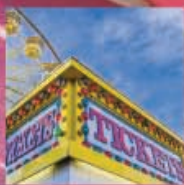


CREATE. SELL. PROFIT.

METRO

CREATIVE SERVICES



FAIR DAYS

Images, ads and multi-advertiser layouts that capture the fun of fairs and festivals



WESTERN DAYS

Rodeo-related promotions and content to rope in more revenue



FOOD & DINING

Ready-to-serve ads, images and promotional ideas for restaurants, bars, markets and more



Campaigns & Classified PP. 81-93:

Automotive, real estate and recruitment coverage, plus print and online campaigns for a successful third quarter



MiAD Spec Ad Library PP. 73-80:

Ready-to-sell small-space ads for back-to-school season and sports sponsorships - MiAD enabled!

Draw in more advertisers with a colorful variety of **BACK-TO-SCHOOL** ideas, spec ads and images

BACK-TO-SCHOOL TIME



ON THE COVER: N1607P23001C

Implement this image to get sales on the books from a variety of back-to-school advertisers, including "skill-sharpening" continuing education, as well as year-round interest from art supply stores, art schools, paint centers & more.

Help your local advertisers capture their share of \$68 billion in back-to-school spending!

- A back-to-school Marketplace layout features ads for school supplies, teaching supplies, vision exams, kids' wear, pediatric care and a charity backpack drive (13).
- Recruit multiple shops and services to participate in a "back-to-school time" directory (24).
- Invite others to sponsor a page of back-to-school safety tips for kids and motorists (25).
- Find banner ad designs for school supplies, back-to-school fashions and kids' haircuts (12).
- Sell additional back-to-school ads and sports sponsorship ads with content from *MIAD Spec Ad Library* (74-80). Plus, don't miss this month's *School Year Templated Special Section* (46)!



FAIR DAYS



Create event and retail promotions that capture the excitement of Fair Days!

- Advertise fair info and ticket sales with an event ad in the July Community Calendar (17).
- Partner with local businesses offering discount on-location fair ticket sales (30).
- Create fair-themed ads for various businesses using art and images, as demonstrated for an auto body repair shop (31).
- Recruit various local businesses to offer discounts tied to Fair Days, and showcase them in a *Single Sheet* design featuring "Fair Days exclusives" (41).
- A "family fun" *Themed Event Package* features ads for local amusements, including mini golf, carnival games and rides (32).



WESTERN DAYS



Corral sales with ads angled toward Western Days and local rodeo events.

- Promote your local rodeo and its sponsors with a western-themed full-page "see you at the rodeo" ad design (65).
- A *Themed Event Package* includes a cover design for Western Days, along with related editorial features and an ad promoting the special section. Also find a print and Web ad campaign for a western store featuring special offers on boots, ropes and western fashions and accessories (33).
- Give additional ads for shops, services and events a western look using images of southwestern landscapes, cattle ranches, boots, stirrups, hats, ropes and more (36, 64).



FOOD & DINING



Serve up fresh options to food and dining advertisers this month.

- A *Themed Event Package* includes a Summer Eats cover design, editorial features and section promo as well as a restaurant ad campaign highlighting patio dining, light summer menu items and extended summer happy hour specials (34).
- Promote quality service and selection from a local meat market, as well as cookout specials from a grocery store during National Grilling Month (18, 67, 71).
- Sell smaller banner-style ads designed to promote summer bar specials and events, seasonal produce specials and tea shop offerings (12).
- Invite multiple restaurants to participate in a "free lunch giveaway contest" to gain more exposure and lunch business publicity (10).



RETAIL CELEBRATIONS



Find ads and elements to create a variety of moneymaking retail promotions.

■ Use an eclectic collection of festive birthday illustrations, photos and headings to create ads for gifts, party supplies and celebration venues, as well as promotions related to business birthdays and anniversaries (58, 59).

■ See some of these images in action with a shaped ad for a grand opening celebration (40), a "birthday sale" event (17), a bank branch opening (63), and a restaurant's birthday club (12).

■ Tie in this month's "shop local" promotion with a summer sidewalk sale promotion using a full-page layout for a shopping plaza (43).

■ Also use images to create Founders' Day promotions for communities or businesses, as demonstrated in this month's contest (10).



JULY PROMOTIONAL OPPORTUNITIES



Take a look at additional moneymaking sales opportunities appearing this July!

■ Financial coverage includes a variety of photos as well as various ads highlighting summer loan specials, retirement planning, credit monitoring and mortgages (41, 49, 63).

■ Create local arts coverage with a Themed Event Package that includes ads for an art school (35).

■ Single Sheet designs include an ad for a sports medicine clinic as well as a sponsored Sudoku puzzle from a four-part seasonal series (41).

■ Ads for top advertisers include ice cream shops, nail salons, hair salons, day spas, pest control, car rentals, lawn care, summer accessories, bathroom renovations, glass and glazing services, decks, outdoor furniture, concrete, animal shelters and bus transportation (18, 19).

■ Create promotions leading up to the Rio Summer Olympics with a collection of sports images (28, 61).



JULY CUSTOMER REQUESTS

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



N1607P72014C

JULY 2015's MOST DOWNLOADED IMAGE & AD!

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

These are the most downloaded to date from the JULY '15 issue of MNS.



N1507A21003C



N1507P23023C

FULLY TEMPLATED SPECIAL SECTIONS (TSS)

July's TSSs in Print & Online:

- BRIDAL GUIDE
- SCHOOL YEAR

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



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COMPANION
WEB ADS NOW
AVAILABLE ON MCC!

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

METROFEATURE



With help from Metro, the staff of the *Greenville Advocate* transformed photographs of local safety personnel into sponsored coloring pages in its super successful "Child Safety Coloring Book."



Get in on the coloring craze!

Coloring isn't just for kids anymore. In the last two years, the popularity of coloring books for adults has exploded, transforming the genre from a novelty into a big-time moneymaker for publishers and retailers. Sales of adult coloring books jumped from about one million in 2014 to 12 million the following year, according to Nielsen BookScan. As of May 2016, three of Amazon's top 20 bestsellers are coloring books geared for grownups.

Now your publication can tackle this trend and ramp up revenue with Metro's "Coloring for Adults," a 16-page special section featuring a full-color cover, 10 pages of intricate line art and 36 spots for sponsor ads.

Safety-themed Coloring Book Highlights Local Heroes

Greenville Advocate
GREENVILLE, ALABAMA

■ When Tracy Salter, publisher of the *Greenville (Alabama) Advocate*, saw the response from local advertisers to her newspaper's safety-themed coloring book for kids, it was clear she had a hit on her hands.

The *Advocate's* "Child Safety Coloring Book," which published in May 2016, was not the typical compilation of pages filled with generic line art depicting police officers, firefighters and ambulance drivers accompanied by assorted safety tips. This coloring book offered up sketches of actual people in Greenville, including the town's police chief and other prominent members of the community who specialize in safety.

To produce the coloring pages, Salter and her staff started with photos of actual members of Greenville's police force that they transformed into black-and-white sketches and then "cleaned up" using Adobe Photoshop®. With help from Metro, *Advocate* staff — most notably advertising coordinator April Gregory — put all of the elements together to create coloring pages that included safety tips and space for ads running along the bottom.

"Each page was tailored to the person or department that it featured," said Salter. "Since the sketches were based on actual photos, it was easy to identify the featured individual."

When the coloring book was in the planning stages, Salter and her team envisioned focusing exclusively on members of Greenville's law enforcement community. However, once word about the project spread, the newspaper was flooded with requests from other safety-

related institutions who wanted to be included. As a result, the coloring book expanded into a much larger undertaking.

"Once we started selling sponsorships — which we limited to one per page — local advertisers began calling to find out how they could sponsor a page," Salter says. "We got calls from the local power company about sponsoring a power safety page and from others wanting to sponsor pages on weather safety, seatbelts and bike safety. Soon the book covered everything any child needs to know and it became a massive project."

The "Child Safety Coloring Book" was a huge success from every angle. The newspaper printed 3,000 copies of the book and distributed them through its paid product as well as through the elementary schools and police department. And not only did the book generate about \$5,000 in ad revenue for the newspaper, but it provided an important educational tool for local children and strengthened ties between the *Greenville Advocate* and the city of Greenville.

"Based on our success this year, I'm hoping we can double the size and revenue next year," Salter adds. "We're a small community and people are typically supportive of our law enforcement and emergency management agencies, so we thought this project would be welcomed. But when people saw what we were doing, everybody wanted to be a part of it — and that took us by surprise."

M (P1607B02001C)

For more information, contact Tracy Salter, Publisher, *Greenville Advocate*, Greenville, Alabama at tracy.salter@greenvilleadvocate.com.

