

CREATE. SELL. PROFIT.

# METRO<sup>®</sup>

CREATIVE SERVICES



### FATHER'S DAY

Ads, directories and images to draw in dining, gift and activity advertisers



### DAIRY MONTH

Ready-to-serve ads, images and sponsor opportunities for big Dairy Month profits



### JULY 4TH/ CANADA DAY

Holiday weekend retail and event coverage to make sales boom



**MiAD Spec Ad Library** PP. 73-80:  
Ready-to-sell small-space ads for Father's Day and summer – MiAD enabled!

The perfect mix of seasonable spec ads, pages and images to refresh revenue for

## SUMMERTIME

## SUMMERTIME



### ON THE COVER: N1606P16001C

Promote everything from picnic specials to shatterproof outdoor dinnerware, "refreshing" savings and "summertime favorites" with this seasonable image.

Push summer sales into full swing with a wealth of seasonal moneymaking opportunities.

- A Marketplace layout features "summer fun" advertisers, including a day camp, lake vacation destination, variety store, canoe rental service, air conditioners and a community pool (13).
- A Themed Event Package includes a sporting goods store campaign for bikes and the like (33).
- Fill summer-themed sections with other ads for a meat market, summer car loan specials, boating supplies, a garden center, iced coffee, batting cages, central air and more (18, 19, 40).
- Recruit multiple advertisers for a summertime local shopping directory (43).
- Make a "summer blowout" sale stand out with a shaped ad design (41).



## FATHER'S DAY



Find content to tie up sales for Father's Day.

- Showcase a variety of businesses in a full-page "Father's Day celebration guide" featuring gift ideas, dining and activities (24).
- Sell ads designed for an electronics store's "Father's Day entertainment event" featuring savings on televisions and home theater systems, as well as a variety store's top 10 "gifts for the top pop," and "luxury Father's Day gifts" from a local jeweler (17, 31).
- Generate excitement and exposure for a variety of sponsor advertisers by running a "Pop Stars" Father's Day talent contest that puts a modern twist on the usual Dad Day salutes with reader-uploaded videos (10).
- Find additional Father's Day spec ads in the June issue of MiAD Spec Ad Library (MSAL).



## JULY 4TH & CANADA DAY



Find a full spectrum of coverage to build event and retail promotions around July 4th weekend.

- Get a head start on promoting your area's "fireworks and festivities" with an event ad featured in June's Community Calendar (17).
- Help a variety market promote "star-spangled savings" on partyware, decorations and barbecue favorites as part of an Independence Day Themed Event Package (35).
- Bars or restaurants can promote holiday weekend specials with an eye-catching banner ad (12).
- Find headings, photos and artwork to create additional ad designs for all types of advertisers (58-60).
- Create Canada Day promotions with a fresh selection of festive images (68, 69).



## DAIRY MONTH



June is Dairy Month, presenting a valuable opportunity to approach grocery, restaurant and dairy production advertisers as well as sponsorship prospects.

- A Themed Event Package includes a "Dairy Salute" cover design, as well as an ad campaign designed to showcase new "dairy deals" each week from a grocery advertiser (32).
- Invite multiple sponsors to participate in "a salute to our dairy producers" with a full-page layout (63).
- Create additional sponsorship opportunities and ads with featured dairy food and farm images as well as headings (61, 62).
- Be sure to incorporate consumers' growing demand for organic and hormone-free dairy products in your sales calls and promotions as well.



## HEALTH & WELLNESS

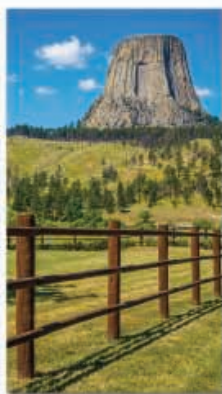


Health and wellness spending is at a record high and growing, making it a valuable year-round revenue source for your publication.

- Find ads and images to build fitness coverage, including an ad for a cross-training gym and photos for bodybuilding and yoga (12, 25).
- Other ads and images promoting an active lifestyle incorporate cycling, golf, rowing, swimming, soccer, boxing and baseball (12, 13, 22, 48, 49).
- Tie in coverage related to men's health using a Themed Event Package featuring a campaign for preventive health care geared toward men of all ages (34).
- A Single Sheet promotes the benefits of a local urgent care center (41).
- Incorporate this coverage and more in June's Health & Wellness Templated Section (47).



## JUNE PROMOTIONAL OPPORTUNITIES



Look out for more valuable sales opportunities featured in June!

- Meet the needs of secondhand clothing stores and apparel retailers with fashion-forward ad designs geared toward men and women (12, 41).
- Cover restaurant calls with ads and images for sushi and more mainstream cuisine (12, 41, 66).
- Focus on top sales prospects with ready-to-present-and-sell spec ads for flood restoration services, insurance, horse stables, movie theaters, paint supply stores, contractors, driving schools, orthodontists, coffee, electricians, building supplies and DJ services (18, 19).
- Tie in sporting goods, camping equipment, bikes and local park advertising with National Trails Day on June 4 and Great Outdoors Month (65, 48, 72).
- Other ads featured this month include medspa services, afternoon tea, pet grooming and fragrances (12).



## JUNE CUSTOMER REQUESTS

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



N1606P72007C

## JUNE 2015'S MOST DOWNLOADED IMAGE & AD!

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 '15 issue of MNS.



N1506P21009C



N1506A59003C

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

June's TSSs 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](mailto:service@metro-email.com) to order!



CREATE. SELL. PROFIT.



Like Us on Facebook  
[facebook.com/MetroCreativeConnection](https://www.facebook.com/MetroCreativeConnection)



Follow Us on Twitter  
[@MetroConnection](https://twitter.com/MetroConnection)

Metro Creative Graphics, Inc.

519 Eighth Avenue,  
New York, NY 10018  
Voice 212.947.5100  
Toll-free 800.223.1600  
[www.metrocreativeconnection.com](http://www.metrocreativeconnection.com)

Make Money With Metro!



Follow Us on Instagram  
[@metrocreativeconnection](https://www.instagram.com/metrocreativeconnection)



COMPANION  
WEB ADS NOW  
AVAILABLE ON MCC!

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

METROFEATURE



The layout of "Father's Day Gift Ideas" promotion that appears annually in *The Shopping News* of Ephrata, Pennsylvania gives the pages a crisp appearance and especially good balance and eye flow.



# Father's Day Gift Guide is All About Presence

*The Shopping News*  
EPHRATA, PENNSYLVANIA

■ For many newspapers, Mother's Day promotions inspire solid advertising support, while Father's Day sections and pages pale in comparison. In an effort to boost both enthusiasm and revenue for Father's Day, *The Shopping News* of Ephrata, Pennsylvania began publishing eight pages of "Father's Day Gift Ideas" in 2008. The eight pages, which are similar in appearance to those in the newspaper's annual Mother's Day special section, are split between two of the weekly's editions in early and mid-June. After seven successful years, the newspaper's Father's Day promotion took second place in the 2015 IFPA Advertising & Editorial Awards.

"I think the judges liked its overall appearance and the fact that the pages offer a nice mix of tributes to local dads and some more general articles that mesh nicely with the ads," said *The Shopping News* general manager Harold Wenger. "The editorial tends not to be geared toward gifts because we let the ads do that."

Most of the eight pages are topped with banners of varying shades that say "Father's Day Gift Ideas" and feature some dad-inspired graphic elements. The editorial and advertising are typically placed under the banner, with the ads forming a "V" pattern on two facing pages. "The 'V' formation is our look for the entire paper, with the ads being taller on the outside edges

of facing pages," said graphic designer Crystle Eby, who works on the pages along with her colleagues Amanda Kipe, Jeff White and Mark Miller. "It gives the pages a nice flow and keeps the ads from looking haphazard." The ads in "Father's Day Gift Ideas" reflect many dad-oriented pursuits: mowing lawns on riding mowers, lounging in well-padded recliners, tackling home projects with power tools, taking photos with a brand new camera and enjoying a dinner out with the family.

"Local businesses know these pages will be well read, so we always start with advertisers from the previous year before moving on to new ones," Wenger adds. The editorial content ranges from individuals' short tributes to their fathers to stories about dads who have passed away. One 15-year-old girl submitted a long article detailing the many ways that her father, her best friend who died when she was six, inspired and loved her. When there is space to fill — particularly in the first set of four pages — staff may add a short, generic article focusing on gift ideas or the history of the holiday.

"As much as possible, we try to fill the pages with personal articles and people's tributes to their fathers," says Eby. "I think the personal touch is really important and is a big reason that people want to read the pages."

M (P1606B02001C)

For more information, contact Harold Wenger, General Manager, *The Shopping News*, Ephrata, Pennsylvania at [hwenger@snews.com](mailto:hwenger@snews.com).

## METROFEATURE



With the redesign of the *Faribault Daily News* and its eight sister publications, photos have assumed greater importance and are treated as centerpieces of feature stories.

# Newspaper Redesign Emphasizes Aesthetics

*Faribault Daily News*  
FARIBAULT, MINNESOTA

■ It was no surprise when the *Faribault (Minnesota) Daily News* was awarded first place for design in the 2014-15 Minnesota Newspaper Association's Better Newspaper Contest for dailies with a circulation under 10,000. In 2013, the newspaper, along with its eight sister publications, had undergone a total overhaul that resulted in a cleaner design, larger photos and more white space.

The brain behind the redesign belongs to regional editor Jerry Smith, who created the new page templates and design parameters. "All of our nine publications were looking pretty different, so the redesign was aimed at establishing uniformity while enabling each publication to have its own identity and individual touches," explains Smith. "We also adopted a new CMS [content-management system] that enables us to bring everything into InDesign at one time, making the entire process a lot easier."

Smith emphasizes that aesthetics played a significant part in the newspapers' makeover. The goal, he says, was not only to create publications that are easier to read, but also to feature large, topic-themed photos as centerpieces of the articles they accompany. For example, the award-winning issue of the *Faribault Daily News* led off with an article titled "Mental Health: Talking the Talk," which focused on various types of depression and was accompanied by a large Metro photo of a woman seated in a fetal position with one hand cradling her head.

For some of the newspapers' other mental-health related features, Smith and his staff have selected other Metro photos to serve as center-

pieces. For an article detailing increased heroin use among county residents, they chose a photo of a person holding a hypodermic needle to a spoon. Coverage of the bullying epidemic in elementary schools was accompanied by a large photo of a young girl staring into the distance that captured the feelings described in the article and complemented the article's headline. Another article that focused on suicide awareness featured a photo of a woman standing against a wall and looking distressed.

"Good photos bring readers into the story and a centerpiece presentation invites them to dive in and read," notes Smith. "Along with serious, on-target headlines, photos set the tone of the story and largely determine whether or not they will be read. And with these types of stories — mental health topics, drug use, bullying, suicide awareness — we can't use photos of local people, so Metro provides a great service and offers the types of topic-themed photos that we are looking for."

In addition to ushering in the use of larger, centerpiece photos, Smith established a preference for close-ups.

"As our industry has changed and the size of the newsroom has been reduced, some of the first people to go have been staff photographers," says Smith. "We need good photos and can't be afraid to get in close, but some newer reporters have a tough time doing that. So this is another area where Metro has been very helpful in providing the kinds of photos that we need."

M (P1606B03001C)

For more information, contact Jerry Smith, Regional Editor, APG Media of Southern Minnesota, at [jcsmith@faribault.com](mailto:jcsmith@faribault.com).

METROFEATURE



Metro offers a range of products and images that can help newspapers revamp their employment, real estate and automotive advertising and boost revenue as a result.



## An Expert's Tips for Rebuilding Classified Revenue

Janet DeGeorge knows a thing or two about classified advertising. As president of Classified Executive Training & Consulting, DeGeorge has helped more than 200 newspapers revamp their approach to classified advertising. And her efforts have paid off: The larger publications she has worked with have seen an average ROI of more than \$1 million while those with circulations of 25,000 typically see an ROI in the neighborhood of \$250,000.

How does she do it? By helping newspapers rethink, redesign and revitalize their approach to generating classified revenue. According to DeGeorge, the classified revenue rebuilding effort should focus first on the employment, real estate and automotive sectors.

"These are the areas that are easiest to get back to pre-recession levels," DeGeorge says, "but newspapers have to be willing to redesign. Today, people want to buy beautiful ads in beautiful products."

Here are some of DeGeorge's suggestions for boosting classified revenue from employment, real estate and automotive advertising.

**Employment advertising:** With declining unemployment rates in most areas of the country, employers are once again looking to hire. But many are having a tough time finding qualified candidates. The key to boosting employment advertising, says DeGeorge, is to completely rethink what businesses are looking for from their ads. Traditional "help wanted" ads no longer make the grade. Companies want attractive ads with high-quality artwork and photos that promote their brand and appeal to qualified applicants.

"The ads have to be branded to employers' websites," DeGeorge says. "And they do better when they include photos. This is where Metro can be a big help. Once a newspaper is able to create beautiful employment ads that are consistent with the advertiser's website and brand, it's actually a pretty easy sell."

**Real estate advertising:** DeGeorge is quick to point out that boosting real estate revenue hinges on creating artful ads for attractive, stand-alone, magazine-style

sections. She advises publications to develop real estate sections that focus on connecting individual realtors with the community. Use a modular format that avoids crowding and gives each ad its own space to shine.

"A beautifully designed real estate product encourages readers to explore more online and make contact with particular realtors," notes DeGeorge. "Realtors just want their phones to ring and if that is the result, they'll continue to advertise."

In DeGeorge's experience, the most successful real estate sales professionals are those who have an affinity for the housing market since it is a particularly maintenance-heavy area. In fact, DeGeorge frequently suggests that publications consider hiring former realtors or those who are still in the business part-time.

**Automotive advertising:** Nationwide, auto dealerships are having a record year. But every market is different, so not all regions are experiencing the same surge. Regardless of the specific market, automotive ad sales pose the greatest challenge for newspapers. "Automotive requires a different skill set from employment and real estate," says DeGeorge. "These sales reps need to be fearless. To be successful in automotive ad sales, sales reps need to understand how dealerships work and not be intimidated by negotiation. That's the way things work in a dealership, and newspaper sales reps need to 'click' with the auto dealers."

Increasingly, newspaper publishers are diving back into classified as they search for new and increased advertising revenue. What's more, many publications are finding that digital advertising alone is not producing the level of revenue they need.

"Online is part of the multimedia package, but advertisers need a media mix in order to hit all the demographics," says DeGeorge. "It's important to recognize that newspapers are the only ones that can offer that mix — and do it quickly. Newspapers connect with a very precise target market, and if advertisers want to reach their community, then a newspaper is absolutely their best option."

M (P1606B04001C)

For more information, contact Janet DeGeorge, President, Classified Executive Training & Consulting at (602) 717-7473.

## METROFEATURE

The screenshots illustrate the three-step process of the MiAD Wizard: 1. Data entry, 2. Template selection, and 3. Final ad preview.

Metro's MiAD Wizard was designed specifically to meet the needs of sales professionals who want instant and on-the-go access to high-quality, presentation-ready spec ads.

For more information, contact Client Services at 800-223-1600 or e-mail [service@metro-email.com](mailto:service@metro-email.com)

# Technology Transforms Spec Ads into Closed Sales

By Jo-Ann Johnson  
Sales Consultant  
Metro Creative Graphics

■ It's a fact: Spec ads — particularly targeted spec ads — help close sales. Yet, spec ads are used in less than 20 percent of sales presentations. While many factors, most notably the limited time of busy creative, production or sales teams, can contribute to a lack of spec ads for selling, there are compelling reasons to overcome this obstacle.

Spec ads create opportunities to meet with advertisers or prospective customers, making them well worth the time and effort to create and present them. In addition, spec ads make closing sales easier, faster and more efficient. And that efficiency is even greater now that creating polished, professional and targeted spec ads no longer requires a large graphic design team or a substantial investment in expensive software. Finally, spec ads consistently open doors to upselling opportunities — something every salesperson and publication strives for.

The good news for publications is that today's technology puts top-notch spec ads within quick reach of every ad manager, designer and salesperson. Here is the scoop on the current state of spec ads from the perspective of the five "Ws" of journalism:

**Who:** Since many publications have fewer graphic designers and smaller production teams, the creation of spec ads is increasingly handled by salespeople — especially when tight turnaround times require quick action. As a result, sales teams have been tuning in to technology like Metro's new MiAD Wizard, which enables them to turn out high-quality, presentation-ready spec ads without the need for extensive graphic design programs or training.

