

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

M E T R O

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



FATHER'S DAY

Raise Father's Day sales with ads, images and ideas for gift and restaurant advertisers.



JULY 4TH

Spectacular ads and images to showcase retail sales, special events and patriotic spirit!



TRAVEL

Valuable all-inclusive coverage for a range of travel, activity and staycation advertisers.



FRESH CONTENT TO SYNC LOCAL ADVERTISERS WITH MONEYSMAKING PROMOTIONS FOR SUMMERTIME

MIAD Spec Ad Library PP. 73-80. Ready-to-sell small-space ads geared toward summertime, travel and Father's Day - MIAD enabled!

EDITORIAL FEATURES & TEMPLATED SPECIAL SECTIONS: Health & Wellness • How To • June Timely Features



METRO Moneymakers

SUMMERTIME



ON THE COVER: N1506P47003C

Use this active image to promote summer slim-down specials from a weight-loss center, supplement store or restaurant; outdoor fitness merchandise; SPF protection; and more this season!

Heat up sales in time for summer's official start on June 21 with the latest features!

- A "summer scene" Marketplace design features ads for pool companies, medspas, marine supply stores, swimwear retailers, iced summer refreshments, and boat sales and services (13).
- Other seasonal ads target ceiling fan installation, seasonal allergy solutions, pedicures, weed control products, sunrooms and sporting goods, all of which are top ad prospects for June!
- Offer multiple advertisers a place to showcase their summer merchandise and service specials with a double-truck design (24).
- Run an ad featuring multiple "summer savings" coupons on featured products (65).
- June's MIAD Spec Ad Library features additional summer-themed spec ads!



FATHER'S DAY



Father's Day is Sunday, June 21, and National Retail Federation statistics show the average person will spend about \$113 on gifts for Dad with total spending reaching about \$12.5 billion.

- Find a collection of individual Father's Day ads presented in a directory promoting recliners, men's gifts, restaurant specials, hardware and tools, bicycles, outdoor gear and electronics (31).
- A Themed Event Package features a section cover and quick-sell feature, as well as a print and Web campaign for a retailer advertising men's casual, career and athletic fashions (32).
- Invite multiple sponsors to participate in a "Top Pop Father's Day Essay Contest" (8).
- Find many more Father's Day ads featured in June's MIAD Spec Ad Library.



JULY 4TH



Find spec ads and creative content ideal for a wide variety of Independence Day advertisers featured in June's Metro Newspaper Service.

- Get a head start on promoting your community July 4th celebrations with an event ad for "July 4th fireworks and fun" featured in June's calendar layout. Also find an ad featuring special Flag Day savings on American flag kits included on this page (17).
- A home improvement center invites customers to "save on 'the works' this July 4th" (11).
- Promote partyware specials from a variety shop or 99¢ store (20), and run a sponsored message celebrating the spirit of Independence Day (21).
- Canada Day versions of most July 4th ads and elements can be found on MCC — look for the maple leaf next to the filename!



TRAVEL



As readers gear up for summer travel season, access ads and ideas to lock in advertisers.

- A Themed Event Package offers a "local travel" section cover and quick-sell feature, perfect for showcasing area resorts and attractions (33).
- Tout "sensational family vacation savings" in print and online with a campaign for a beach resort offering valuable freebies for kids (33).
- Another beach resort ad gives advertisers 10 ways to showcase their selling points (27).
- Shore areas can use this month's shaped Specialty Ad to invite readers to explore their options online or at the local visitors' center (40).
- Encourage auto repair advertisers to get in on the action with road-trip-ready services (41).
- Promote local attractions with a full-page "summer staycation" directory layout (43).



FOOD & BEVERAGE



Beef up dining and entertaining coverage with a generous helping of fresh content.

- Find a wide variety of photos featuring popular appetizers and "pub grub" such as nachos, chicken fingers, fries, onion rings, mozzarella sticks, wings, potato skins and spinach dip for use in bar and restaurant ads, especially happy hour and late-night menu promotions (62).
- Promote weekly specials from various restaurants in a "local dining deals" directory (65).
- Promote Father's Day dining with an ad touting a prix-fixe dinner special (27).
- Partner advertisers on a *Single Sheet* featuring BYOB restaurant specials on one side and offerings from a nearby liquor store on the other (41).
- Also find ads for sushi, donuts, smoothies, summer cocktails, beer, wine and spirits (18, 19, 34).



JUNE PROMOTIONAL OPPORTUNITIES



Target other hot opportunities in June with these ready-to-sell spec ads:

- Focus on beauty with multi-coupon ads for a salon and beauty supply store, as well as a *Single Sheet* salon promotion and ads for medspa services, massage and pedicures (13, 19, 41, 65).
- Run a sponsored tribute to your area's dairy producers, and find plentiful images to create ads for restaurants, ice cream shops and retailers celebrating June Dairy Month (61).
- Promote your own publication with a print and online campaign that positions your paper as the place to connect with local businesses, from doctors to cleaning services or legal services (35). Other ads showcase subscription specials and your publication's expertise on local news, events, shopping and entertainment (59).
- Ads for other popular advertisers include kitchen and bath remodeling, wedding flowers, (27), bail bonds, storage and baby gear (18, 19).



JUNE CUSTOMER REQUESTS

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



N1506P72007C

JUNE 2014's MOST DOWNLOADED IMAGE & AD!



N1406P14005C

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

These are the most downloaded to date from the JUNE '14 issue of MNS.



N1406A29003C

JUNE TEMPLATED SPECIAL SECTIONS

June's Fully Templated Sections (TSS) in Print & Online:

- HEALTH & WELLNESS
- HOW TO

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



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W COMPANION WEB ADS NOW AVAILABLE ON MCC!

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

METROFEATURE

BeeBuzzPoints
Your Monday Morning Update!

Click here to claim your **Weekly Bonus**

Don't miss out on this week's chance to earn 5,000 points. Click the WEEKLY BONUS link from this email. Get a special participating advertiser reward for subscribers to our *Sacramento Bee*!

Click here to claim your **DC Bloom**

Win an exciting trip to our nation's capital for the National Cherry Blossom Festival! You and a friend will enjoy a Washington DC in full bloom this Spring!

Click here to win!

BONUS POINTS ALERT!

Look for the special DC in Bloom words all this week!

Get 500 extra points, every day!

CLICK HERE!

All these and more! Click BeeBuzzPoints.com for details.

Since 2010, *The Sacramento Bee* has buzzed with opportunities for readers to connect with the newspaper on a daily basis through its loyalty program, Bee Buzz Points. To see more, visit Facebook at: <https://www.facebook.com/SacBeeBuzzPoints> or Twitter at: <https://twitter.com/beebuzzpoints>

Join BeeBuzzPoints!
www.beebuzzpoints.com

- 1 it's easy and free**
Go to BeeBuzzPoints.com and join, and to get you started, we'll give you 5,000 reward points just for becoming a member.
- 2 get reward points**
Have fun earning points by doing a variety of things like answering trivia questions, finding the daily buzz word in *The Bee*, playing games, and attending events.
- 3 win prizes**
As your points add up, use them to enter contests to win great prizes like computers, tickets to local events & gift cards. You can even trade-in your points for special live events or for items at the BeeBuzzPoints.com.

It's *The Bee's* way of saying thank you.
Join today to get points, win prizes & have fun!

THE SACRAMENTO BEE
Stay Connected sacbee.com

The Sacramento Bee Loyalty Program Builds Big Buzz

The Sacramento Bee
SACRAMENTO, CALIFORNIA

There are loyalty programs and then there's *The Sacramento* (California) *Bee's* super successful Bee Buzz Points. Launched in 2010, the program's ranks have grown to nearly 53,000 — all active users — with new members joining daily. The secret to its success?

"With Bee Buzz Points, we're driving participation and positive interaction with the newspaper on a daily basis by making it a part of people's daily routines," says loyalty manager Greg Saunders. "In other words, we're building habits through delivering good news on a regular basis."

Bee Buzz Points members collect points on a daily basis through a variety of interactive activities sponsored by the newspaper. Readers can search for the Buzz word of the day — which appears both in the pages of *The Sacramento Bee* and on the Bee Buzz Points Web site and Facebook page — play Blackjack, test their trivia skills, participate in surveys and polls, answer questions and much more. Points also accrue for members' visits to Bee Buzz Points on Facebook and Twitter. Each of these activities is an opportunity to earn points that can be traded for chances to win prizes such as event tickets (A chance to see Cirque du Soleil, anyone?), gear (Dreaming of owning a mountain bike or refractor telescope?) or shopping opportunities (How about trying for an Amazon or Visa gift card?). Saunders notes that while the program's platform provider provides the larger, national prizes, tickets to local events and Sacramento-area goods and services are often provided by Bee advertisers and the newspaper itself.

"We're always talking to advertisers about using their goods and services as prizes," Saunders notes. "These are value-added opportunities for our advertisers because they not only get a highly effective ad in *The Sacramento Bee* in return, but they get to interact with thousands of readers and appear in our Bee Buzz Points newsletters. They get a lot of buzz for their buck."

The newspaper donates prizes such as tickets to sporting events at Sacramento's Sleep Train Arena, with seating in *The Sacramento Bee* suite next to the newspaper's sports writer and free parking thrown in for good measure.

But Bee Buzz Points has done more than attract over 53,000 loyal participants who visit the newspaper daily to collect points, enter contests, and vie for prizes. Adds Saunders, "The program is also having a positive impact on retention, above and beyond the branding opportunities, and adding value to the newspaper. As a result of Bee Buzz Points and the added value, we have a 15-percent rise in the number of people who continue to subscribe to the newspaper."

For *The Sacramento Bee*, the creation of a loyalty program has had an enormous positive impact on the relationship between the newspaper and both its readers and advertisers.

"Bee Buzz Points creates a sense of community and two-way communication with subscribers," he says. "It's a way to communicate positively with subscribers, but also to create value-added opportunities for advertisers and mutually beneficial partnerships with Sacramento-area institutions and businesses."

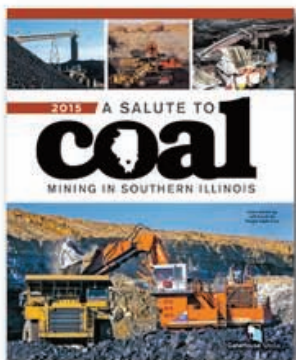
M (P1506B02001C)

For more information, contact Greg Saunders, Loyalty Manager, *The Sacramento Bee*, Sacramento, California, at gsaunders@sacbee.com.

METROFEATURE



2014 cover and pages below.



Double glossy cover in 2015.



"Mining Memories," a tribute to coal mining and coal miners published in both 2014 and 2015 is among the most successful special sections produced by a group of GateHouse Media publications in southern Illinois.



"Mining Memories" Fuels Appreciation for a Local Way of Life

GateHouse Media, Inc.
SOUTHERN ILLINOIS

■ Coal mining in Illinois dates back to the earliest years of the nineteenth century and has been a major force in the state's economy and culture ever since. For large numbers of residents of the southern part of the state, coal mining was and still is a way of life. To acknowledge and celebrate the men and women of Illinois' coal fields — both past and present —

GateHouse Media published a special section, called "Mining Memories," which debuted in many of its southern Illinois newspapers in February 2014.

While the 66-page, glossy-covered tab looks into the history of coal mining in the state, profiles several currently operating mines and mining companies, offers information about Illinois counties' coal mining production in recent years, and reveals the link between coal mining and the state's largest park, "Mining Memories" is first and foremost a tribute to area coal miners.

"The idea for the section came from looking at the communities we serve and evaluating what people want to see and read," explains Jaime Reynolds, multimedia sales manager for GateHouse Media in southern Illinois. "To this day, coal mining is one of the leading sources of jobs and family careers in this area, so it affects a lot of lives. And when we looked at the kinds of pieces that will be meaningful to readers and supported by businesses, a focus on coal mining and coal miners was a natural."

Readers were invited to submit tributes to loved ones who spent their working lives in southern Illinois coal fields and they responded — in droves. The tributes spanned both time and place, from old timers who passed on years ago to young miners currently on the job. One Harrisburg, Illinois resident submitted photos of three members of her family — her

father, grandfather and uncle — whose combined time working as coal miners began in 1900 and totaled 128 years. While few of the featured miners worked as long as her grandfather and uncle, who each put in 45 years at several of the region's coal fields, many of the honored individuals had spent the better part of three decades working the mines.

The success of the 2014 section inspired Reynolds and her GateHouse Media colleagues to publish a second edition in February 2015. In fact, "Mining Memories" has been upgraded to an annual special section that will be distributed across southern Illinois both as an in-paper insert and a standalone publication that can be purchased for \$1.00.

Notes Reynolds, "This year's section was bigger and better, with a lot more advertising, a higher page count, and a nicer presentation that included double glossy covers and a glossy centerfold. We have a lot of coal mining-related businesses here, so both issues had a well rounded advertising base. This year, however, we went after a wider range of advertisers and more than doubled our advertising revenue — from \$9,275 in 2014 to \$22,355 in 2015."

Looking ahead, Reynolds and her colleagues will focus on maintaining the section's success and continuing its growth.

"This was a big project," she says. "We do quite a few special projects throughout the year, but nothing that has been as well received as 'Mining Memories.' The key to this section is the reader interaction that comes from people contributing photos and tributes to their loved ones. As a result, this section means something more to them."

M (P1506803001C)

For more information, contact Jaime Reynolds, Multimedia Sales Manager, GateHouse Media, Inc., at jreynolds@gatehousemedia.com.

METROFEATURE

With NAA research showing that U.S. adults trust newspaper advertising, make shopping decisions based on print or online ads, and expect their local paper to contain ads they want to read, why not position your paper as the champion of local business by offering area advertisers combo package buys? Metro's "Shop Local" sales campaigns (at left) and Multi-Platform Ad Packages (below) give you the tools you need to promote local shopping across all platforms. Each month, companion print, Web and mobile ads are available in today's most popular ad sizes, making it easier than ever to create local ad campaigns that will increase your ad revenue exponentially.