METROFEATURE

Metro's Art Director Draws on Talent and Technology

Metro Creative Graphics
ROB FORREST

Recently, *Plus Business* sat down with Metro Art Director Rob Forrest, whose eye for color, composition and quality has had a huge impact on the types and styles of images that Metro provides. Forrest, who began his career with Metro in 1996 as a graphic illustrator, now has a hand — and an eye — in all of the artwork and ads available on metrocreativeconnection.com.

PB: Where do you get inspiration for Metro images and designs?

RF: I'm always looking at the styles and elements of what I see around me, whether I'm looking through a magazine or watching TV shows or commercials. The bottom line is that I'm always on the lookout for images and ideas that serve our clients' need and goals, but also provide the spark that will help them be more creative in serving their customers and the readers of their publications. So in selecting and developing images for any of Metro's services, we always look down the line to the end user — the readers of our clients' publications.

PB: What do you look for when evaluating artwork?

RF: The first thing I look for is quality — and that starts with having very talented people producing the art. Even if an image or sketch hits the topic, we won't use it unless it meets our expectations. Quality starts with great composition — the right angle, a balance of elements, good contrast and a clean look. If it's crowded, it's overwhelming.

I also look for art that is as customizable as possible. Vector art is particularly customizable, so we use a lot of it, and we also offer a wide range of TIFF imagery. One thing we always keep in mind is that images will be used in print, digital and mobile — and they need to be effective in all three platforms — so that our clients can customize their ads and pages accordingly.

In many cases, we offer slightly different versions of the same image so that it can be used for a lot of different purposes.

For example, a Mother's Day image might show a mom hugging her kids in a restaurant. If it's viable, I'll take that image and remove the background so that the mom and kids can be used alone or inserted into a custom background.

PB: What is the biggest change that you have seen over the last 20 years?

RF: The biggest change has to be the technology available to produce and customize images. Traditionally rendered artwork used to be the standard, but the foray into digital content has changed everything we do and how we do it.

In addition to changing what things look like, technology has sped everything up. The turnaround time for us and for publications has been drastically shortened. Now that everything is digital, so many processes can be done immediately and so much more easily. The biggest takeaway is that technology hasn't just increased speed, it has substantially increased the quality of art that we offer.

PB: What are some of the most influential art and image trends that you have seen in recent years?

RF: In terms of individual elements, there have been several hot trends that have influenced our artwork. Weathered wood is very hot and may be at its peak, along with chalkboard style and word clouds. Another thing that is hot right now is flat design, which is a minimalistic, infographic style that doesn't have blends or gradients. The general marketplace has adapted this style into everything and we are incorporating it into a lot of our images and custom projects.

PB: What's the next big thing?

RF: We'll just have to keep our eyes open!

M (P1607B03001C)



METROFEATURE

An Expert's Take on the Future (Yes, Future!) of Print



BEFORE



AFTER



BEFORE



AFTER

Creative Circle Media Solutions' before-and-after print redesigns tell Bill Ostendorf's tale of "don't be dull" with big visual impact. See more examples at creativecirclemedia.com.

■ Bill Ostendorf has a lot to say about newspaper design. As the president and founder of Creative Circle Media Solutions of East Providence, Rhode Island, he has helped 600 publishers across the United States rethink and revamp their print products.

Though Creative Circle Media Solutions began as a company that focused on ad design training and print redesigns, it quickly moved into the digital arena when client companies requested help in redesigning their websites.

"We've morphed from all print and all news to mostly digital and a lot of revenue-generation," Ostendorf explains. "I've been through the transition that newspapers need to go through, so I have perspective on what papers need. A lot of our print strategies survived and are now coming back in a big way."

Ostendorf explains that "coming back in a big way" does not mean that print will come roaring back to historic levels. However, he does believe that print will always be the preferred medium for many readers and cites research showing that readers not only like print, but many actually prefer it to digital.

When asked if he could summarize his message to newspapers about reinvigorating print, Ostendorf's response is immediate: "Don't be dull."

"We let publishers know that it's time to reinvent print and assure them that if they stop being boring, they'll be fine," he says. "It's hard to get people to listen to that when they are surrounded by the 'Print is dead' message. But mediums don't die; they morph and sometimes just need to be resuscitated."

For Ostendorf, resuscitation — which includes a shift from the dull to the dynamic — often involves an overhaul of how and for whom a newspaper is put together.

"Boring is the result of not having good images and strong headlines," he notes. "When newspapers understand how people read their products, they

change their typography, return to wider pages and columns, write great headlines and put resources where they count for readers. If there are fewer stories in newspapers, those stories need to be more interesting, more engaging, more relevant and more reader-focused. And the way to do that is to focus on the visuals, because strong visuals drive readership."

Two key facts — and many newspapers' experiences — support Ostendorf's perspective. Research has shown that 90 percent of the information transmitted to our brains is visual and that our brains process visuals 60,000 times faster than text. Simply stated: Human brains are drawn to visuals and remember things visually — mental snapshots we call memories.

"It's harder for the brain to read, but the brain likes to look at pictures," said Ostendorf. "Given that brains are attracted to visuals and remember in snapshots, we have to use visuals to drive readership — both in print and digital. And in most cases, when it comes to visuals, the bigger the image, the higher the readership."

When it comes to newspaper advertising, Ostendorf stays true to his reader-centric message. He strongly supports modular ad sizing, which make pages both cleaner and more inviting, and challenges publications to revamp their classifieds by making them easier to read, adding banners to highlight major categories and adding photos — preferably color photos. Most notably, in a white paper on the Creative Circle Media Solutions website, Ostendorf addresses the importance of high-quality, effective ad design:

"Nothing could be more critical to our long-term health than making sure the ads we do sell and print work."

M (P1607B04001C)

For more information, contact Bill Ostendorf, President & Founder, Creative Circle Media Solutions, East Providence, Rhode Island at info@creativecirclemedia.com. To view the white paper, "25 Ways to Improve Your Print Products in 2016," go to <http://25printideas.creativecirclemedia.com/>.

METROFEATURE

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Like Bill Ostendorf, Metro believes in helping subscribers engage their readers with high-quality imagery and spec ads and lively content in every service.

Healthcare Profiles

NAME NEWSPAPER

Green LIVING

NAME NEWSPAPER

Saving the Planet & Saving your Money

Growing Up Green

The Environment and Your Office

For more information, contact Client Services at 800-223-1600 or e-mail service@metro-email.com

Print is Alive — And It Can Thrive!

By Jo-Ann Johnson
Sales Consultant
Metro Creative Graphics

■ It has been repeated ad nauseam: Print is dead. However, both people and publications are discovering that while print journalism has indeed waned in recent decades, it is very much alive — especially when it is lively.

This is one of the key messages that Bill Ostendorf, president and founder of Creative Circle Media Solutions of East Providence, Rhode Island, shared during one of his recent webinars. He emphasized the importance of remaking print publications — ads included — into reader-friendly destinations. And he reminded us that the people who enjoy and consume print are the same people who we want to reach. It pays to remember that, according to Nielsen Scarborough's 2014 Newspaper Penetration Report, 56 percent of readers use print exclusively and that these print consumers tend to be highly educated people with substantial incomes. While the numbers are not as strong as they were a few decades ago, there is still a solid audience out there.

But, as Ostendorf notes, readers want to be engaged and entertained with lively, high-quality and plentiful visuals that draw them into a story or ad, invite them to linger and are easily remembered. Taking a few cues from Bill Ostendorf and mixing them with my own experience in the industry, here are some key thoughts and tips for reinvigorating print and ad revenue.

Ensure that staff is knowledgeable and on board. One Ohio publication — *The Beacon* of Port Clinton — launched a "PIND" (for Print is Not Dead) campaign that has helped to educate and engage both staff and readers. As part of the campaign, *The Beacon's* advertising sales reps received training focusing on how to share readership data with customers and prospective customers.

Rethink content and ad design. Investing in high-quality and reader-friendly design is essential to engaging readers and consumers. Ostendorf believes that visuals — photos, headlines, captions, break-outs, borders and embellishments — are the keys to reinvigorating print.

Spread the good news. *The Beacon* features regular "PIND" promotional ads with testimonials from well-known and highly regarded local businesses and implemented efforts to regain classified and real estate revenue.

Take some calculated risks. Do something different — even if other publications have yet to try it. Plan a double special section that reads from front-to-back for one topic and back-to-front for another. Add a sponsored adult coloring book to your lineup. Invite the staff of the local high school news publication to be guest editors or reporters.

Show what you know. Publications have long been hesitant to blow their own horns, but it is more important than ever to show what you know and demonstrate that you make a difference in your community.

Metro's services are designed to give publishers everything they need to deliver high-quality visuals, content and spec ads that not only boost revenue, but also consistently engage and entertain readers. In addition to millions of images that draw readers' attention to news and feature articles, Metro provides incomparable content that can be used to supplement special sections and niche publications as well as Fully-Templated Print and Online Special Sections — complete with eye-catching photos — that are ready to present and sell.