**What:** The spec ad itself remains the key to unlocking bigger sales. But now more than ever, sales reps need to present ads in a range of media options. This means ads must be designed specifically for print, Web and mobile as opposed to simply presenting the same spec ad in different sizes. Metro's MiAD Wizard quickly creates customized, ready-to-present spec ads in all three formats, which both expands an advertiser's options and opens the door to selling multimedia campaigns.

**Where:** Advertising salespeople are accustomed to working on the run and thinking on the fly, so the ability to quickly and easily produce presentation-ready spec ads using only a laptop or tablet with an Internet connection is a huge benefit. Metro's MiAD Wizard was designed specifically to meet the needs of sales professionals who want instant and on-the-go access to high-quality, presentation-ready spec ads.

**When:** The timing of spec ad presentations remains critical. Advertisers respond most positively to spec ads that demonstrate an understanding not only of their business and industry, but also the challenges they face and the goals they want to achieve. Consequently, many savvy sales reps choose to meet with advertisers first and then return with spec ads in hand. Technology such as MiAD Wizard enables salespeople to have greater control over the time that elapses between meeting and presentation.

**Why:** That's easy. Spec ads close more sales and open exciting opportunities for significant new revenue.

M (P1606B05001C)

**METRO**  
CREATIVE GRAPHICS, INC.

Plus Business welcomes your comments and feedback. Please send comments to: [plusbiz@metro-email.com](mailto:plusbiz@metro-email.com). Plus Business is a registered trademark of Metro Creative Graphics, Inc. and is published monthly. Entire contents ©2016 Metro Creative Graphics, Inc. No part may be reproduced or published in any form without prior written consent.

## Grow Web & Mobile Revenue with Mobile Responsive Sections & Specialty Websites

In today's ever-changing world, publishers need to go out into the marketplace and prove they have full-scale solutions for their customers' marketing and advertising needs. The growing reliance on mobile technology to access websites, especially among millennials and younger readers, means publishers must also take steps to ensure their advertisers' content is positioned to reach as many readers as possible. Compliant with Google mobile optimization guidelines, e-Connect's mobile responsive e-Sections, Specialty Websites and Coordinated Print Templated Sections arm publishers with a unique program to help their advertisers reach the right audience at the right time via the right media.

### Mobile Responsive Online Special Sections

Mobile responsive e-Sections are themed, targeted sections that can be customized in various ways to work within a publication's branding preferences. Two of Metro's three monthly e-Sections coordinate directly with a Print Templated Special Section, making it easier than ever to sell coordinated print and online ad packages. The six ad positions, with rotations to accommodate multiple advertisers, can also link to advertisers' websites or to their Specialty Website, the second element of Metro e-Connect.

- Six key ad positions rotate with unlimited advertisers
- Co-brand with company logo and information
- Customize home page header images, color and logo
- Add and delete stories
- Create unlimited photo and video galleries and offers
- Google mapping for all advertisers in sponsors area
- Share via Twitter and Facebook

### Mobile Responsive Specialty Websites

Specialty Websites are versatile, flexible and easily customized. Within minutes, they can be set up as advertiser sites to highlight businesses or special promotions. Or, publishers can use Specialty Websites for anything from cross promoting a unique feature from their paper to highlighting a local event.

These sites are highly effective vehicles for engaging consumers and motivating them to make purchases while enhancing the image of a business or publication and building customer loyalty. All sites are mobile-responsive and can be updated in real-time. Every site is also programmed for optimal recognition from all search engines with their multi-page, full website designs.

- Engage online consumers
- Customize with a logo, photos and copy
- Create photo and video galleries and offers
- Feature services and products
- Include hours, location and Google mapping
- Share via Twitter and Facebook
- Automate, per page, QR code generation

### User-friendly CMS for Publishing e-Connect's Mobile Responsive Sites

All Metro e-Connect online functions are easily accessed and published through a user-friendly content management system (CMS).

### Coordinated Print Templated Special Sections

Print Templated Special Sections are ready-to-present-and-sell sections that help sales teams engage advertisers and increase ad revenue. In combination with e-Sections, Print Templated Special Sections present a multimedia solution that effectively reaches and impresses readers of both mediums. With fresh and inviting themed section packages for both print and online, you can quickly expand sections sales and revenue. **M**

P1606B06001C

See how profitable the Metro e-Connect program can be for you by calling Metro's Client Services Team at 1-800-223-1600 or e-mailing [service@metro-email.com](mailto:service@metro-email.com) today!



Online e-Section



Specialty Websites



Specialty Websites



Print Templated Special Section



Appointments & walk-ins welcome



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

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

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

Adequate white space actually helps sell the ad message by making the features more prominent and readable. Ads designed with adequate white space return better results.

**Total Lawn Care**

From sod installation to seasonal maintenance and annual cleanups, let us expertly handle all of your lawn care needs in just one phone call.

Free Estimates | Licensed & Insured | Reliable & Affordable

facebook  
**DALE'S LANDSCAPING**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

Ads that have reverse areas or overall backgrounds (such as this photo background ad layout) still need to contain adequate white space. In these instances, backgrounds or black reverses act as neutral areas, which viewers perceive in the same way they perceive white space.

**Homes for Sale**



**Find the Perfect Fit!**

1234 Washington Street | Somersville Heights | 000-000-0000 | \$239,000

1234 Washington Street | Somersville Heights | 000-000-0000 | \$239,000

1234 Washington Street | Somersville Heights | 000-000-0000 | \$215,000

1234 Washington Street | Somersville Heights | 000-000-0000 | \$215,000

1234 Washington Street | Somersville Heights | 000-000-0000 | \$215,000

1234 Washington Street | Somersville Heights | 000-000-0000 | \$215,000

1234 Washington Street | Somersville Heights | 000-000-0000 | \$215,000

1234 Washington Street | Somersville Heights | 000-000-0000 | \$215,000

1234 Washington Street | Somersville Heights | 000-000-0000 | \$215,000

1234 Washington Street | Somersville Heights | 000-000-0000 | \$215,000

Especially when designing multiple item ads, white space can separate the ad features while presenting them in a visually pleasing manner.

*The Gold Standard*  
in pet care & nutrition



SHOP ONLINE

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

If anything, the need for adequate white space increases when designing online ads, as white space attracts more attention on crowded Web pages.

## Good vs. Bad Ads: What is Adequate White Space?

The relationship between the human mind and eyes is truly amazing. While eyes constantly take in an expansive array of visual stimuli, the brain acts as a filter, deciding which image to deliver to the "mind's eye" at any given time. In other words, the brain is helping you sort through everything to enable you to concentrate on something. As ad designers, we want people to concentrate on the exact "something" we want them to absorb — the ad's message. One of the main ways we can do this is through the use of white space.

### What is Adequate White Space?

In simple terms, every ad can be divided into two visual areas: one where type and imagery reside (positive), and the other where nothing is placed (negative). The areas where nothing is placed is called white space. The interplay between the positive and the negative creates contrast in the ad design. As far as our eyes can tell, it is the negative white areas that make the positive areas visible. Therefore, adequate white space in any ad controls the interplay between positive and negative areas of a layout to give the reader's eyes a place to rest (focus) as well as leading to what is next (flow).

### How Much is Enough?

When it comes to white space, how much is enough is always going to be relative. Many hate the entire concept because they believe white space to be a waste of their advertising dollars. It becomes the job of the ad designer and salesperson to educate and convince the advertiser that white space literally gives readers a chance to breathe, which helps them concentrate on the ad message. Therefore, the best

pitch to make to these types of advertisers is that white space helps deliver better results.

It becomes increasingly difficult to pin down hard and fast rules of what is adequate in an age when we are constantly bombarded with advertising messages from an ever-growing number of sources. It is this very assault on the senses that points to the need for white space. In these terms, adequate would be enough to draw attention to your ad over others.

The effectiveness of advertising has been studied as long as there has been advertising. What worked 50 years ago may not work today since our environments and methods of communications have changed so dramatically. Nonetheless, white space remains an important visual element, regardless of how the ad is delivered. If you need a starting point when trying to solve the "how much is adequate" dilemma, traditionally ad designers have been taught that ads in which 70% of the ad space was devoted to the combination of white space and illustration returned the best results.

### Variables to Consider

Cultural differences and age can affect how we view things. Therefore, you need to consider who the ad is targeting when determining adequate white space. Millennials seem better equipped to filter out the flotsam and jetsam of modern design, yet some will respond better to more white space. Seniors tend to interact with advertising differently than younger demographics, so white space is vitally important to help older eyes to focus. Likewise for younger readers.

### Don't Sweat the Details

All of these design demands can, on the surface, present a daunting task when creating ads. Yet the good news is that adding proper white space is intuitive for good ad designers. The minute you place something in the blank space within an ad's dimensions, you are playing with the positive and negative elements within an ad. Keep the ad balanced and you will more than likely create an ad that has adequate white space and is therefore more readable, which is a crucial component to making better ads that produce better results. **M**

CREATE. SELL. PROFIT.

**Healthy Life**  
Embracing a physically active lifestyle

Spotlight on local yoga instructor

Meet a local physical therapist

Local fitness center lists

N1606A08001C - 10x13

The past decade has witnessed a widespread attitudinal shift regarding healthy lifestyles. A **Healthy Life** section or pages will be welcomed by readers eager for information and advertisers that are trying to reach them. You can use the cover as an alternative design for this month's Health & Wellness Templated Special Section, and adapt the Quick Sell multiple-sponsor layout to sell as a section page as well.

<p><b>Department Store</b></p> <p>123 Main Street City, State, Zip</p>	<p><b>Sporting Goods Store</b></p> <p>456 Sports Ave City, State, Zip</p>	<p><b>Gym</b></p> <p>789 Fitness Blvd City, State, Zip</p>
<p><b>Matress Store</b></p> <p>321 Bedding Lane City, State, Zip</p>	<p><b>Health Foods Shop</b></p> <p>654 Nutrition Way City, State, Zip</p>	<p><b>Spa</b></p> <p>987 Relaxation Rd City, State, Zip</p>

N1606A08002C - 5 col x 13  
N1606A08003C - 6 col x 21

**KIDS SPORTS**

Fall sports tryout schedules

Getting kids back in game shape

Meet a local youth sports coach

Helping young athletes learn their sports

N1606A08004C - 10x13

Kids and sports go together like summer and fun. A **Kids Sports** section or pages can be a long shelf-life product that families refer to all summer long. Include team sports schedules, recreational sports info, community pool schedules and more. Release an update as back-to-school season approaches to preview the fall schedules and after-school sports programs for kids.

**KIDS SPORTS**

Help kids get ready for fall sports season

Urgent Care

Sporting Goods Store

N1606A08005C - 5 col x 13  
N1606A08006C - 6 col x 21

**Local Eats**

Spotlight on foodies and their favorite local restaurants

Meet a local restaurant owner

Restaurant listings

Farmer's market listings

Maximize your farmer's market trip

N1606A08007C - 10x13

We're becoming a nation of foodies, as most publications can attest. Papers large and small rely on food and restaurant ad sales as a major source of revenue, so there is a constant need for a fresh approach to dining. A **Local Eats** section or pages can highlight long-standing neighborhood favorites and new entries on the scene, or you can devote a majority of the editorial content to profiling restaurant owners.

<p><b>Farmer's Market</b></p> <p>123 Market St City, State, Zip</p>	<p><b>Health Foods Store</b></p> <p>456 Nutrition Way City, State, Zip</p>
<p><b>Home Goods Store</b></p> <p>789 Living Room Rd City, State, Zip</p>	<p><b>Bookstore</b></p> <p>321 Reading Lane City, State, Zip</p>
<p><b>Restaurant</b></p> <p>654 Dining Ave City, State, Zip</p>	<p><b>Restaurant</b></p> <p>987 Food Court City, State, Zip</p>

N1606A08008C - 5 col x 13  
N1606A08009C - 6 col x 21

**Practical Pointers**

How to get your finances in order

How to build your business network

How to increase your energy levels

N1606A08010C - 10x13

Despite access to more information than ever, people are hungry for even more data on a wide variety of subjects, particularly in the "how-to" manner. A **Practical Pointers** section or pages can take the title literally and provide "common sense" answers to everyday questions. If you wish, you can apply the theme and navigate the intricacies of the vast world of electronics, creating a healthier or greener home and lifestyle, and more.

**Practical Pointers**

How to build your business network

Department Store

Office Supply Store

Cellphone Company

N1606A08011C - 5 col x 13  
N1606A08012C - 6 col x 21

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

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

NAME NEWSPAPER

See the complete Themed Event Package for these layouts on page 32.

# Dairy Salute Dairy Salute

A day at the dairy farm

The health benefits of dairy

Incorporating dairy into kids' diets

Interesting dairy facts

Delight guests with restaurant-quality dessert

Luscious Creme Brûlée

Ice Cream Shop

Dairy Farm

N1605A32004C - 10x13

June is Dairy Month, the perfect time to highlight the people who work in your area's dairy industry with a **Dairy Salute** section or pages. You can also include info on the variety of dairy products produced in your region. Since June is also Dairy Alternatives Month, you can include info about lactose intolerance and dairy allergies, plus dairy and non-dairy recipes, and info on where to purchase locally-produced ingredients.

Ice Cream Shop  
1234 Main Street | Somerville, MA 02143 | 617-552-1234 | www.icecreamshop.com

Dairy Farm  
1234 Main Street | Somerville, MA 02143 | 617-552-1234 | www.dairyfarm.com

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

NAME NEWSPAPER

See the complete Themed Event Package for these layouts on page 33.

# SUMMER FUN

Summer sun safety tips

BEACH DAY checklist

Flavorful ice cream recipes

Pool maintenance pointers

6 ideas for rainy summer days

Advertiser Suggestion

Department Store

N1605A33004C - 10x13

A **Summer Fun** section or series of pages leaves the door wide open for you to include anything and everything that falls under the summer recreation umbrella. Feature local summer attractions, staycation same-day destinations, favorite local treats, community activities and more. Highlight local advertisers that are only open in the summer, like water sports rental businesses, ice cream stores, outdoor concert venues and more.

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

NAME NEWSPAPER

See the complete Themed Event Package for these layouts on page 34.

# Men's Health Guide

Reduce your risk for prostate cancer

Flexibility tips for men

Men's diet DOs and DON'Ts

Men's health screening checklist

Cancer screenings men should consider

Advertiser Suggestion

Oym

N1605A34004C - 10x13

Timed to correspond with Father's Day (June 19), June is Men's Health Education & Awareness Month. A **Men's Health Guide** section or pages can remind men how they can stay healthy for themselves and their loving families. Include health screening info, exercise and nutrition tips, and more. See this complete **Themed Event Package** for corresponding print, Web and mobile ads for your section or pages.

Advertiser Suggestion

Advertiser Suggestion

Advertiser Suggestion

Advertiser Suggestion

Advertiser Suggestion

Advertiser Suggestion

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

NAME NEWSPAPER

See the complete Themed Event Package for these layouts on page 35.

# Freedom July 4th

Local fireworks show schedules

The history of July 4th

Independence Day safety tips

Local restaurants offer backyard barbecue tips

Advertiser Suggestion

Department Store

Party Supply Store

Did you know?

N1605A35004C - 10x13

July 4th is on a Monday this year, meaning there will be an extended weekend for almost everyone. Publish a **Freedom July 4th** section or pages to present readers with all the options available to them over the holiday weekend, from parades and fireworks to grilling tips and holiday sales, and everything in between. Our Canadian friends will enjoy a long holiday weekend, too, as Canada Day falls on a Friday this year.

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



# POP STARS

## Father's Day Talent Contest

Upload a video of your dad's wacky or wonderful special talent to our "Pop Stars" contest page for a chance to win big cash prizes!

**Readers' Choice Wins!** \$250 Grand Prize  
Enter & Vote @ [namenewspaper.com/contests](http://namenewspaper.com/contests) \$100 Runner-Up Prize  
Deadline to enter and vote is June 05, 2016.  
(See online contest page for complete rules and details.)

Happy Father's Day and good luck to all of our area dads from our contest sponsors!

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

**Auto Repair Center**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

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

**Dry Cleaner**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Menswear Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Auto Dealer**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Hardware Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Appliance Center**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Electronics Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Department Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Furniture Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Auto Supply Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

N1606A10001C

### Usage Note:

Father's Day will be celebrated June 19, 2016. This Pop Stars Father's Day Talent Contest puts a modern twist on the usual Dad Day salutes by making reader-uploaded videos the cornerstone of the contest. It's a win-win-win situation for all concerned because your advertiser sponsors get exposure in print and online, readers get a fun destination to view on your website, and you reap the benefits of community involvement and extra print and online linage.



