

CREATE. SELL. PROFIT.

# METRO<sup>®</sup>

CREATIVE SERVICES



### JULY 4TH & CANADA DAY

Section-builders, images, ads and promotional ideas to make holiday weekend sales boom



### SUMMER

Content to capture summer recreation, destination, event and merchandise ad sales



### DAIRY & AGRICULTURE

Quick-Sells, sponsorships, ads, ideas and images to grow revenue from local agriculture and Dairy Month advertisers



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

Dozens of ready-to-sell spec ads geared toward summertime, health, wellness and how-to advertisers - MiAD Wizard-enabled!

Peddle a wealth of ideas to help your local advertisers optimize sales this

## Father's Day

Editorial Features & Templated Special Sections:

Health & Wellness • How-To • Coloring for All Ages • June Timely Features • Games & Puzzles



## FATHER'S DAY



**ON THE COVER:**  
N1806P23010C

Capture the spirit of Father's Day in ads, pages, sections and promotions with this adorable father-and-son photo.

**Find ads, photos, illustrations, headings and even a contest to wrap up Father's Day sales.**

- Recruit multiple advertisers in a double-truck gift guide layout (20).
- Ads designed for Father's Day promote sporting goods, menswear and golf gifts (21).
- Another design for a grocer or specialty food shop can spotlight goods for the grill, party platters, catering services and the like (22).
- An eye-catching full-page infographic feature focuses on "pop culture" with Father's Day stats and history, and includes an ad for Father's Day restaurant reservations (25).
- A "Dad and me scrapbook contest" invites engagement from sponsors and readers (10).



## JULY 4TH & CANADA DAY



**Make July 4th and Canada Day weekend sales and events boom!**

- Themed Event Packages for both July 4th and Canada Day include cover designs, promotional ads and Quick-Sell editorial components (06, 07).
- Invite local businesses to tout their independence in a "shop indie" directory and a complementary ad design to give an individual advertiser additional Independence Day exposure (32).
- Another layout can be adopted by just about any retailer for a July 4th or Canada Day sale (19).
- July 4th weekend is prime time for grocery and grilling advertisers. Find a variety of photos to meet their needs as well as a grocery ad for "sizzling July 4th savings" including 4 for \$4 and 2-4-1 specials (58, 61).
- Find ample images to inspire additional ads!



## SUMMER VACATION & LEISURE



**Soak up summer sales starting June 21 (65)!**

- Add up revenue with a "summer vacation and leisure" Marketplace page featuring ads for pet boarding, a winery, bait and tackle shop, summer cocktails, vacation planning services and a BOGO summer merchandise sale (14).
- Generate excitement from seasonal activity advertisers and more with a "summer staycation giveaway-a-day" contest concept (10).
- Other seasonable ads are designed for camping and outdoor stores, pool contractors, boat dealers, horseback riding, resorts, vacation planning and liquor sales (02, 03, 32).
- Dozens more summer images include frisbee, lake activities, lawn games, sprinklers, outdoor dining, surfing, tennis, road trips and more.



## DAIRY & AGRICULTURE



**June is Dairy Month, and a great time to focus on agricultural advertisers.**

- Themed Event Packages feature articles and promotions revolving around both dairy and local agriculture, including a "dairy days coupon guide" and "buy local" directory (04, 08).
- A "dairy days" event ad is included as part of June's Community Calendar (19).
- Feature a collection of local dairy producers in a "meet our dairy farmers" salute, and invite one of them to showcase their operation in a complementary ad design (32).
- Look for additional photos, artwork, headings and even coloring panels to create more Dairy Month ads and promotions, such as the ice cream ad provided (03, 37, 38, 54).





## SUMMER STYLE & BEAUTY



Find a wealth of image content and more to create ads, pages, sections and promotions related to summer fashion and beauty.

- The makings of a "summer style" section are featured in a **Themed Event Package** with sponsored head-to-toe fashion and beauty tips (09).
- Ads for top advertiser prospects cover swimwear, pedicures and apparel (02, 03).
- **Single Sheet** designs include a summer sidewalk sale promotion perfect for fashion retailers, as well as a skincare-focused promotion for a dermatologist (28).
- A **Quick-Sell** "girl's guide to summer" can include various beauty and fashion advertisers. Also, find a cosmetic surgery ad to coordinate with this multi-advertiser design for premium advertiser exposure (32).



## JUNE PROMOTIONAL OPPORTUNITIES



Don't miss these additional revenue opportunities featured in June:

- National Doughnut Day and International Sushi Day both take place in June. Find headings and images for both events, as well as **Single Sheet** designs for a doughnut shop and sushi restaurant (28, 60, 65).
- A **Themed Event Package** focused on day trips includes a "day trip to-do list" perfect for destination and activity advertisers (05).
- Focus on outdoor recreation with headings, images and related ads to tie in with Great Outdoors Month, National Oceans Month, National Trails Day, National Rivers Month, Fishing and Boating Week and World Environment Day in June (02, 03, 14, 17, 18, 26, 29, 30).
- Additional ads for top advertisers this month include appliance centers, liquor stores, custom stone fabrication, sewing suppliers, soccer stores and home improvement services (02, 03).



## JUNE CUSTOMER REQUESTS

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



N1806P64023C

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

**SUDOKU**

Fill in the Numbers

Like puzzles? Here's one you can't resist. This classic 9x9 grid puzzle challenges you to fill in the missing numbers. Each number can appear only once in each row, column and 3x3 box. You can begin with the numbers and digits already provided in the boxes. The more numbers you remove, the more difficult the puzzle.

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

How to Play: Fill in the missing numbers so that each row, column and 3x3 box contains the numbers 1 through 9. No number can appear more than once in any row, column or 3x3 box.

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

**WORD SCRAMBLE**

Rearrange the letters in each something pertaining to boats.

**SNTES**

□ □ □ □ □

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

- June TSSs in Print & Online:
- HEALTH & WELLNESS • HOW-TO
  - COLORING FOR ALL AGES
- TSS are available by separate purchase. View them online in the MCC Editorial Library. Start growing sections revenue today: Call 800-223-1600 or email service@metro-email.com to order!



CREATE. SELL. PROFIT.



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www.metrocreativeconnection.com



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@metrocreativeconnection



COMPANION WEB &  
MOBILE ADS NOW  
AVAILABLE ON MCC!

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



N1806P33001C

**GEAR UP**  
for Good Times in  
the Great Outdoors

**Camping Supply Sale**  
Going On Now  
10% to 30% Off  
Tents, Sleeping Bags,  
Air Mattresses, Stoves,  
Lanterns, Seating  
& More

Sale ends June 05, 2018. List details,  
terms and conditions here. Limit details,  
terms and conditions here.

**Sporting Goods  
& Outdoors**

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

AD# N1806A02001C PASS 2 COL. x 5

N1806P33002C

**We Know the Drill**

Great Gift Ideas for Dad  
Gift Cards Available

...and everything else about home improvement!

- Helpful Service
- Quality Products
- Great Prices

**10% Off All Name Brand Power Tools**

This Week Only Offer good June 00-00, 2018. List Details, terms and conditions here.

**Central Hardware**

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

AD# N1806A02002C PASS 2 COL. x 5

N1806P33003C

**Soccer Specialty Store**

Shop cleats, soccer balls, training wear, jerseys and more from the brands you trust to enhance your comfort and performance on the field.

Custom Uniforms Available Here

**Soccer Zone**

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

AD# N1806A02003C PASS 2 COL. x 5

N1806P33004C

*Ready, Pedit?*

**Spa Pedicure \$29**  
Add a Manicure for Just \$10 More!

Gel Polish Upgrade Available for a flawless finish that lasts weeks longer!

Appointments & Walk-ins Welcome

**Nail Spot**

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

AD# N1806A02004C PASS 2 COL. x 5

N1203P46009C

**ATVrrroom EVENT**

Financing Specials as low as **0.9% APR**  
New 2018 Models  
ATVs | Quads | Side-by-Sides

Stop in today and let the adventure begin!

- New & Pre-owned Sales
- Parts & Service

**Summit Motorsports**

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

AD# N1806A02005C PASS 2 COL. x 5

N1806P33005C

*Notions, Know-how & Sew Much More*

Top-rated name brand sewing machines & equipment  
Unbeatable selection of fabrics, patterns & sewing supplies  
Sewing, quilting & needle arts classes for all skill levels

In-Store Financing Available on New & Refurbished Machines  
We service & repair all types of sewing machines!

**Stitch Fabrics & Sewing**

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

AD# N1806A02006C PASS 2 COL. x 5

N1806P33006C

Companion WEB + MOBILE ADS available on MCC

N1806P33007C

**Fill up your tank. Fill up your cup!**

Go, go, go with great coffee and quality fuel in one convenient stop.

**Free Coffee**  
With Fuel Purchase of \$30 or More. Offer good anytime!

Prices posted daily on social media!

**Emblem Gas**

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

AD# N1806A02007C PASS 2 COL. x 5

N1203P46009C

N1405P72018C

**Insta-Worthy Swim**

The hottest trends in summer swimwear are in stock and ready to rock!

**Free Fashion Sunnies**  
with your swimwear purchase of \$49 or more while supplies last  
• Mix-&Match Separates Available Here

**Style Cubana**

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

AD# N1806A02008C PASS 2 COL. x 5

N1806P33008C

**Before You Take the Plunge,**  
Call us for a Free Pool Design Consultation & Estimate!

Your pool is a big investment. We have decades of experience and hundreds of satisfied local customers. Call or visit us online to see how our prices, service and reputation compare before you commit to another contractor.

**Premier Pools**

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

AD# N1806A02009C PASS 2 COL. x 5

N1806P33009C

N1203P46009C



N1806P34001C

## The Cream of the Crop



Enjoy fresh, small-batch ice cream in all your favorite flavors!

**Summer Special**  
**Two-for-One Toppings**  
During Dairy Month, June 1-30

**new!**  
Cookie Cones  
Waffle Sundaes  
Sugar-Free Flavors  
Brownie Sandwiches

**Ice Cream Corner**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1806A03001C PASS 2 COL. x 5

## Own the Summer

Live life to the fullest, starting now!

**Limited-Time Special Offers**  
Financing Rates as low as 1.9% APR  
Factory & Dealer Savings up to \$5,000 Off

See showroom for details. List details, terms and conditions here.

Stop in or visit us online today to browse our current inventory.

**Pier Marine**

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

AD# N1806A03002C PASS 2 COL. x 5

N1806P34003C



## Time for a Refresh?

Unlocking your home's full potential starts with a free consultation. Call today, and let us show you how to get the most benefit from your home improvement dollars!

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

AD# N1806A03003C PASS 2 COL. x 5

granite | marble | quartzite | soapstone | onyx | limestone | & more



## enduring Quality & Beauty Carved in Stone

Enjoy the durability and sophisticated style our custom stone countertops and surfaces bring to every room.

Stop by our showrooms to browse hundreds of styles, and receive a free custom fabrication consultation and price quote.

**CounterWorks Stone**

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

AD# N1806A03004C PASS 2 COL. x 5

N1806P34005C



Every Appliance Priced Below Suggested Retail Value Every Day

## Our Best Prices In Store Now

Let our appliance experts help you find the right features for your household needs and budget!

- \$29 Flat-Rate Delivery within 00-mile radius
- Easy In-Store Financing with approved credit
- Extended Service & Warranty Plans available on every appliance we sell

**Berger Appliance**

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

AD# N1806A03005C PASS 2 COL. x 5

N1806P34006C

## Sun's Out. Fun's Out!

We have great prices on all of your favorite summer brews!

Craft Beers • Growler Refills  
Domestic Classics • Imported Brands  
+ Wine, Spirits, Ice, Snacks & Mixers

Join our free customer rewards program at checkout!

**Cheers Liquors**

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

AD# N1806A03006C PASS 2 COL. x 5

N1806P34007C



## Saddle Up for Family Fun

Come horse around with us all summer!