Newspaper Advertising Continues to Deliver Results

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

■ Pundits have been predicting the demise of print publications for decades. And while it's true that the industry continues to face substantial challenges with the introduction and increased popularity of digital and mobile media, print is far from dead — and advertisers need to be reminded every so often why that is the case.

Here are five of the best reasons that print publications — particularly newspapers — will not only survive the digital revolution, but continue to thrive:

Trust: Despite the tremendous growth of digital and mobile media, consumers consistently consider newspapers far more trustworthy and believable than television or the Internet. According to "How America Shops and Spends 2014," a survey commissioned by the Newspaper Association of America, nearly 80 percent of adult Americans took action in the past month on the basis of information contained in a newspaper advertisement. Moreover, more than half of adults in the U.S. report making a shopping decision based on a print or online newspaper ad. Not only do readers trust newspaper advertising, they both expect their local publication to contain ads and want to read them!

Flexibility: Print publications offer advertisers a wide range of options. Not only can advertisers create ads of any size to fit any budget, production requests and changes can be handled quickly — even at the last minute. Print ads can also appear in a variety of contexts, from the regular pages of a publication to lining the bottom of the pages of special keepsake sections or editions.

Adaptability: Publications are

increasingly creating content — advertising — that works across multiple platforms. Newspapers and other publications no longer consider themselves as simply members of the print industry, but as key players in the larger media landscape. And, since research shows that advertising effectiveness increases as a result of multiple interactions with an ad across platforms, media companies offering print, digital and mobile options are perfectly positioned to drive results for their advertisers. Finally, as print publications with online and mobile content become increasingly savvy collectors and users of demographic data, they will not only know more about readers' habits, but will be able to optimize the effectiveness of both content and advertising.

Audience: Consistently, newspaper readers are the people advertisers want to reach. The "How America Shops and Spends" survey revealed that 79 percent of "upscale" consumers, 79 percent of college students, and 78 percent of professionals read newspapers or visit newspaper Web sites weekly.

Results: Ads in print publications are not annoying distractions. They are sought-after reader destinations that drive traffic to advertisers' businesses, move merchandise, solidify reputations, build community, and increase brand awareness. In short, print advertising — especially when paired with digital and/or mobile efforts — continues to deliver stellar results.

M (P1506B04001C)

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

METROFEATURE



The DeKalb (Illinois) Daily Chronicle couples its traditional bridal section with a 24-page, glossy wedding planner that is handed to brides- and grooms-to-be when they place engagement announcements in the newspaper.



Bridal Planner Marries Form and Function

DeKalb Daily Chronicle
DEKALB, ILLINOIS

■ Weddings — even small affairs — are a big deal. Given that the cost of the average wedding in the U.S. topped \$30,000 in 2014, most engaged couples welcome assistance with planning and budgeting. Future brides and grooms in DeKalb, Illinois can count on help from their local newspaper, the *DeKalb Daily Chronicle*, in the form of a comprehensive bridal planner that has been published annually each January since 2013.

This year's publication, a 24-page, all-glossy booklet called simply "2015 Bridal Planner," is packed with information, tips and planning tools about every aspect of typical nuptials, from invitations, wedding colors, flowers and photography to vows, menus, cakes and traditions. The booklet begins with a wedding timeline (what to do when) and ends with an index of advertisers broken down by service (cakes, catering, DJs, etc.). There are also budget worksheets and a page for notes.

Design elements are consistent throughout the section. Rounded fuchsia banners appear at the tops of most pages and a fuchsia floral pattern provides a subtle and elegant background that carries through from the front cover to the inside back cover.

"All of our niche products have a distinct magazine-style design that sets them apart from traditional ROP sections," explains the *Chronicle's* advertising and marketing director, Karen Pletsch.

"The content of the guide has also remained fairly constant over the years, but is updated annually to be consistent with current trends."

While the bridal planner targets engaged couples and is distributed directly to betrothed individuals when they come in to place their engagement announcements, the *DeKalb Daily Chronicle* also publishes a traditional bridal section that is distributed in the newspaper.

Says Pletsch, "By bundling the two pieces — a newsprint bridal tab and the companion planner — we have developed a package for advertisers that both targets the masses and gets into the hands of brides- and grooms-to-be. It's our ability to get the planners directly into the hands of engaged couples that is the key piece — and something no one else can offer."

The *Chronicle's* bridal package generates approximately \$5,000 in advertising revenue — a tidy sum for this small, northern Illinois daily. In future years, Pletsch and her colleagues hope to expand the reach of its bridal publications in order to attract new advertisers and provide assistance and information to additional couples engaged in the process of planning a wedding.

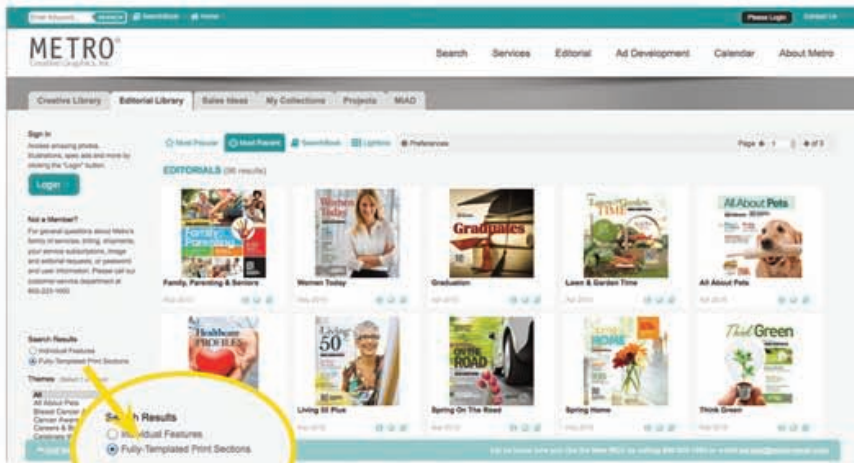
"Our goal is to continue providing the best delivery — to subscribers and targeted audiences," she adds.

■ (P1506B05001C)

For more information, contact Karen Pletsch, Advertising & Marketing Director, *DeKalb Daily Chronicle*, DeKalb, Illinois, at kpletsch@shawmedia.com.



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Search for the *How To* Templated Special Section, and all TSS, in the Editorial Library of the new MCC. Templated Special Sections for print are ready-to-sell 24-page sections available in QuarkXPress or InDesign format. TSS are an optional purchase, individually or by subscription.



Editorial Opportunity: "How To" Make Some Cash

There are few topics for evergreen sections that can compete with the potential of a "How To" theme. Talk about versatility! "How To" sections can be adapted to directly appeal to every locale and every type of business. For this reason, many publications place it on their annual schedule year after year.

There are many ways to approach "How To" sections, too. Some publications prefer to let advertisers, themselves, address the ask-and-answer motif on native-content full or half pages. Others create a consumer-oriented section that includes community information and important area contacts.

Here are some suggestions for your "How To" sections approach:

Out of One, Many

Instead of one large section, the theme lends itself to a huge number of subcategories that can each be made into niche sections. For example:

- A "How To" home improvement section can offer info on choosing a contractor, repurposing items (i.e., create lighting, turn an old dresser into a bathroom vanity, etc.), selecting the right paint for the job, understanding basic plumbing and electrical terms, and more.
- A "How To" section on health & wellness can cover the gamut of fitness, nutrition and medical options.
- A "How To" food section can include everything from how to choose an artichoke to how to grill fish; how to understand the differences between natural and organic and how to properly keep foods safe on picnics, and on and on.

Naturally, in each instance, an advertiser can be associated with supplying the goods and services that are part of the how-to solution.

Just for Kids

Think about bringing kids into your "how to" section, where the information provided directly relates to kids and their care. Or, bring it into your Newspaper In Education vehicles. Create a half-dozen how-to questions for teachers to use in class. Kids can use their imaginations to answer the questions and you can publish the best. Ask kids to write up how to wash their dad's car, how to make a grilled cheese sandwich, how to change a light bulb or practically anything else. Sell related advertisers for both print and online components.

Templated Special Section

Metro Editorial Services has been supplying a diverse selection of how-to features for many years, but now there is a complete, ready to sell 24-page **How To Templated Print Special Section (TSS)** available for optional purchase. It contains valuable and informative how-to features on travel, wellness, food, financial, home and many more.

The *How To* TSS can be downloaded from the *Editorial Library* in *newmcc.com*. Once you log in, you'll see the TSS check box on the lefthand search panel to view the selections. In the *More Information* window, accessed by clicking the icon below each TSS thumbnail, you can download the QuarkXPress® or InDesign® packages, and can see if you have already purchased that particular TSS.

Want to bring your section online? A ready to publish e-Section version of the *How To* TSS is available from *Metro e-Connect*.

How to Proceed

"How To" sections are a proven winning theme with consumers and advertisers. To get more information on acquiring the *How To Templated Special Section* for print and *How To e-Section* for online use, call 800-223-1600 or visit the *Templated Special Sections* and *e-Connect* areas of *newmcc.com*. **M**

Read in a *Plus Business* story how one publication successfully uses the *How To* theme year after year. Type P0906B04003C into the search box of the *Plus Business Library* in classic MCC. (Note the *Sales Ideas Library* in new MCC is under construction.)

P1506B06001C

Print and online
Fully Templated Sections,
just released:

Health & Wellness How To

(Available by separate
subscription or a la carte
purchase — 800-223-1600)



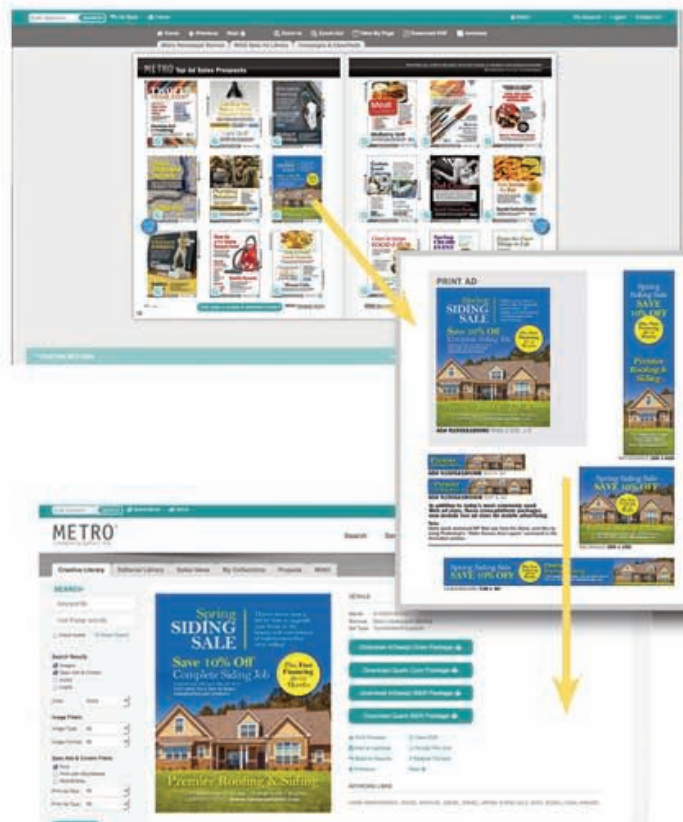
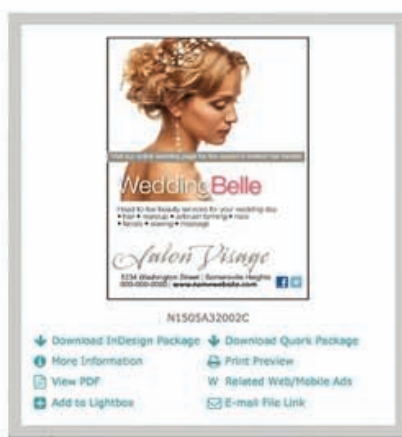
Find corresponding reader and advertiser
promotional ads for each templated section in
the MCC Creative Library.





Search the MCC Creative Library for images and spec ads simultaneously or separately. The Ad Type pull-down menu (below, left) simplifies searches for a wide variety of ad types designed for you to capture the gamut of sales possibilities. The Info Window (below, right) of any image or ad offers choices for viewing, printing, sending and downloading.

- All**
- Adscape/Shaped
 - Bonus Ideas/Covers
 - Campaign
 - Contest
 - Coupon Page
 - Directory
 - Marketplace
 - MetroBiz
 - Multiple Advertiser
 - Quick Sell Page
 - Religious/Spiritual
 - Single Sheet
 - Themed Event Package
 - Top Ad Sales Prospects



View the latest content each month in the online SearchBooks. Hover over spec ads on Top Ad Sales Prospects pages to see companion Web and mobile ads to gain additional opportunities for print/Web combination sales. Click any ad and be taken to it in the MCC Creative Library.

The New MCC Creative Library: Fresh Tools for Sales & Planning

Do you work in a sales or planning environment? If so, then you'll love the built-in features of the new **MCC Creative Library** that are designed to make your job easier, faster and more fun. Here is an overview:

SearchBooks™

Browse any SearchBook and click any page to go directly to the items presented on that page in the Creative Library, ready to download or print for reference. Get an on-screen visual of the current image, ad and ideas content, plan your monthly sales push around the content with the opening Moneymakers pages, develop a prospect list and save time searching and downloading, too!

MCC Creative Library

As soon as you log in, you've got options and choices for planning and sales. See top subjects of the month right on the opening screen and click to see a pre-selected search of current material on the topic, including images, print, Web and mobile spec ads and section cover designs.

Searches

Quickly peruse spec ad possibilities right alongside image search results, or separately. Use the handy check boxes and pull-down menus to search print, Web and mobile spec ads for inspiration and quick presentations.