# You Deserve a Staycation!

**Ultimate Summer Staycation Giveaway Contest**  
Enter online today at [namenewspaper.com/contests](http://namenewspaper.com/contests).  
Contest deadline is June 05, 2016. See contest page for complete contest rules and details.

Tell us in 100 words or less why you deserve the ultimate summer staycation for your chance to enjoy these featured prizes from our contest sponsors!

**Three-Night Family Suite Stay**  
**Hotel Resort**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Dinner & Appetizers for Four**  
**Family Restaurant**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Five Piece Dining Set**  
**Furniture Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**\$100 Gift Card**  
**Swimwear Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**10 Tickets of Mini Golf**  
**Mini Golf Course**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Family 4-Pack of Tickets**  
**Amusement Park**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**10-Pack of Race Passes**  
**Go-Kart Track**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**5 Free Sundae**  
**Ice Cream Shop**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Free One Year Stocked**  
**Variety Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**1 Hour of House Cleaning**  
**Cleaning Service**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**\$200 Spent in Cash**  
**Financial Institution**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**\$50 Gift Card**  
**Grocery Market**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

N1606A10002C

### Usage Note:

As another school year comes to an end, families will plan their vacation time. Appeal to those looking to keep close to home to enjoy their time off with a **You Deserve a Staycation!** contest giveaway. Deserving contest winners can receive prizes offered by the sponsors while at the same time the sponsors gain exposure for their local goods and services that are wanted and needed during the summer months.

JUST RELEASED...

# Make Sales Soar Like Magic

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

## WIZARD!

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

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



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

### METRO'S FILE NAMING SYSTEM AT A GLANCE

**Service Indicator.**

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

**Month Indicator.**

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

**Page Number.**

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

**Color Type.**

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

N1606P12002K.TIF

**Year Indicator.**

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

**File Indicator.**

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

**Unique to File.**

three-digit field that is unique to the item.

**Extension.**

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1606P28003C-●

# Father's Day Sale

Great Gifts Under \$50

Sale ends Sunday, June 06, 2016.



Going On Now  
up to 50% off  
Work & Casual Looks

## Milan Menswear

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



AD# N1606A12001C PASS 6 COL x 1

N1606P49005C-●

## Tee Up for a Great Season



\$79 Swing  
Evaluation Special

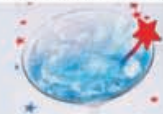
Limited time offer. Call today!  
Custom club fitting available here. Equipment trade-ins welcome.

## Fairways Golf Center

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

AD# N1606A12002C PASS 6 COL x 1

N1606P59010C-●



We're shaking things up all weekend!

- ★ Great Drink Specials
- ★ \$4 Food Menu
- ★ Live Bands, Contests & Giveaways

★ Open July 4th at 11AM

## Madison Bar & Grill

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



AD# N1606A12003C PASS 6 COL x 1

N1606P14004C-●

### Kiss Thin Lips Goodbye



**20% Off**  
Fillers & Injectables

through June 06 by appointment  
Limited availability. Call today!  
List details, terms and conditions here.

## Image Medspa

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



AD# N1606A12004C PASS 6 COL x 1

N1606P25013 C\*-O

## Toughen Up



Cross-training workouts  
designed to build strength,  
endurance and a better body.

**TRY US FREE FOR ONE WEEK**  
Call or go online to activate your free trial today.

## LevelX Fitness

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



AD# N1606A12005C PASS 6 COL x 1

N1606P64001C-●



## Join Us for Afternoon Tea

Tuesday-Sunday • 11am - 4pm | Reservations Recommended  
Enjoy a delectable assortment of traditional English tea, sandwiches and sweets.

## Roseleaf Tea Room

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

AD# N1606A12006C PASS 6 COL x 1

N1606P48003C-●

## For a Clean-Cut Pet

Take your pup from shaggy to spiffy in just one visit!



**New Client Special**  
Wash & Cut  
Only \$29  
small dogs, dematting extra

## Top Paw Pet Salon

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



AD# N1606A12007C PASS 6 COL x 1

N1606P15008C-●

## We Look Good on You

Shop the latest looks in menswear for effortlessly cool and comfortable style.



## Cable Menswear

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



AD# N1606A12008C PASS 6 COL x 1

N1606P64008C-●

## Fragrance Event



Save on your favorite scents this week!  
up to **30% Off**  
perfume + cologne + gift sets + & more  
select fragrances now through Sunday  
Sale ends 06.06.16. List details, terms and conditions here.

## Mason's Pharmacy

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

AD# N1606A12009C PASS 6 COL x 1

N1606P66017C-●



## Roll With the Best

out-of-this-world sushi + sashimi + sake + more

Half-Price Rolls  
Every Tuesday  
Half-Price Sake  
Every Wednesday

## Sushi Zen

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

AD# N1606A12010C PASS 6 COL x 1

N1606P21023C\*-O  
N1606P13001C\*-O  
N1606P21022C\*-O

# BEST of SUMMER

**Ice Cream Cafe**  
New homemade flavors daily  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Ice Cream Cafe**  
New homemade flavors daily  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Ice Cream Cafe**  
New homemade flavors daily  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Ice Cream Cafe**  
New homemade flavors daily  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Ice Cream Cafe**  
New homemade flavors daily  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Ice Cream Cafe**  
New homemade flavors daily  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Swanson Pools**  
\$0 down financing specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Swanson Pools**  
\$0 down financing specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Swanson Pools**  
\$0 down financing specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Swanson Pools**  
\$0 down financing specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Swanson Pools**  
\$0 down financing specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Swanson Pools**  
\$0 down financing specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Windmill Amusements**  
rides | mini golf | go karts  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Windmill Amusements**  
rides | mini golf | go karts  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Windmill Amusements**  
rides | mini golf | go karts  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Windmill Amusements**  
rides | mini golf | go karts  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Windmill Amusements**  
rides | mini golf | go karts  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Windmill Amusements**  
rides | mini golf | go karts  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

## Usage Note:

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

Companion  
WEB ADS  
available  
on MCC

## Cool Comfort at the touch of a button

Cool any room in your home with the latest energy-efficient portable air conditioners.

**Name Brand 8,000 BTU Portable AC Unit**  
at only \$189 (in store sale)  
Now \$189

**Name Brand 10,000 BTU Portable AC Unit**  
at only \$299 (in store sale)  
Now \$299

**Name Brand 14,000 BTU Portable AC Unit**  
at only \$379 (in store sale)  
Now \$379

### Towne Hardware

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

Shop Now While Supplies Last!

## Pure Enjoyment

Find yourself at Lake Name this summer!

quiet cabins | kayaking & watersports | hiking & camping bike trails & horseback riding great restaurants & bars relaxation & fun

Call or visit us online today for top attractions or to request your copy of our visitor's guide.

### Lake Name Visitor's Center

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



## Pool's Open

Now offering swim lessons and water aerobics! Call or visit us online for details, registration and schedule.

### Somersville Community Pool

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

Dive in for a summer of family fun!

**Season Pass Specials**

Adults \$79

Kids \$39

Family 4-Pack Only \$199  
Two adults, two children  
(No cash, checks or company checks accepted at our location)

Summer Pool Hours  
12-7 Monday-Thursday  
11-6 Friday-Sunday

## Row, Row, Row

Your Way to Summer Fun

Take in the beauty, relaxation and enjoyment of a sunny day on the scenic Name River.

**Half- & Full-Day Boat Rentals**  
canoes | single kayaks | tandem kayaks | paddleboards | guided tours  
(Group reservations welcome!)

**Full Moon Paddle Tours**  
Call or visit us online for details and reservations.

### Waterway Rentals

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

## Summer Sale It's flippin' big!

up to 50% Off  
All In-Stock Summer Merchandise

apparel • swimwear • towels • beach chairs • umbrellas • lotion • sunglasses • sandals • sun hats • water toys • sand toys • rafts • inflatable • & more

Shop now for the best selection! Sale ends 06/30/16. See details, terms and conditions here.

### Discount Variety Market

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

## Cooler. Summer. Ever.

It's all about friends, fun, adventure and memories. To last a lifetime!

swimming | team sports | arts & crafts | nature walks | games | music | healthy snacks & so much more  
All activities carefully supervised by a screened team of enthusiastic camp counselors trained in CPR and First Aid.

### Full-Day & Half-Day Summer Camp Programs

Boys & Girls, Ages 5 to 15  
Limited spots remaining!  
Register by phone or online today.

### Camp Callaway

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

AD# N1606A13002C  
PASS 2 COL. x 5

AD# N1606A13005C  
PASS 2 COL. x 5

AD# N1606A13003C  
PASS 2 COL. x 5

N1606P21004C

AD# N1606A13004C  
PASS 2 COL. x 5

AD# N1606A13006C  
PASS 2 COL. x 5

N1606P21001C

AD# N1606A13007C  
PASS 2 COL. x 5

AD# N1606A13001C PASS 6 COL. x 21

AD# N1606A13008C 10 x 13



N1606P14012C-●



N1606P14013C-●



N1606P14005C-●



N1606P14008C-●



N1606P14009C-●



N1606P14003C-●



N1606P14007C-●



N1606P14010C-●



N1606P14002C-●



N1606P14006C-●



N1606P14004C-●



N1606P14011C-●



N1606P14001C-●



N1606P14014C-●





N1606P15006C-●



N1606P15001C-●



N1606P15003C-●



N1606P15008C-●



N1606P15009C-●



N1606P15004C-●



N1606P15007C-●



N1606P15002C-●



N1606P15010C-●



N1606P15005C-●



N1606P16006C-●



N1606P16008C-●



N1606P16003C-●



N1606P16005C-●



N1606P16004C-●



N1606P16007C-●



N1606P16009C-●



N1606P16010C-●



N1606P16002C-●



N1606P16001C-●

N1606P21009C-  
N1606P21012C-

N1606P16005C-  
N1606P17002C\*-O

N1606P17001C\*-O

N1606P39004C-  
N1606P65004C-

N1606P28001C-

AD# N1606A17004C  
PASS 6 COL x 3



# June

## Community Calendar 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14 <small>Flag Day</small>	15	16	17	18
19 <small>Father's Day</small>	20 <small>Summer Begins</small>	21	22	23	24	25
26	27	28	29	30		



**June 00**  
**Farmers' Market**  
Local produce & crafts  
Downtown  
Main Street  
9am-2pm  
[www.namewebsite.com](http://www.namewebsite.com)

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

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



**June 4**  
**Trail Day Cleanup**  
Register online to volunteer  
Pine Trails  
Park System  
8am-4pm  
[www.namewebsite.com](http://www.namewebsite.com)

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

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

**June 00**  
**Cat Adoption Fair**  
No adoption fees!  
Somerville  
Animal Shelter  
9am-4pm  
[www.namewebsite.com](http://www.namewebsite.com)

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

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

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

SEE YOU THERE

# Fireworks & FESTIVITIES

## July 4, 2016

Beginning at 3pm  
Fireworks at 9:30pm

**All-American Fun for Everyone!**  
great food | live music | vendors | car show | games & prizes | petting zoo | kids' zone

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

**FREE Admission**



**June 14**  
**Flag Day Ceremony**  
Honoring our country & veterans  
Somerville  
Veterans Cemetery  
10am  
[www.namewebsite.com](http://www.namewebsite.com)

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



**June 00**  
**Men's Health Fair**  
Free screenings, giveaways & more  
Hammond  
Medical Center  
11am-4pm  
[www.namewebsite.com](http://www.namewebsite.com)

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



**June 00**  
**Volleyball Tournament**  
Free admission!  
Somerville  
Community College  
11am  
[www.namewebsite.com](http://www.namewebsite.com)

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

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

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

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

**June 00**  
**Free Donuts**  
Celebrating National Donut Day!  
Donut Depot  
10am-3pm  
[www.namewebsite.com](http://www.namewebsite.com)

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



**June 00**  
**Summer Carnival**  
Rides, food, music & fun!  
Somerville  
Fairgrounds  
10am-9pm  
[www.namewebsite.com](http://www.namewebsite.com)

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



## Luxury Father's Day Gifts

Show Dad just how much he means to you with a heartfelt gift from our handpicked collection of designer timepieces and fine jewelry.

Choose from over 600 watches from brands like Name Designer, Name Designer, Name Designer and more.

**Marvin Jewelers**

Pinning available

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

Companion  
WEB ADS  
available  
on MCC

AD# N1606A17001C PASS 6 COL x 21

AD# N1606A17004C 10 x 13

N1606P39001C



### Fast & Professional Water Damage Solutions

Get the immediate response you need to minimize the impact, inconvenience and expense of flood damage in your home or business. From water removal to sewage extraction, mold remediation and structural drying, we offer a full spectrum of restoration services to ensure your living space is clean, safe and free of odors.

**24-Hour Emergency Response**  
**000.000.00000**

Direct Insurance Billing • Licensed & Insured • Free Estimates

**DryTime Flood Restoration** 1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

AD# N1606A18001C PASS 2 COL. x 5



18 Baseball & Softball Cages  
Hitting Clinics & Camps  
Reservations Welcome  
Open 7 Days a Week


**Swing in to train, teach or just have some fun!**

**Rick's Batting Cages**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

**Batty Hour**  
Monday-Friday  
12-4pm  
**50% Off Cage Rates**

AD# N1606A18002C PASS 2 COL. x 5

N1606P39003C



Let our screened, professional drivers get you where you need to go in comfort and security.

## TAXI

### Safe & Reliable Taxi Service

For quick, convenient and affordable service, request a cab by phone or book an online ride reservation to secure your pickup time!

Give the gift of convenience with our ride credit certificates, perfect for the seniors in your life.

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

AD# N1606A18003C PASS 2 COL. x 5

N1606P39006C



### Got Enough Coverage?

Your current homeowners or renters policy may cover a lot less than you think, putting your home and life savings at risk. Call or visit us online today to arrange a free, no-obligation policy review and rate quote to make sure you're prepared for the unexpected with the right amount of insurance protection.

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

AD# N1606A18004C PASS 2 COL. x 5

N1606P39007C



### Devoted to Your Horse's Comfort, Care & Security

Boarding | Training  
Trail Rides | Sales | Lessons

Last Chance to Saddle Up for **Summer Riding Camp!**  
Call or go online today for details and registration.

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

AD# N1606A18005C PASS 2 COL. x 5

N1606P39008C

### Pop In & Cool Off

Enjoy the latest movies and your favorite refreshments in air-conditioned comfort!

**Date Night Tuesdays**  
**BOGO 50% Off**  
Adult Movie Tickets  
**Now Showing**  
Name Movie Here  
Name Movie Here  
Name Movie Here  
Name Movie Here  
Call or go online for showtimes.

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

AD# N1606A18006C PASS 2 COL. x 5

N1606P39012C

Companion WEB ADS available on MCC



### We're All About Color

Stop in today for ideas, inspiration and your free in-store color consultation!

premium paints & stains | professional painting supplies | custom colors & matching

**Wall Street Paint Supply**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

AD# N1606A18007C PASS 2 COL. x 5

N1606P39011C

### The Add-a-Bath Experts

Add value, comfort and beauty to your home with a new or remodeled bathroom. From concept to completion, we'll handle all facets of your project for quality, hassle-free results you will love.

License #000000 Insured & Bonded Local References All Work Guaranteed

One call does it all! Get started today with a free in-home consultation and estimate.

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

AD# N1606A18008C PASS 2 COL. x 5

N1606P39009C



### GO FOR IT!

Now is the time to buy or refi with our low auto loan rates and flexible payment options.

Apply by phone, in person or online today for fast approval!


**Auto Loan Rates**  
as low as  
**1.89% APR\*** up to 36 months  
**2.49% APR\*\*** up to 60 months

**First Bank of Somerville**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

AD# N1606A18009C PASS 2 COL. x 5

N1606P39002C

## Thinking About Braces?



Come in for a free orthodontic consultation, and see how our affordable monthly payment plans can help you get the straight, beautiful smile you deserve.

- No-Fee Consultation
- No-Money-Down Financing
- Call today!

### Quality Orthodontics

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

AD# N1606A19001C PASS 2 COL. x 5

N1606P38012C



## Become a Safe & Confident Driver

Convenient door-to-door service  
Classroom & behind-the-wheel training  
State-certified driving instructors  
Refresher courses for seniors  
Payment plans available

We're here to help you pass your test and stay safe on the road.

### Advantage Driving School

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

AD# N1606A19002C PASS 2 COL. x 5

N1606P38011C

## your mood REFRESHED

- + mochas
- + lattes
- + cappuccinos
- + cold brew
- + specialty roasts
- + tea bar



Facebook icon, Twitter icon

Fresh Baked Goods  
Caffy Hour Specials  
3-5 PM Daily  
Open at 6am

*Madison Coffee*

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

AD# N1606A19003C PASS 2 COL. x 5

N1606P38009C



## Is Your Home's Electrical System Safe?

The National Fire Protection Association reports that an average of over 47,000 home structure fires involve electrical failure or malfunction each year. Protect your family and property with a thorough and professional inspection of your home's electrical system to identify and fix potential safety hazards.