Guided Trail Rides | Summer Riding Camps for Kids  
Horse Boarding & Training | Riding Lessons for All Ages  
Birthday Parties & Special Events

**Kern Ranch Stables**

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

AD# N1806A03007C PASS 2 COL. x 5

N1806P34008C

## Here Comes the Sun!

Shop cool and comfortable summer fashion trends that won't break the bank.

**BOGO 50% Off**  
All Tanks & Tees  
This Week Only  
June 01-03, 2018  
List details, terms and conditions here.

**Boutique Bette**

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

AD# N1806A03008C PASS 2 COL. x 5

N1806P34009C

## Hang Your Hat in Style

A fashionable boutique hotel with resort-style amenities in the heart of Name Town.

**SQ Hotel**

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

AD# N1806A03009C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC



SECTION COVER:

N1806P04001C-O

N1806P04003C



What's in It for You?

# Local Agriculture

## The benefits of shopping farmers markets

As more markets have grown in popularity over the past years, knowledgeable consumers are finding that their purchase decisions have a direct impact on their communities, beyond the health of their wallets.

People who have never before shopped at farmers markets may be curious as to why so many people find them so appealing. The answer lies in a handful of benefits and exciting features that make shopping at local farmers markets a truly rewarding experience.

- **Freshness:** Many people visit farmers markets because the fruits and vegetables sold at these markets seem to taste more fresh than those sold at other grocery stores. Such produce is not available as the produce is available at farmers markets. Other sources from local farms, meaning there is a shorter distance between the produce and the market, meaning the produce is fresher and more flavorful.
- **Seasonal produce:** Some grocery stores sell out of season produce, but farmers markets only sell in season produce. To grow fruits and vegetables out of season, farmers are forced to rely on chemicals or other artificial methods. This means that the produce is not as healthy as the produce that is in season.

- **Environmental benefits:** According to the Center for Urban Education about Sustainable Agriculture, food in the United States averages an average of 1,500 miles to get to consumers' plates. Such long distances reduce freshness, produce the air and produce waste, and increase the amount of energy used in the process. Local food is produced closer to the consumer, which means less energy is used in the process of transporting the food from farm to table and less energy is used in the process of transporting the food to the consumer.
- **Supports local economy:** Many farmers market products are locally sourced and sold directly to the consumer. This means that the money spent at these markets goes directly to the farmer, which helps to support the local economy. Additionally, many farmers markets also offer a variety of other services, such as a place to buy local honey, which also helps to support the local economy.
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AD# N1806A04003C

10 x 13

N1806P04004C

QUICK SELL:



What's in It for You?

# Local Agriculture

## Eating locally grown produce offers a crop of benefits!

**More Flavor**  
The ingredients are fresher and more flavorful because they are picked early in the morning and are not shipped, so they are at their peak flavor.

**Better Nutrition**  
Since they quickly go from farm to table, local foods retain more nutrients than foods shipped from other far-off destinations.

**Our Local Economy**  
When you buy from local growers, your dollars are spent and reinvested here in the community, helping to support our local economy.

**Consumer Safety**  
A shorter farm-to-table chain reduces the risk of contamination, and gives you the peace of mind that comes with knowing where your food originated.

**The Environment**  
Transporting crops long distances leaves a big carbon footprint, while supporting local farmers helps preserve green space in our community.

## Where to Buy Local in Our Area:

Suggested Advertiser: <b>Supermarket</b>	Suggested Advertiser: <b>Specialty Market</b>	Suggested Advertiser: <b>Restaurant</b>	Suggested Advertiser: <b>Delicatessen</b>
Suggested Advertiser: <b>Farmers Market</b>	Suggested Advertiser: <b>Farm Stand</b>	Suggested Advertiser: <b>Wine Shop</b>	Suggested Advertiser: <b>CSA Subscription</b>

AD# N1806A04002C  
AD# N1806A04001C

9.667 x 13  
PASS 6 COL. x 21

N1806P04002C  
N1806P60021C-O



## Grow, Grow, Grow Your Profits With the Right Advertising

Catch the attention of more local consumers this season by advertising in conjunction with a variety of agricultural features publishing in print and online! To learn more about upcoming opportunities and how they can benefit your business, contact our ad sales department today.

**Advertising Rates & Information:**  
000.000.0000  
name@namencwspaper.com



**The Somersville Press**  
Focused On Local Agriculture  
In Print & Online • 000.000.0000 •  
www.namencwspaper.com

AD# N1806A04004C PASS 6 COL. x 10

Companion WEB + MOBILE ADS available on MCC

HEADING:  
N1806P04001C-O

# Local Agriculture

N1806P04005C  
N1806P04004C



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

QUICK SELL: N1806P05001C\*-O

N1806P44007C\*-O

N1806P18006C\*-O

N1806P44005C\*-O

AD# N1806A05002C

10. x 13.

N1806P05003C\*-O

SECTION COVER:

<p><b>1 Vestige Antiques Mall</b> Buy items of value for less than you can find elsewhere. Call: 408-251-1000 www.vestigemall.com</p>	<p><b>2 Seascape Aquarium</b> Get with the program, make an impact on the planet. Call: 408-251-1000 www.seascapeaquarium.com</p>	<p><b>3 Railway Diner</b> Experience historic dining in a historic setting. Call: 408-251-1000 www.railwaydiner.com</p>	<p><b>4 Krell Art Museum</b> Experience the art of the 20th century. Call: 408-251-1000 www.krellartmuseum.com</p>	<p><b>5 Storyline Walking Tours</b> Join our knowledgeable local history guides on a tour of downtown. Call: 408-251-1000 www.storyline.com</p>	<p><b>6 Galaxy Science Center</b> Experience the wonders of space. Call: 408-251-1000 www.galaxysciencecenter.com</p>	<p><b>7 Burger Stop</b> Enjoy delicious burgers and more. Call: 408-251-1000 www.burgerstop.com</p>	<p><b>8 Jim's Fuel Pit Stop</b> Get your gas and more. Call: 408-251-1000 www.jimsfuel.com</p>
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# Day Tripping To-Do List

Make a day of these must-see local destinations!

<p><b>9 Imperial Winery</b> Enjoy a day of wine and more. Call: 408-251-1000 www.imperialwinery.com</p>	<p><b>10 Lake Arrowhead</b> Enjoy a day of lakeside fun. Call: 408-251-1000 www.lakearrowhead.com</p>	<p><b>11 Somersville Historic Inn</b> Experience historic lodging. Call: 408-251-1000 www.somersvilleinn.com</p>	<p><b>12 Greenfield Potting Zoo</b> Enjoy a day of nature and more. Call: 408-251-1000 www.greenfieldpottingzoo.com</p>	<p><b>13 Downtown Belleville</b> Enjoy a day of shopping and dining. Call: 408-251-1000 www.downtownbelleville.com</p>	<p><b>14 Fairview Amusement Park</b> Enjoy a day of fun and more. Call: 408-251-1000 www.fairviewamusementpark.com</p>	<p><b>15 The Art Factory</b> Experience local art and more. Call: 408-251-1000 www.theartfactory.com</p>	<p><b>16 Prospect Hill Culinary School</b> Enjoy a day of learning and more. Call: 408-251-1000 www.prospecthillculinaryschool.com</p>
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AD# N1806A05001C 19.334 x 13

HEADING: N1806P05001C\*-O

# Day Tripping

Companion WEB + MOBILE ADS available on MCC

SELF-PROMOTION ADVERTISER: N1806P05005C\*-O

N1806P05001C\*-O

N1806P44005C\*-O

AD# N1806A05004C PASS 2 COL. x 5

Draw More **Day Trippers** to Your Business

Our upcoming Day Tripping guide is a great place to reach active, curious locals looking for new things to do and places to see. To learn more about the advertising opportunities available in this unique special section, talk to an ad consultant today!

**Day Tripping** A Special Section From **Name Newspaper**

This section will appear in print and online June 00.

Call 000.000.0000 or email name@namenewspaper.com before the June 00 advertising deadline.

SELF-PROMOTION READER: N1806P05004C\*-O

N1806P05001C\*-O

N1806P44005C\*-O

AD# N1806A05003C PASS 2 COL. x 5

Looking for a **Good Time?**

Look no further than our upcoming Day Tripping guide for must-see local destinations to make every weekend an adventure!

**Day Tripping** A Special Section From **Name Newspaper**

Coming June 00

In Print & Online at [namenewspaper.com/daytripping](http://namenewspaper.com/daytripping)



SECTION COVER:

N1806P39008C

N1806P06001C

N1806P58008C

N1806P06002C

# July 4th Weekend Guide

June 2018  
A Special Supplement to  
Name Newspaper



**Sales & Shopping**

**Fireworks & Festivities  
& Grilling Guide**

AD# N1806A06003C

10. x 13

N1806P39008C



## July 4th Weekend Guide

Tips for hosting a fun  
4th of July party



gathering the fireworks that really mean patriotism. The national colors of green, white, and red are everywhere. Fourth of July parties are all about the fun, the food, and the fireworks. Here are some tips to help you host a great party.

Don't try to break the mold. Some hosts may be tempted to host a traditional Fourth of July party. While the party may be fun, it can be a bit predictable. Try to think outside the box and create a unique party. For example, you could host a "Fourth of July" themed party with a focus on grilling and outdoor activities. Or you could host a "Fourth of July" themed party with a focus on music and dancing.

Prepare to entertain. July 4th is a busy day, and you'll want to make sure you have enough food and drinks for everyone. Consider hiring a caterer or a food service company to help you out. You could also hire a DJ or a band to provide entertainment for your guests.

Large fireworks displays are a popular Fourth of July party activity. However, it's important to be safe when watching fireworks. Stand at a safe distance, and never look directly at the fireworks. If you're unsure about the safety of fireworks, it's best to avoid them altogether.

Fourth of July parties are a fun way to celebrate the holiday. By following these tips, you can host a party that is both fun and safe.

Fourth of July parties are a fun way to celebrate the holiday. By following these tips, you can host a party that is both fun and safe.

AD# N1806A06002C

AD# N1806A06001C

9.667 x 13

PASS 6 COL. x 21

QUICK SELL:

Advertiser Suggestion:  
**Grocery Store**

Advertiser Suggestion:  
**Beverage Center**

Advertiser Suggestion:  
**Meat Market**

Advertiser Suggestion:  
**Party Supply Store**

Advertiser Suggestion:  
**Caterer**

Advertiser Suggestion:  
**Local Firework Event**

N1806P06001C

N1806P58008C

SELF-PROMOTION ADVERTISER:



## Fire Up Holiday Weekend Sales!

Reach thousands of local readers with details about your products, services, special offers and events as they plan and prepare for the July 4th holiday weekend!

**July 4th** A Special Section From  
**Weekend Guide** Name Newspaper

Contact us today to advertise:  
000.000.0000 - name@namenewspaper.com  
Advertising Deadline: June 00  
Publication Date: July 00

AD# N1806A06004C

PASS 2 COL. x 5

SELF-PROMOTION READER:



## Shop & Celebrate July 4th Weekend

Our July 4th Weekend Guide is here to help you make the most of your holiday. From sales and special offers to fireworks and festivities, it's packed with valuable features and information you won't want to miss!

**July 4th** A Special Section From  
**Weekend Guide** Name Newspaper

Look for your copy Thursday, July 00!  
In Print and Online at  
namenewspaper.com/  
julyfourthweekendguide

AD# N1806A06005C

PASS 2 COL. x 5

Companion  
WEB + MOBILE  
ADS available  
on MCC







N1806P08001C-●

HEADING:  
N1806P08003C\*-O

# Dairy Deals Coupon Guide

QUICK SELL:

# Dairy Deals Coupon Guide

Celebrate Dairy Month this June with savings on your favorite foods!

# Dairy Mmmmonth Is Coming!

Look for Dairy Month savings on everything from pizza and ice cream to grilled cheese and groceries in our Dairy Deals Coupon Guide, coming June 00!