Get Info Window

Click the *More Information* icon below any image or ad thumbnail to see the info window. There, you can:

- **Print a preview** of any image or ad. You can even add notes and comments before printing.
- **View a PDF** that can be downloaded for presentation or reference, or send a crisp-resolution e-mail to a prospect via Adobe® Reader's® e-mail function.
- **Click the E-mail File Link** to send a direct link to a colleague or creative staff to get them directly situated for download and production.
- **Add an item to the Lightbox** for review and download.

Ad Type Menu

The pull-down Ad Type menu simplifies searches on a wealth of planning and

sales opportunities with options for ads to approach people with all types of ad budgets, including:

- **Adscape/Shaped ads** that are "outside the box." Sell these specialty ads designed to gain extra attention in prime positions for a premium.
- **Campaigns** that help you take your presentation beyond a single ad so you can further impress and lock in a multiple buy. Most have a Web and mobile component as well to take your campaigns to both print and digital.
- **Top Ad Sales Prospects** that prepare you with presentation-ready print and digital ads for businesses most likely to advertise in that particular month.
- **Marketplace** page layouts, in broadsheet and tab sizes, that contain directory-style listings and display space so prospects with any size budget can participate.

... and more, including *Coupon Pages* and *Single Sheet* stand-alone flyers, among several others.

Coming Soon

The *Sales Ideas Library*, currently in development, will house a searchable database of 10-plus years of *Plus Business* stories which tell the tale of proven promotions directly from your industry peers. Additionally, all sales-related e-mail communications will also be archived in this area so that you can search the varied topics and timely events for revenue opportunities.

The new MCC online *Calendars* add another level of planning and daily opportunities. See an entire month at once, print pertinent info and get more info on events through the provided links. In addition, see upcoming content in your Metro services and the top sales prospects of each month.

A Library for the 21st Century

The new MCC Creative Library has been redesigned with the needs of sales and planning professionals top of mind. Go to newmcc.com today to try out all of these great features and you'll experience the difference the new MCC can make in your day! **M**

NAME NEWSPAPER

Healthy Life

Friendly Foods
Replenish the body right information

Disinfectant Discipline
Easy tricks to keep you healthy

Post-workout pointers to aid recovery

Personal Trainer

Nutritionist

N1506A08002C

A **Healthy Life** section can encompass a variety of informational articles and related ads on men's, women's and children's health issues as well as physical and mental fitness matters. Eating a healthier diet, developing a work-out routine, maintaining healthy teeth and gums, and so much more can be included.

NAME NEWSPAPER

Practical Pointers

Financial 411
How to get back on track with your finances

Unplugging to Unplug
How to get back on track with your finances

Practical Pointers

Make the most of small living spaces

N1506A08004C

Offer your readers a **Practical Pointers** guide that provides detailed, hands-on information on how to do just about anything. Because of the wide scope of subject matter a section like this can contain, there is no limit to the amount of interest it will receive from readers or revenue it will generate from advertisers.

NAME NEWSPAPER

July 4th Celebrations

A Look Back at the Events of 1776
Fireworks About the Declaration of Independence

July 4th Celebrations

Fourth of July barbeque essentials

N1506A08006C

A **July 4th Celebrations** guide can focus on patriotic events of the day, historical facts about the Declaration of Independence, hosting a party at home, and so much more. Include decorating ideas, menu suggestions, tips on planning a backyard barbecue, and a section on all those July 4th weekend sales since the holiday falls on a Saturday this year.

NAME NEWSPAPER

summerstyle

Beach Treats for All

Summer health and beauty guidelines

N1506A08008C

With summer in the air, now is good time to bring your readers up to date on the hottest fashion trends and accessories of the season with a **Summer Style** section. Add health and fitness and summer lifestyle info into the mix and you will appeal to men and women of all ages and to the advertisers that want to target them.

My Summer Vacation Photo Contest

Share your best summer snapshots from around the world or around town for a chance to win \$250 spending cash from our contest sponsor!

Post your photos online at www.metroreport.com/contests before the June 30, 2015 deadline. Our judges will select the top 50 photos, and our readers will choose the top 3 winners!

Readers, vote for your favorite photos June 05-08, 2015!
Everyone who votes will be automatically entered to win a \$50 cash prize!

Beach Resort
Boat Dealer
Camera Store
Travel Agency
Auto Dealer
Botanical Garden
Framing Shop
Photography Class
Vision Center
Aquarium

N1506A08009C

This summer, gas prices are expected to hover around a dollar less per gallon than last year, so weekend getaways and summer vacations may be back on the front burner. A **My Summer Vacation Photo Contest** can be a promotion that spans the entire length of the season if you position the submissions date in August. Publish entries on your site as they come in to drive traffic to your site, then you can announce winners right before Labor Day weekend.

TWO-PAGE SPREAD CONTEST CONCEPTS:
Increase your sales opportunities.



N1506A33004C

Local Travel
Creating an Outdoor Escape in Your Own Backyard

How to enjoy this year's staycation

WATERPARK
POOL CONTRACTOR
PAINT PROVIDERS
CITY TOURS
COMMUNITY ACTIVITIES CENTER
SPORTS ARENA
RESTAURANT
LANDSCAPER

N1506A32005C

Investigate regional travel and local vacation spots and attractions and feature them in a **Local Travel** guide both in print and online to attract those who prefer staycations instead of travelling abroad. Advertisers won't want to miss out on this opportunity to reach this target audience with their related products and services.



N1506A34004C

Moments to Celebrate
Planning the Menu
How to approach "What can I bring?"

BAKERY
PARTY SUPPLY STORE
PARTY PLANNER

N1506A34005C

A **Moments to Celebrate** section can explore ways to celebrate all kinds of life events: birthdays, engagements, anniversaries, job promotions, baby showers, bridal showers, reunions, and more. Include party supply retailers, caterers, bakeries, entertainment, party venues, bartenders, party planners, favor shops, etc.



N1506A35004C

In Business
Developing a small business budget

HERE'S MY CARD!
Business Services
Financial Services
Legal Services
Construction

N1506A35005C

An **In Business** guide that features business card-sized ads of local area businesses is a low-cost way to promote their products and services to your readers. From corporate businesses to home improvement specialists to restaurants, various retailers, non-profits and more, your readers will be presented with an opportunity to take advantage of all their community has to offer.



N1506A32004C

Father's Day Celebrations & Gift Guide
Great gifts for dear old dad

Sporting Goods Store
Movie Theater
Sporting Events
Outdoor Outfitter
Bookstore

N1506A32005C

A **Father's Day Celebrations & Gift Guide** will be a big draw for advertisers and those who want to honor their dads, grandfathers, stepdads, godfathers, and any other father figures. This keepsake can feature a tribute section with photos and personal letters as well as gift ideas and any special activities and dining promotions being held that day.

TOP POP
Father's Day Essay Contest

Good luck, and Happy Father's Day from our local contest sponsors!

The Somersville Press Father's Day Essay Contest

Family 4-Pack of Tickets
Free Dress Shirt & Tie
Free BBQ Grill
Free Television

Auto Supply Store
Family Restaurant
Furniture Store
Bike Shop
Car Wash
Hair Salon
Coffee Shop
Day Spa
Amusement Park
Menswear Store
Hardware Store
Electronics Store

N1506A09001C

A **Top Pop Father's Day Essay Contest** can take the form of the brevity that is standard in the age of Twitter and texting. By asking readers to submit their essays in 250 characters or less, they will have to zone right in on what makes their dad the best. Get prizes donated by participating advertisers, and run pre-publicity immediately after Mother's Day to the lead-up to Father's Day in June. Post as many of the winning entries on your Web site as possible to drive traffic to your site.

TWO-PAGE SPREAD CONTEST CONCEPTS:
Increase your sales opportunities.



COMING SOON...THE NEW MCC!

Soon our transformation to the NEW Metro Creative Connection (MCC) will be complete, and you will automatically access its intuitive interface and enhanced features when you log on to metrocreativeconnection.com. Whether you are creating a dynamic ad layout or seeking spec ads to present to multiple sales prospects, the new MCC makes it easier than ever to successfully navigate any job at hand. If you have not yet tried out the beta version of our new site, now is the time to experience the difference, and see how the new MCC can help everyone, in every department, generate new ideas, quality results and better sales!



We've refined our search tools to generate more ideas and targeted results with features like type-ahead keyword suggestions and automatic generation of related content results, as well as the ability to search images and spec ads simultaneously and by top download numbers.



Access your latest Metro Service like never before with clickable pages that connect you directly to every idea, image and ad for instant downloading. Highlighted features let you easily browse ideas by page or thumbnail, and no flash is required, making this feature fully compatible with your iPad®.

Test-drive the new MCC before our official launch date, and let us know your feedback. We welcome your comments, suggestions and questions!

Please note: Should you need to access the original MCC site for any reason, a link will be available to connect you through the new site.

METRO'S FILE NAMING SYSTEM AT A GLANCE

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

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

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

Color Type.
 one-digit field to indicate color (C = color, K = b&w).

N1506P12002K.TIF

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

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

Unique to File.
 three-digit field that is unique to the item.

Extension.
 three-digit field that indicates the file format (TIF, eps, TXT, jpg, QXP).

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1506P11001C*O
N1506P11002C*O

N1506P20018C*O

N1506P16008C*O
N1506P16006C*O

N1506P20015C*O
N1506P20011C*O

N1506P16007C*O

N1506P20016C*O

N1506P16010C*O

N1506P20019C*O

N1506P16005C*O

N1506P16004C*O

save on The Works This July 4th

Shop spectacular storewide savings for the home all weekend!

4 DAYS ONLY
Thursday, July 2 through Sunday, July 5

15% Off
In-Stock Name Brand
Lighting Fixtures



20% Off
All In-Stock
Kitchen Cabinets

25% Off
All In-Stock
Patio
Furniture

Aluminum
Screen Doors
36" or 32"
\$19.99

Up To
40% Off
Bathroom
Fixtures

15% Off
Installed Custom
Granite
Countertops



12"x12"
Ceramic Tile
on sale from
75¢ sq. ft.



2"x4" 8'
Redwood
Lumber
\$6.99

Up To
30% Off
Vanities, Mirrors
& Medicine
Cabinets

Up To
20% Off
In-Stock
Name Brand
Deck Stains

Have a Safe & Happy Independence Day!

Brunner
Home & Garden Center

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



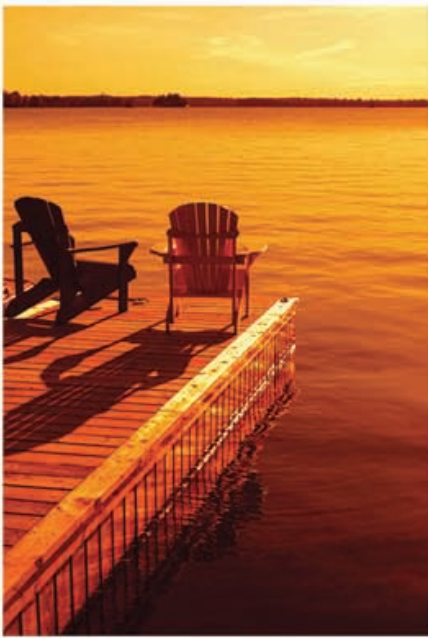
10% Off
All In-Stock
Kitchen
Appliances

70¢ sq. ft.
Name Brand
Oak Laminate
Flooring

Open Monday-Saturday 7am-8pm, Sunday 9am-5pm
OFFERS IN EFFECT JULY 2-5, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1506A11001C PASS 6 COL. x 21
AD# N1506A11002C 10 x 13

AD# N1506A11003C PASS 6 COL. x 21
AD# N1506A11004C 10 x 13



N1506P12004C-●



N1506P12003C-●



N1506P12011C-●



N1506P12007C-●



N1506P12005C-●



N1506P12001C-●



N1506P12006C-●



N1506P12010C-●



N1506P12008C-●



N1506P12012C-●



N1506P12002C-●



N1506P12009C-●

N1506P13001C

Summer Scene

The season's best shopping, services and special offers!

Boutique Arnelle
All Swimsuits Buy One, Get 1 FREE
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Clark's Pool Supply
Pool Maintenance and Installation
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Boutique Arnelle
All Swimsuits Buy One, Get 1 FREE
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Clark's Pool Supply
Pool Maintenance and Installation
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Boutique Arnelle
All Swimsuits Buy One, Get 1 FREE
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Clark's Pool Supply
Pool Maintenance and Installation
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Boutique Arnelle
All Swimsuits Buy One, Get 1 FREE
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Clark's Pool Supply
Pool Maintenance and Installation
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Style
Summer Cut & Highlight Specials
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Boutique Arnelle
All Swimsuits Buy One, Get 1 FREE
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Clark's Pool Supply
Pool Maintenance and Installation
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Style
Summer Cut & Highlight Specials
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Boutique Arnelle
All Swimsuits Buy One, Get 1 FREE
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Clark's Pool Supply
Pool Maintenance and Installation
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Style
Summer Cut & Highlight Specials
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Usage Note:

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

Companion
WEB ADS
available
on MCC

N1506P15005C

Take the Plunge

Turn your backyard into a resort-style escape with our custom pools and spas.

Summer Special
\$0 Down
0% Interest
For One Full Year on any Custom Pool or Spa Package

Call today for details and your free design consultation!

Haverson Custom Pools & More
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Summer Specials Going On Now up to 40% Off Select Treatments
Call today for details and your free consultation!

- Body Contouring
- Skin Resurfacing
- Dental Plans
- Proctology
- Laser Hair Removal
- Tattoo Removal
- Chemical Peels
- Permanent Makeup & More

Unveil the New You This Summer

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

Cruisin' Clearance

up to **40% Off** Boating Safety Watersports Gear Marine Parts & Accessories

BONUS \$10 Gift Card When You Spend \$75 or More

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

AD# N1506A13002C
PASS 2 COL x 5

AD# N1506A13004C
PASS 2 COL x 5
N1506P22002C
N1506P15007C

N1506P30006C

Cool Down with a Cold Brrew

Chill out with our refreshing iced beverages for summer!