### Conduit Electrical

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

Electrical Home Safety Inspection with written report **\$129** FREE With Any Upgrade or Repair Service

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

AD# N1606A19004C PASS 2 COL. x 5

N1606P38013C



## Summer Savings In Full Bloom

assorted Annuals 6-pack flats 99¢	assorted Herbs 12 pots 2 for \$5
Hanging Baskets 14" varieties \$12.99	Pottery & Planters while stock 30% Off

### CalSun Garden Center

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

Offers good while supplies last through 08.31.16. List details, terms and conditions here.

Summer Hours  
Through Labor Day  
Monday-Friday 6am - 8pm,  
Saturday & Sunday 6am - 4pm

AD# N1606A19005C PASS 2 COL. x 5

N1606P38005C

## Perfection in Every Cut



Great pasture-raised & organic selection  
Try our homemade side salads & specialty ribs  
Open 7 Days

Enjoy premium beef, poultry, pork and exotic meats, breads and seasonings to order for unparalleled quality and flavor.

### Bartlett Meat Market

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

AD# N1606A19006C PASS 2 COL. x 5

N1606P66005C

Companion WEB ADS available on MCC

## DJ & Party Entertainment

DJ & MC • Sound & Lighting  
Dancers & Entertainers

We are passionate about creating a custom entertainment package to satisfy your needs and budget, and exceed your expectations. Contact us today for a free consultation and quote.

weddings + graduations + birthdays + anniversaries + bar & bat mitzvahs + corporate events + holidays

### Party People Productions

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

AD# N1606A19007C PASS 2 COL. x 5

N1606P38010C

## A Builder's Best Friend

Delivering great advice, value and selection for every project.

cabinetry | flooring | doors | windows  
drywall | insulation | hardware | lumber | siding | flooring | moulting | millwork | roofing | & more

Family-owned & operated for 60 years  
Corporate accounts welcome  
Open daily at 5am  
Delivery service

### Vance Lumber & Building Supply

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

AD# N1606A19008C PASS 2 COL. x 5

N1606P38006C



Anchors to motors and every marine accessory in between, we have competitive prices on everything to float your boat in style this summer.

### Free Customer Rewards

## Get On Board!

Save 10% Off Your Next Purchase, when you sign up in store or online for free.

List details, terms and conditions here. See store or website for terms and restrictions.

### Boat Country Marine Supply

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

AD# N1606A19009C PASS 2 COL. x 5

N1606P38004C



N1606P20010C-●



N1606P20002C-●



N1606P20004C-●



N1606P20005C-●



N1606P20011C-●



N1606P20006C-●



N1606P20003C-●



N1606P20007C-●



N1606P20009C-●



N1606P20024C\*-○



N1606P20019C\*-○



N1606P20013C\*-○



N1606P20016C\*-○



N1606P20030C\*-○



N1606P20017C\*-○



N1606P20018C\*-○



N1606P20012C\*-○



N1606P2021C\*-○



N1606P20032C\*-○



N1606P20008C-●



N1606P20015C\*-○



N1606P20020C\*-○



N1606P20014C\*-○



N1606P20023C\*-○



N1606P20027C\*-○



N1606P20022C\*-○



N1606P20025C\*-○



N1606P20001C-●



N1606P20031C\*-○



N1606P20026C\*-○



N1606P20028C\*-○  
N1606P20029C\*-○



N1606P21005C-●



N1606P21004C-●



N1606P21011C-●



N1606P21002C-●



N1606P21006C-●



N1606P21012C-●



N1606P21008C-●



N1606P21009C-●



N1606P21010C-●



N1606P21013C\*-○



N1606P21023C\*-○



N1606P21024C\*-○



N1606P21026C\*-○



N1606P21003C-●



N1606P21022C\*-○



N1606P21021C\*-○



N1606P21020C\*-○



N1606P21019C\*-○



N1606P21017C\*-○



N1606P21028C\*-○



N1606P21032C-●



N1606P21001C-●



N1606P21016C\*-○



N1606P21015C\*-○



N1606P21029C\*-○



N1606P21014C\*-○



N1606P21018C\*-○



N1606P21030C\*-○



N1606P21027C\*-○



N1606P21007C-●



N1606P21025C\*-○



N1606P21033C\*-○



N1606P21031C\*-○



N1606P22008C-●



N1606P22003C-●



N1606P22002C-●



N1606P22010C-●



N1606P22001C-●



N1606P22004C-●



N1606P22009C-●



N1606P22006C-●



N1606P22005C-●



N1606P22016C\*-○



N1606P22017C\*-○



N1606P22015C\*-○



N1606P22011C\*-○



N1606P22020C\*-○



N1606P22019C\*-○



N1606P22018C\*-○



N1606P22014C\*-○



N1606P22013C\*-○



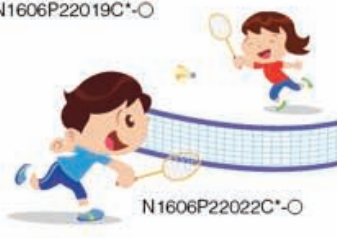
N1606P22012C\*-○



N1606P22007C-●



N1606P22021C\*-○



N1606P22022C\*-○



N1606P22023C\*-○



N1606P22024C\*-○



N1606P22025C\*-○



N1606P22031C\*-○



N1606P22030C\*-○



N1606P22026C\*-○



N1606P22027C\*-○



N1606P22028C\*-○



N1606P22029C\*-○





N1606P23005C-●



N1606P23004C-●



N1606P23001C-●



N1606P23002C-●



N1606P23006C-●



N1606P23007C-●



N1606P23003C-●



N1606P23010C\*-○



N1606P23011C\*-○



N1606P23009C\*-○



N1606P23013C\*-○



N1606P23022C\*-○



N1606P23008C\*-○



N1606P23018C\*-○



N1606P23016C\*-○



N1606P23015C\*-○



N1606P23012C\*-○



N1606P23023C\*-○



N1606P23021C\*-○



N1606P23017C\*-○



N1606P23019C\*-○



N1606P23020C\*-○



N1606P23014C\*-○

N1606P24004C\*-O

N1606P24003C\*-O

N1606P24002C\*-O

# Father's Day Celebration Guide

Remember Dad on Sunday, June 19!

<p><b>Arlin's Steakhouse</b> \$20 Father's Day Steak Special 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Farmhouse Cafe</b> Father's Day Brunch &amp; Dinner 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Quality Meat Market</b> The Best for Dad's BBQ 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Confetti Cards &amp; Gifts</b> Great Gifts Under \$25 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>RPM Auto Supply</b> Everything to Pamper Dad's Baby 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	
<p><b>Central Hardware</b> Gift Cards Available 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Watts Electronics</b> The Gifts Dad Really Wants 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Value Furniture</b> Recliners From \$79 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Zippy's Car Wash</b> Gift Cards for Dad 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Coffee Zone</b> Breakfast Specials to Perk Up Dad's Day 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Boardwalk Amusements</b> Open Father's Day for Family Fun 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>
<p><b>Imago Menswear</b> Name Brand Dress &amp; Casual Wear 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Hans Fine Jewelry</b> Luxury Gifts &amp; Timepieces for Dad 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Bayview Golf Course</b> Ten Times &amp; Gift Cards for Dad 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Vinci's Restaurant</b> Reserve Now for Father's Day 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	<p><b>Score Sports Gear</b> Great Gifts for the Active Dad 1234 Washington Street Somerville Heights 000-000-0000 www.somewebsite.com</p>	

AD# N1606A24001C 19.334 x 13



N1606P24001C\*-O

## Usage Suggestion:

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

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

## Best Gifts for Father's Day    Father's Day Specials

N1606P24005C\*-O

N1606P24006C\*-O



N1606P25004C-●



N1606P25007C-●



N1606P25001C-●



N1606P25006C-●



N1606P25005C-●



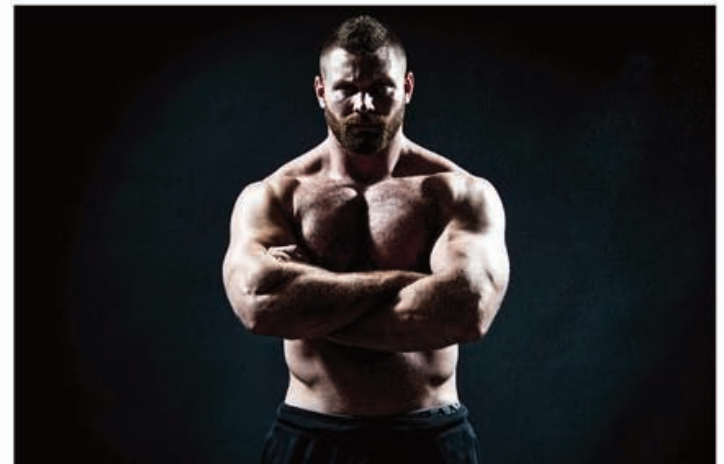
N1606P25002C-●



N1606P25003C-●



N1606P25012C-●



N1606P25013C-●



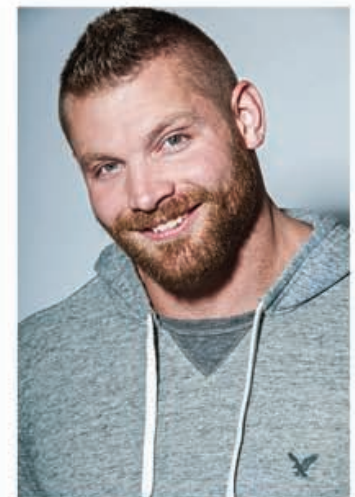
N1606P25011C-●



N1606P25009C-●



N1606P25008C-●



N1606P25010C-●



N1606P26001C-●



N1606P26003C-●



N1606P26011C-●



N1606P26009C-●



N1606P26006C-●



N1606P26005C-●



N1606P26002C-●



N1606P26010C-●



N1606P26008C-●



N1606P26004C-●



N1606P26007C-●



N1606P27004C-●



N1606P27012C-●



N1606P27010C-●



N1606P27014C-●



N1606P27013C-●



N1606P27009C-◇



N1606P27002C-◇



N1606P27011C-◇



N1606P27007C-◇



N1606P27001C-◇



N1606P27005C-◇



N1606P27008C-●



N1606P27003C-●



N1606P27006C-●



N1606P28008C-●



N1606P28007C-●



N1606P28006C-●



N1606P28005C-●



N1606P28004C-●



N1606P28001C-●



N1606P28003C-●



N1606P28010C\*-O



N1606P28012C\*-O



N1606P28015C\*-O



N1606P28013C\*-O



N1606P28002C-●



N1606P28014C\*-O



N1606P28011C\*-O



N1606P28009C\*-O



N1606P29012C-●



N1606P29011C-●



N1606P29010C-●



N1606P29013C-●



N1606P29005C-●



N1606P29014C-●



N1606P29004C-●



N1606P29006C-●



N1606P29003C-●



N1606P29008C-●



N1606P29007C-●



N1606P29009C-●



N1606P29001C-●



N1606P29002C-●



N1606P30002C\*-O



N1606P30011C\*-O



N1606P30009C\*-O



N1606P30008C\*-O



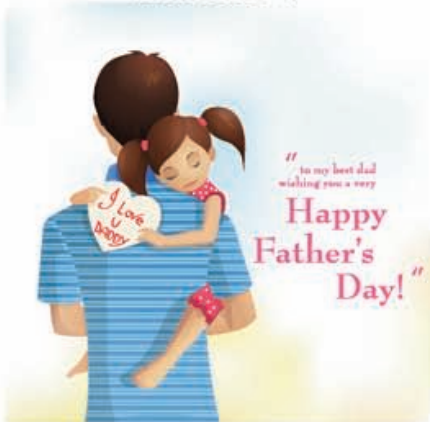
N1606P30010C\*-O



N1606P30012C\*-O



N1606P30001C\*-O



N1606P30013C\*-O  
N1606P30014C\*-O



N1606P30004C\*-O



N1606P30003C\*-O



N1606P30007C\*-O



N1606P30005C\*-O  
N1606P30006C\*-O



Save on everything to outfit Dad's man cave and more this Father's Day.

# FATHER'S DAY Entertainment Event

N1606P29007C

up to  
**\$100 Off  
Enhanced  
Audio**

**Name Brand  
Home Theater  
System**  
see details here | see details  
here | see details here  
**\$499.99**  
reg. \$599.99

**Name Brand  
Receiver**  
see details here | see details  
here | see details here  
**\$529.99**  
reg. \$599.99

up to  
**30% Off  
Streaming  
Media  
Players**

**Name Brand  
Digital Media Player**  
see details here | see details  
here | see details here  
**\$99.99**  
reg. \$139.99

**Name Brand  
Digital Media Player**  
see details here | see details  
here | see details here  
**\$129.99**  
reg. \$159.99



up to  
**\$200 Off  
HDTVs**

**Name Brand  
32" Plasma HDTV**  
see details here | see details  
here | see details here  
**\$549.99**  
reg. \$699.99

**Name Brand  
43" LCD HDTV**  
see details here | see details  
here | see details here  
**\$579.99**  
reg. \$719.99

**Name Brand  
40" LED HDTV**  
see details here | see details  
here | see details here  
**\$799.99**  
reg. \$999.99

**Name Brand  
55" LCD HDTV**  
see details here | see details  
here | see details here  
**\$899.99**  
reg. \$1099.99

**Special  
Bonus Offer**

**FREE  
Full-Motion  
LCD/LED  
Wall Mount**

With Television Purchase  
of \$499 or More

**Electronics  
Warehouse**

1234 Washington Street | Somersville Heights

000-000-0000 | www.namewebsite.com

Offer good through 6/30/15. See details, terms and  
conditions here. See details, terms and conditions here.  
See details, terms and conditions here.

**Electronics Warehouse**

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



**OPEN**  
Monday-Saturday  
10am - 9pm  
Sunday 11am - 6pm

AD# N1606A31001C

PASS 6 COL. x 10

N1606P30007C



Shop ideas to make  
Dad's day in every  
department!

**Discount  
General Store**

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

**Store Hours:**  
Monday-Saturday 10am - 9pm.  
Sunday 11am - 6pm

**1**  
**Name Brand  
BBQ Tools Set**  
6-piece stainless  
**\$14.95**

**6**  
**Name Brand  
Insulated Travel Mug**  
16-ounce  
**\$9.95**

**2**  
**Name Brand  
Cordless Screwdriver**  
rechargeable 3.6 volt  
**\$18.95**

**7**  
**Name Brand  
Hammock & Stand**  
two-piece set  
**\$99.95**

**3**  
**Name Brand  
Rolling Cooler**  
50-quart size  
**\$24.95**

**8**  
**Name Brand  
Sport Watch**  
waterproof  
**\$49.95**

**4**  
**Name Brand  
Pool Lounger**  
inflatable with headrest  
**\$17.95**

**9**  
**Name Brand  
Golf Polos**  
assorted colors  
**\$12.95**

**5**  
**Name Brand  
Croquet Set**  
19-piece wood  
**\$29.95**

**10**  
**Name Brand  
Rotary Shaver**  
cordless  
**\$39.95**

AD# N1606A31002C

PASS 6 COL. x 10

SECTION COVER:

N1606P36010C

N1606P61012C

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

# Dairy Salute

A day at the dairy farm  
The health benefits of dairy

Incorporating dairy into kids' diets  
Interesting dairy facts

AD# N1606A32004C

10 x 13

N1606P61001C

HEADING:  
N1606P32001C\*-O

# Dairy Salute

**Advertiser Suggestion**  
**Home Goods Shop**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

**Advertiser Suggestion**  
**Grocery Store**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

**Advertiser Suggestion**  
**Restaurant**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

**Advertiser Suggestion**  
**Ice Cream Shop**  
1234 Washington Street | Somerville Heights | 000-000-0000 | www.namewebsite.com

**Advertiser Suggestion**  
**Dairy Farm**  
1234 Washington Street | Somerville Heights | 000-000-0000 | www.namewebsite.com

**Delight guests with restaurant-quality dessert**  
Many guests feel honored to be the host of a party...  
**Luscious Crème Brûlée**  
1. Preheat the oven to 350°F. Place a rack in the oven and set a roasting pan. Pour one-half inch of water into the roasting pan.  
2. Heat the cream and vanilla in a medium saucepan over medium heat until it simmers.  
3. Whisk together the yolk, 1/2 cup of the sugar, and the salt in a separate bowl. Stirry add the cream mixture, whisking constantly, until blended and smooth. Add the vanilla. Pour the mixture through a fine-mesh sieve into a medium glass measuring cup or bowl.