# Dairy Deals Coupon Guide

To advertise your products in this coupon guide or other June Dairy Month promotions, contact our sales department today at 000.000.0000 or name@namenewspaper.com.

**The Somersville Press**  
Your Local Connection

In Print & Online  
000.000.0000 • www.namenewspaper.com

N1806P08002C-O

N1806P08002C\*-O

**The Scoop Ice Creamery**  
BOGO 50% Off Any Ice Cream Treat

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

**Weavers Gourmet Market**  
20% Off Your Cheese Purchase

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

**Pisa Pizza**  
Large Cheese Pizza Only \$8.99

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

**Somersville Diner**  
Deluxe Grilled Cheese Combo Only \$2.99

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

AD# N1806A08003C

PASS 6 COL. x 10

## The benefits of including dairy in your diet

A well-balanced diet has long been touted as a necessary component to a healthy lifestyle. When combined with routine exercise, a well-balanced diet can improve quality of life and reduce a person's risk for various diseases.

No well-balanced diet is complete without dairy. While many people may immediately associate milk with dairy, dairy products are much more diverse than that. In fact, including various dairy products in your diet can provide a host of diverse health benefits.

**Health Benefits**  
Osteoporosis is a condition in which a person's bones become fragile and brittle due to loss of mass. Age is a risk factor for osteoporosis, but a good diet that does not include sufficient amounts of dairy also can increase a person's risk for osteoporosis.

The Department of Agriculture notes that dairy can help men and women lower their risk for ailments other than osteoporosis. Adequate dairy intake has been associated with a reduced risk for cardiovascular disease and type 2 diabetes.

Adolescents may be especially motivated to consume dairy, as its effect on bone strength and maintenance can help them reduce their risk for injury while practicing and competing. Adolescents and children can benefit greatly from diets that contain adequate amounts of dairy. Boys need to build during childhood and adolescence, so foods such as dairy that provide bone health can help children and teenagers develop strong, healthy bones.

In regard to which dairy products to include in one's diet, the Department of Agriculture notes the importance of avoiding foods that are high in saturated fat. Dairy products high in saturated fat can contribute to high amounts of "bad" cholesterol in the blood, increasing a person's risk for coronary heart disease. Low-fat dairy products make for a healthy alternative to dairy that is high in saturated fat, and men and women can discuss such products with their physicians.

No balanced diet is complete without dairy, which benefits the body in myriad ways.

## Dairy products are nutrient-rich

The United States Department of Agriculture notes that dairy products provide a host of nutrients that are vital to overall health.

- **Calcium:** The nutrient most often related to dairy, calcium is vital for building strong bones and healthy teeth. Dairy also helps to maintain bone mass, helping men and women combat age-related bone loss.
- **Protein:** Dairy products such as yogurt, milk and soft cheese are good sources of protein. Their beneficial benefits also help in protein help men and women maintain healthy blood pressures.
- **Vitamins D:** Like calcium, vitamin D is widely associated with dairy, particularly milk. Vitamin D helps bones build and maintain strong bones, and products such as milk and soft cheese are great sources of vitamin D. Yogurt and cheese fortified with vitamin D also can be great sources of this valuable vitamin.

**Convenience Mart**  
Name Brand Mac & Cheese 2 for \$3

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

**Union Grill**  
Free Milkshake With Lunch or Dinner Package

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

**Value Supermarket**  
Free Gallon of Milk With Grocery Purchase of \$10 or More

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

**Sir Swirl Frozen Yogurt**  
Small Frozen Yogurt Only \$1.99

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

**The Cheese Traveler**  
10% Off Your Purchase of \$10 or More

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

# Dairy Deals Coupon Guide

Celebrate Dairy Month this June with savings on your favorite foods!

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No balanced diet is complete without dairy, which benefits the body in myriad ways.

**The Scoop Ice Creamery**  
BOGO 50% Off Any Ice Cream Treat

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

**Weavers Gourmet Market**  
20% Off Your Cheese Purchase

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

**Pisa Pizza**  
Large Cheese Pizza Only \$8.99

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

**Somersville Diner**  
Deluxe Grilled Cheese Combo Only \$2.99

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

**Convenience Mart**  
Name Brand Mac & Cheese 2 for \$3

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

**Union Grill**  
Free Milkshake With Lunch or Dinner Package

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

**Value Supermarket**  
Free Gallon of Milk With Grocery Purchase of \$10 or More

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

**Sir Swirl Frozen Yogurt**  
Small Frozen Yogurt Only \$1.99

1234 Washington Street  
Somerville Heights  
000-000-0000  
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AD# N1806A08002C

10 x 13

AD# N1806A08001C PASS 6 COL. x 21



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

QUICK SELL:

N1806P09003C\*-O

SECTION COVER:

## Head-to-Toe Tips for Summer Fashion & Beauty

Outsmart summer sunburn by applying an anti-tan product to your face. Use hair-conditioning treatments before to condition and conditioning oils to combat the drying effect of summer sun.

Wear a wide-brimmed hat to protect not only your face from harsh UV rays, but also color-treated hair. Hair products with SPF also help safeguard your color.

Carry a cold lightbulb - or 10 to your hat - for a while so you can drop it off quickly for you at peak hours.

**Pharmacy**  
1234 Washington Street  
Somerville, MA 02145  
603-555-1234  
www.namepharmacy.com

**Beauty Salon**  
1234 Washington Street  
Somerville, MA 02145  
603-555-1234  
www.namebeauty.com

**Department Store**  
1234 Washington Street  
Somerville, MA 02145  
603-555-1234  
www.namestore.com

Apply a tinted facial sunscreen with SPF for a light and natural look. Re-apply after sun exposure and wash. Also a nice look for a fresh face with SPF to protect your skin.

Choose made from natural fabric. Be cotton, silk and linen will breathe better and dry faster than most synthetics in summer heat. Synthetic rayon and jersey blends will also help you keep your cool.

Some of the best vacation packing tips are to pack your clothes in a way that they can be worn multiple times. Also, consider packing in a way that you can be on the go with ease and style. Be sure to pack your shoes.

**Beauty Supply Store**  
1234 Washington Street  
Somerville, MA 02145  
603-555-1234  
www.namebeauty.com

**Dry Cleaner**  
1234 Washington Street  
Somerville, MA 02145  
603-555-1234  
www.namecleaner.com

**Accessory Shop**  
1234 Washington Street  
Somerville, MA 02145  
603-555-1234  
www.nameaccessory.com

**Shoe Store**  
1234 Washington Street  
Somerville, MA 02145  
603-555-1234  
www.nameshoes.com

Don't forget your feet! Get your feet checked out when you're on the beach. To soften your feet, use a foot file to your feet when you're in with a pedicure.

**Nail Salon**  
1234 Washington Street  
Somerville, MA 02145  
603-555-1234  
www.namenails.com

AD# N1806A09002C  
AD# N1806A09001C

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

# Summer Style

*Style-Savvy Vacation Packing Tips*

*Hot Summer Fashion Trends*  
*Beat-the-Heat Hairstyles*  
*How to Dress for SPF*

AD# N1806A09003C

N1806P09002C

N1806P33004C

N1806P09001C-O

N1806P15007C

N1806P09002C

9.667 x 13  
PASS 6 COL x 21

HEADING:  
N1806P09001C\*-O

## Summer Style

10. x 13

SELF-PROMOTION READER:

## What's Hot for Summer

From the runways to our local retailers, read up on the hottest summer fashion and beauty trends in our Summer Style special section, coming June 00 in print and online!

# Summer Style

A Special Section From  
**Name Newspaper**

Look for special offers inside!

Subscribe or renew at [namenewspaper.com](http://namenewspaper.com), or call 000.000.0000.

AD# N1806A09005C

N1806P09002C

N1806P09001C-O

SELF-PROMOTION ADVERTISER:

## Showcase Your Summer Styles

Make an advertising appearance in our Summer Style special section to promote your fashion and beauty offerings to thousands of local readers poised to shop for the new season!

# Summer Style

A Special Section From  
**Name Newspaper**

Reserve your spot before the June 00 advertising deadline by calling 000.000.0000, or email [names@namenewspaper.com](mailto:names@namenewspaper.com). This special section will appear in print and online June 00.

AD# N1806A09004C

N1806P09002C

N1806P09001C-O

Companion WEB + MOBILE ADS available on MCC



**Usage Note:**

Father's Day is Sunday, June 17. A **Dad & Me Scrapbook Contest** asks readers to send in their favorite pictures of themselves with their fathers. The winning results can appear in a Father's Day print section or pages as well as on your website. Put a personal face on your contest sponsors' online digital ads by suggesting business owners place pictures of themselves with their fathers, or their sons or daughters, in their ads.

# Dad & Me Scrapbooking Contest



Share your favorite photo and memory with the father figure in your life for a chance to win!

*Enter by June 00...*

Go to [namenewspaper.com/contests](http://namenewspaper.com/contests) for details and entry. All submissions must be received online by June 00, 2018. Winner will be notified and announced June 00, 2018.

One grand-prize winner will receive a prize package valued at over \$500, thanks to our generous contest sponsors!

The Top 10 Entries Will Appear in Our Father's Day Special Section on Sunday, June 00!

**Family Restaurant**  
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)

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

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

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

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

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

**Insurance Company**  
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)

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

N1806A10001C

**Usage Note:**

A **Summer Staycation Giveaway-a-Day Contest** can give major, extended exposure to advertisers — especially those with an affinity to summer activities, family fun and area staycation options. Since the contest is a daily giveaway, you can sell long-term sponsorships or change sponsors on a weekly basis. Run it throughout the summer or limit it to a specific time, such as the middle of July through the middle of August, so you are not stepping on the toes of July 4th and Canada Day holiday advertisers. It's up to you!



# Summer Staycation Giveaway-a-Day CONTEST

We're Giving Away Great Local Prizes All Summer!

To enter, register online at [namenewspaper.com/contests](http://namenewspaper.com/contests).

Enter for each contest prize before 5 p.m. the previous business day. See contest website for complete rules and details.

**Take a Peek at This Week's Prize Giveaways:**

**MONDAY** Enter by 5 p.m. June 00  
**Family Four-Pack of Free Passes**  
**Water Park**  
1234 Washington Street | Somersville Heights | 000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**TUESDAY** Enter by 5 p.m. June 00  
**Season Golf Membership**  
**Golf Course**  
1234 Washington Street | Somersville Heights | 000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**WEDNESDAY** Enter by 5 p.m. June 00  
**Spa Day for Two**  
**Day Spa**  
1234 Washington Street | Somersville Heights | 000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**THURSDAY** Enter by 5 p.m. June 00  
**\$50 Gift Card**  
**Mini Golf & Batting Cage Center**  
1234 Washington Street | Somersville Heights | 000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**FRIDAY** Enter by 5 p.m. June 00  
**Full-Day Admission for Four**  
**Amusement Park**  
1234 Washington Street | Somersville Heights | 000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

N1806A10002C





View new digital ad content in the Multi-Platform Ad Package SearchBook, which is accessible through the opening screen of the MCC Creative Library. The samples pictured here are from the May 2018 SearchBook\*. They show the print and Web/Mobile versions of the ads on a single page.



There are fresh digital ads available every month in the MCC Creative Library. Download a native Photoshop file (.psd) to complete a digital ad with your own creative touches, or open the digital ad in *MIAD Wizard* for instant customization with your advertiser's info. Choose from the most popular digital ad sizes: Banner, Leaderboard, Rectangle, Skyscraper and Wide Banner.

P1806B11001C

## Strategies for Creating and Selling Digital Advertising

As the consumer market changes and shifts, one thing has become crystal clear: the internet is playing an increasingly important role in when, where and how people shop. This translates into a greater need for all businesses, large and small, to have a notable online footprint, and that presents a big opportunity for your publication.