- Cold Brew Coffee • Iced Lattes • Mocha Press
- Iced Specialty Teas • Fruit Smoothies
- Coffee Ice Cream Flavors • & More

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

Swim Sale

Make a splash in the season's hottest swimwear looks!

Mix & Match Biking Separates Buy One, Get One **50% Off** select styles

Men's Swim Trunks on sale up to **40% Off** select styles

Bonus Savings on Fashion Cover Ups, Hats & Sunglasses
They are for the best season. See web. Ends June 30, 2015.

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

Boating Season Launch Event

Savings up to \$5,000
Financing from 0.9% APR
Limited-time offers going on now!
Cruise in or browse our online inventory online today.

• New & Pre-owned Boats • Engines & Parts • Repair & Maintenance • Boat Detailing • Trailers • Personal Storage

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

AD# N1506A13005C
PASS 2 COL x 5

AD# N1506A13006C
PASS 2 COL x 5
N1506P15001C
N1203P46009C

AD# N1506A13001C PASS 6 COL x 21
AD# N1506A13009C 10 x 13



N1506P14007C-●



N1506P14005C-●



N1506P14006C-●



N1506P14008C-●



N1506P14003C-●



N1506P14010C-●



N1506P14014C-●



N1506P14009C-●



N1506P14011C-●



N1506P14004C-●



N1506P14013C-●



N1506P14012C-●



N1506P14002C-●



N1506P14001C-●

MCC Keyword Hints: beauty, cosmetics, makeup, lipstick, scissors, blow dryer, haircut, stylist, curling, salon



N1506P15002C-●



N1506P15005C-●



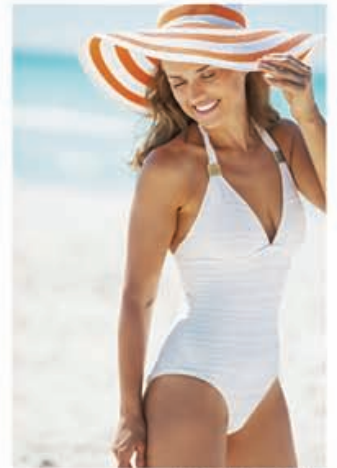
N1506P15001C-●



N1506P15011C-●



N1506P15010C-●



N1506P15006C-●



N1506P15009C-●



N1506P15003C-●



N1506P15007C-●



N1506P15008C-●



N1506P15004C-●



N1506P16012C-●



N1506P16002C-●



N1506P16011C-●



N1506P16001C-●



N1506P16005C-●



N1506P16009C-●



N1506P16008C-●



N1506P16006C-●



N1506P16003C-●



N1506P16010C-●



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N1506P16004C-●

N1506P47002C
 N1506P30009C
 N1506P39011C
 N1506P17002C
 N1506P17001C
 N1506P22005C
 N1506P20011C
 N1506P23001C
 N1506P61019C
 N1506P23002C
 N1506P20003C
 N1506P17004C



2015 June Community Calendar

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				



June 00
Outdoors Expo
 Discount tickets now online!
 Somersville Convention Center
 11am-6pm
www.namewebsite.com



June 00
Dairy Festival
 FREE Admission
 Pine Ridge Park
 11am-7pm
www.namewebsite.com



June 5
National Donut Day
 BOGO Donuts
 Sprinkles Donuts
 7am-7pm
www.namewebsite.com



June 00
Cat Adoption Fair
 Somersville Animal Shelter
 10am-3pm
www.namewebsite.com



June 00
Family Street Fair
 Rides, games, vendors & family fun!
 Downtown Main Street
 10am-8pm
www.namewebsite.com



June 00
Motocross Race
 \$10 Tickets Now Online
 Somersville Stadium
 7pm-10pm
www.namewebsite.com



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

It's going to be a blast!
 Live Music • Carnival Games
 • Art Show • Great Food & BBQ • Beer Garden

Saturday, July 4th
 Pine Cove Park
 The Celebration Starts at 2PM
 Fireworks Show at 9PM

FREE EVENT!

JULY 4th Fireworks & FUN

Pine Cove Park 4th Fest
 1234 Washington Street | Somersville Heights
 000-000-0000
www.namewebsite.com



June 00
Motocross Race
 \$10 Tickets Now Online
 Somersville Stadium
 7pm-10pm
www.namewebsite.com



June 18
Sushi Day Celebration
 Half-Price Specials
 Nori Sushi
 4pm-9pm
www.namewebsite.com

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

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



June 00
Family Day at the Aquarium
 FREE Admission & Activities
 Somersville Aquarium
 9am-5pm
www.namewebsite.com



June 21
Happy Father's Day!

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



June 00
Community Yoga
 Donations Welcome
 Somersville Convention Center
 9am
www.namewebsite.com



June 00
Health Fair
 FREE Admission & Screenings
 Somersville Community Health Center
 11am-6pm
www.namewebsite.com



"Oh Long May It Wave O'er the Land of the Free and the Home of the Brave!" — Francis Scott Key

Flag Day Special
 Sunday, June 14 Only

American Flag Kit
Only \$39 (reg. \$49)
 Includes 3x5 seven nylon flag with well-sewn flagpole and installation hardware

Get set to celebrate the birth of our great nation this Independence Day!

We carry a wide variety of indoor and outdoor flags in all sizes and styles!
 American Flags • Military & Memorial Flags • State Flags • Honor Flags • Garden Flags • & More

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

AD# N1506A17006C
 PASS 6 COL x 3
 N1506P69006C
 N1506P17005C
 AD# N1506A17003C
 PASS 6 COL x 3
 N1506P20003C
 N1506P17004C

AD# N1506A17001C PASS 6 COL x 21
 AD# N1506A17004C 10 x 13

AD# N1506A17005C
 PASS 3 COL x 7
 N1506P89001C
 N1506P17003C
 N1506P21012C
 N1506P21010C
 N1506P22006C
 N1506P39005C
 N1506P64011C
 N1506P28008C
 N1506P46006C
 N1506P47001C
 N1506P46009C
 N1506P46009C



Pro Ceiling Fan Installation
Fast, easy & economical!

A ceiling fan can help you reduce energy costs all year by circulating cool air in the summer and warm air in the winter. We offer professional installation to ensure your fixture is installed safely and correctly with no headaches or hassles, guaranteed.



Installation starts at just
\$89

Call us today for a free estimate.
Licensed, Insured & Bonded

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

AD# N1506A18001C PASS 2 COL. x 5

N1506P39002C

Sick of Seasonal Allergies?

We offer a variety of testing options to get the root of the problem, and the latest treatments to quickly and effectively ease your symptoms.

Call Today for a Fast Appointment 000.000.0000



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

We accept most insurance plans. | New patients welcome!

AD# N1506A18002C PASS 2 COL. x 5

N1506P39004C

REV UP YOUR RIDE

We outfit, service and repair sport bikes, dirt bikes and ATVs for the ultimate riding experience.

Turn-Up & Repair • Suspension Work
Custom Stools • Parts & Accessories
Detailing Services • Insurance Repair
All Work Guaranteed

Free Safety Inspections
Quality Work at Great Prices

Stay connected for current specials:



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

AD# N1506A18003C PASS 2 COL. x 5

N1506P39005C

Your Summer Getaway IN A GLASS

Try our refreshing new summer cocktails!

- Berry vodka cooler
- Tipsy lemonade
- Front porch spritzer
- Tequila paloma
- Cucumber basil smash and more

Half-Price Happy Hour drinks & appetizers 4-6pm Daily

Patio Open for Summer

Umbrellas Bar & Grill
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com

AD# N1506A18004C PASS 2 COL. x 5

N1506P39011C

Keep Our Number in Your Phone for Emergency Service 24 Hours a Day
000.000.0000

FAST RELEASE, AFFORDABLE & DISCREET.

If you or someone you love has been arrested, we are here to help. We offer experienced and professional bail bond service with easy financing options to get you out of jail and back home quickly.

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

AD# N1506A18005C PASS 2 COL. x 5

N1506P39009C

Going On Vacation? Make Sure Your Home Is Protected.

The highest percentage of burglaries occur during the summer months, often when homeowners are on vacation. Safeguard your home with a state-of-the-art system you can control and access from the convenience of your phone, and get 24-hour professional monitoring and response service, for as little as \$20 a month.

Call us today for your **FREE Home Security Evaluation!**

On Alert Security Solutions
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

AD# N1506A18006C PASS 2 COL. x 5

N1506P18001C

Companion WEB ADS available on MCC

Fancy Footwork

Rock a fabulous pedicure in your favorite summer sandals with our bold colors and special effects!

Save \$5 Off Mani-Pedi Combos
During Happy Hour
Monday-Friday 3-5pm

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

Walk-ins & Appointments Welcome



AD# N1506A18007C PASS 2 COL. x 5

N1506P18002C

Stop Pouring Money Down the Drain

According to the EPA, the average household's leaks can account for more than 10,000 gallons of wasted water annually, and fixing them can save homeowners around 10% on their water bills.

Ask about our **\$99 Household Faucet Repair Special!**
to death here, to death here, to death here.

Let us repair your leaky faucets and other plumbing problems, and start saving money wide conserving our planet's most valuable natural resource.

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

AD# N1506A18008C PASS 2 COL. x 5

N1506P39014C

N1506P38001C

Win the War Against WEEDS

Save on safe and effective weed control solutions for summer!

Name Brand Weed & Grass Killer 32 oz. concentrate \$19.99 (reg. \$23.99)	Name Brand Weed & Grass Killer 1.29 gallon spray \$14.99 (reg. \$18.99)
------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------


Offer valid 8/10-11. See details, terms and conditions here.

Bud's Hardware & Garden Center
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1506A18009C PASS 2 COL. x 5

N1506P38002C

Update Your Doors for a Fresh New Look



Enjoy the look and energy-efficient quality of our beautiful door designs, manufactured and installed for a custom fit.

We do windows too!
Free In-Home Estimates
Easy Financing
Call Today!

Millbrook Doors & Windows

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

AD# N1506A19001C PASS 2 COL. x 5 W

N1506P62001C

Our Donuts Take the Cake

We've raised the bar on dessert with our fresh and delicious donut treats! Fresh Gourmet Flavors & Your Favorite Classics Daily

National Donut Day • Friday, June 5
BOGO Donuts • All Day

Best Coffee


Donut Palace

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

AD# N1506A19002C PASS 2 COL. x 5 W

N1506P62006C

Kanpai!
Try Our Hot & Cold Sake



Authentic Japanese Cuisine

Enjoy our skillfully prepared Japanese specialties, from sushi and sashimi to teriyaki, tempura and savory noodle dishes.

International Sushi Day
Join us on Thursday, June 18 for half-price sushi specials and sake tasting flights!

Sushi Convoy

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

AD# N1506A19003C PASS 2 COL. x 5 W

N1203P46009C

N1506P38007C

Enjoy Year-Round Outdoor Living

Let the sun shine in, and keep bothersome bugs out, with our custom patio enclosures and sunrooms.

Summer Savings up to \$2,000
Call today for details and a free estimate!

Financing Available
Quality Craftsmanship Guaranteed
Licensed, Insured & Bonded

Park Construction

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

AD# N1506A19004C PASS 2 COL. x 5 W

N1203P46009C

N1506P38009C

Big Deals for Little Ones

Save on new merchandise arrivals for your bundle of joy.

up to **30% Off** Baby Gear, Gifts, Bedding & Fashions

Shop Name Brand Green Baby Products & Cloth Diapers Here!

Gift Registry Available

Sweet Pea Baby Boutique

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

AD# N1506A19005C PASS 2 COL. x 5 W

N1506P47006C

Farm-to-Blender Flavor & Quality

Enjoy superfoods made super tasty with our nutritious and delicious smoothie blends!

Summer Happy Hour Special
Enjoy a Free Protein or Vitamin Boost 3-5pm Daily with your smoothie purchase through 06.06.15

Smoothie Stand

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

AD# N1506A19006C PASS 2 COL. x 5 W

N1203P46009C

N1203P46009C

overSTUFFed?

Clear the clutter with our secure and convenient storage solutions!

Affordable Seasonal & Year-Round Storage as low as **\$49** monthly

Act Now & Get Your First Month FREE
List details, terms and conditions here. Call for full details.

Alvarez Storage

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

AD# N1506A19007C PASS 2 COL. x 5 W

N1506P46004C

N1506P47003C

In Sync With Your Training Needs

Join Our **FREE Runners' Club!**
Details online and in store.

Custom Running Shoe Fitting
Moisture-Wicking & UV-Protective Apparel
Hats, Sunglasses & Accessories
Hydration & Energy Solutions
Injury Prevention & Recovery Tools
Fitness Monitors & Music

Peak Sporting Goods

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

AD# N1506A19008C PASS 2 COL. x 5 W

N1506P49004C

Got Knots?

Get the kinks out with a relaxing and therapeutic massage.

New Client Special
One-Hour Full-Body Massage
Only **\$49**
Just mention this ad when booking your appointment to enjoy our special introductory rate.

Tranquility Massage Spa

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

AD# N1506A19009C PASS 2 COL. x 5 W

N1203P46009C

Companion WEB ADS available on MCC



N1506P20003C-●



N1506P20001C-●



N1506P20009C-●



N1506P20004C-●



N1506P20025C*-○



N1506P20006C-●



N1506P20007C-●



N1506P20002C-●



N1506P20008C-●



N1506P20010C-●



N1506P20005C-●



N1506P20024C*-○



N1506P20023C*-○



N1506P20020C*-○



N1506P20026C*-○



N1506P20012C*-○



N1506P20001C*-○



N1506P20014C*-○



N1506P20019C*-○



N1506P20013C*-○



N1506P20016C*-○



N1506P20018C*-○



N1506P20011C*-○



N1506P20022C*-○



N1506P20015C*-○



N1506P20021C*-○



AD# N1506A20001C PASS 6 COL. x 3

Get Set to Celebrate!

