOU PLANNED YOUR SUMMER VACATION?)  
 N1805P67004C\*-O

Bonus images available in the MCC Creative Library:



N1805P68003C-●



N1805P68004C-●



N1805P68002C-●



N1805P68001C-●



N1805P68005C-●

## 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).

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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.

View this month's **Lawn & Garden Guide** 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:



N1805P69003C-●



N1805P69004C-●



N1805P69001C-●



N1805P69005C-●



N1805P69002C-●

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TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



# Powerful New Image Sources to Drive More Auto Sales



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

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

- **Brand name images presented in manufacturer colors.** You get a library of professionally-crafted brand name auto images shown from differing angles in manufacturer-approved colors. Current models are added annually to the ever-growing collection.
- **Stylized Images.** Enhanced with stylized effects, these realistic photo images give you and your advertisers a striking look to create impactful section covers, garner attention and inspire auto sales action.
- **Advantage: Size and resolution.** Each image is available in high resolution 300 dpi at a physical size large enough to easily drop into a doubletruck or full-page broadsheet layout — or even large-scale advertising like billboards. The advantage for you and your advertisers is the ability to create and present image-driven designs that are packed with visual punch.

The perfect companion to Metro's *Auto Photo Library*, *Stylized Auto Images* can take your auto sections and advertising to the next level. Give your entire team access to this ever-growing library of more than 170,000 specialized images for one low subscription rate, and start revving up your publication's auto section sales today! For details, call Client Services at 800-223-1600. M

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May MNS will put your spring sales in full bloom, with coverage of Mother's Day, seniors, healthcare, weddings, funeral planning, Police Week, spring flowers, Memorial Day, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

## MiAD SPEC AD LIBRARY

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



APRIL Issue  
PP. 53-65

## CAMPAIGNS & CLASSIFIED

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

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- Fresh, eye-catching imagery
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