M (P1607B05001C)



Templated Special Section design and Self-promotion ads



BACK-TO-SCHOOL TIME

Get a Head Start on School Year Sales!

Summer is about to begin and you know what that means ... the next school year will be here before you know it. In fact, many school districts head back to school by the end of July, triggering the start of back-to-school shopping season.

Families live in sync with the school year, so heading back to school is equivalent to the start of a new year. Preparation for back-to-school season can begin as early as two or three months before the first day of school, so publications large and small need to plan accordingly. To assist in your planning and school year coverage, Metro has produced a multitude of A+ material to give you a great head start on successful ad sales.

School Year Print Templated Special Section

Metro's 24-page *School Year* templated print section is available now. It's ready to present-and-sell as-is, or you can customize it with your own content. Approach related advertisers to run alongside articles on school safety, tips on cutting college costs, getting the family going in the morning, classroom tech trends, and more.

School Year Online e-Section

Expand digital ad sales with this online companion to the print TSS. This online e-Section is presentation-ready with multiple advertising positions that are ready to sell. All Metro e-Sections are mobile responsive, designed for prime search optimization and ready to easily customize and publish.

BTS Spec Ads

This year's selection of back-to-school spec ads begins in your July issue and will continue into August. Of course, MCC contains a huge selection of BTS spec ad possibilities for any number of advertiser categories. Many have companion Web and mobile ads, too. Try them out in a free 30-day trial of MiAD Wizard to expand ad sales even further.

BTS Images

There is a fresh supply of back-to-school imagery, including photos, headings, graphics, borders, backgrounds and frames to create compelling BTS ads and designs for print, Web and mobile.

The start of a new school year presents challenges for families, and opportunities for businesses and publications. Make the most of what Metro has to offer and your ad sales will take you to the top of the class. **M**

See how profitable the print Templated Special Sections and Metro e-Connect program can be for you by calling Metro's Client Services Team at 1-800-223-1600 or e-mailing service@metro-email.com today!

P1607B06001C



Online e-Section



Ready-to-sell print and online *School Year* sections are available now. Look for a plethora of perfect back-to-school spec ads and images beginning in your July issue and in the MCC Creative Library.



Marketplace full-page layout



Trusted Day Care

for your little masterpiece

Providing a safe stimulating and nurturing environment for your little one to learn, thrive, grow and make friends.

Try Us for FREE! Contact us today for details and a tour!

Age 3 months to 5 years
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Licensed step-by-step
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Secure webcam viewing of your child's classroom

Building Blocks Day Care

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000-000-0000 | www.namewebsite.com

Is Your Home's Electrical System Safe?

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

Conduit Electrical

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

Electrical Home Safety Inspection with written report **\$129**
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Treat yourself to a snappy manicure and find yourself with a lot more attention on your hands!

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Good vs. Bad Ads: Making Ads With Benefits

When crafting any good ad message, once you've grabbed attention, cultivated interest and developed desire, you need to close the deal with a call to action (AIDA). Another way to think of a call to action — namely, a reason to buy, and buy now — is to state a clear benefit to the consumer. **The benefit gives the consumer a reason to act.** Creating a benefit that moves people to act can be summed up in one simple question that every person reading the ad will ask: *What's in it for me?*

A Sale is Not Enough

Half a century ago, the word "sale" in an ad was enough to draw consumers into an establishment to buy their goods and services at a discounted rate. Nowadays, "sale" has become so ubiquitous that the word has been diluted in the minds of buyers. During the recent recession, buyers curtailed purchases until they found a sale. While the word can help develop interest, the mere suggestion of a "sale" may no longer be enough to inspire action unless the deeper benefit of the sale is related.

Businesses large and small have more competition than ever. Fifty years ago, competitors existed within easy driving distance from each other and their customers. It was not uncommon for competitors to be situated on the same street. The Internet has changed all that. Internet shopping is increasing the competition for all types of businesses, as consumers shop at home rather than visit brick and mortar businesses. Research has shown that when people do shop in stores, an overwhelming number comparison shop online, especially for big-ticket items like cars, appliances, electronics, home improvement, travel and more. So how can a business compete and gain more customers in this new buying environment?

Answering "What's In It for Me?"

Advertising is the ultimate medium for businesses to spread the word about their offerings, and that's where you come in. The ad message you help create for them needs to answer "What's in it for me?" in a way that compels consumers to buy from your advertiser, and buy now. For example, an item advertised as 20% off this week may gain some attention and some buyers on its own savings-benefit merit, but you'll capture more buyers in today's environment when "What's in it for me?" is more than savings.

Add info about the desirability or quality of the item to offer a more complete benefit. By appealing to how a customer feels about what they are buying, you are presenting a clearer benefit to them.

We have previously discussed the prime motivators for making purchases, which include security and safety, love, convenience, health, curiosity, recreation and relaxation, and more. You can review and download our previous article (as well as this one) online in the MCC Sales area.

Take a look at the sample ads pictured on this page to see how the ad offers are connected to prime purchasing motivators for a more complete consumer benefit. For example, an electrician ad offers more than a safety inspection at a special price. It's really offering peace of mind with home safety and security.

Connect the Dots

If creating great benefits in ads was simple, then all ads would be effective. Yet we know that all ads are not created equal. When answering "What's in it for me?", think about it in terms of your own life. What would you want out of purchasing a particular product or service? Would it make you look better or feel better? Would it be convenient? Would it be good for your family? Sometimes the best way to answer a question is to first cultivate more questions.

This question-and-answer method is a tried-and-true tip used by ad copywriters. If your headline sets up a problem and your copy offers the solution, the benefit has been conveyed.

However you answer "What's in it for me?", deliver the benefit and you'll be making more effective ads. **M**

Share the Happiness of an Irresistible Smile

Enjoy the confidence of knowing your smile shines out for all the right reasons. We pride ourselves on having world-class dental care convenient and affordable in the Heart Town community. Our experienced team of general and board-certified specialists are here to deliver a full spectrum of general, cosmetic and surgical dental care services to you. Call now and benefit today. The more often you smile, the more often you'll be out among patients at least. To learn more about our services or arrange an appointment, please give us a call today!

New Patients, Get FREE Teeth Whitening with Your Exam & Cleaning

Family Dentistry | Growth | Bridges | Root Canals | Dentures | Dental Implants | News | Sleep Apnea | Laser Gum Treatment | Orthodontics

Free Cosmetic Consultations | Dermal & Plastic Procedures | Financing & Payment Plans Available | Most Insurance Plans Welcomed | Senior & Military Discounts

Halleran Dentistry Center

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

The most effective ads complete the AIDA acronym (attention, interest, desire, action) with a call to action that provides a clear benefit to the consumer. Creating a benefit in your ad message can be as easy as answering the question, "What's in it for me?"

DELICIOUS IS SERVED

All the food and fun. **None of the hassle!**

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BUY ONE, GET ONE 50% Off

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Some items excluded. Excludes 2025 US, UK, India, Italy and countries not listed. Some items may be excluded.

Compass Bar & Grill
1234 Washington Street
000-000-0000 | www.namewebsite.com

CREATE. SELL. PROFIT.

After SCHOOL
Extracurricular programs
Help kids find the right extracurricular activity

How to help students choose an extracurricular activity

NAME NEWSPAPER

Help kids find the right extracurricular activity

Fall sports schedules & Preschool pointers

N1607A08001C - 10x13

After School activities are increasingly important for kids' social interactions. Such activities also appeal to families with two working parents. Release a section or pages to disseminate info on the after school programs available in your area, and those who help support the programs. It gives related advertisers a chance for added exposure, whether they sell sporting goods or materials necessary for the activities or have a nearby location.

Advertiser Suggestion

Kids' Clothing Store

Advertiser Suggestion

Junior Sports League

N1607A08002C - 5 col x 13
N1607A08003C - 6 col x 21

HAPPY BIRTHDAY

NAME NEWSPAPER

Unique birthday cake ideas
Local baker spotlight
Homemade cake recipes
Party planning pointers

Planning for a fun, successful celebration

N1607A08004C - 10x13

Birthday parties are big business these days. A **Happy Birthday** section or pages can be your readers' guide to planning and hosting perfect kids' birthday parties. This section also offers your advertisers a targeted vehicle to promote the goods and services they offer for birthday parties. Create an online companion area and solicit third party birthday greetings from your readers.

Advertiser Suggestion

Party Supply Store

Advertiser Suggestion

Bakery

N1607A08005C - 5 col x 13
N1607A08006C - 6 col x 21

Nuptials

NAME NEWSPAPER

Wedding planning pointers
Save your rainy wedding day
Reception venue listings
Wedding transportation tips

Save your rainy wedding day

N1607A08007C - 10x13

The months from June through October make up prime wedding season, so a **Nuptials** section or pages will capture people looking to plan a fall wedding. Sell the multiple-advertiser Quick-Sell layout for inclusion in your section or separately for ROP pages. The cover design can be used as an alternative to the *Bridal Guide* print Templated Special Section.