Festive 4th of July Partyware

99¢ & UP

Stock up for July 4th fun with low prices on novelty tableware and entertaining essentials!

tableware • decorations • flags & bunting • glow jewelry • & more

Discount Variety Mart



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



N1203P46009C*-○



N1506P21008C-●



N1506P21005C-●



N1506P21002C-●



N1506P21004C-●



N1506P21009C-●



N1506P21001C-●



N1506P21003C-●



N1506P21006C-●



N1506P21010C-●



N1506P21007C-●



N1506P21014C-●



N1506P21017C*-O



N1506P21016C*-O



N1506P21013C*-O



N1506P21015C*-O



N1506P21012C*-O



N1506P21011C*-O



AD# N1506A21001C PASS 6 COL. x 3

Happy Birthday, Sweet Land of Liberty!

Wishing all of our friends and neighbors here in the community a safe and happy July 4th! We hope your weekend is a blast, but please remember to celebrate responsibly and stay sober behind the wheel.

Name Business Sponsor

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



N1506P22003C-●



N1506P22004C-●



N1506P22006C-●



N1506P22005C-●



N1506P22001C-●



N1506P22010C-●



N1506P22007C-●



N1506P22009C-●



N1506P22008C-●



N1506P22002C-●



N1506P23002C-●



N1506P23009C-●



N1506P23001C-●



N1506P23004C-●



N1506P23007C-●



N1506P23005C-●



N1506P23003C-●



N1506P23010C-●



N1506P23008C-●



N1506P23006C-●

Summer Specials

A collection of valuable summer deals from your favorite local businesses!

Shore Souvenirs
BOGO 50% Off
ALL TEES & HATS
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Value Five-&-Dime
NAME BRAND SUNSCREEN
(or eq. value)
ONLY \$4.99
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Sandpiper Hotel
Book Two Nights,
Get One Night FREE!
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Grace's Garden Center
20% Off
ALL HANGING BASKETS
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Boardwalk Amusements
Unlimited Ride Pass
ONLY \$25
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Salon Sierra
FREE Haircut
With Highlights or Color Service
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Ice Cream Zone
KIDS' CONES
ONLY 99¢
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Tan Time
20% Off
ALL TANS & PACKAGES
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Nail Phile
Mani-Pedi Special
ONLY \$29
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Style Stop
BOGO 50% Off
BIKINI SEPARATES
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Gabo Menswear
20% Off
ALL MEN'S SWIMWEAR
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Coffee Haus
LARGE MOCHA FREEZE
ONLY \$3.99
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Kidswear Depot
BOGO 50% Off Boys'
& Girls' Swimwear
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

City Hardware
20% Off
PORTABLE & CEILING FANS
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

April's Day Spa
10% Off
ALL WAXING SERVICES
Other good through 06.06.15. List details, terms and conditions here.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

AD# N1506A24001C 19.334, x 13



N1506P24001C-●
N1506P24002C*-○

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.

The layout can be opened inside the Metro interactive Ad Development software (MIAD), where the amount of advertiser spaces can be adjusted with a click of a button. See a demonstration in the MIAD area accessed from the metrocreativeconnection.com home page.

Shore Shopping & Dining

N1506P24006C*-○

Summer Vacation Guide

N1506P24007C*-○



N1506P25021C*-O



N1506P25022C*-O



N1506P25024C*-O
N1506P25025C*-O



N1506P25003C*-O



N1506P25001C*-O



N1506P25002C*-O



N1506P25004C*-O



N1506P25023C*-O



N1506P25011C*-O



N1506P25013C*-O



N1506P25010C*-O



N1506P25012C*-O



N1506P25014C*-O



N1506P25008C*-O



N1506P25016C*-O



N1506P25015C*-O



N1506P25007C*-O



N1506P25017C*-O



N1506P25005C*-O



N1506P25006C*-O



N1506P25018C*-O



N1506P25019C*-O



N1506P25009C*-O



N1506P25020C*-O



N1506P26017C*-O
N1506P26018C*-O



N1506P26016C*-O



N1506P26014C*-O



N1506P26015C*-O



N1506P26009C*-O



N1506P26010C*-O



N1506P26006C*-O



N1506P26004C*-O



N1506P26011C*-O



N1506P26008C*-O



N1506P26007C*-O



N1506P26003C*-O



N1506P26005C*-O



N1506P26013C*-O



N1506P26001C*-O



N1506P26002C*-O



N1506P26019C*-O



N1506P26020C*-O
N1506P26021C*-O



N1506P26012C*-O

N1506P62003C



We're Fired Up for Father's Day

\$29
3-Course Specials
appetizer + entree + dessert
Sunday, June 21
Beginning at 3pm

- Steaks • Fresh Fish
- Chops • Seafood
- Pasta • Appetizers
- BYOB



RESERVATIONS WELCOME



Kids' Menu Available. Also offering vegetarian and gluten-free menu choices to please every member of the family!

Carver's Grill

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

AD# N1506A27001C PASS 3 COL x 10

N1506P62004C



Oceanfront Vacation Resort

Make your summer vacation a perfect **10!**

Save 25% Off
Sunday & Monday Arrivals
Limited availability. Call for details and booking.
Ask About Our Spacious Family Suites!

- 1 Oceanfront rooms available with private balconies
- 2 Free deluxe Continental breakfast buffet
- 3 Outdoor pool and heated indoor pool
- 4 Swim-up bar and pool service
- 5 On-site casual and fine-dining restaurants
- 6 Cocktail lounge with live music, dancing and karaoke
- 7 Fitness center, steam room and spa
- 8 In-room coffee, refrigerator and microwave
- 9 Free high-speed WiFi!
- 10 Game room and activities for the kids

Seahorse Hotel & Resort

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

AD# N1506A27002C PASS 3 COL x 10

N1506P15004C

N1506P49012C

Polished Petals

for an elegant & romantic wedding day



From bridal bouquets to reception florals, we create gorgeous custom arrangements for a lasting impression of grace and beauty.

Book your complimentary consultation with our wedding coordinator today, and explore the breathtaking possibilities for your special day!

Celebrated Florals

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



AD# N1506A27003C PASS 3 COL x 10

N1506P49011C

N1506P16004C



Your Kitchen. Your Taste.

Call to arrange a free, in-home consultation and detailed written estimate today, and get ready to enjoy the kitchen of your dreams!

Save up to **\$500** on kitchen remodeling this summer. Limited time offer. Call for details.

- Cabinet Installation
- Cabinet Refacing
- Custom Countertops
- Tile & Flooring
- Fixtures & Lighting



Let us create a look that's just your style with a custom kitchen remodel.

Dayley Contracting

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

Financing Available

License #000000
Bonded & Insured
Local References



AD# N1506A27004C PASS 3 COL x 10

N1203P46009C



N1506P28011C-●



N1506P28003C*○
N1506P28004C*○



N1506P28001C*○



N1506P28009C*○



N1506P28008C*○



N1506P28010C*○



N1506P28012C*○



N1506P28005C*○
N1506P28006C*○



N1506P28002C*○



N1506P28007C*○



N1506P29005C-●



N1506P29003C-●



N1506P29007C-●



N1506P29002C-●



N1506P29006C-●



N1506P29004C-●



N1506P29008C-●



N1506P29009C-●

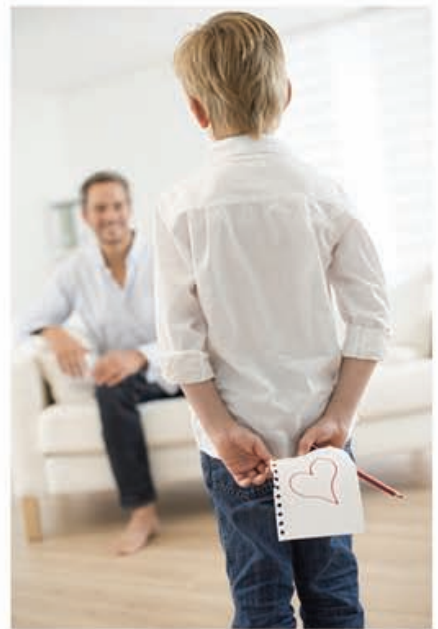


N1506P29001C-●

MCC Keyword Hints: Father's Day, dad, child, daughter, son, gift, card, drawing, grandfather, baby



N1506P30008C-●



N1506P30007C-●



N1506P30002C-●



N1506P30001C-●



N1506P30003C-●



N1506P30006C-●



N1506P30005C-●



N1506P30009C-●



N1506P30004C-●

Father's Day Gifts & Dining

Remember Dad on Sunday, June 21!

N1506P11001C*-O

N1506P28007C*-O
N1506P62006C*-O

AD# N1506A31002C
PASS 3 COL. x 4.5

Father's SPECIALS Day



We're rolling out a special menu to celebrate Dad's big day!

Sushi Rolls starting from \$9.99

Try the Big Daddy! unique dinner, cream cheese & avocado topped with all of your faves. Reservations Welcome

Kawara Sushi

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



A Father's Day Gift Fit for a King

Save 25% Off All In-Stock Recliners now through June 30, 2015

Delivery Available Ask about our easy financing plans!



Milton Furniture

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

AD# N1506A31003C
PASS 3 COL. x 4.5

N1506P30005C*-O
N1506P28008C*-O

AD# N1506A31004C
PASS 3 COL. x 4.5



Wrap Up Your Father's Day Shopping

We have lots of great gifts in store for Dad!
leather wallets • computer bags & portfolios • designer watches • shaving kits • men's fragrances • silk ties • novelty socks • engraved gifts • letterpress cards • & much more

Complimentary gift wrapping service Open Father's Day 10am-4pm

Astor Fine Gifts

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



Make Dad's Morning

Father's Day Special

2 Donuts + Coffee Only \$2.99 (load coffee add \$1)



Bring Home a Dozen Only \$7.99

Golden Donuts

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

Open at 6AM Gift Cards Available



AD# N1506A31005C
PASS 3 COL. x 4.5

N1506P38006C*-O
N1506P62001C*-O

AD# N1506A31006C
PASS 3 COL. x 4.5



Great Gifts for Mr. Fix-It

Father's Day Sale | Going On Now UP TO 40% OFF Tools, Hardware & More

Great Gifts Under \$25!

Town Hardware

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



Hurry, sale ends June 30, 2015.

Give Dad a Ride!



Shop Father's Day savings on name brand bikes for the whole family.

up to \$100 Off select bicycles (sale ends June 30, 2015)

Mountain Bikes • Road Bikes • Hybrids • Cruisers • Helmets • Apparel • Accessories

Highway Bicycles

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



AD# N1506A31007C
PASS 3 COL. x 4.5

N1506P22001C*-O
N1203P46009C*-O

AD# N1506A31008C
PASS 3 COL. x 4.5



Gifts & Gear for Dads Who Love the Outdoors

SAVE \$5 OFF

Any Purchase of \$25 or More

Offer valid with coupon through 06/30/15. List details, terms and conditions here. List details, terms and conditions here.

hunting • fishing • camping • hiking • paddle sports • & more

Sports & Outdoor Depot

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



Dad Deserves an Upgrade

From the fastest new tablets to phones with more features and high-definition TVs, treat him to the latest technology this Father's Day!

FREE \$25 GIFT CARD

With Purchase of \$50 or More now through June 30, 2015. List details, terms and conditions here. See store for full details.



Discount Electronics

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



AD# N1506A31009C
PASS 3 COL. x 4.5

N1506P36008C*-O

AD# N1506A31001C PASS 6 COL. x 21

AD# N1506A31010C 10 x 13

METRO Themed Event Package

SECTION COVER:

Father's Day
Celebrations & Gift Guide

June 2015 | A Special Supplement | **NAME NEWSPAPER**

Our Readers Express Their Sentiments & Special Tributes on Page XX

Unique Gifts for Dad

Fun Father's Day Activities

Father's Day Dining Deals

AD# N1506A32004C 10. x 13



N1506P32001C*-O

MOBILE ADS:

Dad-Approved GIFTS

Broadway Menswear

AD# N1506W32003B

AD# N1506W32003W

QUICK SELL:

Father's Day
Celebrations & Gift Guide

Great gifts for dear old dad

Unique Gifts for Dad

Outdoor Outfitter

AD# N1506A32005C 9.667 x 13

Dad-Approved GIFTS

Broadway Menswear

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

Dress Shirts on sale from **\$29** SHOP

AD# N1506W32003R

N1506P36006C ● N1506P32002C*-O

Dad-Approved GIFTS

Broadway Menswear

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

AD# N1506W32003L

WEB ADS:

Dad-Approved GIFTS

Dress Shirts on sale from **\$29** SHOP

Broadway Menswear

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

AD# N1506W32003S

Companion WEB ADS available on MCC

CAMPAIGN:

Dad-Approved GIFTS

Father's Day Is Sunday, June 21.

Right now, save on Dad's favorite athletic looks for Father's Day!

Golf Shirts on sale from \$18	Cotton Polos on sale from \$10
Swim Trunks on sale from \$20	Basketball Shorts on sale from \$15

Broadway Menswear

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

AD# N1506A32001C

PASS 2 COL. x 5

Dad-Approved GIFTS

Father's Day Is Sunday, June 21.

Right now, save on the latest casual wear styles for Father's Day!

Button-Front Shirts on sale from \$16	Cotton Henleys on sale from \$10
Premium Denim on sale from \$25	Cargo Shorts on sale from \$15

Broadway Menswear

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

AD# N1506A32002C

PASS 2 COL. x 5

Dad-Approved GIFTS

Father's Day Is Sunday, June 21.