### Be a Partner to Prospects

Despite the prevalence of the internet, many small businesses do not have the knowledge they need to compete online. Such businesses want and need your expertise, but may balk at the suggestion of buying online ads simply because they feel intimidated by the technology.

When approaching prospects, keep in mind that you are selling advertising, whether it is online or print advertising. Rather than simply pitching an online ad, explore the prospect's needs and create a personalized program that includes an online focus. This way, you partner with your prospect and the conversation is about marketing — getting them results — rather than the buying and selling of ads. Digital advertising becomes part of that conversation as you discuss with your prospects how they can use it to reach a targeted number of potential customers.

### Importance of Being Mobile

A mobile-friendly experience should be a high priority in creating and selling digital ads. Keep in mind that mobile ads are online ads, just viewed on a different platform that has its own set of requirements. Most notably, mobile phones and tablets have viewing areas much smaller than desktop screens, and broadband use — the measure of time needed to deliver and display the ad — requires even more efficient use of file size. These requirements reinforce the need to keep it simple.

### Print vs. Digital

The design of digital ads differs from print ads by the very nature of the platform. Time for viewing and downloading and quality of appearance on a variety of devices limit the amount of material that can be easily conveyed in an online ad. In some ways, design for digital ads can be thought of as a hyper-condensed version of a print ad. As with print, a digital layout must keep the message clear and simple. Even more than in print, the call to action must be obvious (i.e., *click here or call*). As a result, online ad designs can begin with the standards of what constitutes a good print ad, then go from there. Digital ad designs should:

- Limit file size to enable less broadband use for faster downloading to a device screen.

- Keep headlines short and sharply focused. The old billboard rule of seven words or less is a good rule of thumb.
- Eliminate or severely limit extended copy.
- Only use imagery that immediately supports and enhances the message. If not, leave it out.
- Make pricing prominent only if it is most important to the ad offer or if online purchasing is immediately accessible. Otherwise, leave pricing as part of an expanded landing page.
- Determine if a static or animated digital ad best serves the advertiser message.
- Make the call to action obvious.
- Make all designs mobile-friendly. Digital ads are no place for complex designs, subtlety or fine print.
- Use relevant keywords within your ad message that can assist online search engine optimization (SEO) in delivering your ad to more potential consumers.

### Why Digital?

Unlike some print ads, many businesses are finding it difficult to directly relate the effectiveness of their digital advertising as a return on their investment (ROI). To a degree, this speaks to the purpose of digital advertising and what online ads are designed to do. In short, digital ads are designed to:

- Increase brand (or business) awareness.
- Change perceptions (i.e., "this business is too expensive for my budget," or "that business doesn't have what I need").
- Illustrate product effectiveness or ease of doing business.

### Get It Together

Follow these general guidelines and apply them to the requirements of your publication's website. Work with your IT team to experiment with what works best with the technical delivery resources available in your region.

There is no secret to selling and creating effective online advertising. Only the form slightly changes to protect the message. Make digital sales part of every presentation and you'll soon be optimizing digital opportunities for your publication and prospects. **M**

Some sources consulted in the creation of this tip page:  
<http://blog.thecentersforstrategy.com/blog/bid/104469/The-Secret-to-Selling-Digital-Advertising>  
<https://www.entrepreneur.com/article/245487>  
<http://smallbusiness.chron.com/examples-advertising-objectives-strategies-3271.html>





## Metro Webinar Helps Spark Ideas & Revenue

### Norfolk Area Shopper, Norfolk, NE

After participating in a webinar, the Norfolk Area Shopper used their Metro resources to create a profitable page idea benefitting both their advertisers' and their own bottom line!

**CREATE:** General manager Julie Hermson says that participating in a Metro webinar gave her valuable insight into the tools, features and benefits offered by MetroCreativeConnection.com (MCC) and how to use them. Immediately following the webinar, Hermson and her team were able to put together an eye-catching page that promoted an upcoming Home and Garden Show as well as participating businesses, using a ready-made layout from the MCC Creative Library.

**SELL:** The Shopper team was able to design, sell and complete the page in less than five hours, selling ad spots by both phone and in-person sales calls.

**PROFIT:** Hermson reports that the page provided substantial additional revenue for the publication. The Shopper also created a special section to promote the 2018 Home and Garden Show, enabling them to offer a low-cost alternative to advertisers who wished to double up on exposure or were unable to advertise in the section.

**Added Plus:** As a Templated Special Section (TSS) subscriber, the Shopper was able to use Metro's Spring Home & Garden TSS as a platform for promoting the area's Home and Garden Show as well as local home improvement businesses.

*"We will be doing additional pages and implementing other ideas using MCC. We actually have sold another page with a great layout due to the webinar."*

- Julie, General Manager

**Norfolk Area Shopper**  
Norfolk, NE  
General Manager Julie Hermson  
402.379.4100  
jhermsen@norfolkareashopper.com

Orientation webinars and video tutorials are accessible through the Help menu of MCC, or by contacting Metro's Client Services Team at 800.223.1600.



# Metro Seen *Content in Action*

Take a look at some of the ways Metro images and photos can enhance your special section covers and page headers!

From taking the top-of-the-page to top-of-mind and creating cover-to-cover sections, these publications found what they needed in the **Creative Library of MetroCreativeConnection.com**.



*As Seen In*  
Berks-Mont Newspapers  
Tri-County Record  
Pottstown, PA



*As Seen In*  
Whiteside News Sentinel  
The Prophetstown Echo  
The Review • The Fulton Journal  
Prophetstown, IL



*As Seen In*  
The Ogle County Life/  
Rock Valley Shopper  
Oregon, IL  
oglecountylife.com



*As Seen In*  
The McDonough  
County Voice  
Macomb, IL



*As Seen In*  
Southern Illinois  
Local Media Group  
Eldorado and Harrisburg, IL

**Note:** These examples show the use of eye-catching Metro photos and images by Metro clients to illustrate various editorial topics. You can search hundreds of ready-made cover designs by topic in the Creative Library of MCC by checking Spec Ads & Covers. For related editorial features, simply search the MCC Editorial Library! Remember, if your staff has any questions or needs some assistance in searches, they can always call Client Services at 1-800-223-1600. The call is free, but the help is priceless.



N1806P31014C\*O  
N1806P14003C\*O



**Usage Note:**

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



**Paul's Pool Place**  
Custom Pool Designs  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Paul's Pool Place**  
Custom Pool Designs  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Paul's Pool Place**  
Custom Pool Designs  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Paul's Pool Place**  
Custom Pool Designs  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Paul's Pool Place**  
Custom Pool Designs  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Paul's Pool Place**  
Custom Pool Designs  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Hottest Beachwear Styles  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Hottest Beachwear Styles  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Hottest Beachwear Styles  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Hottest Beachwear Styles  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Hottest Beachwear Styles  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Hottest Beachwear Styles  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Adley Watersports**  
Kayak & Canoe Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Adley Watersports**  
Kayak & Canoe Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Adley Watersports**  
Kayak & Canoe Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Adley Watersports**  
Kayak & Canoe Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Adley Watersports**  
Kayak & Canoe Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Adley Watersports**  
Kayak & Canoe Specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

N1806P31011C\*O  
AD# N1806A14002C  
PASS 2 COL. x 5

**The Coolest Spot to Stay & Play**

It's no wonder why they love it here!

Air-Conditioned Cage-Free Boarding for Dogs & Puppies  
Supervised & Shaded Outdoor Play Areas  
Understanding & Fun-Loving Staff  
Day & Overnight Care • Grooming & Training

**Fritz's Doggy Day Care & Hotel**

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

N1806P18004C  
AD# N1806A14005C  
PASS 2 COL. x 5

**Bait, Tackle & Beyond**

Pick up all you need for a great day on the water!

Open at 5:30AM All Summer

Fresh & Frozen Bait  
Lines, Hooks & Lures  
Freshwater & Saltwater  
Hot & Cold Sandwiches  
Coffee, Cold Beverages & Ice  
Bassscreen & Convenience Items

Expert rod & reel repair done here!

**The Tackle Box**

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

AD# N1806A14001C  
AD# N1806A14008C  
PASS 6 COL. x 21  
10 x 13

**Beach Blanket BOGO**

Buy One, Get One 50% Off

Select Items  
Stonewide!

Beach Towels & Blankets  
Sunscreen & Lip Protection  
Pool Toys & Inflatables  
Folding Lawn Chairs  
Fashion Sunglasses  
Summer Hair Care & So Much More

**Variety Pharmacy**

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

**Refreshing Summer Cocktails**

Try our delicious summer drink menu, featuring top-shelf spirits and fresh-squeezed juices!

Fruit Margaritas  
Mai Tais  
Mojitos  
Mojitos  
Margaritas  
Mocktails  
& More

Half-Priced Happy Hour  
4-7PM Daily  
Drink Specials  
of 35 Tiptop Menu

Join Us for Live Music on the Deck  
The Cover! Check our online event calendar or contact with us on social media for details.

**Sunset Landing**

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

*Once for the wine. Stay for the memories!*

**Savor the Experience**

Wine Tasting  
Winery Tours  
Live Music  
Good Friends  
Great Times

We do weddings and special events!  
Call today for details and booking.  
Ask about our wine club!

**Larissa Winery**

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

**Find Your Happy Place**

Dream Vacations for Every Type of Traveler  
Cruise Vacations  
All-Inclusive Resorts  
Food & Wine Tours  
Adventure Travel

Call or visit us online today for the best deals and personalized travel advice in the business!

**Palco Travel & Tours**

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

AD# N1806A14003C  
PASS 2 COL. x 5  
N1806P146002C\*O  
N1806P146001C\*O  
AD# N1806A14006C  
PASS 2 COL. x 5  
N1806P29006C\*O  
AD# N1806A14007C  
PASS 2 COL. x 5  
N1806P15004C\*O





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 N1806P23005C-  
 N1806P19002C\*-  
 N1806P19001C\*-  
 N1806P60005C-  
 N1806P60012C-  
 N1806P15005C-  
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 N1806P60009C-  
 N1806P39002C-  
 N1806P60009C-  
 N1806P39002C-  
 N1203P46009C-\*

## Community Calendar JUNE

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

## Dairy Days

A Celebration of Delicious Local Dairy Foods & the Folks Who Produce Them!

**Friday & Saturday June 00-00, 2018**  
 FREE for the Whole Family!

Interactive Exhibits & Demos for Kids  
 Dairy Princess Pageant Friday at 7pm  
 Ice Cream Eating Contest  
 Grilled Cheese Tent  
 Cheese Tastings  
 Livestock Show

**SEE YOU THERE**

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

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

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

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

**June 01**  
**25c Donuts All Day**  
 Join us in celebrating National Donut Day!  
 Event details here. Event details here.  
 The Donut Den  
 8am-8pm  
 www.namewebsite.com

**June 00**  
**Dairy Days**  
 Udderly Delicious Fun for the Whole Family. Free Admission. Event details here. Event details here.  
 Somerville Convention Center  
 10am-3pm  
 www.namewebsite.com

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

**June 02**  
**Trail Cleanup**  
 Register online for details! Event details here. Event details here.  
 Pine Ridge Trails System  
 8am-3pm  
 www.namewebsite.com

**June 00**  
**Pool Opening Party**  
 Discounted Season & Day Passes Available. Event details here. Event details here.  
 Somerville Community Pool  
 10am-7pm  
 www.namewebsite.com

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

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

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

**June 18**  
**Half-Price Sushi All Day**  
 Come enjoy Sushi Day with special rolls! Event details here. Event details here.  
 Kyoto Sushi  
 11am-8pm  
 www.namewebsite.com

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

**June 00**  
**Volleyball Tournament**  
 Register online to participate, or stop by as a spectator! Event details here. Event details here.  
 Lake Murphy Beach  
 10am-5pm  
 www.namewebsite.com

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

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

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

**June 00**  
**Yoga in the Park**  
 Free! Beginners & Children Welcome. Event details here. Event details here.  
 Pine Ridge Park  
 10am  
 www.namewebsite.com

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

**June 00**  
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 0:00am-0:00pm  
 www.namewebsite.com

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 www.namewebsite.com

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 0:00am-0:00pm  
 www.namewebsite.com

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

**June 00**  
**Jazz Festival**  
 Tickets Online Now! Event details here. Event details here.  
 Somerville Fairgrounds  
 11am-10pm  
 www.namewebsite.com

**June 00**  
**Farmers' Market**  
 Local produce, artisan foods, music & more! Event details here. Event details here.  
 Downtown Main Street  
 10am-3pm  
 www.namewebsite.com

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

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

AD# N1806A19005C  
 PASS 6 COL. x 3  
 W  
 AD# N1806A19003C  
 PASS 6 COL. x 3

## Save the Date...

**July 4th Blowout**  
 Starting Saturday June 30-July 4, 2018

**up to 40% Off Storewide**

Save all weekend on towels, bedding, tableware and home decor for every room, including the patio!