Advertiser Suggestion

Wedding Venue

Advertiser Suggestion

Bridal Studio

Advertiser Suggestion

Jeweler

Advertiser Suggestion

Hair Salon

Advertiser Suggestion

Caterer

Advertiser Suggestion

Florist

Advertiser Suggestion

Photographer

N1607A08008C - 5 col x 13
N1607A08009C - 6 col x 21

Outdoor Living

NAME NEWSPAPER

Summer BBQ tips
Gluten-free grilling
Outdoor restaurant listings
PATIO PREP

Considerations for outdoor entertaining

N1607A08010C - 10x13

More than ever, **Outdoor Living** is changing the way we enjoy our summer. Create a section or pages to cover all the aspects of what outdoor living entails in your area, from mosquito control to lighting; outdoor kitchen construction to yard furniture; grilling trends to entertaining tips; and more. Each Quick-Sell layout is now available in both tab and broadsheet page sizes in MCC.

Advertiser Suggestion

Health Foods Store

Advertiser Suggestion

Outdoor Furniture Store

N1607A08011C - 5 col x 13
N1607A08012C - 6 col x 21



N1607A32004C - 10x13

Summer is an ideal season to feature a **Family Time** section or pages. Weekends, summer days off, staycations and vacations offer ideal opportunities for families to spend time together. Prospect advertisers that cater to family fun, as well as local event happenings such as festivals and fairs. Think about including family-friendly destinations within a 100-mile radius that families can easily visit on day trips.

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



N1607A32005C - 5 col x 13
N1607A32006C - 6 col x 21



N1607A33004C - 10x13

A **Western Days** section or series of pages can coincide with local fairs and rodeos, or become an event all your own. Celebrate local heritage or promote advertisers that feature all things western. Include BBQ restaurants, western clothing and accessories stores, riding stables, and more. See this complete **Themed Event Package** for corresponding print, Web and mobile ads for your section or pages.

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



N1607A33005C - 5 col x 13
N1607A33006C - 6 col x 21



N1607A34004C - 10x13

A **Summer Eats** section or pages would be welcome information for readers and a great vehicle for advertisers. Sell pages that reprint restaurant menus, or place editorial from Metro or your own sources that offer summer eating tips and trends for home and dining out. See this complete **Themed Event Package** for corresponding print, Web and mobile ads for your section or pages.

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



N1607A34005C - 5 col x 13
N1607A34006C - 6 col x 21



N1607A35004C - 10x13

Many areas have arts festivals during the summer months, but even if you don't, publish a **Local Arts** section or pages to promote your arts scene and related advertisers. See this complete **Themed Event Package** for corresponding print, Web and mobile ads for your section or pages.

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



N1607A35005C - 5 col x 13
N1607A35006C - 6 col x 21



Founders' Day Giveaways

Celebrating 125 Years!

Enter to win great prizes from the participating local businesses featured here in celebration of our town's 125th birthday. Simply register online at namenewspaper.com/contests to enter to win the prizes of your choice.
Regulation 125th Anniversary p. 16 of 2015. See contest page for complete contest rules and details.

Winners Will Be Announced at Our Annual Founders' Day Festival Saturday, July 04 11 a.m.-4:30 p.m.
Live Music | Arts & Crafts | Local Vendors | Festival Food | Beer Garden | Kids' Zone
Downtown Somersville Plaza
Four Address: 1234 Washington Street | namenewspaper.com

Free Bicycle
Sporting Goods Store
1234 Washington Street
Somersville Heights
000-000-0000
www.namenewspaper.com

Free Auto Detail
Car Wash
1234 Washington Street
Somersville Heights
000-000-0000
www.namenewspaper.com

Name Brand Tablet
Electronics Store
1234 Washington Street
Somersville Heights
000-000-0000
www.namenewspaper.com

\$75 Gift Card
Clothing Store
1234 Washington Street
Somersville Heights
000-000-0000
www.namenewspaper.com

Portrait Package
Photo Studio
1234 Washington Street
Somersville Heights
000-000-0000
www.namenewspaper.com

4-Pack of Tickets
Amusement Park
1234 Washington Street
Somersville Heights
000-000-0000
www.namenewspaper.com

Cartload of Groceries
Grocery Store
1234 Washington Street | Somersville Heights
000-000-0000 | www.namenewspaper.com

Dinner for Four
Restaurant
1234 Washington Street | Somersville Heights
000-000-0000 | www.namenewspaper.com

\$100 Cash
Financial Institution
1234 Washington Street | Somersville Heights
000-000-0000 | www.namenewspaper.com

Pizza Party
Pizza Parlor
1234 Washington Street | Somersville Heights
000-000-0000 | www.namenewspaper.com

N1607A10001C

Usage Note:

Cities and towns large and small reach milestone anniversaries every year. This **Founders' Day Giveaway** helps your community celebrate these milestones while connecting them with your advertisers. Prospect businesses that have a long history in your area, but also businesses that are new to the community. The layout can also be used for a single advertiser looking to celebrate their own Founders' Day.



Free Lunch Giveaway Contest

Register online for our free Diners' Club discount program, and automatically enter to win a free lunch for two at any of these participating restaurants! As a Somersville Press Diners' Club member, you'll receive email updates on restaurant openings and local dining news, plus exclusive special offers and invitations!

10 Lucky Winners

Enter online today at namenewspaper.com/dinersclub! Last day to enter is 00:00:00. See page for complete contest rules and details.

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

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

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

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

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

Usage Note:

Everyone knows there is no such thing as a free lunch, right? This **Free Lunch Giveaway Contest** will prove that old adage wrong. Use this giveaway as a gateway to establishing a dining club discount program for your readers and advertisers. When readers register for the discount program online, they will be automatically entered into the free lunch giveaway. Your advertisers get more exposure and publicity for their lunch business while you gain print lineage and online visits to your website. Run it once or make it ongoing each month for the next year.

N1607A10002C



Now close more sales like magic with

MiAD Wizard

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

Sales blitz sells
\$104,500
in ad contracts

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

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

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

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

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



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

MiAD Wizard is a **FREE** upgrade for current MiAD subscribers! If you, too, would like to instantly conjure up targeted spec ads, for sales calls that will practically close themselves, then **go to miadwizard.com** and set up a **FREE Trial**. You will see for yourself how the Wizard can make your sales soar!

METRO'S FILE NAMING SYSTEM AT A GLANCE

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

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

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

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

N1607P12002K.TIF

Year Indicator.
two-digit field to indicate the year (i.e., 16 = 2016).

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

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

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1607P23004C-● N1607P14008C-●



The "It" Gift

Adult Coloring Books starting at only \$6.99

Shop today!

Premium Colored Pencils 24-count box \$8.99

Whimsy Gifts

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



AD# N1607A12001C PASS 6 COL. x 1

N1607P14002C-●

In Season & On Sale

Fresh Strawberries 1 lb. pkg. 2 for \$5

Value Grocery

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

Offer good while supplies last through Sunday, July 06, 2016.



AD# N1607A12002C PASS 6 COL. x 1

N1607P12001C-●

SHOP TO YOUR OWN BEAT

BACK-TO-SCHOOL SALE NOW PLAYING



Besos Boutique

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



AD# N1607A12003C PASS 6 COL. x 1

N1607P16009C-●



Garden Salads \$5 & up

Freshen Up

Cafe Pesto

Open 11am-8pm Closed Mondays

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



AD# N1607A12004C PASS 6 COL. x 1

N1607P13001C*-○



99¢ School Supply Specials

pencils • rulers notebooks • pens staplers • sharpeners erasers • binders folders & more Shop now while supplies last!

Discount Mart

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

AD# N1607A12005C PASS 6 COL. x 1

N1607P60009C-●

WAKE UP & SAVE

Giant Home Sale



Starting Saturday Doors open at 8AM Shop early for the best deals with bonus doorbuster discounts! Sale ends July 03, 2016.

- dinnerware
- glassware
- cookware
- bakeware
- kitchen appliances & more

Mason's Department Store

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



AD# N1607A12006C PASS 6 COL. x 1

N1607P62005C-● N1607P62004C-●



Kids' Haircuts Only \$10

Stop in today, or call ahead for an appointment!