Right now, save on top-tier career wear for Father's Day!

Dress Shirts on sale from \$29	Dress Pants on sale from \$35
Silk Ties on sale from \$25	Sport Coats on sale from \$79

Broadway Menswear

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

AD# N1506A32003C

PASS 2 COL. x 5

These valuable packages give you what you need to take advantage of timely seasonal and event happenings during the month. Each provides a heading, imagery, print, Web and mobile ads, a ready-made cover design and a quick-sell multiple advertiser page.

(MCC Spec Ads & Covers Library / Ad Type pull-down menu: "ThemedEventPackage")

WEB ADS:

Sunsational Family Vacation Savings

Special Midweek Room Rates & Package Deals Now Available

BOOK NOW

Seagull Beach Resort

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

AD# N1506W33001S

QUICK SELL:

Local Travel

How to enjoy this year's staycation

WATERFRONT
POOL
LOCAL DRIVE
CITY TOURS
SOUTH AFRICA
LANDSCAPE

AD# N1506A33005C 9,667 x 13

SECTION COVER:

Local Travel

June 2015
A Special Supplement to
NAME NEWSPAPER

Creating an Outdoor Escape in Your Own Backyard

Try Our Three Day Tips for Some Family Fun & Adventure

Vacation Getaways Close to Home

Local Pools & Beaches Not to Be Missed

Worthwhile Attractions Within an Hour's Drive

AD# N1506A33004C 10. x 13

Sunsational Family Vacation Savings

Special Midweek Room Rates & Package Deals Now Available

BOOK NOW

Seagull Beach Resort

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

AD# N1506W33001R

Vacation PLANNER

N1506P33001C*-O

MOBILE ADS:

Seagull Beach Resort

AD# N1506W33001B

Seagull Beach Resort

AD# N1506W33001W

Companion WEB ADS available on MCC

Sunsational Family Vacation Savings

Special Midweek Room Rates & Package Deals Now Available

BOOK NOW

Seagull Beach Resort

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

AD# N1506W33001L

CAMPAIGN:

Sunsational Family Vacation Savings

Special Midweek Room Rates & Package Deals Now Available

Don't miss out on our special rates!

Seagull Beach Resort

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

KIDS EAT, PLAY & STAY FOR FREE

Our double occupancy rates include free meals, activity costs and approved activities for up to two children up to age 10. Call or visit us online today for details.

- Beautiful rooms & family suites
- Minutes from the beach
- Heated pool & hot tub
- On-site restaurant & bar
- Child care & kids activities
- Family fun nights

AD# N1506A33001C

Sunsational Family Vacation Savings

Limited-Time Savings Available on Family Suites

Don't miss out on our special rates!

Seagull Beach Resort

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

KIDS EAT, PLAY & STAY FOR FREE

Our double occupancy rates include free meals, activity costs and approved activities for up to two children up to age 10. Call or visit us online today for details.

- Beautiful rooms & family suites
- Minutes from the beach
- Heated pool & hot tub
- On-site restaurant & bar
- Child care & kids activities
- Family fun nights

AD# N1506A33002C

Sunsational Family Vacation Savings

Guests Enjoy Special Discounts at Participating Shops & Restaurants

Don't miss out on our special rates!

Seagull Beach Resort

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

KIDS EAT, PLAY & STAY FOR FREE

Our double occupancy rates include free meals, activity costs and approved activities for up to two children up to age 10. Call or visit us online today for details.

- Beautiful rooms & family suites
- Minutes from the beach
- Heated pool & hot tub
- On-site restaurant & bar
- Child care & kids activities
- Family fun nights

AD# N1506A33003C

METRO Themed Event Package

SECTION COVER:

Moments to Celebrate

June 2015
A Special Supplement to
NAME NEWSPAPER

Should I Hire A Party Planner?
Planning the Menu
Party Favors & Theme Ideas
Discount Party Supplies
Entertainment Options

Tips for Making Up Your Guest List
Everything You Need to Know About Gift Registries

N1506P23002C

N1506P20098C
N1506P48008C

AD# N1506A34004C 10. x 13



N1506P34001C*-O

MOBILE ADS:

Friendly Liquors

AD# N1506W34001B

Friendly Liquors

AD# N1506W34001W

QUICK SELL:

Moments to Celebrate

How to approach "What can I bring?"

AD# N1506A34005C 9.667 x 13

N1506P29013C
N1506P48015N

Celebration Brewing?

CLICK THIS AD TO PRINT YOUR COUPON!

Friendly Liquors

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

AD# N1506W34001R

WEB ADS:

CLICK THIS AD TO PRINT YOUR COUPON!

Celebration Brewing?

Save on top-selling beers and craft brews to keep the party hoppin'!

Friendly Liquors

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

AD# N1506W34001S

N1506P48001C

Companion WEB ADS available on MCC

N1506P48001C

Celebration Brewing?

CLICK THIS AD TO PRINT YOUR COUPON!

Friendly Liquors

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

AD# N1506W34001L

CAMPAIGN:

Celebration Brewing?

Save on top-selling beers and craft brews to keep the party hoppin'!

Friendly Liquors

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

SAVE 10% OFF
[Your Next Total Beer Purchase]

AD# N1506A34001C

PASS 2 COL. x 5

N1506P48001C

Bubbles & Beyond
for Every Occasion

Save on crowd-pleasing wines, beer and spirits for your next special event.

Friendly Liquors

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

SAVE 15% OFF
[Any Wine or Champagne by the Case]

AD# N1506A34002C

PASS 2 COL. x 5

N1506P49013C

Our Kind of Party Mix

Save on the perfect blend of beverages to get the party started.

Friendly Liquors

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

SAVE \$10 OFF
[Your Purchase of \$75 or More]

AD# N1506A34003C

PASS 2 COL. x 5

N1506P39008C

WEB ADS:

Need a Doctor?
Find one fast @ namenewspaper.com



CLICK HERE to browse dozens of businesses, from **doctors to dogsitters**, right here in our area!

The Somersville Press
1234 Washington Street
Somersville Heights
000-000-0000
www.namenewspaper.com

AD# N1506W35001S

N1506P37004C

Companion WEB ADS available on MCC

QUICK SELL:

In Business
Developing a small business budget



AD# N1506A35005C 9,667 x 13

N1506P35001C
N1506P92002C
N1506P37007C
N1506P92002C

Need a Doctor?
Find one fast @ namenewspaper.com



CLICK HERE to browse dozens of businesses, from **doctors to dogsitters**, right here in our area!

The Somersville Press
1234 Washington Street • Somersville Heights
000-000-0000 • www.namenewspaper.com

AD# N1506W35001R

N1506P37004C

Need a Doctor?
Find one fast @ namenewspaper.com



CLICK HERE to browse dozens of businesses, from **doctors to dogsitters**, right here in our area!

The Somersville Press
1234 Washington Street • Somersville Heights
000-000-0000 • www.namenewspaper.com

AD# N1506W35001L

SECTION COVER:

In Business
June 2015
A Special Supplement to
NAME NEWSPAPER

"HERE'S MY CARD!"
Local Business Guide

- Flip to our pull-out business card section on Page XX
- Home Improvement Page XX
- Financial & Law Services Page XX
- Self Improvement Page XX
- Restaurants & Catering Page XX
- Clothing Retail & Jewelry Shops Page XX

New Bar/Restaurant Opens in XX.
Check Out the Reviews Inside.





Thinking of Renovating? Local Contractor Discounts Appear on Page X.
XYZ Company Donates to Local Charity.
Long-time Resident Opens Floral Shop
Legal & Financial Services At Reasonable Rates

AD# N1506A35004C 10 x 13


N1506P62007C
N1506P39014C
N1506P38012C

"HERE'S MY CARD!"
Local Business Guide

N1506P35001C

MOBILE ADS:


Need a Doctor?
Find one fast • Tap Here



The Somersville Press

AD# N1506W35001B

Need a Doctor?
Find one fast • Tap Here



The Somersville Press

AD# N1506W35001W

CAMPAIGN:

Need a Doctor?
Find one fast @ namenewspaper.com



Click on the Local Services tab to browse dozens of businesses, from **doctors to dogsitters**, right here in our area!

To advertise, email name@namenewspaper.com or call 000.000.0000 today.

The Somersville Press
In Print & Online • Subscribe Today

000-000-0000 • www.namenewspaper.com

AD# N1506A35001C

PASS 2 COL. x 5

N1506P37004C

Need a Maid?
Find one fast @ namenewspaper.com



Click on the Local Services tab to browse dozens of businesses, from **home improvement to healthcare**, right here in our area!

To advertise, email name@namenewspaper.com or call 000.000.0000 today.

The Somersville Press
In Print & Online • Subscribe Today

000-000-0000 • www.namenewspaper.com

AD# N1506A35002C

PASS 2 COL. x 5

N1506P37010C

Need an Attorney?
Find one fast @ namenewspaper.com



Click on the Local Services tab to browse dozens of businesses, from **lawyers to electricians**, right here in our area!

To advertise, email name@namenewspaper.com or call 000.000.0000 today.

The Somersville Press
In Print & Online • Subscribe Today

000-000-0000 • www.namenewspaper.com

AD# N1506A35003C

PASS 2 COL. x 5

N1506P37007C



N1506P36005C-●



N1506P36001C-●



N1506P36007C-●



N1506P36006C-●



N1506P36009C-●



N1506P36002C-●



N1506P36004C-●



N1506P36010C-●



N1506P36008C-●



N1506P36011C-●



N1506P36012C-●



N1506P36003C-●

MCC Keyword Hints: Father's Day, lifestyle, family, children, son, tablet, leisure, pool, beach, dinner, sports



N1506P37010C-●



N1506P37005C-●



N1506P37003C-●



N1506P37008C-●



N1506P37001C-●



N1506P37006C-●



N1506P37004C-●



N1506P37007C-●



N1506P37012C-●



N1506P37011C-●



N1506P37009C-●



N1506P37002C-●



N1506P38010C-●



N1506P38004C-●



N1506P38011C-●



N1506P38006C-●



N1506P38003C-●



N1506P38012C-●



N1506P38009C-●



N1506P38007C-●



N1506P38008C-●



N1506P38001C-●



N1506P38005C-●



N1506P38002C-●



N1506P39005C-●



N1506P39006C-●



N1506P39014C-●



N1506P39008C-●



N1506P39011C-●



N1506P39001C-●



N1506P39007C-●



N1506P39002C-●



N1506P39003C-●



N1506P39010C-●



N1506P39012C-●



N1506P39013C-●



N1506P39004C-●



N1506P39009C-●

N1506P62008C

N1506P66007C

N1506P62005C

N1506P62007C

Affordable. Local.
Downright Delicious!

We invite you to relax and enjoy a delightful combination of great food and service tonight! Sample a variety of chef's specialties, from pasta and seafood to steak, chicken and farm-fresh vegetarian entrees. We also offer an extensive selection of appetizers and homemade desserts to make your evening complete.

WEEKLY SPECIALS

Buy One Item, Get One Item at Half Price Every Monday Night	Free Appetizer With Purchase of Two Entrees Every Tuesday Night	3-Course Dinner Only \$14.99 Every Wednesday Night
-----------------------------------------------------------------------	---------------------------------------------------------------------------	--------------------------------------------------------------

Private Events & Reservations Welcome
Open Nightly at 5 p.m.

Candlelight Bistro

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

BYOB
Visit our neighbors at Hometown Liquors for great deals on wine and craft beers to complement your meal. (See reverse side for details)

AD# N1506A41001C 8.5 x 11

N1506P48008C

N1506P48007C

N1506P48009C

Your One-Stop LIQUOR STORE

We have all of your favorite brands and selections in stock at great prices!

Cold Beer • Craft Brews • Wine • Spirits • Champagne • Sake • Hard-to-Find Labels • Glassware • Gifts • Ice • Snacks

Refill Your Growler Here! | 30 Craft Beers On Tap
Bring your own or purchase a 64-ounce growler or 32-ounce squire here.

We Sell Gluten-Free Beer & Cider! In-Store Wine Tasting Every Saturday	10% OFF BY THE CASE All Wine & Champagne	FREE DELIVERY SERVICE with minimum \$100 purchase	DINING OUT? Let us help you select a great bottle of wine in your preferred price range!
--------------------------------------------------------------------------------------	----------------------------------------------------	-------------------------------------------------------------	----------------------------------------------------------------------------------------------------

HOMETOWN LIQUORS

1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com
Open Monday-Saturday 11 a.m.-10 p.m., Sunday 11 a.m.-6 p.m.

AD# N1506A41002C 8.5 x 11

N1506P14001C

CUSTOM CUTS & COLOR
FOR A LOOK THAT'S SO YOU

We offer a full spectrum of professional styling services to keep your hair looking healthy, gorgeous and current.

- Men's & Women's Haircuts
- Full & Partial Highlights
- Creative Color
- Hair Extensions
- Keratin Straightening
- Deep Conditioning
- Facials & Waxing
- Manicures & Pedicures
- Tanning & Airbrush Tanning

We use and sell **Name Brand** color and styling products!

Appointments Monday-Saturday 10 a.m.-7 p.m. | Walk-Ins Welcome

\$10 Off Any Women's Haircut (reg. \$35-\$50) Coupon required. Expires 09.01.15. Not valid with other offers. See details, terms and conditions here. Oasis Salon 1234 Washington Street 000-000-0000 www.namewebsite.com	Men's Haircut Only \$19.99 (reg. \$24.99) Coupon required. Expires 09.01.15. Not valid with other offers. See details, terms and conditions here. Oasis Salon 1234 Washington Street 000-000-0000 www.namewebsite.com	BUY ONE, GET ONE FREE Tanning Session Excludes alcohol/bev. items. Coupon required. Expires 09.01.15. Not valid with other offers. See details, terms and conditions here. Oasis Salon 1234 Washington Street 000-000-0000 www.namewebsite.com
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Oasis Salon
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

AD# N1506A41003C 8.5 x 11

N1506P22010C

N1203P48009C

GET THERE SAFELY
WITH EXPERT AUTOMOTIVE CARE

We offer a full range of maintenance and repair services to ensure your vehicle is safe for summer travel.