**Get the Scoop on Dairy**  
Learn all about our local dairy industry and easy ways to incorporate more healthy dairy products into your family's everyday diet. Plus, find coupons and money-saving special offers on your favorite premium dairy foods!

**Dairy Salute**  
Look for your copy of this special section in print and online! Sunday, June 06  
www.namewebsite.com/dairysalute

A Special Supplement to **NAME NEWSPAPER**

AD# N1606A32005C

9.667 x 13

AD# N1606A32006C

PASS 6 COL. x 21

N00105800C

## A Salute to Our Dairy Producers

SECTION PROMO:

## Get the Scoop on Dairy

Learn all about our local dairy industry and easy ways to incorporate more healthy dairy products into your family's everyday diet. Plus, find coupons and money-saving special offers on your favorite premium dairy foods!

**Dairy Salute**  
Look for your copy of this special section in print and online! Sunday, June 06  
www.namewebsite.com/dairysalute

A Special Supplement to **NAME NEWSPAPER**

AD# N1606A32007C

PASS 2 COL. x 5

CAMPAIGN:

## Dairy Deals

Milk the most out of your shopping budget during June Dairy Month!

**Name Brand Ice Cream**  
half-gallon varieties  
Only \$2.99 ea.  
Reg. \$4.99  
Limit 3 per transaction  
Offer good through 06.06.16 only.

**Fresh Value Grocery**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

Stay tuned for a new udderly delicious dairy deal every week in June!

AD# N1606A32001C

PASS 2 COL. x 5

N1606P61004C

## Dairy Deals

Milk the most out of your shopping budget during June Dairy Month!

**Name Brand Premium Cheese**  
Swiss, cheddar or jack  
Only \$1.99 lb.  
Reg. \$3.99  
Limit 10 lbs. per transaction  
Offer good through 06.06.16 only.

**Fresh Value Grocery**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

Stay tuned for a new udderly delicious dairy deal every week in June!

AD# N1606A32002C

PASS 2 COL. x 5

N1606P62001C

## Dairy Deals

Milk the most out of your shopping budget during June Dairy Month!

**Name Brand Vitamin D Milk**  
whole or reduced fat  
Only \$2.29 gal.  
Reg. \$3.99  
Limit 3 per transaction  
Offer good through 06.06.16 only.

**Fresh Value Grocery**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

Stay tuned for a new udderly delicious dairy deal every week in June!

AD# N1606A32003C

PASS 2 COL. x 5

N1606P61003C

Companion WEB ADS available on MCC

SECTION COVER:

N1606P33003C\*O

# SUMMER FUN

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

**Summer sun safety tips**

**BEACH DAY checklist**

**Homemade ice cream recipes**

**Pool maintenance pointers**

N1606P22008C

N1606P66037C

HEADING:  
N1606P33001C\*O

AD# N1606A33004C 10. x 13

N1606P42001C

# SUMMER FUN

**6 Ideas for rainy summer days**

Summer weather means...  
1. Visit your museum...  
2. Visit your theater...  
3. Visit your sports store...  
4. Visit your toy store...  
5. Visit your department store...  
6. Visit your movie theater...

Advertiser Suggestion: Museum, Movie Theater, Sporting Goods Store, Toy Store, Department Store

AD# N1606A33005C 9.667 x 13  
AD# N1606A33006C PASS 6 COL. x 21



SECTION PROMO:

**Your Best Summer Starts HERE!**

Get the 411 on everything for summertime, from local events and activities to beach day essentials, time-saving pool care tips and refreshing summer tools you can't make at home! It's all inside our special Summer Fun section, coming soon in print and online.

A Special Supplement to  
**NAME NEWSPAPER**  
**SUMMER FUN**  
Arriving Sunday, June 05 [www.namenewspaper.com/summerfun](http://www.namenewspaper.com/summerfun)

AD# N1606A33007C  
PASS 2 COL. x 5

CAMPAIGN:

N1606P36002C

# SUMMER FUN STARTS HERE

Hiking to cycling, skateboards to surfboards, we are your outdoor sports and activity headquarters for summer!

**Deal of the Week**

**Name Brand 10'x8' Camping Tent**  
List details here | List details here  
**\$59.99** (reg. \$84.99)

Offer good June 00-00, 2016. List details, terms and conditions here.

**Barrett Sporting Goods**  
1234 Washington Street | Somerville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1606A33001C  
PASS 2 COL. x 5

N1606P36001C

# SUMMER FUN STARTS HERE

Hiking to cycling, skateboards to surfboards, we are your outdoor sports and activity headquarters for summer!

**Deal of the Week**

**Name Brand Volleyball Set**  
List details here | List details here  
**\$37.99** (reg. \$49.99)

Offer good June 00-00, 2016. List details, terms and conditions here.

**Barrett Sporting Goods**  
1234 Washington Street | Somerville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1606A33002C  
PASS 2 COL. x 5

N1606P36008C

# SUMMER FUN STARTS HERE

Hiking to cycling, skateboards to surfboards, we are your outdoor sports and activity headquarters for summer!

**Deal of the Week**

**20% Off All Name Brand Bikes**  
for men, women & kids  
Now \$129-\$599

Offer good June 00-00, 2016. List details, terms and conditions here.

**Barrett Sporting Goods**  
1234 Washington Street | Somerville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1606A33003C  
PASS 2 COL. x 5



SECTION COVER:

N1606P66029C-0

# Men's Health Guide

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

**Men's Diet Dos and Don'ts**

Reduce your risk for prostate cancer  
Flexibility tips for men  
& Men's health screening checklist

AD# N1606A34004C 10. x 13

N1606P34002C-0

HEADING:  
N1606P34001C\*-0

# Men's Health Guide

## Cancer screenings men should consider

Advertisement suggestions:

- Medical Group**: 1234 Washington Street, Somerville Heights, 000-000-0000
- Sporting Goods Store**: 1234 Washington Street, Somerville Heights, 000-000-0000
- Doctor**: 1234 Washington Street, Somerville Heights, 000-000-0000
- Health Foods Store**: 1234 Washington Street, Somerville Heights, 000-000-0000
- Vitamin Shop**: 1234 Washington Street, Somerville Heights, 000-000-0000
- Restaurant**: 1234 Washington Street, Somerville Heights, 000-000-0000
- Gym**: 1234 Washington Street | Somerville Heights | 000-000-0000 | www.namewebsite.com

AD# N1606A34005C 9.667 x 13  
AD# N1606A34006C PASS 6 COL. x 21

# Men's Health Guide

SECTION PROMO:

## On the Pulse of Men's Health

From diet dos and don'ts to fitness tips, health screening guidelines and ways to reduce cancer risk, our Men's Health Guide is filled with helpful information and features to promote men's health and wellness. Look for your copy coming soon!

In Print & Online  
Sunday, June 06  
[www.namewebsite.com/menshealthguide](http://www.namewebsite.com/menshealthguide)

# Men's Health Guide

A Special Supplement to  
**NAME NEWSPAPER**

AD# N1606A34007C  
PASS 2 COL. x 5

N1606P37002C-0

CAMPAIGN:

## Don't let a stroke take you by surprise.

Ask a doctor about the right screening tests to help protect yourself.

For your sake and your loved ones, make preventive care a priority and schedule an appointment to discuss your health care needs with one of our helpful physicians.

New Patients Welcome | Call 000.000.000 today.

# Somerville Medical Center

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

AD# N1606A34001C  
PASS 2 COL. x 5

N1606P37009C-0

## What you don't know can hurt you.

Less than half of men today see a doctor for preventive health care.

That's a problem because many life-threatening diseases show no symptoms in the early stages, when they are often most treatable. We offer a full spectrum of health care services and screenings for men, making it easy and convenient to make your continued health a priority.

New Patients Welcome | Call 000.000.000 today.

# Somerville Medical Center

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

AD# N1606A34002C  
PASS 2 COL. x 5

N1606P37013C-0

## Too busy for a medical checkup?

We value your time. That's why we offer evening and weekend appointments that won't keep you waiting.

Regular wellness exams and screenings are important to your long-term health. For your sake and your loved ones, make preventive care a priority by scheduling an appointment with one of our helpful physicians to discuss your health care needs.

New Patients Welcome | Call 000.000.000 today.

# Somerville Medical Center

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

AD# N1606A34003C  
PASS 2 COL. x 5

Companion WEB ADS available on MCC

SECTION COVER:

# Freedom July 4th

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

**Local fireworks show schedules**  
**The history of July 4th**  
**Independence Day safety tips**

**Local restaurateurs offer backyard barbecue tips**

N1606P37008C

AD# N1606A35004C 10. x 13

Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
<b>Grocery Store</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Catering Restaurant</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Outdoor Furniture Store</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Home Goods Shop</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Garden Center</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Beverage Store</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com

# Freedom July 4th

**Did you know?**

While July 4th commemorates with American independence, one of the United States' founding fathers felt that July 2nd was a more appropriate date to celebrate the original declaration of independence from Great Britain. John Adams, who would later be the second President of the United States, felt July 2nd was the correct date to celebrate the original independence and signed a document that day during his tenure. Adams' birthday coincided with June 7, 1776, the Continental Congress, but the date of the actual signing of the Declaration of Independence was postponed to July 4th. Adams' birthday was celebrated in Adams, Benjamin Franklin, Thomas Jefferson, Robert R. Livingston, and Roger Sherman were appointed to draft a statement declaring independence from Great Britain. Let's make sure you're prepared on July 4th, and don't miss out on the excitement of the national independence for many years to come. Be the first to know all the major independence-related events and activities on July 4th. Be the first to know the Continental Congress history associated by the Declaration of Independence.

Advertiser Suggestion	Advertiser Suggestion
<b>Department Store</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Party Supply Store</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com

AD# N1606A35005C 9.667 x 13  
AD# N1606A35006C PASS 6 COL. x 21



HEADING:  
N1606P35001C

SECTION PROMO:

## Make the Most of Your Holiday Weekend!

Our July 4th Freedom section is your guide to an action-packed holiday weekend. From fireworks show schedules to backyard barbecue tips and valuable local advertising, this special section is booming with ideas and offers to make your celebrations a blast!

Get Your Copy In Print & Online Sunday, June 06  
[www.namewebsite.com/FreedomJuly4th](http://www.namewebsite.com/FreedomJuly4th)

### Freedom July 4th

A Special Supplement to  
**NAME NEWSPAPER**

AD# N1606A35007C  
PASS 2 COL. x 5

Companion WEB ADS available on MCC

CAMPAIGN:

## Star-Spangled SAVINGS 99¢

**Partyware Specials**  
tablecloths  
napkins  
utensils  
& more

Big deals on everything for July 4th celebrating and entertaining!

Shop now for the best selection!

Other good while supplies last through 06.06.16. List details, terms and conditions here.

### Discount Mart

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

AD# N1606A35001C  
PASS 2 COL. x 5

## Star-Spangled SAVINGS

**Name Brand All-Beef Hot Dogs**  
16 ct. pkg. **\$4.99**

**Name Brand Frozen Hamburger Patties**  
12 ct. pkg. **\$8.99**

**Name Brand Bakery Buns**  
12 ct. pkg. **\$1.99**

Other good while supplies last through 06.06.16. List details, terms and conditions here.

Stock up on all-American favorites for July 4th barbecues!

### Discount Mart

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

AD# N1606A35002C  
PASS 2 COL. x 5

## Star-Spangled SAVINGS

Now up to **50% Off**

**July 4th Party Favors**  
sparklers + flags + banners

**All-American Accessories**  
hats + sunnies + beads + flip flops

**Patriotic Apparel**  
tees + tanks + shorts + t-shirts

Other good while supplies last through 06.06.16. List details, terms and conditions here.

Show your patriotic pride in red, white and blue this July 4th weekend!

### Discount Mart

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

AD# N1606A35003C  
PASS 2 COL. x 5



N1606P36014C-●



N1606P36002C-●



N1606P36001C-●



N1606P36009C-●



N1606P36008C-●



N1606P36005C-●



N1606P36007C-●



N1606P36006C-●



N1606P36012C-●



N1606P36003C-●



N1606P36013C-●



N1606P36004C-●



N1606P36011C-●



N1606P36010C-●



N1606P37010C-●



N1606P37011C-●



N1606P37001C-●



N1606P37012C-●



N1606P37008C-●



N1606P37007C-●



N1606P37006C-●



N1606P37003C-●



N1606P37013C-●



N1606P37004C-●



N1606P37002C-●



N1606P37005C-●



N1606P37014C-●



N1606P37009C-●



N1606P38004C-●



N1606P38008C-●



N1606P38005C-●



N1606P38007C-●



N1606P38011C-●



N1606P38002C-●



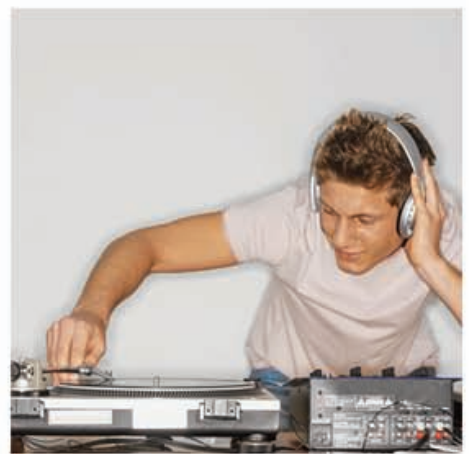
N1606P38001C-●



N1606P38003C-●



N1606P38012C-●



N1606P38014C-●



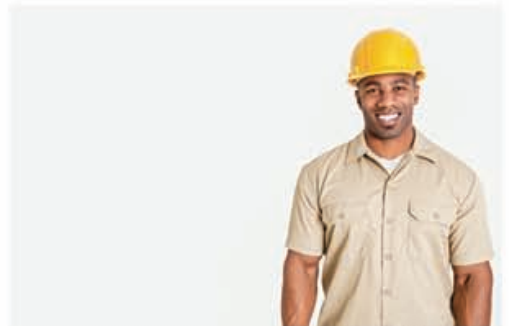
N1606P38010C-●



N1606P38013C-●



N1606P38009C-●



N1606P38006C-●





N1606P39011C-●



N1606P39008C-●



N1606P39013C-●



N1606P39014C-●



N1606P39006C-●



N1606P39002C-●



N1606P39003C-●



N1606P39007C-●



N1606P39004C-●



N1606P39001C-●



N1606P39005C-●



N1606P39010C-●



N1606P39012C-●



N1606P39009C-●

# Promote Premium Placement Opportunities With Metro AdScape

The reason behind an ad's success is its placement. It's not the ad itself, but where it's placed that makes the difference. Metro AdScape offers premium placement opportunities that are designed to stand out from the rest of the page. These ads are placed in a way that they are not interrupted by other content, ensuring that your message is seen by the right audience at the right time. This is a unique opportunity for advertisers to reach their target market in a more effective way. The ads are designed to be eye-catching and memorable, ensuring that your brand is top-of-mind for your audience. This is a valuable opportunity for advertisers to increase their brand awareness and drive more sales. The ads are also designed to be easy to read and understand, ensuring that your message is clear and concise. This is a great way to communicate your value proposition and differentiate your brand from your competitors. The ads are also designed to be mobile-friendly, ensuring that your message is seen by your audience on any device. This is a crucial feature in today's mobile-first world. The ads are also designed to be trackable, allowing you to measure the success of your campaign and make adjustments as needed. This is a key feature for any advertiser looking to maximize their return on investment. The ads are also designed to be easy to create and launch, ensuring that you can get your message out there quickly and easily. This is a great way to test your advertising strategy and see what works best for your business. The ads are also designed to be easy to share, allowing you to reach a wider audience and increase your brand's reach. This is a valuable feature for any advertiser looking to expand their market. The ads are also designed to be easy to integrate with your existing marketing strategy, ensuring that your message is consistent across all channels. This is a key feature for any advertiser looking to create a cohesive brand experience. The ads are also designed to be easy to update, allowing you to keep your message fresh and relevant. This is a great way to stay on top of the latest trends and changes in your market. The ads are also designed to be easy to remove, allowing you to stop your campaign at any time. This is a key feature for any advertiser looking to maintain control over their advertising budget. The ads are also designed to be easy to track, allowing you to see exactly how many people have seen your ad and how many have clicked on it. This is a great way to measure the success of your campaign and make adjustments as needed. The ads are also designed to be easy to share, allowing you to reach a wider audience and increase your brand's reach. This is a valuable feature for any advertiser looking to expand their market. The ads are also designed to be easy to integrate with your existing marketing strategy, ensuring that your message is consistent across all channels. This is a key feature for any advertiser looking to create a cohesive brand experience. The ads are also designed to be easy to update, allowing you to keep your message fresh and relevant. This is a great way to stay on top of the latest trends and changes in your market. The ads are also designed to be easy to remove, allowing you to stop your campaign at any time. This is a key feature for any advertiser looking to maintain control over their advertising budget. The ads are also designed to be easy to track, allowing you to see exactly how many people have seen your ad and how many have clicked on it. This is a great way to measure the success of your campaign and make adjustments as needed.