Clip Station Salon

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



AD# N1607A12007C PASS 6 COL. x 1

N1607P66028C-◇ N1607P66029C-◇

Refresh Your Summer



Happy Hour 4-7pm Daily
Twofer Tuesday Drink Specials
Ladies' Night Every Wednesday
Karaoke Party Every Thursday
DJ & Dancing All Weekend
Open at 4pm Closed Monday

LaLa Lounge

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

AD# N1607A12008C PASS 6 COL. x 1

N1607P60003C-●

Tea Emporium

Black | Green | White | Herbal | Oolong | Pu-erh | Flower Teas Plus, shop mugs, tea pots, trays, gifts and accessories!



Tastings Every Weekend Call or go online for details and reservations.

Tea Terrace

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



AD# N1607A12009C PASS 6 COL. x 1

N1607P58005C*-○ N1607P58043C*-○



You're invited to enjoy a **FREE Birthday Lunch or Dinner!** Register online or in store for our free birthday club to receive your complimentary entree voucher to enjoy anytime during your birthday week.

Somersville Diner

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



AD# N1607A12010C PASS 6 COL. x 1

N1607P13001C

2016 Back-to-School GUIDE

Everything to get the school year off to a great start!

Salon Dina
\$15 Kids' Haircuts
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Dina
\$15 Kids' Haircuts
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Dina
\$15 Kids' Haircuts
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Dina
\$15 Kids' Haircuts
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Dina
\$15 Kids' Haircuts
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Dina
\$15 Kids' Haircuts
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Impressions Footwear
Big deals for little feet!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Impressions Footwear
Big deals for little feet!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Impressions Footwear
Big deals for little feet!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Impressions Footwear
Big deals for little feet!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Impressions Footwear
Big deals for little feet!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Impressions Footwear
Big deals for little feet!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lakeside Pediatric Dental
\$49 New Patient Special
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lakeside Pediatric Dental
\$49 New Patient Special
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lakeside Pediatric Dental
\$49 New Patient Special
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lakeside Pediatric Dental
\$49 New Patient Special
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lakeside Pediatric Dental
\$49 New Patient Special
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lakeside Pediatric Dental
\$49 New Patient Special
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Usage Note:

The purpose of this "2016 Back-to-School Guide" Marketplace layout is to give you the opportunity to promote related local advertisers by offering a variety of price points to include even the smallest budgets. They can benefit from the association while you reap the rewards of a full-color page. Use this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. For your convenience, a tab-sized version of the page is available in the MetroCreative Connection Creative Library.

Companion WEB ADS available on MCC

✓ Out Everything on Your List

- 10¢ Pocket Folders
- 25¢ Pencil Packs
- \$1 Notebooks
- \$3 Poly Binders
- \$10 Backpacks

Plus, shop dozens of 69¢ specials and more school supply discounts throughout the store!

Variety Mart

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

Hours: Sunday, July 10, 2016
Last deals, items and conditions here. Lot details, terms and conditions here.

Teach Smarter
With Our Low Prices on Everything for Your Classroom

Plus, save an additional \$100 off your total purchase when you scan this exclusive QR code for our "Free Teachers' Club!"

All Items Marked Below List
Books & Workbooks | Classroom Supplies | Teaching Aids | Learning Games | Educational & Active Toys | Arts & Crafts | Stamps & Stickers | Decorations

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

School Supply & Backpack Drive

Help students in need succeed with your donation of teacher-recommended school supplies for the 2016 academic year.

School Supply Donation Request List

- Pens
- Pencils
- Chopsticks
- Notebooks
- Construction paper
- Index paper
- Protractors
- Binders
- Glue
- Tape
- Markers
- CRAYONS
- Safety scissors
- Highlighters
- Plastic glue sticks
- Pencil cases
- Eraser sticks
- QUARTER BINDER

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

AD# N1607A13002C
PASS 2 COL. x 5

N1607P21005C

AD# N1607A13004C
PASS 2 COL. x 5
N1607P21001C

AD# N1607A13003C
PASS 2 COL. x 5
N1607P20005C

BACK TO SCHOOL

Wishing Our Area Kids a Happy & Healthy New School Year

We hope everyone has an amazingly school year, but at times when your child is not feeling 100%, we'll be here to help. From when your child is in the store and other occasions, we have them covered with quality pediatric care to keep kids on track for a great year!

Call today! New Patients Welcome
Fast Appointments for School Physicals & Immunizations

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

Beat the Bell on Our Back-to-School Sale!
Time is running out to save on their favorite back-to-school fashions!

up to 50% OFF
Boys & Girls
Apparel, Footwear & Accessories

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

Your Little One's Vision Is a Big Deal

Back-to-School Specials
Kids' Eye Exam \$59
Eye Exam & Glasses \$150
Free 2-Year Warranty on Kids' Frames & Lenses

Good eyeight plays an important role in a child's ability to learn, yet 25 percent of all school-age children experience vision problems. Early diagnosis of these problems is key to helping children successfully respond to treatment and thrive in school. Find out if undetected vision problems are negatively impacting your child's classroom performance with a comprehensive eye exam from the pediatric vision specialists.

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

AD# N1607A13005C
PASS 2 COL. x 5

N1607P21009C

AD# N1607A13007C
PASS 2 COL. x 5
N1607P21008C

AD# N1607A13006C
PASS 2 COL. x 5
N1607P21007C

AD# N1607A13001C PASS 6 COL. x 21
AD# N1607A13008C 10 x 13



N1607P14006C-●



N1607P14003C-●



N1607P14005C-●



N1607P14010C-●



N1607P14009C-●



N1607P14007C-●



N1607P14008C-●



N1607P14004C-●



N1607P14002C-●



N1607P14001C-●



N1607P15005C-●



N1607P15006C-●



N1607P15003C-●



N1607P15001C-●



N1607P15010C-●



N1607P15007C-●



N1607P15008C-●



N1607P15002C-●



N1607P15011C-●



N1607P15009C-●



N1607P15004C-●



N1607P16006C-●



N1607P16005C-●



N1607P16007C-●



N1607P16003C-●



N1607P16010C-●



N1607P16002C-●



N1607P16008C-●



N1607P16009C-●



N1607P16004C-●



N1607P16001C-●

N1607P14002C
N1607P31001C

N1607P39002C
N1607P17002C

N1607P17001C

N1607P17001C

N1607P66019C
N1607P37010C
N1607P37012C



July

Community Calendar 2016

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



July 00
Church Barbecue
Everyone is welcome!
St. Joseph's Church
12 noon-4pm
www.namewebsite.com

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

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



July 00
Ice Cream Festival
\$5 Tasting Pass
Central Plaza
11am-3pm
www.namewebsite.com

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

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



July 00
Art Fair
Over 50 unique vendors!
Pine Ridge Park Pavilion
10am-5pm
www.namewebsite.com

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

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



SEE YOU THERE

The Fair Is Back...
and better than ever!

Somerville County Fair
July 22-24, 2016

Friday 5pm-11pm
Saturday 11am-11pm
Sunday 11am-8pm

Fun for Everyone!
amusement rides | carnival games | contests & prizes | live music | festival food & drink | art & craft vendors | livestock shows | antique tractor show | art exhibits | & more

Somerville Fairgrounds

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

\$5 Admission
Kids 5 & under enter free!

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



July 00
Rodeo Days
Tickets \$15, Kids \$5
Somerville Community College
6pm kickoff
www.namewebsite.com

July 00
Great Outdoors Expo
Workshops, seminars, new products & more!
Somerville Convention Center
10am-6pm
www.namewebsite.com

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

July 00
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www.namewebsite.com

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www.namewebsite.com

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

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



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

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

July 22-24
Somerville County Fair
Fun for the whole family!
Somerville Fairgrounds
5pm-11pm
www.namewebsite.com

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

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

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

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

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

Birthday SALE

up to **50% Off** Storewide
Shop New Markdowns Every Week in July!

We're celebrating all month long with special offers throughout the store!

This Week
\$4 Tanks & Tees
2 for \$10 Pool Floats
\$5 Bath Towels
BOGO Jewelry & More

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

Advertised offers end 00.00.16. New markdowns begin every Monday, July 4-31, 2016. List details, terms and conditions here. List details, terms and conditions here.

AD# N1607A17003C
PASS 6 COL. x 3
N1607P58015C

AD# N1607A17001C PASS 6 COL. x 21
AD# N1607A17004C 10 x 13

AD# N1607A17002C
PASS 3 COL. x 7
N1607P36004C
N1607P17003C

N1607P69008C

N1607P30001C
N1607P66001C

Companion WEB ADS available on MCC

N1607P58012C
N1607P58013C

N1607P38001C



Made You Look

Create an eye-catching landscape 24 hours a day with beautiful outdoor lighting solutions from the illumination experts.

Contact us by phone or online today for a free consultation and project quote.

Higgins Electrical

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

AD# N1607A18001C PASS 2 COL. x 5



WANTED: FUREVER HOMES

More than 2.7 million adoptable shelter pets are euthanized each year. Most of these healthy, friendly pets end up in shelters because they lose their homes in situations like a move or divorce. Adopting a shelter pet is easy, and it's the best way to stop the widespread animal suffering that occurs in factory-style breeding facilities that put their own profits above the health and happiness of the animals they sell. To learn more about how you can help an animal in need, please visit us online or in person today, and meet some of the great pets just waiting for a second chance at happiness.