- Brake Service
- Tune-Ups & Factory Maintenance
- Air Conditioning
- Oilchanges & Transmissions
- Engine Overhaul
- Tires, Rotation & Balancing
- Wheel Alignment
- Shocks & Struts
- Diagnostics & Electrical

Your Extended Warranty Plan Is Welcome Here!

Open Monday-Friday 8AM-5PM, Saturday 9AM-2PM | FREE ESTIMATES • ALL WORK GUARANTEED

Oil Change & Lube Special \$27.99 (reg. \$34.99) Coupon required. Expires 09.01.15. Not valid with other offers. See details, terms and conditions here. Dunne Family Auto Repair 1234 Washington Street 000-000-0000 www.namewebsite.com	FREE 21-Point Safety Check A \$20 Value NO APPOINTMENT NEEDED Coupon required. Expires 09.01.15. Not valid with other offers. See details, terms and conditions here. Dunne Family Auto Repair 1234 Washington Street 000-000-0000 www.namewebsite.com	10% OFF Any Repair Service Discount does not apply to parts. Coupon required. Expires 09.01.15. Not valid with other offers. See details, terms and conditions here. Dunne Family Auto Repair 1234 Washington Street 000-000-0000 www.namewebsite.com
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Dunne Family Auto Repair
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

AD# N1506A41004C 8.5 x 11



N1506P42004C-●



N1506P42001C-●



N1506P42002C-●



N1506P42009C-●



N1506P42003C-●



N1506P42006C-●



N1506P42008C-●



N1506P42007C-●



N1506P42017C*-○
N1506P42018C*-○



N1506P42013C*-○



N1506P42005C-●



N1506P42012C*-○



N1506P42015C*-○



N1506P42016C*-○



SHOP LOCAL!
Now that's a bright idea!

N1506P42014C*-○

See What's In Store
for summer!

N1506P42011C*-○

STAYCATION
Specials

N1506P42010C*-○

MCC Keyword Hints: shop local, shopping, retail, produce, supermarket, fashion, shopping bags, ice cream parlor

N1506P39013C-
 N1506P23006C-
 N1506P39008C-
 N1506P43001C-
 N1506P43002C-
 N1506P43003C-
 N1506P43004C-
 N1506P43005C-

Plan Your Summer Staycation!

With hundreds of shops, restaurants, entertainment venues, activities and family attractions right here in Name County, why go anywhere else?



Dining

The Docks Cafe

Fresh seafood, friendly service! Kids' menu available.

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

Cucina Amore

Authentic Italian cuisine. Reservations welcome.

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

Kanpai Sushi

Open for lunch & dinner. Try our daily specials!

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

The Docks Cafe

Fresh seafood, friendly service! Kids' menu available.

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 000.000.0000
www.namewebsite.com

Cucina Amore

Authentic Italian cuisine. Reservations welcome.

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

Recreation

The Somersville Zoo

Ask about our summer kids' programs! A non-profit animal rescue organization.

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

The Somersville Aquarium

Check out our new seahorse exhibit! Twofor Admission Every Tuesday!

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

Boardwalk Amusements

Games, rides & fun for everyone! Weekday specials available.

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

The Somersville Zoo

Ask about our summer kids' programs! A non-profit animal rescue organization.

1234 Washington Street
 Somersville Heights
 000.000.0000
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The Somersville Aquarium

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 Somersville Heights
 000.000.0000
www.namewebsite.com

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

The Somersville Aquarium

Check out our new seahorse exhibit! Twofor Admission Every Tuesday!

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

Shopping

Layla's Boutique

Hot summer fashion destination. New swimwear styles now in stock!

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

Home Bliss

Unique gifts & home accessories. New summer merchandise arrivals!

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

Mission Antiques

furniture • kitchenware • collectibles • estate jewelry • vintage clothing • & more

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

Layla's Boutique

Hot summer fashion destination. New swimwear styles now in stock!

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

Home Bliss

Unique gifts & home accessories. New summer merchandise arrivals!

1234 Washington Street
 Somersville Heights
 000.000.0000
www.namewebsite.com

AD# N1506A43001C PASS 6 COL. x 21
 AD# N1506A43002C 10 x 13

"SHOP LOCAL" SUPPORT

This month, find a "Plan Your Summer Staycation" page designed to increase exposure for small businesses. It can easily be adapted to accommodate larger display spaces as well.

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



N1506P44011A-●



N1506P44006A-●



N1506P44013A-●



N1506P44012A-●



N1506P44001A-●



N1506P44005A-●



N1506P44014A-●



N1506P44008A-●



N1506P44002A-●



N1506P44004A-●



N1506P44007A-●



N1506P44003A-●



N1506P44009A-●



N1506P44010A-●

MCC Image Type: line art
 MCC Keyword Hints: retro, Father's Day, wedding, sports



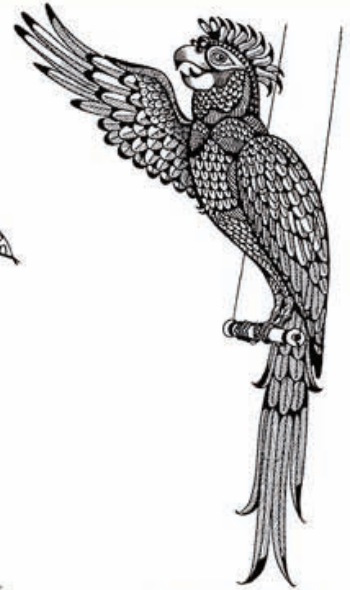
N1506P45012A-●



N1506P45003A-●



N1506P45007A-●



N1506P45006A-●



N1506P45002A-●



N1506P45005A-●



N1506P45004A-●



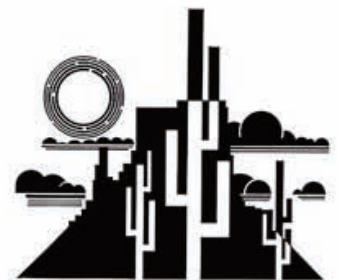
N1506P45001A-●



N1506P45011A-●



N1506P45008A-●



N1506P45009A-●



N1506P45010A-●



N1506P45013A-●

METRO Templated Special Sections

Bonus images available in the Images Library:



N1506P46006C-●



N1506P46002C-●



N1506P46004C-●



N1506P46003C-●



N1506P46005C-●



N1506P46001C-●

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

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

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section. View this month's **How To** package in the Templated Special Sections Library. If you like what you see, call **800-223-1600** or email service@metro-email.com to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



5 x 7 POSTCARD

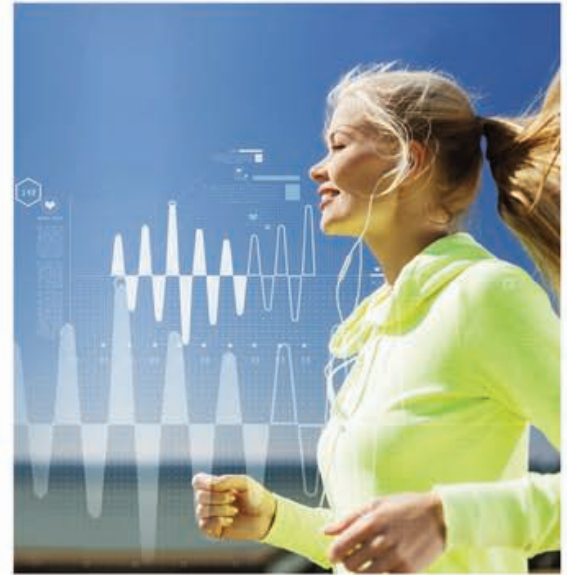
Bonus images available in the Images Library:



N1506P47001C-●



N1506P47006C-●



N1506P47003C-●



N1506P47005C-●



N1506P47002C-●



N1506P47004C-●

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

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

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section. View this month's **Health & Wellness** package in the Templated Special Sections Library. If you like what you see, call **800-223-1600** or email **service@metro-email.com** to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



5 x 7 POSTCARD



N1506P48001C-●



N1506P48009C-●



N1506P48004C-●



N1506P48005C-●



N1506P48006C-●



N1506P48010C-●



N1506P48008C-●



N1506P48007C-●



N1506P48002C-●



N1506P48012C-●



N1506P48013C-●



N1506P48011C-●



N1506P48003C-●



N1506P49012C-●



N1506P49010C-●



N1506P49013C-●



N1506P49011C-●



N1506P49006C-●



N1506P49002C-●



N1506P49001C-●



N1506P49003C-●



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N1506P49007C-●



N1506P49008C-●



N1506P49005C-●



N1506P49009C-●

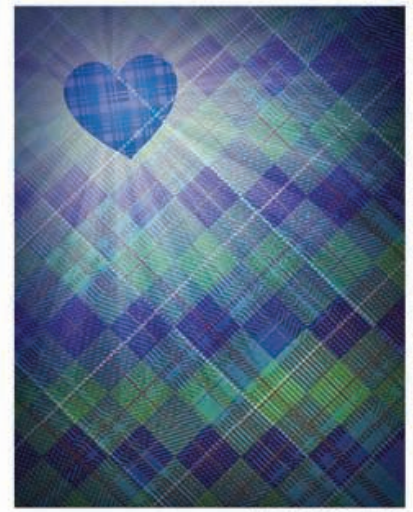


N1506P50004C-●
N1506P50005C-●

Usage Notes:

Use these backgrounds to help promote, home and garden, Fourth of July, summer, travel, home improvement and more. Employ them for individual ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules ... and more.

(MCC Creative Library / Image Type pull-down menu: "background")



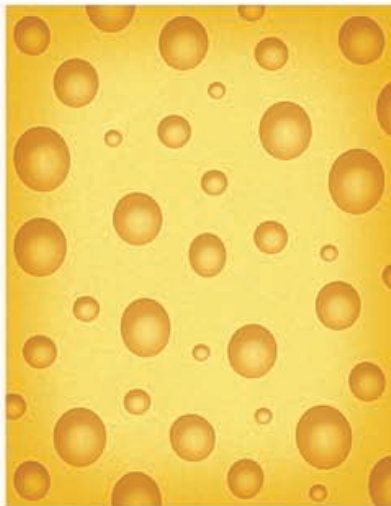
N1506P50008C-●
N1506P50007C-●



N1506P50010C-●



N1506P50009C-●



N1506P50006C-●



N1506P50011C-●



N1506P50001C-●



N1506P50002C-●



N1506P50003C-●

N1506P51001C



Usage Suggestions:

Use this confetti and streamers photo as an ad background or page header for birthday and anniversary announcements, birthday party supplies and business birthday party hosting, in print and online.

N1506P51002C



Usage Suggestions:

This photo says summer is here. Try it as a page header or background for waterfront dining guides, travel directories, boating and marina supplies ads, and more, in print and online.

N1506P51003C



Usage Suggestions:

This flower and wasp photo can be used in summer gardening ads, home pest control, digital photography classes and summer fashion ads, as a background or page header, in both print and online.

N1506P51004C



Usage Suggestions:

Use this black-eyed Susan flower photo as a page header for family reunion announcements, or a background for summer gardening ads, summer fashions, summer beauty ads and more, in print and online.

N1506P51005C



Usage Suggestions:

Images of doves are perfect for wedding invitation ads, summer wedding announcements, estate planning directories and more, in print and online, as page headers or in ads.

N1506P51006C



Usage Suggestions:

Whether you employ this lipstick photo for beauty and cosmetologist services directories or beauty and makeup supplies ads, it'll be sure to get attention, in print and online.



N1506P52003C*-O



N1506P52004C*-O



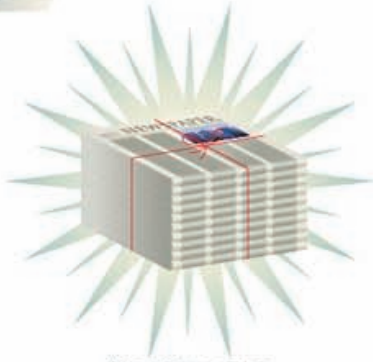
N1506P52002C*-O



N1506P52009C*-O



N1506P52001C*-O



N1506P52019C*-O



N1506P52020C*-O



N1506P52011C*-O



N1506P52005C*-O



N1506P52007C*-O



News, Business, Shopping, Classifieds, Weather, Sports, & More
N1506P52018C*-O



N1506P52010C*-O



N1506P52014C*-O



N1506P52006C*-O



N1506P52015C*-O



N1506P52012C*-O



N1506P52013C*-O



N1506P52008C*-O



N1506P52017C*-O



N1506P52016C*-O



N1506P53008C*-O



N1506P53009C*-O



N1506P53002C*-O



N1506P53007C*-O



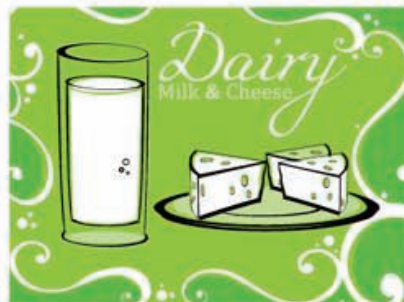
N1506P53006C*-O



N1506P53003C*-O



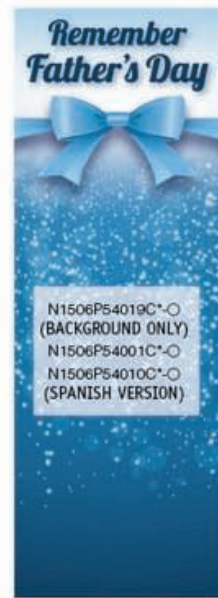
N1506P53004C*-O



N1506P53001C*-O



N1506P53005C*-O



Usage Note:

These frame-and-heading ad starters are also presented as frames without headings for you to use in your pages and ads. They can also be used as background letterhead templates for customers of your printing business. Plus, you can repurpose them to use in HTML e-mail for newsletters and messages that require extra attention. Select "ad starter" from the *Image Type* pull-down menu or type "MetroBiz" as a keyword in the *MCC Creative Library* to search and download these items.