These unique ads are designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library. (MCC Creative Library / Print Ad Type: Adscape/Shaped)

The reason behind an ad's success is its placement. It's not the ad itself, but where it's placed that makes the difference. Metro AdScape offers premium placement opportunities that are designed to stand out from the rest of the page. These ads are placed in a way that they are not interrupted by other content, ensuring that your message is seen by the right audience at the time. This is a unique opportunity for advertisers to reach their target market in a more effective way. The ads are designed to be eye-catching and memorable, ensuring that your brand is top-of-mind for your audience. This is a valuable opportunity for advertisers to increase their brand awareness and drive more sales. The ads are also designed to be easy to read and understand, ensuring that your message is clear and concise. This is a great way to communicate your value proposition and differentiate your brand from your competitors. The ads are also designed to be mobile-friendly, ensuring that your message is seen by your audience on any device. This is a crucial feature in today's mobile-first world. The ads are also designed to be trackable, allowing you to measure the success of your campaign and make adjustments as needed. This is a key feature for any advertiser looking to maximize their return on investment. The ads are also designed to be easy to create and launch, ensuring that you can get your message out there quickly and easily. This is a great way to test your advertising strategy and see what works best for your business. The ads are also designed to be easy to share, allowing you to reach a wider audience and increase your brand's reach. This is a valuable feature for any advertiser looking to expand their market. The ads are also designed to be easy to integrate with your existing marketing strategy, ensuring that your message is consistent across all channels. This is a key feature for any advertiser looking to create a cohesive brand experience. The ads are also designed to be easy to update, allowing you to keep your message fresh and relevant. This is a great way to stay on top of the latest trends and changes in your market. The ads are also designed to be easy to remove, allowing you to stop your campaign at any time. This is a key feature for any advertiser looking to maintain control over their advertising budget. The ads are also designed to be easy to track, allowing you to see exactly how many people have seen your ad and how many have clicked on it. This is a great way to measure the success of your campaign and make adjustments as needed.

These unique ads are designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library. (MCC Creative Library / Print Ad Type: Adscape/Shaped)

The reason behind an ad's success is its placement. It's not the ad itself, but where it's placed that makes the difference. Metro AdScape offers premium placement opportunities that are designed to stand out from the rest of the page. These ads are placed in a way that they are not interrupted by other content, ensuring that your message is seen by the right audience at the time. This is a unique opportunity for advertisers to reach their target market in a more effective way. The ads are designed to be eye-catching and memorable, ensuring that your brand is top-of-mind for your audience. This is a valuable opportunity for advertisers to increase their brand awareness and drive more sales. The ads are also designed to be easy to read and understand, ensuring that your message is clear and concise. This is a great way to communicate your value proposition and differentiate your brand from your competitors. The ads are also designed to be mobile-friendly, ensuring that your message is seen by your audience on any device. This is a crucial feature in today's mobile-first world. The ads are also designed to be trackable, allowing you to measure the success of your campaign and make adjustments as needed. This is a key feature for any advertiser looking to maximize their return on investment. The ads are also designed to be easy to create and launch, ensuring that you can get your message out there quickly and easily. This is a great way to test your advertising strategy and see what works best for your business. The ads are also designed to be easy to share, allowing you to reach a wider audience and increase your brand's reach. This is a valuable feature for any advertiser looking to expand their market. The ads are also designed to be easy to integrate with your existing marketing strategy, ensuring that your message is consistent across all channels. This is a key feature for any advertiser looking to create a cohesive brand experience. The ads are also designed to be easy to update, allowing you to keep your message fresh and relevant. This is a great way to stay on top of the latest trends and changes in your market. The ads are also designed to be easy to remove, allowing you to stop your campaign at any time. This is a key feature for any advertiser looking to maintain control over their advertising budget. The ads are also designed to be easy to track, allowing you to see exactly how many people have seen your ad and how many have clicked on it. This is a great way to measure the success of your campaign and make adjustments as needed.

## Usage Note:

Use this Adscape specialty ad to promote summer specials from a pool supply company or other seasonal advertiser. The ad's unique positioning and shape are sure to draw extra attention for your advertiser while gaining premium pricing for you. Introduce a new advertiser with the shaped ad and sell additional smaller-space ads to publish throughout your edition to keep the advertiser's name top-of-mind for readers.

Companion WEB ADS available on MCC

N1606P16005 C-1



**Summer Bowout**

Save on everything to have a ball in your own backyard this summer!

up to **30% Off**

pool floats + water toys + chemicals + cleaning tools + covers + equipment + more

Discount Pool Supply

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

These unique ads are designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library. (MCC Creative Library / Print Ad Type: Adscape/Shaped)

The reason behind an ad's success is its placement. It's not the ad itself, but where it's placed that makes the difference. Metro AdScape offers premium placement opportunities that are designed to stand out from the rest of the page. These ads are placed in a way that they are not interrupted by other content, ensuring that your message is seen by the right audience at the time. This is a unique opportunity for advertisers to reach their target market in a more effective way. The ads are designed to be eye-catching and memorable, ensuring that your brand is top-of-mind for your audience. This is a valuable opportunity for advertisers to increase their brand awareness and drive more sales. The ads are also designed to be easy to read and understand, ensuring that your message is clear and concise. This is a great way to communicate your value proposition and differentiate your brand from your competitors. The ads are also designed to be mobile-friendly, ensuring that your message is seen by your audience on any device. This is a crucial feature in today's mobile-first world. The ads are also designed to be trackable, allowing you to measure the success of your campaign and make adjustments as needed. This is a key feature for any advertiser looking to maximize their return on investment. The ads are also designed to be easy to create and launch, ensuring that you can get your message out there quickly and easily. This is a great way to test your advertising strategy and see what works best for your business. The ads are also designed to be easy to share, allowing you to reach a wider audience and increase your brand's reach. This is a valuable feature for any advertiser looking to expand their market. The ads are also designed to be easy to integrate with your existing marketing strategy, ensuring that your message is consistent across all channels. This is a key feature for any advertiser looking to create a cohesive brand experience. The ads are also designed to be easy to update, allowing you to keep your message fresh and relevant. This is a great way to stay on top of the latest trends and changes in your market. The ads are also designed to be easy to remove, allowing you to stop your campaign at any time. This is a key feature for any advertiser looking to maintain control over their advertising budget. The ads are also designed to be easy to track, allowing you to see exactly how many people have seen your ad and how many have clicked on it. This is a great way to measure the success of your campaign and make adjustments as needed.

## The Doctor Will See You Now



Get immediate access to quality medical care without waiting for an appointment. As your local urgent care center, we offer quality walk-in care for non-emergency injury and illness - from sore throats and earaches to sprains or broken bones - with typical wait times of 30 minutes or less.

**No Appointment Needed**  
Free, Convenient Parking  
Flexible Payment Options  
All Insurance Plans Welcome  
On-Site Imaging & Lab Work

**Express Care Made Ultra Convenient**  
More Services | Less Waiting  
7 Days | 8am - 10pm

### Somersville Urgent Care

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

AD# N1606A41001C 8.5 x 11

## Your Closet Is Your Canvas



Perfect your signature style with an eclectic selection of name brand clothing, vintage pieces, premium denim and unique accessories priced up to 90% below retail. Thrifty never felt - or looked - so good!

**Twofer Tuesdays**  
Buy One, Get One 50% Off  
Every Item in the Store  
Shop Tuesday-Saturday  
10am - 8pm, Sunday 11am-5pm

**Resale & Vintage Fashions**  
Buy | Sell | Trade  
men's & women's apparel + accessories & footwear

### Mint Resale Boutique

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

AD# N1606A41002C 8.5 x 11

## Legendary Food & Service

Carrying on a family tradition of great taste and quality since 19XX.



Dry-aged Steaks | Fresh Seafood  
Handmade Pasta | Seasonal Specials  
Craft Cocktails | Wine & Beer  
Dessert & Espresso | Kids' Menu  
Open Daily at 4pm • Closed Mondays

**Save 15% Off Your Total Bill**  
Tuesday-Thursday Only  
Offer good with coupon through 08/31/12. See details, terms and conditions here. Call 000-000-0000. Some restrictions may apply.

**The Lamplighter Restaurant**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

**Book Your Father's Day Reservation Today!**  
Sunday, June 19

### The Lamplighter Restaurant

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

AD# N1606A41003C 8.5 x 11

## Empire Heating & Cooling

### Hot Enough for You?

Stop suffering, and start enjoying the comfort and convenience of a central air conditioning system as soon as next week!

**AC & Heating System**  
Fully installed with permits and digital thermostat  
**Only \$19.95 per week**

Call Now!

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

Level: Intermediate

### SUDOKU

Fun By The Numbers

Like puzzles?

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

Here's How It Works:

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



WEEKLY PUZZLE SPONSORED BY:

## Empire Heating & Cooling

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

AD# N1606A41004C 8.5 x 11

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



N1606P42004C-●



N1606P42003C-●



N1606P42002C-●



N1606P42006C-●



N1606P42005C-●



N1606P42001C-●



N1606P42016C\*-○



N1606P42017C\*-○



N1606P42010C\*-○



N1606P42014C\*-○



N1606P42018C\*-○



N1606P42015C\*-○



N1606P42007C\*-○



N1606P42013C\*-○



N1606P42011C\*-○



N1606P42009C\*-○



N1606P42008C\*-○



N1606P42012C\*-○

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

N1606P42004C



N1606P42003C

N1606P42002C

## "SHOP LOCAL" SUPPORT

This month, see a full-page of coupon ads that demonstrate the community draw of your publication as readers redeem them as a show of shop-local support. There is also an alternative tab size available in MCC.

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

AD# N1606A43002C

PASS 3 COL x 3

**Save 20% Off**  
Any Single Item

*Runway Fashions*

ladies' apparel | accessories | footwear

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

Coupon required. Expires 09.00.15.  
List details, terms and conditions here.  
List details, terms and conditions here.

AD# N1606A43003C

PASS 3 COL x 3

**BOGO 50% Off**  
Any Lunch or Dinner Entree

*Gardenia Cafe*

Creative American cuisine

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

Coupon required. Expires 09.00.15.  
List details, terms and conditions here.  
List details, terms and conditions here.

**FREE** Size Upgrade & Topping  
On Any Ice Cream Purchase

*Umbrellas Ice Cream*

20 homemade varieties daily!

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

Coupon required. Expires 09.00.15.  
List details, terms and conditions here.  
List details, terms and conditions here.

AD# N1606A43004C

PASS 3 COL x 3

AD# N1606A43005C

PASS 3 COL x 3

**FREE** Pet Toy  
With Purchase of \$15 or More

*Wag-a-Lot Pet Supply*

nutrition | toys | bedding | grooming

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

Coupon required. Expires 09.00.15.  
List details, terms and conditions here.  
List details, terms and conditions here.

**20% Off**  
Any Spa Treatment

*Lotus Day Spa*

massage | skincare | beauty

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

Coupon required. Expires 09.00.15.  
List details, terms and conditions here.  
List details, terms and conditions here.

AD# N1606A43006C

PASS 3 COL x 3

AD# N1606A43007C

PASS 3 COL x 3

**25% Off**  
Your Swimwear Purchase

*Razzles Family Clothing*

Low prices on great looks for the whole family!

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

Coupon required. Expires 09.00.15.  
List details, terms and conditions here.  
List details, terms and conditions here.

**BOGO 50% Off**  
Any Pair of Shoes

*Shoes Unlimited*

men | women | kids | orthotics

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

Coupon required. Expires 09.00.15.  
List details, terms and conditions here.  
List details, terms and conditions here.

AD# N1606A43008C

PASS 3 COL x 3

AD# N1606A43009C

PASS 3 COL x 3

**\$5 Off**  
Your Purchase of \$25 or More

*City Hardware*

home & garden | keys & locks | lumberyard

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

Coupon required. Expires 09.00.15.  
List details, terms and conditions here.  
List details, terms and conditions here.

**30% Off**  
Any Pool Toy or Inflatable

*Variety Mart*

Open late 7 days a week!

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

Coupon required. Expires 09.00.15.  
List details, terms and conditions here.  
List details, terms and conditions here.

AD# N1606A43010C

PASS 3 COL x 3

AD# N1606A43001C PASS 6 COL x 21  
AD# N1606A43011C 10 x 13



N1606P44010A-●



N1606P44011A-●  
N1606P44012A-●



N1606P44015A-●  
N1606P44016A-●



N1606P44013A-●  
N1606P44014A-●



N1606P44001A-●



N1606P44003A-●



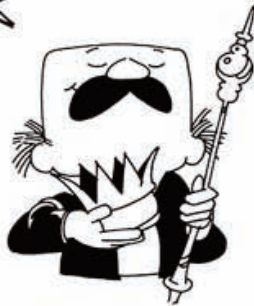
N1606P44017A-●  
N1606P44018A-●



N1606P44008A-●



N1606P44006A-●



N1606P44004A-●



N1606P44002A-●



N1606P44005A-●



N1606P44009A-●



N1606P44007A-●

Over 100 years of providing premium content makes Metro's archive one of the deepest and richest in existence. Now you can access some of the best from years past to use in your creative design work.

(MCC Creative Library / Image Type: Retro)



N1606P45003K-●



N1606P45005A-●



N1606P45009A-●



N1606P45001A-●



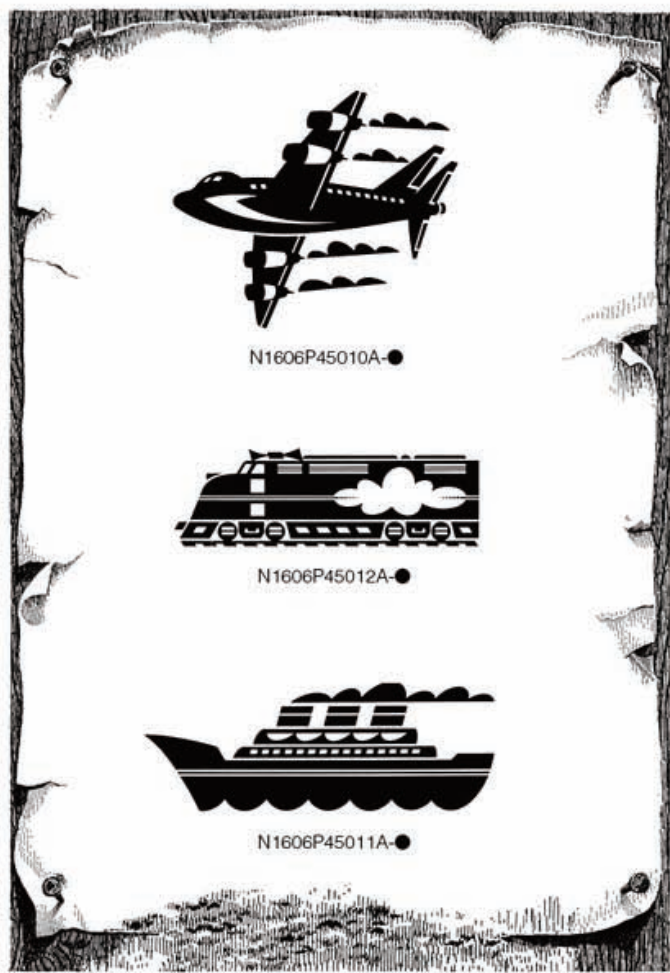
N1606P45014A-●



N1606P45013A-●



N1606P45002A-●



N1606P45010A-●

N1606P45012A-●

N1606P45011A-●

N1606P45008A-●



N1606P45015A-●



N1606P45006A-●



N1606P45004A-●



N1606P45007A-●

Bonus images available in the MCC Creative Library:



N1606P46004C-●



N1606P46003C-●



N1606P46001C-●



N1606P46006C-●



N1606P46005C-●



N1606P46003C-●

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

Want to **grow your special sections program and ad sales**, starting now? With Metro's fully templated print sections, you can (online versions also available).