ADOPT | FOSTER | DONATE | VOLUNTEER

Somersville Animal Shelter

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

AD# N1607A18002C PASS 2 COL. x 5

N1607P38013C

N1607P38012C

Decorative Concrete Contractor

driveways | patios | garages

We specialize in a full spectrum of commercial and residential concrete projects, from stamped and stained designs to textured and epoxy finishes. Our low- to no-maintenance concrete solutions are as durable as they are beautiful for value that lasts.

Call or go online to request your free installation, repair or resurfacing quote today, and be sure to ask about our crack-free warranty!

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AD# N1607A18003C PASS 2 COL. x 5

Deckorate for Summer



Decks
+ Patio Covers
+ Pergolas
+ Gazebos

3D design
installation
repair
maintenance

Visit our online gallery for ideas and inspiration, and contact us for your free estimate.

Decks & More

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Bringing quality craftsmanship and outstanding customer service to every project for more than 60 years.

AD# N1607A18004C PASS 2 COL. x 5

N1607P38009C

Get Around Town in Air-Conditioned Comfort & Convenience

Ask about our summer day tripper deals! Discounts for Seniors & Students. Affordable Monthly Passes.

Search routes and schedules or reload your ride pass online! Text RIDE to 00000 to sign up for service alerts.

Somersville Transit Systems

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N1607P38004C

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Pick up premium-quality meats, poultry and seafood, along with fresh bread and delicious homemade side salads from our family-owned market. Our service, selection, quality and value are second to none!

Proud to carry all-natural & sustainable products!

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N1607P38005C

Companion WEB ADS available on MCC



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...and let us take care of the rest!

Goreman Contracting

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Licensed & Insured Financing Available

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AD# N1607A18007C PASS 2 COL. x 5

N1607P38010C

N1203P46009C

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Create a more beautiful bathroom with our elegant custom glass and mirror solutions.

Beautiful, Frameless Glass Shower Doors Installed from \$899

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N1607P38008C

N1607P38006C

Spruce Up Your Patio With Beautiful New Outdoor Furniture

Enjoy Now. Pay Later! \$0 Down & 0% Financing for 6 Months on purchases of \$299 or more. Credit approval required. Offer ends 06.30.16. SEE DETAILS, Terms and conditions here.

dining sets | conversation groups | lounges | tables | bar sets | fire features | heaters | & more

Newhart Home & Garden

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AD# N1607A18009C PASS 2 COL. x 5

N1607P39005C



Open Late All Summer

Good to the Last Lick

30 Delicious Homemade Flavors
Sugar-Free & Low-Fat Varieties
Try our new brownie or waffle sundaes!

BOGO TOPPINGS
Every Tuesday, Wednesday & Thursday

99¢ KIDS' CONES
Junior cones for customers 12 & under

Umbrellas Ice Cream

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N1607P39003C

Ants Having a Picnic in Your Home?

Send them packing with our guaranteed safe and effective pest control solutions. Ask about our affordable monthly maintenance plans for a pest-free home 365 days a year.

BugStop Pest Control

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roaches
bedbugs
spiders
termites
ants
fleas
wasps
rats
mice

Results Guaranteed
Same-Day Service Available
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AD# N1607A19002C PASS 2 COL. x 5

N1607P39004C

Save on the Hottest Summer Accessories



Fashion Sunglasses \$14.99 & up

All Jewelry Buy One, Get One 50% Off

Must-Have Hats \$12.99 & up

Sale ends Sunday, July 05, 2016. List details, terms and conditions here. List details, terms and conditions here.

Leila Boutique

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www.namewebsite.com

AD# N1607A19003C PASS 2 COL. x 5

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Turn Heads With Fabulous Nails

Treat yourself to a snappy manicure, and find yourself with a lot more attention on your hands!

Custom nail art specialists
Appointments & walk-ins welcome

Long-Lasting Gel Manicures Only \$19

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Get the Best Blades on the Block

Complete Lawn Care Service

for an effortlessly beautiful yard
landscape design | planting & trimming | lawn mowing
soil & seeding | irrigation | fertilizing | pest control

Free Estimates
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Spectrum Lawns & Landscapes

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Spa Solutions for Sun-Damaged Skin

Get your glow back with our complete menu of skin-correcting facials.

60-Minute Ultra Hydration Facial Special Only \$49
with appointment
Limited time offer. Regular price \$70. See details, terms and conditions here.

Now offering custom airbrush tanning for an instantly perfect bronze without the damaging UV exposure.

Luminous Spa

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AD# N1607A19006C PASS 2 COL. x 5

N1607P39010C



TRUST Is a Beautiful Thing

Our master-trained stylists are skilled in the latest hair care treatments, techniques and trends for flawless cut, color and style results that will wow you every time.

New Customers, Save 30% Off Your First Haircut!
Call or book online today with code NEW. Offer good for first-time customers only.

Tresses Salon

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AD# N1607A19007C PASS 2 COL. x 5

N1607P39007C



Every Drop Counts



Clean water is a precious natural resource that we all have a responsibility to protect and conserve. You can do your part by fixing faucet and toilet leaks, irrigating landscapes efficiently, and turning off water when scrubbing dishes or brushing your teeth. These little steps really add up...to hundreds of gallons every month! For more water conservation tips, visit us online today or scan this code with your smartphone.

Somersville Public Utilities

1234 Washington Street | Somersville Heights
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AD# N1607A19008C PASS 2 COL. x 5

N1607P15007C



Your Key to Summer Adventure

SAVE 10% OFF All Rental Car Rates
with booking code SUMMER through 08.08.16
Reserve your ride by phone or online today!
List offer details, terms and conditions here. List offer details, terms and conditions here.

Great selection of like-new vehicles
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AD# N1607A19009C PASS 2 COL. x 5

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N1607P20002C-●



N1607P20007C-●



N1607P20006C-●



N1607P20004C-●



N1607P20005C-●



N1607P20015C*-○



N1607P20016C*-○



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N1607P20014C*-○



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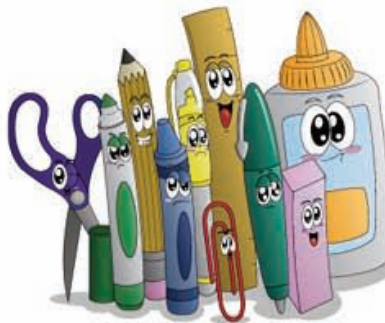
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N1607P20023C*-○



N1607P20022C*-○



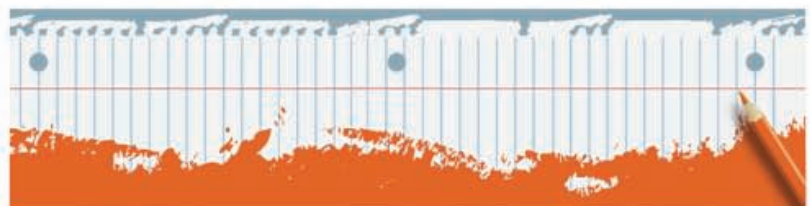
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N1607P20019C*-○



N1607P20024C*-○
N1607P20025C*-○



N1607P20009C*-○



N1607P21009C●



N1607P21008C●



N1607P21001C●



N1607P21010C●



N1607P21004C●



N1607P21007C●



N1607P21003C●



N1607P21006C●



N1607P21005C●



N1607P21002C●



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N1607P22001C-●



N1607P22003C-●



N1607P22002C-●



N1607P22010C-●



N1607P22011C-●



N1607P22014C*-○



N1607P22006C-●



N1607P22007C-●



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N1607P22008C-●



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N1607P22013C*-○



N1607P22015C*-○



N1607P23004C-●



N1607P23001C-●



N1607P23003C-●



N1607P23010C-●



N1607P23007C-●



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N1607P23005C-●



N1607P23008C-●



N1607P23006C-●



N1607P23009C-●

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N1607P24003C*-O

BACK-TO-SCHOOL TIME

Get set for the new school year with a little help from these local businesses!

| | | | | | |
|---|---|--|--|---|---|
|  <p>Headlines Salon <i>\$15 kids' haircuts</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Clothesline Kidswear <i>Low prices on kids' fashions & footwear</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Value Office Supply <i>Shop school supply specials</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Electronics Zone <i>Big deals on school books & supplies!</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Clarity Vision Center <i>\$99 kids' eye exams special</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> | |
|  <p>Book Nook <i>Shop textbooks & learning aids</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>The Shoebox <i>Kids' shoes from \$12.99</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Value Discounters <i>Low prices on everything for the new school year!</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Giggles Child Care <i>Quality after-school program</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>99¢ Town <i>Stock up for the new school year!</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Somerville Pediatrics <i>Send-to-school kit, sports physicals</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |
|  <p>Ace Tutoring <i>All subjects, grades K-12</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Grants Department Store <i>Send-to-school kits now in stock!</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Hilltop Grocery <i>Stock up on back-to-school favorites!</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Advance Sporting Goods <i>Gear up for school sports teams!</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> |  <p>Sellars General Store <i>\$100 budget specials</i> www.nameswebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p> | |

AD# N1607A24001C 19.334 x 13



N1607P24001C-●

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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.