**Jenson Linens & Home**  
 1234 Washington Street | Somerville Heights  
 000-000-0000 | www.namewebsite.com

AD# N1806A19001C PASS 6 COL. x 21  
 AD# N1806A19004C 10 x 13

Companion WEB + MOBILE ADS available on MCC



N1806P20004C\*  
N1806P20002C\*  
N1806P20003C\*

# Father's Day Gift Guide

Your pick of ways to make Dad's day special!

<p><b>Hi-Shine Car Wash</b> Gift Cards Available www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Confetti Cards &amp; Gifts</b> Unique gifts &amp; greetings for Dad www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Gellar Jewelers</b> Custom timepiece engraving available www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>RPM Auto Supply</b> Gifts to pamper Dad's baby www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Bill the Barber</b> Gift Cards Available www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>
<p><b>Golf World</b> Great gifts for the golfing enthusiast www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Porterhouse Grill</b> Reserve now for Father's Day! www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Central Hardware</b> Handy gifts for Father's Day www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Herns Department Store</b> Dozens of gift ideas from our men's department! www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Sports Zone</b> Sporting goods, apparel &amp; more for Dad www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>
<p><b>Electronics Mart</b> Great gift ideas for every budget www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Thunder Lanes Bowling</b> Family fun for Father's Day or anytime www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Summit Diner</b> Treat Dad to Father's Day breakfast! www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Rain Massage</b> 10% off Father's Day gift cards www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>	<p><b>Buttercream Bakery</b> Father's Day desserts &amp; custom cakes www.somersetville.com 1234 Washington Street Somerset Heights 800-000-0000</p>

AD# N1806A20001C 19.334 x 13



N1806P20001C-●

**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)

## Father's Day Specials Make Dad's Day!

N1806P20005C\*  
N1806P20006C\*

N1806P20006C\*





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N1806P21006C-●



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N1806P21002C-●



N1806P21001C-●

**Home-Run Gifts**  
for the Best Sport You Know

Shop bikes, kayaks, sporting goods, outdoor gear, fitness essentials, athletic apparel and more for Father's Day.

**FREE Logo Bleacher Cushion**  
With Purchase of \$20 or More while supplies last through 06/30/18. List details, terms and conditions here.

Gift Cards Available

**The Zone Sporting Goods**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1806A21001C PASS 2 COL. x 4

**The Gift of Great Style**  
Business and casual menswear gifts and accessories for every dad.

**BOGO 50% OFF Dress Shirts & Ties**  
Mix & Match  
Offer ends June 03, 2018.  
List details, terms and conditions here.

We carry big and tall sizes. • Gift Cards Available

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

facebook

AD# N1806A21002C PASS 2 COL. x 4

**Tell Dad to Go Out & Play**

- 18-Hole Course
- Executive Course
- Pro Shop
- Bar & Grill

• Gift Cards Available

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

Reserve your Father's Day tee-time by phone or online today!

AD# N1806A21003C PASS 2 COL. x 4





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N1806P22008C\*-○



N1806P22007C\*-○



N1806P22001C\*-○



N1806P22004C\*-○



N1806P22006C\*-○



N1806P22003C\*-○

# Father's Day

June 17

N1806P22012C\*-○  
N1806P22013C\*-○



N1806P22011C\*-○



N1806P22005C\*-○



N1806P22002C\*-○



N1806P22010C\*-○  
N1806P22014C\*-○

## Celebrate Dad & All He Does!

★ Premium Meats for the Grill

Fresh Seafood Choices  
Deli Salads & Sides  
Snacks & Beverages

BBQ Tools & Sauces  
Beer, Wine & Spirits  
In-Store Bakery

Ask about our party platters and catering services!

## The Marketplace

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

Like us on Facebook





N1806P23007C-●



N1806P23009C-●



N1806P23002C-●



N1806P23004C-●



N1806P23008C-●



N1806P23001C-●



N1806P23003C-●



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N1806P23005C-●





N1806P24006C-●



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N1806P24005C-●



N1806P24002C-●



N1806P24008C-●



N1806P24007C-●



**POP culture**

From the time we are born, dads play an important role in our lives straight through adulthood. In addition to providing a sense of love and security, research shows that having an involved and supportive father correlates with fewer behavioral problems and higher rates of academic achievement in children. **As we celebrate Father's Day on June 17, here's a look at some facts about fatherhood:**

**7 Hours a Week**  
The average amount of time fathers reported spending on child care in 2015, a number that has nearly tripled since 1965

**72.2 Million**  
Estimated number of fathers in the United States

**30.9 Years**  
The average age of an American father at the birth of his first biological child

**1910**  
The first Father's Day celebration was proclaimed by the Mayor of Spokane, WA in honor of William Smart. Smart's daughter Sonora Dodd petitioned for a day to honor fathers like her own, an American Civil War veteran who, as a widower, raised six children.

**1966**  
The year President Lyndon Johnson officially designated the third Sunday in June as Father's Day by presidential proclamation

**1972**  
The year President Nixon signed a measure making Father's Day a permanent holiday

**\$12.7 Billion**  
Father's Day spending in the United States, with the average person spending \$115.57 on gifts

**43.2%**  
The percentage of Americans purchasing clothing as a Father's Day gift

**47.1%**  
The percentage of Americans purchasing a special outing or meal for Father's Day

**72 Million**  
The number of Father's Day cards purchased each year

**23%**  
The percentage of children in America who live with single mothers in homes without a father

**4%**  
The percentage of children living with single fathers in homes without a mother

**Treat Dad to a Feast Fit for a King**

**Father's Day June 17**

Classic Steaks & Sauces  
Seafood, Poultry, Pasta & Chops  
Cocktails, Martinis, Beer & Wine

**The Grill House**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

Book your reservations today for our celebrated Father's Day brunch or dinner service.

AD# N1806A25001C PASS 6 COL x 21  
AD# N1806A25002C 10 x 13  
AD# N1806A25003C PASS 6 COL x 21  
AD# N1806A25004C 10 x 13

AD# N1806A25005C  
PASS 6 COL x 3





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N1806P60003C

Delight your palate with our fresh sushi flavors, savory grilled entrees and hearty ramen bowls.

# Sushi Bar & Japanese Grill

**Join Us for Father's Day!**  
Special Mac Daddy Roll  
Spicy tuna, shrimp, tempura, salmon, eel, cucumber, avocado, spicy mayo and house sauce  
**Only \$9.99**  
Available for a limited time only at this special price!

**Twofer Tuesdays**  
Enjoy two sushi rolls for the price of one with purchase of two beverages  
(on all sushi, rolls and entrees only. 12-15:00 Mon-Sun)

**Happy Hour 4-6 PM Nightly**  
Half-Price Beer, Wine and Small Plates  
(on all menu items)

**Ramen Night Every Wednesday**  
\$5 Ramen Bowls  
Tonkatsu or Miso with beverage purchase  
(on all menu items)

Kids' Menu Available  
Reservations Welcome

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

AD# N1806A28001C 8.5 x 11

N1806P60005C

Treat yourself to our delicious doughnuts and coffee beverages.

# Made Fresh to Make Your Day!

**Early-Bird Breakfast Special**  
Two Doughnuts + Medium Coffee  
**ONLY \$2.99**  
Special price available 8:00 AM - 10:00 AM

**NEW Doughnut Flavors & Espresso Beverages**  
Enjoy all the classics, plus new specialty flavors like matcha green tea, salted caramel and spicy chocolate paired with a delicious cold brew, latte, cappuccino or flat!

**ONE DOZEN DOUGHNUTS**  
Your Choice of Flavors  
**ONLY \$5.99**  
**Every Day!**  
(on all menu items)

**Father's Day Special FREE Doughnut for Dad**  
With Purchase of Any Beverage Monday, June 17, 2018

OPEN AT 6AM DAILY

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

AD# N1806A28002C 8.5 x 11

N1806P62030C

# Sunshine & Savings

Summer Sidewalk Sale  
This Weekend Only June 00-00, 2018

Sweet Summer Deals From Your Favorite Plaza Shops!  
Name Store | Name Store | Name Store | Name Store | Name Store | Name Store | Name Store | Name Store | Name Store | Name Store | & More

**Enjoy Free Watermelon Lemonade!**

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

AD# N1806A28003C 8.5 x 11

N1806P36006C

# Say Goodbye to Sun-Damaged Skin

**Summer Specials Going On Now**  
Book Your Free Consultation Today!  
| Skin Cancer Screening & Treatment  
| Laser Skin Resurfacing & Photorejuvenation  
| Chemical Peels & Microdermabrasion  
| Cosmetic Fillers & Injections  
| Acne & Scar Treatment  
| Eczema, Psoriasis & Skin Disorders

We offer a full spectrum of medical and cosmetic dermatology services. Please visit us online today, or call to book your complimentary consultation, and learn how the latest advances in state-of-the-art skin care can target your problem areas and give you younger-looking, more beautiful skin.

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

Dr. Patricia Berger  
Certifications and Specializations Here

AD# N1806A28004C 8.5 x 11





N1806P29003C-●



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N1806P29009C-●



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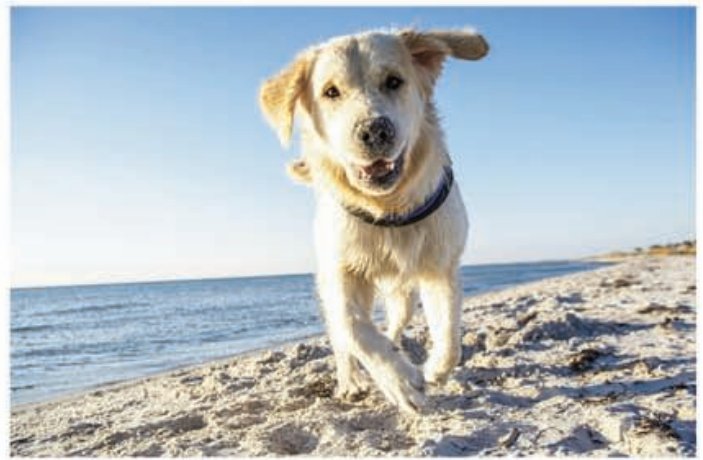


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N1806P31012C\*○  
N1806P31013C\*○



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N1806P31003C\*○



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N1806P31015C\*○



N1806P31014C\*○



N1806P31009C\*○



N1806P38015C\*O N1806P38014C\*O



# Dedicated to Delicious & Nutritious Dairy

We pride ourselves on producing a variety of wholesome and tasty dairy products enjoyed by our friends and neighbors here in the community and around the country.

Proud Producer of Naturally Delicious rBGH-Free Cheese, Milk, Butter, Yogurt, Sour Cream & Ice Cream



## Windmill Farms

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

AD# N1806A32001C PASS 3 COL. x 10



### Meet Our Dairy Farmers!

Thanks to these local operations for producing the delicious dairy products that contribute to the health and strength of our community and our local economy.