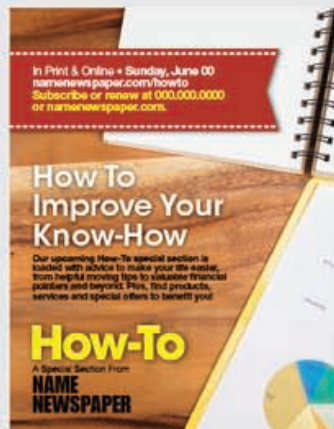
These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion ads to invite advertisers to

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

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



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



Bonus images available in the MCC Creative Library:



N1606P47004C-●



N1606P47006C-●



N1606P47003C-●



N1606P47002C-●



N1606P47005C-●



N1606P47001C-●

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

Want to grow your special sections program and ad sales, starting now? With Metro's fully templated print sections, you can (online versions also available).

These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion ads to invite advertisers to

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

View this month's **Health & Wellness** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call 800-223-1600 or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL x 5



PASS 2 COL x 5



N1606P48003C-●



N1606P48006C-●



N1606P48008C-●



N1606P48009C-●



N1606P48002C-●



N1606P48001C-●



N1606P48004C-●



N1606P48007C-●



N1606P48005C-●



N1606P49001C-●



N1606P49008C-●



N1606P49004C-●



N1606P49005C-●



N1606P49007C-●



N1606P49006C-●



N1606P49003C-●



N1606P49002C-●



N1606P49009C-●



N1606P50004C-●

### Usage Notes:

Use these backgrounds to help promote seasonal events, services and merchandise, including Fathers Day, Independence Day, health, summer, kids' camps and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

(MCC Creative Library / Image Type: Background)



N1606P50005C-●



N1606P50001C-●  
N1606P50002C-●



N1606P50006C-●



N1606P50007C-●



N1606P50008C-●



N1606P50009C-●



N1606P50010C-●



N1606P50011C-●

N1606P51001C



N1606P51002C



N1606P51003C



N1606P51004C



N1606P51005C



N1606P51006C



### Usage Suggestions:

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for July 4th event directories, Independence Day sales, lawn and garden promotions, home improvement...and more.



N1606P52020C\*-O



N1606P52019C\*-O



N1606P52018C\*-O



N1606P52001C\*-O



N1606P52008C\*-O



N1606P52003C\*-O



N1606P52014C\*-O



N1606P52013C\*-O



N1606P52007C\*-O



N1606P52002C\*-O



N1606P52011C\*-O



N1606P52009C\*-O



N1606P52017C\*-O



N1606P52010C\*-O



N1606P52012C\*-O



N1606P52015C\*-O



N1606P52016C\*-O



N1606P52004C\*-O



N1606P52005C\*-O



N1606P52006C\*-O



N1606P53005C\*-O



N1606P53006C\*-O



N1606P53008C\*-O



N1606P53003C\*-O



N1606P53009C\*-O



N1606P53007C\*-O



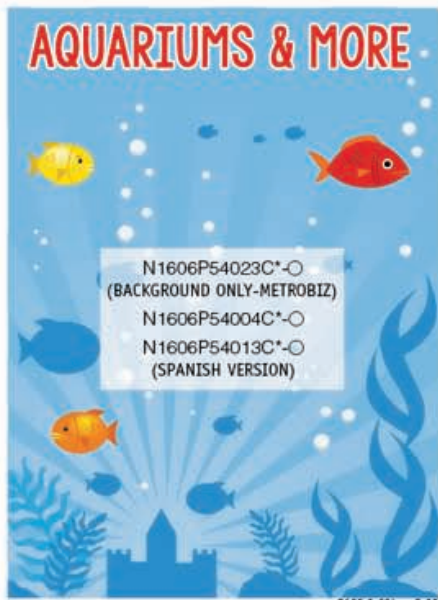
N1606P53002C\*-O



N1606P53004C\*-O



N1606P53007C\*-O



**Usage Note:**

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

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







MCC KEYWORD HINT: Menswear Store  
N1606P55007C-●



MCC KEYWORD HINT: Steakhouse Restaurant  
N1606P55008C-●



MCC KEYWORD HINT: Jeweler  
N1606P55009C-●



MCC KEYWORD HINT: Antiques Shop  
N1606P55010C-●



MCC KEYWORD HINT: Golf Pro  
N1606P55011C-●



MCC KEYWORD HINT: Personal Trainer  
N1606P55012C-●

### Usage Note:

MCC Creative Library / Image Type: frame, background, photo or MetroBiz, where applicable

Use these business card photo backgrounds to help you expand your printing business.

You can also employ these timely frames in print inserts, ads or online ads and pages.

The banner-style frames can be used for top- or bottom-of-the-page print ads

or repurposed for Web banners. Look for more seasonal and timely subjects throughout the year.



N1606P55001C\*-○



N1606P55002C\*-○



N1606P55003C\*-○



N1606P55004C\*-○



N1606P55005C\*-○



N1606P55006C\*-○



MCC KEYWORDS: ICON SET, FATHER'S DAY  
N1606S56002C\*-O



MCC KEYWORDS: ICON SET, CAMPING  
N1606S56001C\*-O



MCC KEYWORDS: ICON SET, HEALTH, FITNESS  
N1606S56003C\*-O



MCC KEYWORDS: ICON SET, SUMMER, BEACH  
N1606S56006C\*-O



MCC KEYWORDS: ICON SET, PHONES  
N1606S56005C\*-O



MCC KEYWORDS: ICON SET, MILK, DAIRY  
N1606S56004C\*-O



N1606P57025C\*-O

Happy Father's Day  
N1606P57027C\*-O



N1606P57028C\*-O



N1606P57029C\*-O



N1606P57026C\*-O



N1606P57030C\*-O



N1606P57031C\*-O



N1606P57033C\*-O



N1606P57034C\*-O



N1606P57032C\*-O



N1606P57035C\*-O

N1606P57038C\*-O



N1606P57036C\*-O



N1606P57037C\*-O



N1606P57038C\*-O



N1606P57039C\*-O



N1606P57040C\*-O



N1606P57043C\*-O



N1606P57041C\*-O



N1606P57001C\*-O



N1606P57017C\*-O



N1606P57002C\*-O



N1606P57003C\*-O



N1606P57004C\*-O



N1606P57018C\*-O



N1606P57019C\*-O



N1606P57021C\*-O



N1606P57022C\*-O

N1606P57023C\*-O



N1606P57020C\*-O

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



N1606P57005 C\*-O



N1606P57007C\*-O



N1606P57009C\*-O



N1606P57011C\*-O



N1606P57006C\*-O



N1606P57008C\*-O



N1606P57010C\*-O



N1606P57012C\*-O



N1606P57013C\*-O



N1606P57014C\*-O



N1606P57015C\*-O



N1606P57016C\*-O



MCC KEYWORDS: ICON SET, FATHER'S DAY  
N1606S57044C\*-O



N1606P58005C-●



N1606P58006C-●



N1606P58003C-●



N1606P58001C-●



N1606P58002C-●



N1606P58004C-●



N1606P58017C-●



N1606P58016C\*-○



N1606P58018C\*-○



N1606P58007C\*-○



N1606P58013C\*-○



N1606P58009C\*-○



N1606P58019C\*-○  
N1606P58020C\*-○



N1606P58011C\*-○



N1606P58012C\*-○



N1606P58008C\*-○



N1606P58010C\*-○



N1606P58015C\*-○



N1606P58014C\*-○



N1606P59004C-●



N1606P59007C-●



N1606P59005C-●



N1606P59003C-●



N1606P59002C-●



N1606P59008C-●



N1606P59001C-●



N1606P59009C-●



N1606P59010C-●



N1606P59006C-●



N1606P60014C-●



N1606P60023C\*-○  
N1606P60024C\*-○



N1606P60019C\*-○



N1606P60022C-●



N1606P60008C\*-○



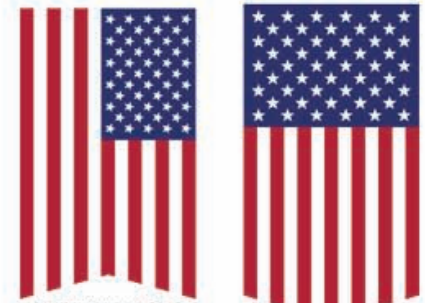
N1606P60004C\*-○



N1606P60010C\*-○



N1606P60007C\*-○



N1606P60003C\*-○

N1606P60002C\*-○



N1606P60013C\*-○



N1606P60006C\*-○



N1606P60009C\*-○



N1606P60017C\*-○  
N1606P60018C\*-○



N1606P60011C\*-○



N1606P60012C\*-○



N1606P60026C\*-○



N1606P60021C\*-○



N1606P60005C\*-○



N1606P60025C\*-○



N1606P60001C\*-○



N1606P60020C\*-○



N1606P60016C\*-○



N1606P61012C-●



N1606P61011C-●



N1606P61009C-●



N1606P61011C-●



N1606P61008C-●



N1606P61007C-●



N1606P61004C-●



N1606P61003C-●



N1606P61001C-●



N1606P61002C-●



N1606P61006C-●



N1606P61005C-●



N1606P62006C-●



N1606P62008C-●



N1606P62007C-●



N1606P62005C-●



N1606P62004C-●



N1606P62001C-●



N1606P62003C-●



N1606P62002C-●



N1606P62009C\*-○



N1606P62010C\*-○



N1606P62019C\*-○



N1606P62017C\*-○



N1606P62018C\*-○



N1606P62014C\*-○



N1606P62012C\*-○



N1606P62016C\*-○



N1606P62015C\*-○



N1606P62011C\*-○



N1606P62013C\*-○



N1606P66038C-◇

N1606P61012C-●

N1606P32001C+○



# A Salute to Our Dairy Producers



As we celebrate Dairy Month this June, we celebrate our nation's dedicated dairy farm families and the delicious, nutritious products they bring to the table. Thanks to their hard work and innovation, we are able to enjoy an abundance of affordable, wholesome nutrition from great-tasting milk, yogurt, cheese and other delicious dairy foods rich in minerals like bone-building calcium and potassium and vitamins like A, D and B-12. The USDA recommends enjoying two to three one-cup servings of dairy each day, so take a tip from the experts and indulge in the guilt-free pleasure of protein-rich dairy goodness during Dairy Month and all year round!

These local businesses would like to recognize our area's devoted dairy producers for playing an important role in keeping our economy and our bodies healthy and strong. Thanks, dairy farmers!

### Name Sponsor

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

### Name Sponsor

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

### Name Sponsor

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

### Name Sponsor

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

### Name Sponsor

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

### Name Sponsor

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

### Name Sponsor

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

### Name Sponsor

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

### Name Sponsor

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

### Name Sponsor

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

### Name Sponsor

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

### Name Sponsor

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

AD# N1606A63001C

PASS 6 COL. x 21

AD# N1606A63002C

10 x 13



N1606P64004C-●



N1606P64002C-●



N1606P64006C-●



N1606P64009C-●



N1606P64005C-●



N1606P64008C-●



N1606P64003C-●



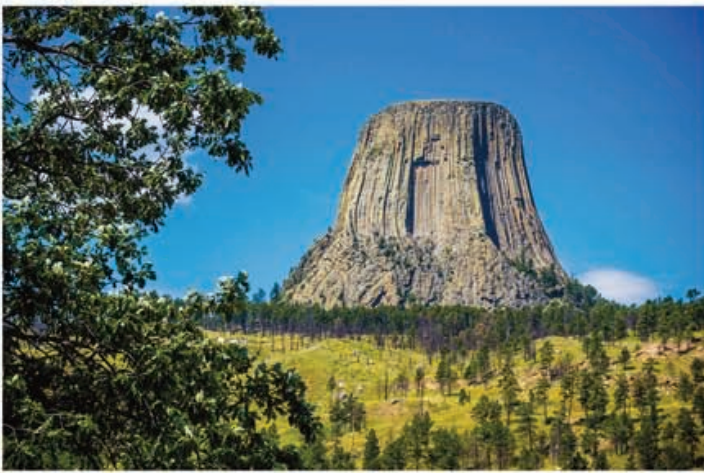
N1606P64001C-●



N1606P64007C-●



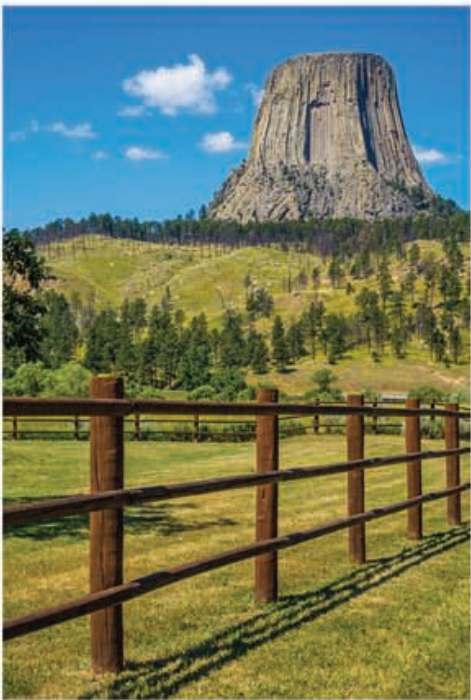
N1606P64010C-●



N1606P65003C-●



N1606P65005C-●



N1606P65002C-●



N1606P65004C-●



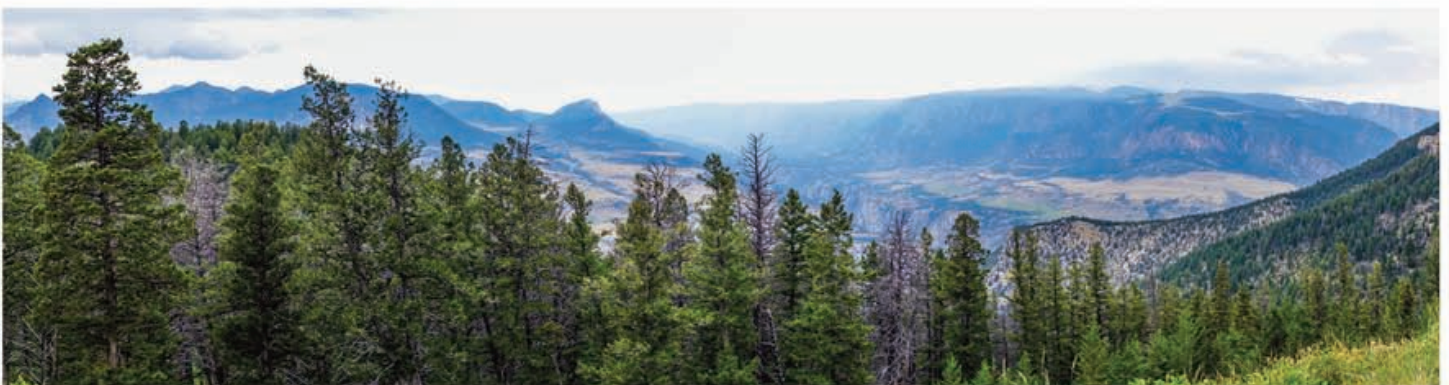
N1606P65001C-●



N1606P65006C-●



N1606P65008C-●



N1606P65007C-●



N1606P66012C-●  
OYSTER



N1606P66023C-●  
ROASTED CHICKEN



N1606P66002C-●  
RAW STEAK



N1606P66024C-●  
ASSORTED CITRUS FRUITS



N1606P66022C-●  
ICE CREAM SODA



N1606P66003C-●  
GRILLED STEAK



N1606P66001C-●  
BANANAS



N1606P66004C-●  
STEAK DINNER



N1606P66015C-●  
SUSHI



N1606P66025C-●  
ROASTED CHICKEN



N1606P66021C-●  
BOWL OF ICE CREAM



N1606P66005C-●  
PIECE OF STEAK



N1606P66016C-●  
SUSHI TO GO



N1606P66013C-●  
OYSTERS



N1606P66014C-●  
SUSHI



N1606P66010C-●  
GRILLED SHRIMP



N1606P66011C-●  
SHRIMP



N1606P66017C-●  
SUSHI



N1606P66020C-●  
SALMON



N1606P66019C-●  
SALMON



N1606P66008C-●  
PASTA



N1606P66006C-●  
STEAK DINNER



N1606P66007C-●  
STEAK & POTATO



N1606P66009C-●  
LINGUINE WITH SHRIMP



N1606P66018C-●  
SCALLOP WITH ASPARAGUS



N1606P66034C-◇  
BLACK GRAPES



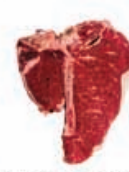
N1606P66030C-◇  
STEAK DINNER



N1606P66037C-◇  
CHOCOLATE ICE CREAM CONE



N1606P66028C-◇  
RAW RIB STEAK



N1606P66027C-◇  
PORTERHOUSE STEAK



N1606P66029C-◇  
STEAK & FRIES



N1606P66032C-◇  
RAW SALMON



N1606P66035C-◇  
RED GRAPES



N1606P66026C-◇  
BANANAS



N1606P66039C-◇  
ICE CREAM SUNDAE



N1606P66040C-◇  
ICED TEA



N1606P66038C-◇  
VANILLA ICE CREAM CONE



N1606P66031C-◇  
LINGUINE WITH SHRIMP



N1606P66036C-◇  
MIXED VEGETABLES



N1606P66033C-◇  
MIXED FRUITS

# Premium Products & Value

## From Your Friendly Neighborhood Grocer

We look forward to serving you!