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BACK-TO-SCHOOL SPECIALS

N1607P24005C*-O

ARTS & CRAFTS FESTIVAL

N1607P24006C*-O



Stay in the School Bus Safety Zone



These local businesses would like to wish all of this year's students a safe, happy and successful school year!

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Business/
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Parents, be sure to review these important bus safety tips with young riders and drivers to keep kids safe this school year.

10 School Bus Safety Tips for Kids

1. Get to the bus stop early, and wait in a safe place at least five giant steps away from the edge of the road.
2. Wait until the bus stops, the door opens and the driver says it's okay before you approach the bus.
3. Enter the bus single file, and be sure to hold the handrail.
4. Walk straight to your seat, and sit with your legs facing forward.
5. Speak quietly, so you don't distract the bus driver.
6. Keep the bus aisles clear, and keep your arms and head inside the bus.
7. Raise your hand if you need to get the bus driver's attention.
8. Look left, right and left again before exiting the bus or crossing the street.
9. Always cross the street at least 10 feet in front of the bus. Never cross behind the bus.
10. If you drop something near or under the bus, tell the driver. Never try to pick it up yourself.

5 School Bus Safety Tips for Motorists

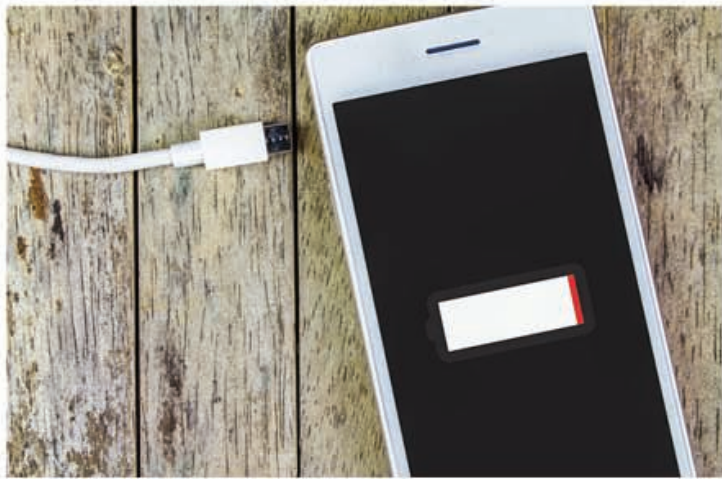
1. Know that yellow flashing lights signal a school bus is preparing to stop. Red flashing lights and a stop sign indicate the bus is stopped, and children are entering or exiting.
2. Never pass a school bus that is stopping or stopped to load or unload children. It is unsafe and illegal.
3. Stop your vehicle a safe distance of at least 10 feet from a stopped school bus.
4. Once the flashing red lights and stop sign have been turned off by the bus driver, proceed slowly and with caution, looking both ways for children who may still be close to the road.
5. While driving, never pass a school bus on the right. It is dangerous and against the law.

N1607P23003C*O
N1607P27003C

N1607P20001C

AD# N1607A25001C
AD# N1607A25002C

PASS 6 COL. x 21
10 x 13



N1607P26010C-●



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N1607P26011C-●



N1607P26005C-●



N1607P26004C-●



N1607P26002C-●



N1607P26009C-●



N1607P26006C-●



N1607P26012C-●



N1607P26003C-●



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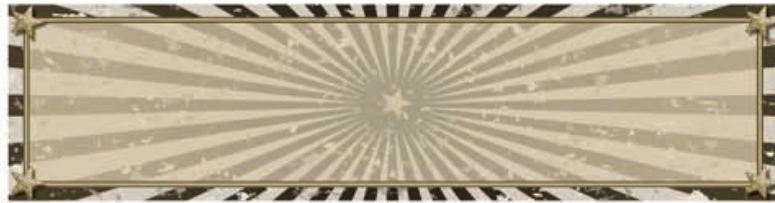
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N1607P30006C-●



N1607P30001C-●

N1607P30011C-●



AD# N1607A30001C PASS 6 COL. x3

Get Your Discount Fair Tickets Here!

Save \$4 off adult admission and \$2 off child admission when you purchase your tickets in advance from us, and we'll see you at the fair!

Somersville General Store

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Somersville
County
Fair July
00-00, 2016
Tickets On
Sale Now



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N1607P31004C-●



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N1607P31010C-●



N1607P31011C-●



N1607P31006C-●
N1607P31013C-◇



N1607P31003C-●



N1607P31009C-●
N1607P31014C-◇

N1607P31015C*-C

CRASH?
Let us set things straight with expert collision repair, paint and bodywork service.

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**Save \$200
Off Your
Deductible**

299160

742126

**Save 10%
Off Dent
Repair**

742126

Offer good through July 03, 2016. List details, terms and conditions here.
Call one of our friendly service specialists today for details and scheduling!

Framework Auto Repair

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Free Written Estimates | All Work Guaranteed | Direct Insurance Billing

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SECTION COVER:

N1607P32002C*-O

Family Time
July 2018
A Special Supplement to
NAME NEWSPAPER

Family-friendly community activity schedule

Inexpensive day trips for families

Local carnival schedules
Meet a local festival performer

N1607P15008C-●

N1607P29010C-●

AD# N1607A32004C 10. x 13

HEADING:
N1607P32001C*-O

SECTION PROMO:

Make Time for Family Time

Our upcoming Family Time section is all about family fun, from community activities and festivals to affordable day trips and special offers from family-friendly local attractions. This special section is your guide to great times!

Look for it here and online at name newspaper.com/familytime, arriving Sunday, July 01.

A Special Supplement to **NAME NEWSPAPER**

AD# N1607A32007C
PASS 2 COL. x 5

Family Time
How families can make the most of festival season

Advertiser Suggestion
Grocery Store
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Somerville Heights
000-000-0000
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Advertiser Suggestion
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AD# N1607A32005C 9.667 x 13
AD# N1607A32006C PASS 6 COL. x 21

CAMPAIGN:

Open 7 Days

Get Carried Away

Rides • Games
Arcade • Go Karts
Mini Golf • Snack Bar

\$20 Unlimited Ride Wrist Bands
Every Tuesday All Summer

Seaport Amusements
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Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1607A32001C
PASS 2 COL. x 5

N1607P36001C-●

N1203P46009C*-O

Open 7 Days

The Coolest Club in Town

Rides • Games
Arcade • Go Karts
Mini Golf • Snack Bar

Earn FREE Rides & Games
When You Join Our Free Family Fun Club

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

AD# N1607A32002C
PASS 2 COL. x 5

N1607P36007C-●

N1203P46009C*-O

Open 7 Days

Pop In for Family Fun

Rides • Games
Arcade • Go Karts
Mini Golf • Snack Bar

Every Game Is \$1
Every Wednesday All Summer

Seaport Amusements
1234 Washington Street
Somerville Heights
000-000-0000
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AD# N1607A32003C
PASS 2 COL. x 5

N1607P36004C-●

N1203P46009C*-O

Companion
WEB ADS
available
on MCC

SECTION COVER:

N1607P34001C*-O

SUMMER EATS
July 2016
A Special Supplement to
NAME NEWSPAPER

The benefits of buying local
Community reader recipes
Farmers' market summer schedules
Spotlight on local restaurant

AD# N1607A34004C 10. x 13

N1607P34002C*-O

HEADING:
N1607P34001C*-O



| Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion |
|---|---|---|---|---|---|
| Restaurant 1234 Washington Street Sommerville, MA 01923 508-555-1234 www.restaurant.com | Restaurant 1234 Washington Street Sommerville, MA 01923 508-555-1234 www.restaurant.com | Restaurant 1234 Washington Street Sommerville, MA 01923 508-555-1234 www.restaurant.com | Restaurant 1234 Washington Street Sommerville, MA 01923 508-555-1234 www.restaurant.com | Restaurant 1234 Washington Street Sommerville, MA 01923 508-555-1234 www.restaurant.com | Restaurant 1234 Washington Street Sommerville, MA 01923 508-555-1234 www.restaurant.com |

SUMMER EATS
Enjoy summer with homemade sorbet

Kiwi Fruit Sorbet
In a small bowl, combine the sorbet with 1 teaspoon of the sugar to loosen the sorbet. Combine the remaining sugar and make a small mixture and bring to a boil, stirring to combine the sugar. Cool until the syrup is clear. Remove from the heat and let cool to room temperature. In a food processor or blender, pulse the kiwi with the juice, sugar and sugar syrup. Transfer to a 5-ounce, narrow-mouthed pitcher, about 3 hours. Freeze in an ice cream maker according to the directions. Or, to freeze without an ice cream maker, pour the mixture into a 5-ounce pitcher and freeze until firm. Cover with aluminum foil or plastic wrap and freeze for 2 to 3 hours. Remove and let sit at room temperature for 10 minutes. Mix of food processor and pulse until smooth and soft. Transfer to a container, cover and freeze until firm, about 2 hours. All serving time, garnish with a few raspberries separate over each serving.