Name Dairy Farm/Producer	Name Dairy Farm/Producer
Name Dairy Farm/Producer	Name Dairy Farm/Producer
Name Dairy Farm/Producer	Name Dairy Farm/Producer
Name Dairy Farm/Producer	Name Dairy Farm/Producer
Name Dairy Farm/Producer	Name Dairy Farm/Producer
Name Dairy Farm/Producer	Name Dairy Farm/Producer

AD# N1806A32002C PASS 3 COL. x 10

N1806P15005C\*O N1203P46009C\*O



## THE ULTIMATE ESCAPE PLAN

MIDWEEK SPECIAL Stay 2 Nights, Get 1 Free Use online code 200X or call for reservations.

### WAVE HOTEL & RES

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

AD# N1806A32003C PASS 3 COL. x 10

N1806P16008C\*O N1806P16003C\*O



## VACATIONER'S GUIDE

Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser

AD# N1806A32004C PASS 3 COL. x 10

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

N1806P39004C\*O

## 30% Off Storwide BOOM

Starting Saturday Doors Open at 9AM June 30-July 4, 2018

**The Clothesline**

Let shirts, tanks and conditioners hang. Let coats, jeans and cordless haws. Let towels, towels and conditioners hang. Let towels, towels and conditioners hang.

Facebook

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

Celebrate and support our area's independent shops and restaurants this July 4th weekend!

## Shop Indie

Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser

Name Advertiser

AD# N1806A32005C PASS 3 COL. x 10

AD# N1806A32006C PASS 3 COL. x 10

N1806P32002C\*O

## Ditch the Cover-Up

### The Girl's Guide to Summer

Unveil your best body this summer with the latest cosmetic procedures performed by a trusted and experienced local surgeon with a reputation for incredible results.

#### Call Now for Summer Special

- Saline & Silicone Breast Augmentation
  - Liposuction & Cellulite Reduction
  - Tummy Tucks & Butt Lifts
  - Eyelids, Neck & Face Lifts
  - Nose Reshaping
  - Facial Fillers & Peels
- Free Consultation • Financing Available

### Genesis Center for Cosmetic Surgery

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

Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser
Name Advertiser	Name Advertiser



AD# N1806A32007C PASS 3 COL. x 10

AD# N1806A32008C PASS 3 COL. x 10





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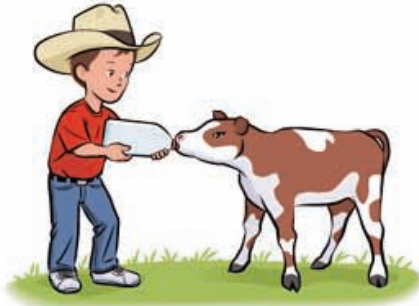
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N1806P38026C\*-○



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N1806P38004C\*-○



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N1806P40006C-●  
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N1806P40015C\*-○ 🇨🇦  
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N1806P40009C\*-○ 🇨🇦



N1806P40013C\*-○



N1806P40014C\*-○



N1806P40012C\*-○



N1806P40011C\*-○



**INDEPENDENCE DAY**



N1806P41014A-●



N1806P41023A-●



N1806P41022A-●



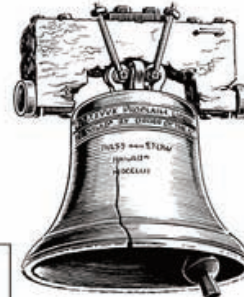
N1806P41027A-●

*creamy, rich*  
**ICE CREAM**



N1806P41010A-●

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



N1806P41015A-●



N1806P41012A-●



N1806P41006A-●



N1806P41021A-●



N1806P41008A-●



N1806P41020A-●



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N1806P41009A-●



N1806P41029A-●



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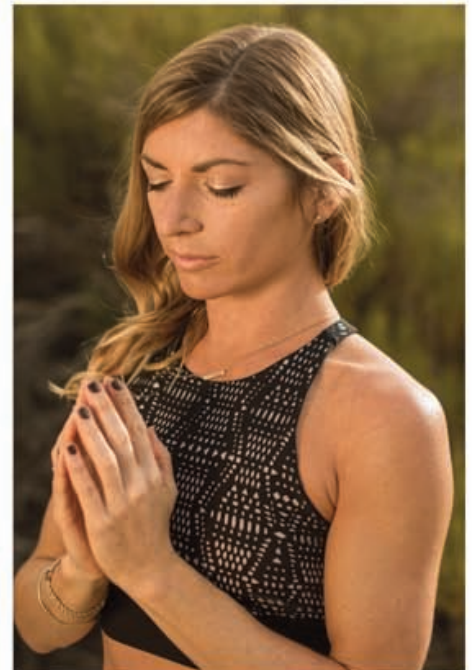
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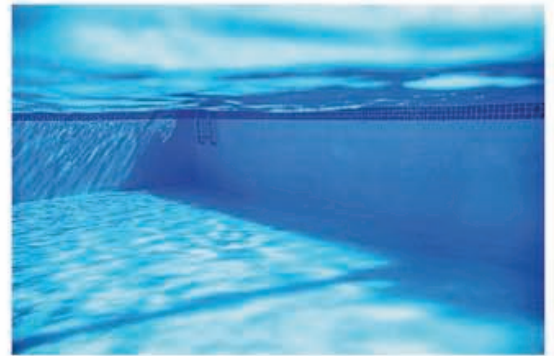
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N1806P46007C-●



N1806P46009C-●



N1806P46001C-●



N1806P46010C-●





N1806P47015C-●  
N1806P47016C-●



N1806P47006C\*-○



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N1806P47007C\*-○



N1806P47014C\*-○



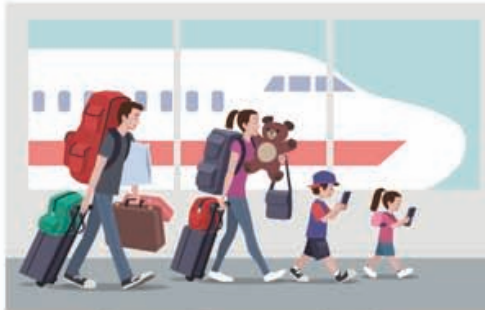
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N1806P48001C-●



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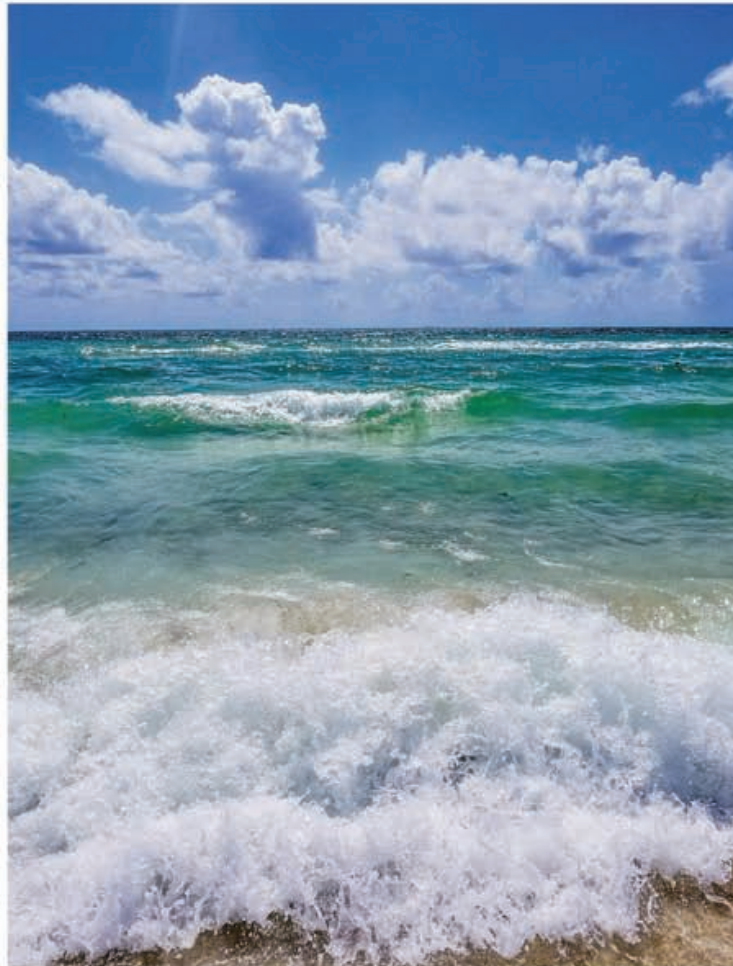
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N1806P49009C-●



N1806P49007C-●



N1806P49005C-●



N1806P49006C-●



N1806P49008C-●



N1806P49004C-●





N1806P50001C-●

### Usage Notes:

Use these backgrounds to help promote services and merchandise for Dairy Month, summer, travel, Father's Day, July 4th and Canada Day and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

(MCC Creative Library / Image Type: Background)




N1806P50004C-●



N1806P50005C-●



N1806P50002C-●

N1806P50003C-● 



N1806P50006C-●



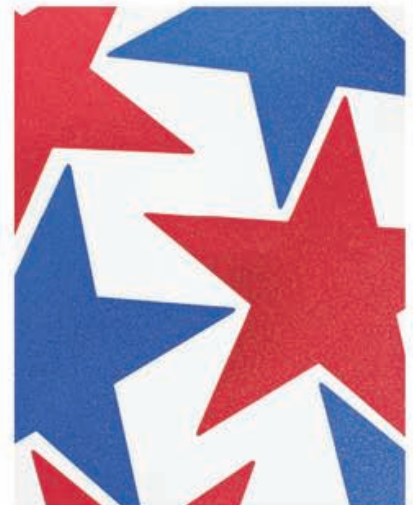
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N1806P50010C-●



N1806P51001C-●



N1806P51003C-●

N1806P51002C-●



N1806P51004C-●



N1806P51005C-●



N1806P51006C-●



N1806P51007C-●



### Usage Suggestions:

These banner-style photos can be employed as backgrounds or page headers for all types of ads and pages in print and online for summer, lawn care, fruits and produce, outdoor maintenance, July 4th and Canada Day sales and events ... and more.