MCC KEYWORD HINT: metrobiz
N1506P55001C*-O



MCC KEYWORD HINT: metrobiz
N1506P55002C*-O



MCC KEYWORD HINT: metrobiz
N1506P55003C*-O



MCC KEYWORD HINT: metrobiz
N1506P55004C*-O



MCC KEYWORD HINT: metrobiz
N1506P55005C*-O



MCC KEYWORD HINT: metrobiz
N1506P55006C*-O



N1506P55007C*-O



N1506P55008C*-O



N1506P55009C*-O

Usage Note:

MetroBiz, banner, summer, travel, Father's Day, Fourth of July, holiday, Independence Day, Canada Day

Use these timely frames in print inserts, ads or online ads and areas. Items that Metro creates to help you expand your printing business are keyworded as "MetroBiz" for your convenience in searching and downloading. 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.



MCC KEYWORDS: ICON SET, FATHER'S DAY
N1506S56003C*-O



MCC KEYWORDS: ICON SET, BREAKFAST
N1506S56001C*-O



MCC KEYWORDS: ICON SET, CAMP
N1506S56002C*-O



MCC KEYWORDS: ICON SET, SUMMER
N1506S56006C*-O



MCC KEYWORDS: ICON SET, ICE CREAM, POPSICLE
N1506S56005C*-O



MCC KEYWORDS: ICON SET, FIREWORKS
N1506S56004C*-O



N1506P57023C*-O



N1506P57025C*-O



N1506P57033C*-O



N1506P57036C*-O



N1506P57021C*-O



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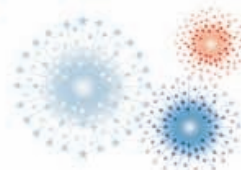
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MCC KEYWORDS: ICON SET, INDEPENDENCE DAY

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MCC Keyword Hints: travel, vacation, getaway, tropical, water, airplane, cruise ship, beach, world, getaway



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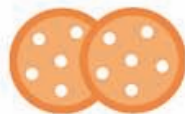
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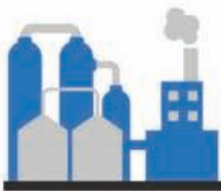
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<p>Sunday Soul Food Buffet Served All Day ONLY \$12.99 Adults \$4.99 kids under 10 Children 3 & under eat free.</p> <p>Cate's Country Kitchen 1234 Washington Street Bensenville, IL 60009 800-000-0000 www.cates.com</p>	<p>Seafood Night Every Thursday BOGO 50% Off All Seafood Dishes</p> <p>Fisherman's Net Cafe 1234 Washington Street Bensenville, IL 60009 800-000-0000 www.fishermans.com</p>

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FRUIT BOWL



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ICED TEA



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CAULIFLOWER



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ROOT BEER FLOAT



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ICED TEA



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VANILLA ICE CREAM CONE



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ICED TEA



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TURKEY ON FLATBREAD



N1506P66014C-●
MIXED VEGETABLES



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MIXED BERRIES



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TURKEY DINNER



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CRAB LEGS



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SEAFOOD PLATTER



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SOUL FOOD



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FRUITS & VEGETABLES



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WATERMELON



N1506P66027C-◇
MIXED VEGETABLE PLATTER



N1506P66015C-●
TURKEY SANDWICH



N1506P66019C-●
ROASTED TURKEY



N1506P66030C-◇
SHRIMP PLATTER



N1506P66023C-◇
CUCUMBERS



N1506P66032C-◇
MIXED FRUIT



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SEAFOOD PLATTER



N1506P66017C-●
CRAB LEGS



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MIXED VEGETABLE BASKET



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MIXED VEGETABLES



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MIXED VEGETABLES & DIP



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MCC KEYWORD HINT: metrobiz
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(PROUD TO BE QUEBECERS!)
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(JUST FOR YOU DAD)
N1506P68003C*-O



(SCHOOL'S OUT!)
N1506P68006C*-O



(BARBECUE PROS)
N1506P68005C*-O



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N1506P69008C-●



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N1506P69010C-●

MCC KEYWORD HINT: week2

This is your illustration and copy for June 11, 2015.

The Age of the Selfie

The term "selfie" used to describe a picture one has taken of oneself, usually with one's cell phone camera, is today with implications of narcissistic self-consciousness, and perhaps with good reason. The recognition of the "selfies" taken throughout the more history of the world has reportedly been taken in just the last few years, with the advent of the digital camera and its ubiquitous cousin the cell phone camera. There are now small video cameras that hover just above your head and enable their users to get footage of just about anything. We think about an eight-stage to-do-list or driving, which has added to our ability to document our lives. But what is the point of all this documentation? Are our friends and families that interested in looking at all of these pictures and videos of us as we they for our own viewing pleasure? Or do they really just want to certify that we were actually at the concert or stadium for the game? It's true that we can no longer share pictures and videos, but we run the risk of missing the experience in question if we are only interested in getting the great picture or video, and perhaps more pictures still in the prospect that a well-timed picture and video will become even more so. We would all do well to remember that many experiences are best represented by just being there and don't need to be photographed or recorded.



Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves, not looking to your own interests but each of you to the interests of the others.

Philippians 2:3-4

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MCC KEYWORD HINT: week3

This is your illustration and copy for June 18, 2015.

Avoiding the Near Occasion of Sin

The Catholic prayer, the Act of Contrition, ends with a firm resolution to "sin no more, and to avoid the near occasion of sin." This is good counsel for those of us with less than perfect judgment to avoid doing wrong, and it harmonizes with the Lord's Prayer, which asks God to "lead us not into temptation." Strictly speaking, God does not tempt us, but our daily circumstances certainly do, and we would do well to avoid those circumstances that tempt us to sin. If we know that a certain person will try our patience and tempt us to sin or do something unkind, then perhaps we should avoid that person, or at least try to interact with him or her when our resolve is strong. We all know that certain things can be an occasion of sin, a situation that makes sinning much more likely and just of looking a little like to avoid those circumstances, at least until we will have become more resolutely good. We should be even the fact that our resolve can be weakened by a long hard day, so be especially cautious when you are tired.



When tempted, do not sin through sin. God is tempting you. For God cannot be tempted by evil, nor does he tempt anyone, but each person is tempted when they are dragged away by their own evil desire and enticed.

James 1:13-14

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MCC KEYWORD HINT: week4

This is your illustration and copy for June 25, 2015.

Smile! It Will Make You and Others Happy!

There is a very interesting psychology experiment where you tell people two either smiling or frowning without their knowing it. If you smile to build a good rapport with their teeth, to make them smile, or with their puffed lips, to make them frown, and while they hold that facial position you tell them a joke. Those who are holding the smile usually rate the joke as being funnier, presumably because they are already halfway laughing to start with. The moral of the experiment, if experiments can be said to have a moral, is that our bodies often take the lead in making us feel happy or sad, or calm or anxious. Simply by looking at a picture will make you feel different while standing up tall and strong will make you feel like a winner. So smile, even when you don't mean the smiling, or perhaps especially when you don't feel much like smiling. And as added benefit to smiling is that it tends to spread the happiness. Have an attitude and a countenance that is worth catching.



Light in a messenger's eyes brings joy to the heart, and good news gives health to the bones.

Proverbs 15:30

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N1506P70002C*

AD# N1506A70004C PASS 2 COL. x 5.25

CHILDREN'S SUNDAY CELEBRATION
June 14
N1506P70009C*
N1506P70011C*

N1506P70012C*

N1506P70014C*
N1506P70007C*
N1506P70003C*

Bible Camp
N1506P70010C*

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Obedience

The story of Adam and Eve is difficult to understand. Why was eating from the tree of knowledge of good and evil prohibited? The knowledge of good and evil is the root of having a conscience, and having a conscience is accurately praised as a good thing. The account in Genesis links eating from the tree of knowledge with death. "You are free to eat from any tree in the garden, but you must not eat from the tree of the knowledge of good and evil. For when you eat from it you will certainly die." (Genesis 2:16-17) Why was it necessary for them to die if they ate from the tree? These are perhaps unanswerable questions, and while it certainly is cause for wonder why knowledge of good and evil is linked to our mortality, perhaps a simpler way to look at this story is to remember that it is part of the creation story, and God is making the rules as he makes the world. What he says literally creates the rules, just as it creates the world, and Adam and Eve were cut off from the tree of life because they were disobedient. Jesus restored our access to it by being obedient to God's will, accepting an agonizing and agonizing death on a cross. Are we being obedient to God's will as one life?

—Christopher Simco

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(JULY 4TH SALE & CELEBRATION!)
N1506P71004C*O



(FAMILY FUN)
N1506P71007C*O



(JULY 4TH)
N1506P71006C*O



(SUMMER SALE)
N1506P71010C*O



(GIFTS FOR DAD)
N1506P71002C*O



(HAPPY FATHER'S DAY!)
N1506P71001C*O



(SUMMER EVENTS)
N1506P71005C*O



(GARAGE SALE)
N1506P71003C*O



(WEDDINGS)
N1506P71008C*O



(THE BEST FOR THE BRIDE)
N1506P71009C*O

METRO Events

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



N1506P71025C*O



N1506P71015C*O
N1506P71016C*O



N1506P71017C*O



N1506P71018C*O



N1506P71021C*O
N1506P71022C*O



N1506P71013C*O
N1506P71014C*O



N1506P71019C*O



N1506P71012C*O



N1506P71020C*O



N1506P71023C*O



N1506P71011C*O



N1506P71024C*O

METRO Customer Requests

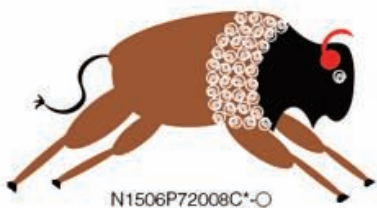
Thanks to your feedback, we've included a number of customer-requested art, headings, photos and spec ads in our service. Have a request? Share your suggestions by e-mailing us at service@metro-email.com!
(MCC Images Library / Keywords: Art Subject)



N1506P72023C-●
(Free Range Beef Cattle)



N1506P72025C*-○
(Deciding to Join a Gym)



N1506P72008C*-○
(Buffalo)



N1506P72005C*-○
(Native American)



N1506P72004C*-○
(Native American Art)



N1506P72001C*-○
(Native American Border)



N1506P72021C*-○
(Fish Fry)



N1506P72013C*-○
(Tom Tom Drum)



N1506P72002C*-○
(Native American Art)

N1506P72012C*-○
(Peace Pipe)



N1506P72014C*-○
(Bow and Arrow)



N1506P72003C*-○
(Native American Art)



N1506P72015C*-○
(Spear Head)



N1506P72022C*-○
(Fish Fry Cook)



N1506P72006C*-○
(Headdress)



N1506P72009C*-○
(Tomahawk)



N1506P72011C*-○
(Canoe)



N1506P72007C*-○
(Teepee)



N1506P72010C*-○
(Campfire)



N1506P72024C*-○
(Cuts of Beef)



N1506P72020C*-○
(Simmental Cattle)



N1506P72019C*-○
(Limousin Cattle)



N1506P72018C*-○
(Hereford Cattle)



N1506P72017C*-○
(Gelbvieh Cattle)



N1506P72016C*-○
(Angus Cattle)

Experience the Difference



COMING SOON...THE NEW MCC!

Soon our transformation to the NEW Metro Creative Connection (MCC) will be complete, and you will automatically access its intuitive interface and enhanced features when you log on to metrocreativeconnection.com. Whether you are creating a dynamic ad layout or seeking spec ads to present to multiple sales prospects, the new MCC makes it easier than ever to successfully navigate any job at hand. If you have not yet tried out the beta version of our new site, now is the time to experience the difference, and see how the new MCC can help everyone, in every department, generate new ideas, quality results and better sales!

Test-drive the new MCC before our official launch date, and let us know your feedback.

We welcome your comments, suggestions and questions!



We've refined our search tools to generate more ideas and targeted results with features like type-ahead keyword suggestions and automatic generation of related content results, as well as the ability to

search images and spec ads simultaneously and by top download numbers.



Access your latest Metro Service like never before with clickable pages that connect you directly to every idea, image and ad for instant downloading. Highlighted features let you easily browse ideas by page or thumbnail,

and no flash is required, making this feature fully compatible with your iPad®.

Please note: Should you need to access the original MCC site for any reason, a link will be available to connect you through the new site.



PP. 01-72

METRO NEWSPAPER SERVICE

June MNS is filled with bright possibilities for revenue from a variety of timely topics, including Father's Day, Dairy Month, the start of summer, July 4th/Canada Day, travel, shop local newspaper self-promotions, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 73-80

MIAD SPEC AD LIBRARY

Smaller-space advertisers are the foundation of your ad sales. Garner more spring-into-summer revenue with spec ads for Father's Day, Summer Living and Travel advertisers. Presented in this book and available as an online e-Edition, *MIAD Spec Ad Library* is your best resource for closing more small-space ad sales.



APR. Issue
PP. 81-93

PP. 81-93 CAMPAIGNS & CLASSIFIED

Keep your second quarter sales shining with retail multiple-ad campaign selling, ready-to-sell timely and seasonal auto layouts, recruitment, real estate, self-promo ads and Web ads. *Campaigns & Classified* is presented quarterly in this book and available as an online e-Edition.

METRO

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New York, NY 10018

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