Join us for in-store cooking demos & tastings every Tuesday at 6 p.m.

N1606P66002C  
N1606P66019C  
N1606P61003C



### Meat & Fish Market Specials

Name Brand **Ribeye Steak** boneless  
**\$8.99** lb.

Wild-Caught **Alaskan Salmon** skin-on filet  
**\$9.99** lb.

Name Brand **Chicken Breast** boneless, skinless  
**\$3.99** lb.

Fresh-Caught **Mahi Mahi** skin-on filet  
**\$7.99** lb.



### Dairy & Deli Deals

Name Brand **Sliced Turkey** nitrate-free, all-natural  
**\$1.89** lb.

Name Brand **Prosciutto** imported from Italy  
**\$5.99** lb.

Name Brand **Cheddar Cheese** mild or sharp  
**\$2.49** lb.

Name Brand **Greek Yogurt** low fat or regular  
**\$1.79** pint



### Savings on Fresh Produce

Roma **Tomatoes**  
**99¢** lb.

**Broccoli Florets**  
**\$1.79** lb.

**White Cauliflower**  
**\$1.99** ea.

**Seedless Watermelon**  
**19¢** lb.

**Seedless Grapes**  
**\$1.99** lb.

**Russet Potatoes**  
**29¢** lb.

N1606P66036C

N1606P62001C  
N1606P66017C  
N1606P66008C  
N1606P21009C  
N1606P66025C



### Coupon Savings on Groceries & Prepared Foods

**\$2 Off** House-Roasted Rotisserie Chicken whole 30 oz.  
Coupon required. Expires 06/06/16. List details, terms and conditions here. List details, terms and conditions here.  
Farmland Grocery Market

**\$1 Off** Homemade Daily Soups 24 oz. varieties  
Coupon required. Expires 06/06/16. List details, terms and conditions here. List details, terms and conditions here.  
Farmland Grocery Market

**BOGO 50% Off** Heat-&-Eat Cafe Dinners or Sides  
Coupon required. Expires 06/06/16. List details, terms and conditions here. List details, terms and conditions here.  
Farmland Grocery Market

**2 for \$1** Canned Vegetables 16 oz. varieties  
Coupon required. Expires 06/06/16. List details, terms and conditions here. List details, terms and conditions here.  
Farmland Grocery Market

**2 for \$5** Name Brand Frozen Dinners 12 oz. varieties  
Coupon required. Expires 06/06/16. List details, terms and conditions here. List details, terms and conditions here.  
Farmland Grocery Market

**99¢** Name Brand 2-Liter Soda diet or regular  
Coupon required. Expires 06/06/16. List details, terms and conditions here. List details, terms and conditions here.  
Farmland Grocery Market

## Farmland Grocery Market

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



AD# N1606A87001C PASS 6 COL. x 21  
AD# N1606A87002C 10 x 13

N1203P46009C



N1606P68026C\*-O



N1606P68023C\*-O



N1606P68028C\*-O



N1606P68025C\*-O



N1606P68007C\*-O



N1606P68018C\*-O



N1606P68001C\*-O



N1606P68013C\*-O



N1606P68002C\*-O



N1606P68004C\*-O



N1606P68009C\*-O



N1606P68006C\*-O



N1606P68008C\*-O



N1606P68005C\*-O



N1606P68010C\*-O



N1606P68016C\*-O  
N1606P68017C\*-O



N1606P68024C\*-O



N1606P68012C\*-O



N1606P68003C\*-O



N1606P68014C\*-O



N1606P68011C\*-O



N1606P68027C\*-O



N1606P68015C\*-O



(WE DELIVER!)  
N1606P68021C\*-O



(LET'S CELEBRATE QUEBEC)  
N1606P68020C\*-O



(GIFTS FOR DAD)  
N1606P68019C\*-O



(BYE-BYE TEACHERS!)  
N1606P68022C\*-O



N1606P69001C-●  
MOOR LAKE, YOHO NATIONAL PARK



N1606P69007C-●  
LIGHTHOUSE



N1606P69008C-●  
ORCA



N1606P69010C-●  
WHALE



N1606P69002C-●  
ST. JEAN BAPTISTE DAY



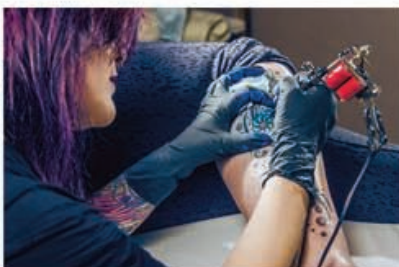
N1606P69011C-●  
CANCER SURVIVOR



N1606P69006C-●  
FACE PAINTING



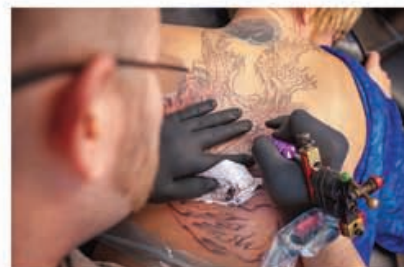
N1606P69004C-●  
FACES PAINTED



N1606P69012C-●  
TATTOO



N1606P69009C-●  
TATTOO MACHINE



N1606P69005C-●  
TATTOO



N1606P69003C-●  
TATTOO SLEEVE

**MCC KEYWORD HINT: week1**

This is your illustration and copy for June 2, 2016.



## Being Who You Are

*"The Lord does not look at things people look at. People look at the outward appearance, but the Lord looks at the heart."*  
—1 Samuel 16:7

Part of the difficulty of authenticity, of being who we truly are, is that we are first to be whoever we want to be. There are of course limits to human freedom, but within those limits we are free to act honestly or dishonestly, to act with integrity or not, depending on the circumstances. Perhaps the reason why the acting of conscience can be so painful is that when we did the thing that we now regret, we know that we could have done otherwise. When we make a conscious decision to lie, or steal, or otherwise act contrary to the dictates of conscience, we are bound to regret it later. It's also difficult to be who we truly are because we are all in the process of becoming who we shall be. The act of becoming is perhaps the essential project at the core of humanity. It is the life project that every human being must work out, on their own, with fear and trembling, but also with quiet reflection. Who are you, really, and who are you becoming? Answering these questions requires being honest with oneself, and involves reflecting not only on issues of character, but also on our relationships with others, and our careers, and even our likes and dislikes. Be yourself, but perhaps more importantly, become the best version of yourself that is possible. —Christopher Stoner

N1606P70007C\*  
N1606P70002C\*  
O

AD# N1606A70002C PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week2**

This is your illustration and copy for June 9, 2016.



## Be a Good Soldier

*"In the same way, if your light does not shine, that way is your good deed and glorify your Father in heaven."*  
—Matthew 13:17

A work is honorable if it is performed honorably and with diligence. There is an interesting passage in the Gospel of Luke where tax collectors and soldiers are asking Jesus the Baptist what they should do. He tells them, in essence, to be honest tax collectors and soldiers. "Do not collect any more than you are required to," and to the soldiers he advised, "Don't extort money and don't accuse people falsely—be content with your pay" (Luke 13:13-14 NIV). These tax collectors and soldiers must have been wondering if their occupations were morally acceptable—understandable since they were in effect working for the Roman occupiers of Judea. Jesus the Baptist tells them that these occupations are permissible as long as we do them honestly. There are lots of occupations that one might have those words about, but with very few exceptions, most occupations can be done honorably. —Christopher Stoner

N1606P70008C\*  
N1606P70001C\*  
O

AD# N1606A70001C PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week3**

This is your illustration and copy for June 16, 2016.



## Believing in Each Other

*"Therefore encourage one another and build each other up, just as in fact you are doing."*  
—1 Thessalonians 5:11

The philosopher and historian Jennifer Michael Hecht says that we "believe each other into being." She is arguing against the individualistic bias of our age which says that we can make ourselves. On the contrary, we are intimately tied to the people in our lives, including our family, friends and co-workers, and sometimes even people we barely know. Believing the best about our family and friends helps them to become better people. Her newest book *Story: A History of Novels and the Philosophies Against It* argues for a communitarian approach to persuading others not to commit suicide. Rather than the moral or religious arguments against it, we should try to convince would-be suicides that they are connected to others who will be affected by their action. She also addresses the argument advanced to C.S. Lewis' *The Myth of Sisyphus*, "But while life may be absurd and doesn't always make sense, we should embrace that absurdity and not commit suicide out of a respect for our future selves, who will know things that we can't currently know. The Bible is full of encouragements for us to encourage and help each other, and the abbe was especially prominent in the advice which Paul gave to the early churches." —Christopher Stoner

N1606P70008C\*  
N1606P70003C\*  
O

AD# N1606A70003C PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week4**

This is your illustration and copy for June 23, 2016.



## Nice Try!

*"Make every effort to supplement your faith with virtue, and virtue with knowledge, and knowledge with self-control, and self-control with steadfastness, and steadfastness with patience, and patience with kindness, affliction, and kindness with love."*  
—2 Peter 1:5-7

When the expression "Nice try!" isn't being used sarcastically, or as a puncheon for a new start, it can actually be very encouraging. No one ever succeeds all the time, and no one gives them in a winner and a loser. Christians the loser did his or her best and perhaps even learned something by the experience of losing. It's wise to praise effort when the results weren't great. Think of how many failures you had to experience to become good at the things you are good at. Most elite athletes have fallen down hundreds or even thousands of times on the way to their fully-developed skill. No one is born knowing how to read or write, and thus we patiently correct children when they make mistakes in grammar or pronunciation, and over time, with persistent practice, they learn how to use their native tongue. The same is true in virtually every area of life, perhaps none so so much of faith and morals. One the way to proficiency we are going to fall often as we achieve higher levels of skill and self-control. So remember to encourage yourself and others by praising the effort, and when the effort wasn't there, encourage harder work. We are destined for great things. —Christopher Stoner

N1606P70010C\*  
N1606P70005C\*  
O

AD# N1606A70005C PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week5**

This is your illustration and copy for June 30, 2016.



## Delighting in the Misfortunes of Others

*"Do not grieve when your enemy falls; when they stumble, do not let your heart rejoice."*  
—Proverbs 24:17

It is surprising that we don't have an English word for taking pleasure in the failures or misfortunes of others, given how common the experience is. In the German we have a word for this, Schadenfreude, which literally means "harm joy", and this experience can range from enjoying the spectacle of seeing someone being punished who really deserves it, to getting pleasure from seeing your least favorite team lose, to the less respectable experience of laughing when we see someone slip and fall. This is one of humanity's greatest attributes, but it certainly suggests there might be some function that it serves. Perhaps it's just a way to make us feel better, to feel that in comparison to those who we work and go to school with, we really are superior. After all, when I get an A and the guy behind me gets an F, this just reflects my superior intelligence and better efforts at studying. And if the guy behind me didn't study, didn't he deserve to get an F? Perhaps the deeper meaning of this experience is that it points to our basic sense of justice. We want to see criminals punished and lazy students fail their exams. However, we shouldn't take too much pleasure in the misfortunes of others, and should remember that compassion is the glue which holds society together. When people get their just desserts, it's okay to smile a bit, on the inside of course, and not too enthusiastically. —Christopher Stoner

N1606P70009C\*  
N1606P70004C\*  
O

AD# N1606A70004C PASS 2 COL. x 5.25



N1606P70012C\*  
O



N1606P70014C\*  
O



N1606P70015C\*  
O

NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR

N1606P70006C\*  
O

AD# N1606A70006C PASS 6 COL. x 7



N1606P70016C\*  
O



N1606P70011C\*  
O





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





N1606P72008C-●  
(Bobcat)



N1606P72001C\*○  
(Powerboat)



N1606P72002C\*○  
(Powerboat)



N1606P72003C\*○  
(Sailboat)



N1606P72004C\*○  
(Sailboat)



N1606P72005C\*○  
(Powerboat)



N1606P72006C\*○  
(Powerboat)



N1606P72021C-●  
(Powerboat)



N1606P72007C\*○  
(Sailboat)



N1606P72009C\*○  
(Boxing Gloves)



N1606P72020C\*○  
(Pets In A Pet Store)



N1606P72016C\*○  
N1606P72015C\*○  
(Man Dancer)



N1606P72012C\*○  
N1606P72011C\*○  
(Woman Dancer)



N1606P72018C\*○  
N1606P72017C\*○  
(Man Dancer)



N1606P72010C\*○  
(Dairy Cow)



N1606P72014C\*○  
N1606P72013C\*○  
(Woman Dancer)



N1606P72019C\*○  
(Muscle Man)

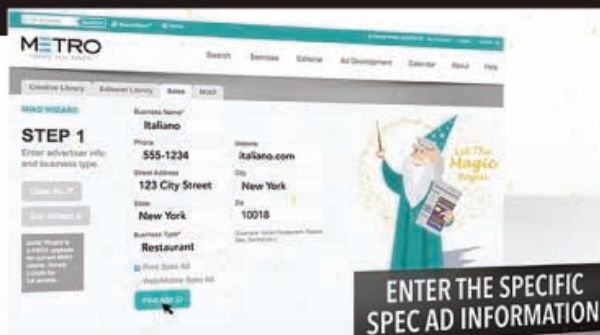


Now close more sales like magic with

# MiAD Wizard

Personalize and present **SPECtacular** ads for EVERY prospect in seconds—it's as easy as 1,2,3

STEP  
1



STEP  
2



STEP  
3



MiAD® Wizard success stories are already rolling in!

Sales blitz sells  
**\$104,500**  
in ad contracts

*Texas Publisher charges team to close more 1-year advertising contracts*

**CREATE:** Targeted print and online spec ads quickly created for each appointment—often with multiple ad options—using MiAD Wizard

**SELL:** 67 appointments, signing **28 1-year contracts**

**PROFIT:** Sales blitz results: **\$104,500 in Contracted Advertising** and counting



Sales team delivered the goods — **Metro Ads on Demand** did the heavy lifting! All web ads created on yet another easy-to-use, proven profitability service from Metro.

The ease and efficiency of targeted spec ads with MiAD® Wizard has already delivered proven profits for hundreds of customers like you.

**Get started today!** Call **800-223-1600** or send e-mail to [service@metro-email.com](mailto:service@metro-email.com)



PP. 01-72

### METRO NEWSPAPER SERVICE

June MNS is bursting with sales opportunities for Father's Day; Dairy Month; summer fun; kids' sports; shop local; Fourth of July and Canada Day; and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 73-80

### MiAD SPEC AD LIBRARY

Spec ads sell and MSAL is spec ads! June features spec ads for Father's Day, Summer Living and Travel advertisers. Presented in this book and available for viewing as a PDF or in the online SearchBook, each ad is also MiAD-enabled so you can quickly set up presentation-ready spec ads to help you close more sales.



APRIL Issue PP. 81-93

### CAMPAIGNS & CLASSIFIED

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

# METRO

CREATIVE GRAPHICS, INC.

519 Eighth Avenue  
New York, NY 10018

PRSR STD  
US POSTAGE  
PAID  
SOUTHERN, MD  
PERMIT 4205

JUST RELEASED...

## Make Sales Soar Like Magic

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

# WIZARD!

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

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

**MiAD Wizard is a FREE upgrade for current MiAD subscribers!** If you, too, would like to instantly conjure up targeted spec ads for sales calls that will practically close themselves, go to [miadwizard.com](http://miadwizard.com). To set up your FREE TRIAL, call or email Metro's Client Services team.



Like Us on Facebook  
[facebook.com/MetroCreativeConnection](http://facebook.com/MetroCreativeConnection)



Follow Us on Twitter  
[@MetroConnection](https://twitter.com/MetroConnection)



Follow Us on Instagram  
[@metrocreativeconnection](https://www.instagram.com/metrocreativeconnection)

**800.223.1600**

[metrocreativeconnection.com](http://metrocreativeconnection.com)  
[service@metro-email.com](mailto:service@metro-email.com)