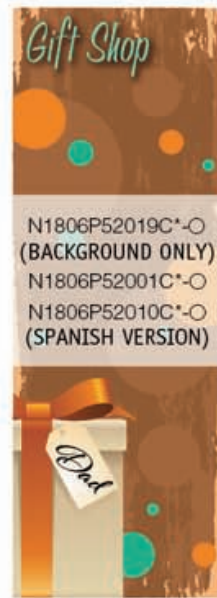




PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25

**Usage Note:**

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

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



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



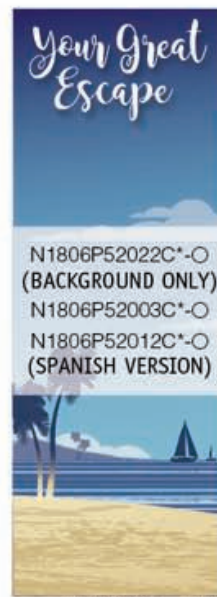
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PASS 2 COL. x 5.25



PASS 2 COL. x 5.25

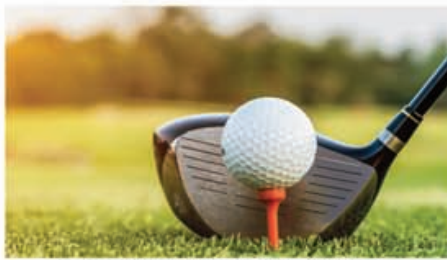


PASS 1 COL. x 5.25





MCC KEYWORD HINT: Winery  
N1806P53007C-●



MCC KEYWORD HINT: Golf Pro  
N1806P53008C-●



MCC KEYWORD HINT: Doughnut Shop  
N1806P53009C-●



MCC KEYWORD HINT: Landscape Designer  
N1806P53010C-●



MCC KEYWORD HINT: Campground  
N1806P53011C-●



MCC KEYWORD HINT: Swimwear Boutique  
N1806P53012C-●

### 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.



N1806P53001C\*-○



N1806P53002C\*-○



N1806P53003C\*-○ 🇨🇦



N1806P53004C\*-○

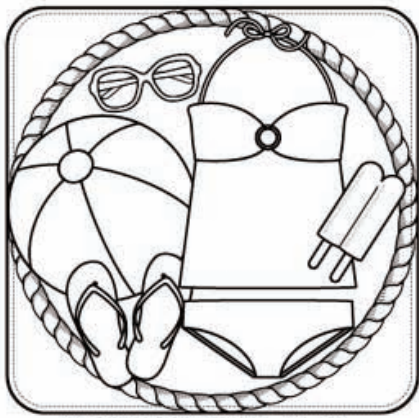


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N1806P53006C\*-○





N1806P54011A\*-○



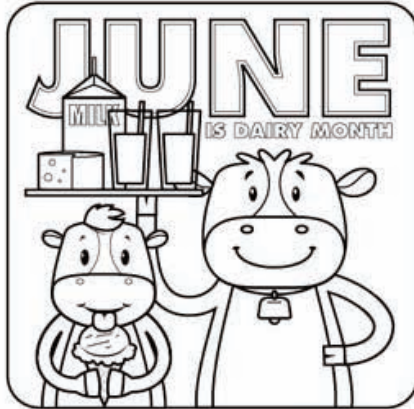
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N1806P54013A\*-○



N1806P54014A\*-○



N1806P54015A\*-○



N1806P54016A\*-○



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N1806P54005C\*-○



N1806P54003C\*-○



N1806P54008C\*-○



N1806P54004C\*-○



N1806P54007C\*-○



N1806P54001C\*-○



N1806P54009C\*-○



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N1806P55004C\*-○



N1806P55001C\*-○🇨🇦



N1806P55007C\*-○



N1806P55003C\*-○



N1806P55002C\*-○🇨🇦



N1806P55008C\*-○



N1806P55006C\*-○



N1806P55005C\*-○





**MCC KEYWORD:** ICON SET, July 4th  
N1806S56005C\*-O



**MCC KEYWORD:** ICON SET, Dairy  
N1806S56002C\*-O



**MCC KEYWORD:** ICON SET, Father's Day  
N1806S56003C\*-O



**MCC KEYWORD:** ICON SET, Travel  
N1806S56006C\*-O



**MCC KEYWORD:** ICON SET, Camp  
N1806S56001C\*-O



**MCC KEYWORD:** ICON SET, Ice Cream  
N1806S56004C\*-O





N1806P57020C\*-○



N1806P57025C\*-○



N1806P57029C\*-○



N1806P57033C\*-○

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



N1806P57001C\*-○



N1806P57006C\*-○



N1806P57010C\*-○



N1806P57014C\*-○



MCC KEYWORDS: ICON SET, FATHER'S DAY  
N1806S57037C\*-○





N1806P58006C-●  
HAMBURGER



N1806P58009C-●  
BURGERS & HOT DOGS



N1806P58005C-●  
JELLO



N1806P58004C-●  
CUPCAKES



N1806P58001C-●  
4TH OF JULY CUPCAKES



N1806P58007C-●  
SORBET



N1806P58002C-●  
HOT DOGS



N1806P58008C-●  
BURGERS



N1806P58003C-●  
HOT DOG





N1806P59011C-●  
WATERMELON



N1806P59012C-●  
MOJITOS



N1806P59009C-●  
MIXED BERRIES



N1806P59007C-●  
VEGGIE BURGER



N1806P59006C-●  
ASSORTED ICES



N1806P59001C-●  
GREEK SALAD



N1806P59003C-●  
CORN ON THE COBB



N1806P59002C-●  
GRILLED STEAKS



N1806P59010C-●  
ICE CREAM SHAKE



N1806P59008C-●  
PINA COLADA



N1806P59004C-●  
ASPARAGUS SOUP



N1806P59005C-●  
LEMON MERINGUE





N1806P60018C-●  
ROSE WINE



N1806P60012C-●  
MILK



N1806P60002C-●  
SUSHI



N1806P60013C-●  
GROUP OF DAIRY



N1806P60007C-●  
MIXED VEGETABLES



N1806P60017C-●  
PICNIC



N1806P60003C-●  
SUSHI



N1806P60014C-●  
GLASSES OF RED WINE



N1806P60004C-●  
DOUGHNUTS



N1806P60008C-●  
CHOCOLATE PUDDING



N1806P60030C-◇  
CHOCOLATE ICE CREAM



N1806P60024C-◇  
CHOCOLATE PUDDING



N1806P60029C-◇  
ICED TEA



N1806P60026C-◇  
CHOCOLATE ICE CREAM  
CONE



N1806P60027C-◇  
CUCUMBERS



N1806P60025C-◇  
ONION RINGS



N1806P60020C-◇  
PLATE OF SUSHI



N1806P60019C-◇  
SUSHI





N1806P58002C-●

<p>New York Strip Steak bone-in <b>\$4.49</b> lb.</p>	<p>Fresh Ground Beef 80% lean <b>\$2.99</b> lb.</p>	<p>Skinless Chicken Breast boneless <b>\$2.89</b> lb.</p>	<p>Pork Spare Ribs all natural <b>\$1.99</b> lb.</p>
<p>Fresh Strawberries 3-lb. pack <b>\$2.99</b></p>	<p>Corn on the Cob sweet white <b>4 for \$1</b></p>	<p>Seedless Watermelon in season <b>19¢</b> lb.</p>	<p>Red Cherries sweet <b>\$2.79</b> lb.</p>

**2-4-1 Specials**

**4 for \$4 Blowout**

- Name Brand Beef Franks  
00-oz. varieties
- Name Brand Frozen Burger Patties  
00-oz. varieties
- Name Brand Buns & Rolls  
8-ct. varieties

- Name Brand Drink Mixes  
00-oz. varieties
- Name Brand Ice Cream  
half-gallon varieties
- Name Brand Shredded Cheese  
00-oz. varieties

- Name Brand Sauces & Dressings  
00-oz. varieties
- Name Brand Snack Chips  
00-oz. varieties
- Name Brand Soda  
2-liter varieties

- Name Brand Macaroni & Cheese  
00-oz. varieties
- Name Brand Frozen Entrees  
00-oz. varieties
- Name Brand Canned Beans  
00 oz. varieties

**Top Value Grocery**

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



Open Monday-Saturday  
7 a.m.-9 p.m.,  
Sunday 8 a.m.-8 p.m.

Advertised offers good through July 01, 2018. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**Premium Salads & Sides**  
From Our Deli Counter

**Fresh Desserts**  
From Our In-Store Bakery

AD# N1806A61001C PASS 6 COL. x 21  
AD# N1806A61002C 10 x 13



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



N1806P62006C-●



N1806P62004C-●



N1806P62005C-●



N1806P62007C-●



N1806P62002C-●



N1806P62033C\*-○  
N1806P62034C\*-○



N1806P62026C\*-○  
N1806P62027C\*-○



N1806P62001C-●



N1806P62003C-●



N1806P62020C\*-○



N1806P62022C\*-○



N1806P62028C\*-○



N1806P62019C\*-○



N1806P62015C\*-○



N1806P62016C\*-○



N1806P62021C\*-○



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N1806P62025C\*-○



N1806P62017C\*-○



N1806P62018C\*-○



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N1806P62030C\*-○



N1806P62012C\*-○



N1806P62023C\*-○



N1806P62014C\*-○



N1806P62013C\*-○



N1806P62031C\*-○



N1806P62032C\*-○



N1806P62008C\*-○



N1806P62010C\*-○



N1806P62009C\*-○



N1806P62011C\*-○



MCC KEYWORD HINT: week2

This is your illustration and copy for June 14, 2018.



## Fasting

"Who you fast, do not fast in order to be seen by others. Do not fast like the hypocrites, for they desire that they be seen when they are fasting. But when you fast, do not let your face be seen, for you will then be seen to be fasting." - Matthew 6:16-18


Fasting, which is abstaining from food, is a spiritual discipline which can profitably be done by almost everyone, though the extent to which one abstains should be carefully considered so that it neither the person's ability to do so in a healthy way. Fasting should never damage one's health. Fortunately, there is now considerable evidence that occasional fasting can actually improve one's health. The purpose of fasting is not specifically to improve one's physical health or to lose weight, but to improve one's spiritual health. By fasting, one often humbles the heart and tempers indignity. Fasting allows one to meditate and pray with a clear and alert mind and gain the opportunity to test our resolve and offer our efforts to God and our fellow men. One can fast by employing or solid foods, drinking only water, juice

and perhaps tea for a while. A good way to fast for those who may be new to the practice is to eat one moderate meal around midday, skipping breakfast and supper, and then eating again around midday the following day. One can abstain from eating meat, or sweets, as a discipline that puts one on the way to practicing a fast where one completely abstains from food. One can fast for a long time on very limited amounts of food, but you should never abstain from water. And remember, fasting is a spiritual discipline, and as such it should improve our souls. - Christopher Simon

N1806P63005C\*  
N1806P63001C\*  
AD# N1806A63002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for June 21, 2018.



## Study

"If you hold to my teaching, you are ready to do it. Then you will know the truth, and the truth will set you free." - John 8:31-32 NIV

The discipline of study is an important part of one's religious formation. Anyone who is serious about religion should take the time to study and think about the central texts and sources of their religion. Study consists of several elements, the first of which is selection. One rarely learns anything on the first reading, and most books require several readings, including reading with commentaries or other aids to understand what is being said. A second element of study is concentration, the ability to focus. One needs to delve deeply into the one's study without being distracted by extraneous matters. Trying to study while one is playing or on other things is a waste of time. A third element of study is reflection. One needs to reflect on what one has understood. How does this new knowledge affect one's life and one's relationship with God? The purpose of study, in with all the spiritual disciplines, is to transform one's life. One shouldn't just study for the purpose of knowing more facts, and certainly not for the purpose of showing off how much one knows, but rather to make oneself a better person, and to have a better understanding of one's place in the cosmos. - Christopher Simon

N1806P63008C\*  
N1806P63004C\*  
AD# N1806A63003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for June 28, 2018.



## Simplicity

"Do not worry about what you shall eat or what you shall drink, or what you shall wear. For the Father knows what you need before you ask Him. But seek first the kingdom of God, and all these things will be given to you as well." - Matthew 6:25-33 NIV

Simplicity is perhaps the spiritual discipline which is most at odds with our complicated, affluent, modern way of life. It is hard to live a simple life if you are trying to keep up with the Joneses and are keen to have the latest gadgets. And it's hard to have a few of us can live the kind of simple, monastic life that we associate with cloistered monks. But perhaps the key to living and truly being simple is just to love and trust God, and to not be anxious about our next meal, our clothing or housing. It is truly ironic that when we have little we can be anxious to accumulate money and material things to give us some security, and then when we have accumulated these things, we become

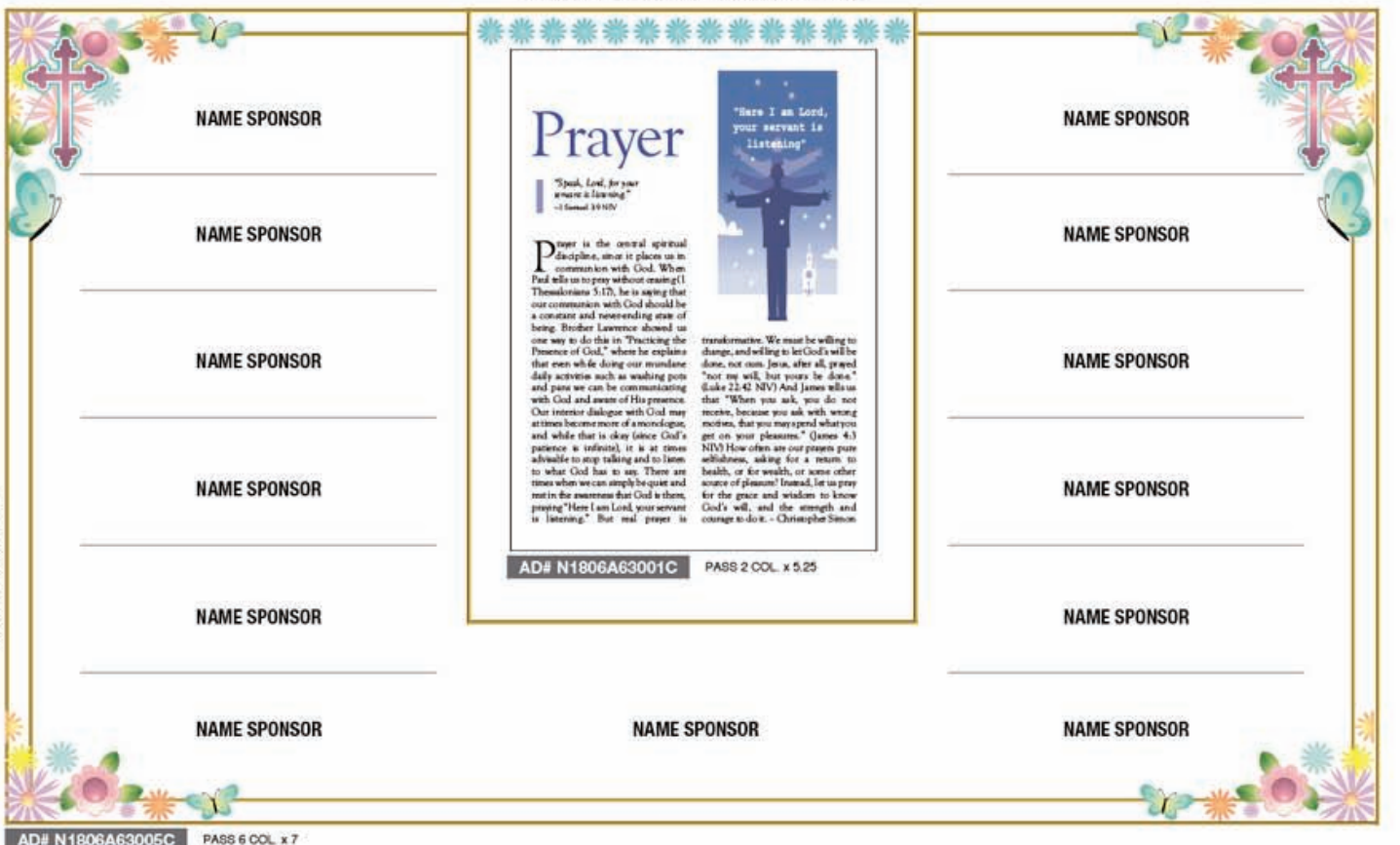
anxious to safeguard them. Money and material things are no safeguard against illness or death, or a multitude of other misadventures. Seek first the kingdom of God, and all these other things will come naturally, or at least you will be relieved of the anxiety you feel to acquire them. Living a simple life doesn't require us to live like monks or hermits, but it does require us to have a single-minded devotion to God. - Christopher Simon

N1806P63007C\*  
N1806P63003C\*  
AD# N1806A63004C PASS 2 COL. x 5.25



MCC KEYWORD HINT: week1

This is your illustration and copy for June 7, 2018.



## Prayer

"Here I am Lord, your servant is listening." - Isaiah 59:11

"Speak, Lord, for your servant is listening." - 1 Samuel 3:10 NIV

Prayer is the central spiritual discipline, since it places us in communion with God. When Paul tells us to pray without ceasing (1 Thessalonians 5:17), he is saying that our communion with God should be a constant and never-ending state of being. Brother Lawrence showed us one way to do this in "Practicing the Presence of God," where he explains that even while doing our mundane daily activities such as washing pots and pans we can be communicating with God and aware of His presence. Our interior dialogue with God may at times become more of a monologue, and while that is okay (since God's patience is infinite), it is at times advisable to stop talking and to listen to what God has to say. There are times when we can simply be quiet and rest in the awareness that God is there, saying "Here I am Lord, your servant is listening." But real prayer is transformative. We must be willing to change, and willing to let God's will be done, not ours. Jesus, after all, prayed "not my will, but yours be done." (Luke 22:42 NIV) And Jesus tells us that "When you ask, you do not receive, because you ask with wrong motives, that you may spend what you get on your pleasures." (James 4:3 NIV) How often are our prayers pure selfishness, asking for a return to health, or for wealth, or some other source of pleasure? Instead, let us pray for the grace and wisdom to know God's will, and the strength and courage to do it. - Christopher Simon

N1806P63012C\*  
AD# N1806A63001C PASS 6 COL. x 7





N1806P64007C-●  
(Girls Softball Batter)



N1806P64006C-●  
(Girls Softball Batter)



N1806P64005C-●  
(Girls Softball Champions)



N1806P64004C-●  
(Plastic Bag)



N1806P64001C-●  
(Recycle Bin)



N1806P64008C-●  
(Girls Softball Batting)



N1806P64003C-●  
(Ludwig Van Beethoven)



N1806P64022C-●  
(Decorative Banner)



N1806P64002C-●  
(House On Landfill Mound)



N1806P64014C\*-○  
(Carpenter Opening Toolbox)



N1806P64009C\*-○  
(Carpenter Hammering)



N1806P64019C\*-○  
(Carpenter Measuring)



N1806P64013C\*-○  
(Carpenter with Toolbox)



N1806P64012C\*-○  
(Carpenter Drilling)



N1806P64015C\*-○  
(Carpenter Using Level)



N1806P64017C\*-○  
(Carpenter)



N1806P64011C\*-○  
(Carpenter Hammering)



N1806P64026C\*-○  
(Pheasant Hunting)



N1806P64018C\*-○  
(Carpenter with Step Ladder)



N1806P64010C\*-○  
(Carpenter with Step Ladder)



N1806P64020C\*-○  
(Carpenter Using Wheelbarrow)



N1806P64016C\*-○  
(Carpenter Using Wheelbarrow)



N1806P64023C\*-○  
(Breaking News)



N1806P64025C\*-○  
(Healthy Apple)



N1806P64024C\*-○  
(Golfer)



N1806P64021C\*-○  
(Electrician)





(BIG 4TH OF JULY SAVINGS)  
N1806P65010C\*~O



(WELCOME SUMMER!)  
N1806P65002C\*~O



(HAPPY FATHER'S DAY)  
N1806P65005C\*~O



(LOVE YOU DAD)  
N1806P65007C\*~O



(HAPPY BIRTHDAY, AMERICA!)  
N1806P65008C\*~O



(4TH OF JULY)  
N1806P65009C\*~O



(FATHER'S DAY SPECIALS)  
N1806P65006C\*~O



(LOCAL FAVORITES)  
N1806P65004C\*~O



(JUNE EVENTS)  
N1806P65001C\*~O



(DAIRY DELIGHTS)  
N1806P65003C\*~O



N1806P65038C\*~O



N1806P65039C\*~O



N1806P65012C\*~O  
N1806P65013C\*~O



N1806P65034C\*~O  
N1806P65035C\*~O



N1806P65021C\*~O  
N1806P65022C\*~O



N1806P65020C\*~O



N1806P65023C\*~O



N1806P65015C\*~O



N1806P65024C\*~O  
N1806P65025C\*~O



N1806P65033C\*~O



N1806P65032C\*~O



N1806P65036C\*~O



N1806P65011C\*~O



N1806P65016C\*~O



N1806P650xxC\*~O



N1806P65030C\*~O



N1806P65028C\*~O  
N1806P65029C\*~O



N1806P65031C\*~O



N1806P65014C\*~O



N1806P65026C\*~O



N1806P65027C\*~O



N1806P65017C\*~O



N1806P65040C\*~O



N1806P65018C\*~O  
N1806P65019C\*~O





N1806P66010C-●  
FACE PAINT



N1806P66005C-●  
CONCERT/ MUSIC FESTIVAL



N1806P66008C-●  
MUSIC FESTIVAL



N1806P66004C-●  
FESTIVAL



N1806P66006C-●  
PRIDE PARADE



N1806P66001C-●  
JAZZ FESTIVAL



N1806P66009C-●  
CANADIAN FLAGS



N1806P66007C-●  
CORNELL MILL



N1806P66002C-●  
TATTOOED MAN



N1806P66003C-●  
CANCER SURVIVOR





N1806P67016C\*-O  
 (Dragon Boat Race)



N1806P67021C\*-O



N1806P67027C\*-O  
 N1806P67028C\*-O



N1806P67010C\*-O



N1806P67017C\*-O  
 (Blues Festival)



N1806P67014C\*-O



N1806P67015C\*-O



N1806P67013C\*-O



N1806P67005C\*-O



N1806P67001C\*-O



N1806P67003C\*-O



N1806P67011C\*-O



N1806P67012C\*-O



N1806P67004C\*-O



N1806P67007C\*-O



N1806P67002C\*-O



N1806P67019C\*-O



N1806P67022C\*-O



N1806P67008C\*-O



N1806P67006C\*-O



N1806P67020C\*-O



N1806P67018C\*-O



(TO YOU, DAD)  
 N1806P67023C\*-O



(PROUDLY CELEBRATING QUEBEC)  
 N1806P67024C\*-O



(SPEND YOUR EVENINGS OUTDOOR)  
 N1806P67026C\*-O



(EVERYTHING BBQ)  
 N1806P67025C\*-O



Bonus images available in the MCC Creative Library:



N1806P68005C-●



N1806P68004C-●



N1806P68001C-●



N1806P68006C-●



N1806P68002C-●



N1806P68003C-●

## 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!



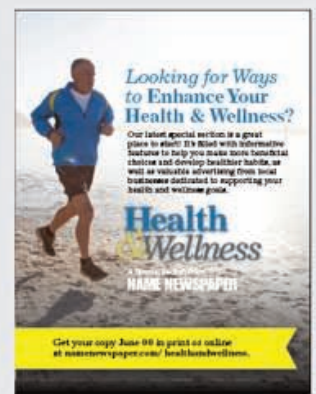
TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



Bonus images available in the MCC Creative Library:



N1806P69002C-●



N1806P69005C-●



N1806P69006C-●



N1806P69003C-●



N1806P69001C-●



N1806P69004C-●

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TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5





# Powerful New Image Sources to Drive More Auto Sales



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

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

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

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

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## METRO NEWSPAPER SERVICE

June MNS will get your sales shining, with coverage of Father's Day, Dairy Month, the beginning of summer, summer fashions, shop local, Fourth of July and Canada Day, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

## MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with June's MSAL spec ads for summer, health and wellness advertisers. Presented in this book and available to view online in the MSAL SearchBook®, ads are also available in MiAD Wizard so you can immediately personalize ads to present and close more sales.



APRIL Issue  
PP. 53-65

## CAMPAIGNS & CLASSIFIED

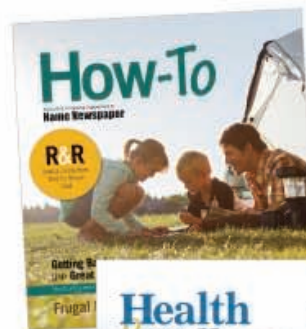
Keep your second quarter sales engine humming with a ready-to-present mix of multiple-ad campaign selling, timely and seasonal spring-into-summer auto layouts, recruitment, real estate, self-promo ads and Web ads. Campaigns & Classified is presented quarterly in this book and online as a SearchBook.

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## Create, Sell & Profit with Ready-to-Sell Special Sections

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- Fresh, eye-catching imagery
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- Increase your profitability — coordinate your print sections with mobile-responsive e-Sections

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