Dessert and summer are a match made in heaven. Refreshing, seasonal sorbets are the perfect treat for the warm months. Get an idea for your sorbet by trying washed away with a refreshing sorbet, such as the following recipe for "Kiwi Fruit Sorbet" from Lisa DeBruin Pappalardo "Ice Creams & Sweets" (Chronicle Books).

Advertiser Suggestion: Health Foods Store
1234 Washington Street
Sommerville, MA 01923
508-555-1234
www.healthfoods.com

Advertiser Suggestion: Grill Center
1234 Washington Street
Sommerville, MA 01923
508-555-1234
www.grillcenter.com

AD# N1607A34005C 9.667 x 13
AD# N1607A34006C PASS 6 COL. x 21

SECTION PROMO:

SUMMER EATS
Help Yourself to the Best in Local Dining
A Special Supplement to
NAME NEWSPAPER

Our Summer Eats special section serves up everything from recipes and farmers' market schedules to local restaurant reviews and special offers perfect for foodies. Don't miss it!
Coming Sunday, July 00 in print and online at namenewspaper.com/summereats.

AD# N1607A34007C
PASS 2 COL. x 5

CAMPAIGN:

N1607P37011C*-O

Light & Delicious
Summer Menu Options

| | | |
|-----------------------------------|-------------------------------------|------------------------------|
| Strawberry Fields Salad \$7.99 | Thai Chicken or Tofu Wrap \$6.99 | Garden Pesto Pasta \$9.99 |
|-----------------------------------|-------------------------------------|------------------------------|

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

AD# N1607A34001C
PASS 2 COL. x 5

N1203P46009C*-O

N1607P37003C*-O

Patio Now Open
for Your Dining Enjoyment

Pets Welcome
New Sunday Champagne Brunch Menu
Happy Hour Food & Drink Specials
Specialty Desserts & Espresso Bar

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

AD# N1607A34002C
PASS 2 COL. x 5

N1203P46009C*-O

N1607P37006C*-O

More Happy Hours
All Summer Long

Enjoy extended happy hour food and drink specials through Labor Day!

Daily Happy Hour
3pm-6:30pm and again 9:30pm-11:30pm

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

AD# N1607A34003C
PASS 2 COL. x 5

N1203P46009C*-O





N1607P37009C●



N1607P37013C●



N1607P37002C●



N1607P37010C●



N1607P37008C●



N1607P37012C●



N1607P37007C●



N1607P37005C●



N1607P37001C●



N1607P37004C●



N1607P37003C●



N1607P37014C●



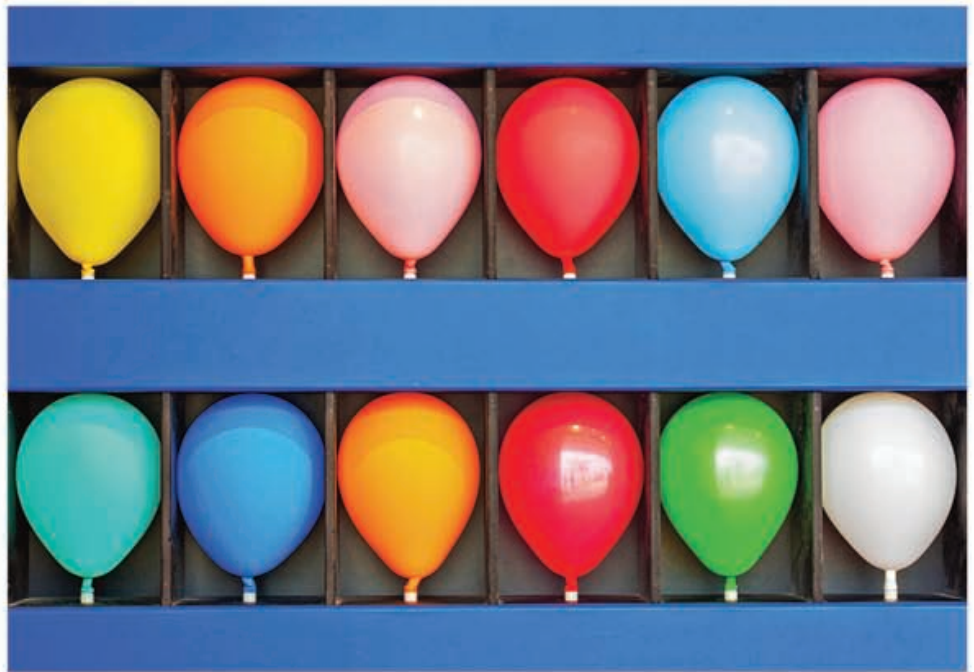
N1607P37011C●



N1607P37006C●



N1607P36007C-●



N1607P36004C-●



N1607P36012C-●



N1607P36006C-●



N1607P36005C-●



N1607P36002C-●



N1607P36001C-●



N1607P36008C-●



N1607P36009C-●



N1607P36003C-●



N1607P36010C-●



N1607P36011C-●



N1607P37009C-●



N1607P37013C-●



N1607P37002C-●



N1607P37010C-●



N1607P37008C-●



N1607P37012C-●



N1607P37007C-●



N1607P37005C-●



N1607P37001C-●



N1607P37004C-●



N1607P37003C-●



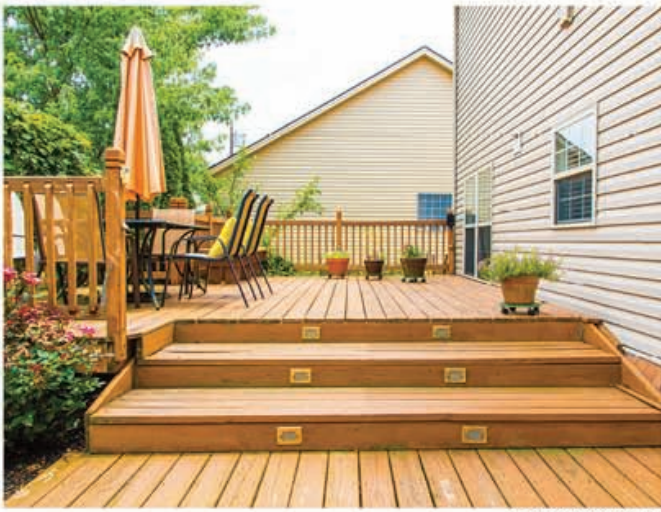
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N1607P37011C-●



N1607P37006C-●



N1607P38009C-●



N1607P38006C-●



N1607P38002C-●



N1607P38001C-●



N1607P38008C-●



N1607P38010C-●



N1607P38013C-●



N1607P38005C-●



N1607P38003C-●



N1607P38011C-●



N1607P38012C-●



N1607P38004C-●



N1607P38007C-●



N1607P39008C-●



N1607P39004C-●



N1607P39002C-●



N1607P39012C-●



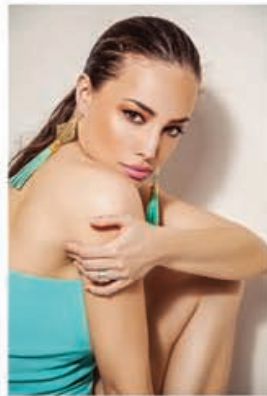
N1607P39001C-●



N1607P39007C-●



N1607P39006C-●



N1607P39011C-●



N1607P39009C-●



N1607P39010C-●



N1607P39005C-●



N1607P39003C-●

Promote Premium Placement Opportunities With Metro AdScapes

Use Metro AdScapes to promote premium placement opportunities with Metro AdScapes. The unique ads are designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.

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Usage Note:

Use this Adscapes shaped specialty ad to draw attention to a grand opening event from a furniture store or virtually any type of business. The ad's unique positioning and shape are sure to draw extra attention for your advertiser while gaining premium pricing for you. Introduce a new advertiser with the shaped ad and sell additional smaller-space ads to publish throughout your edition to keep the advertiser's name top-of-mind for readers.

Companion WEB ADS available on MCC

N1607P4000C



10% OFF
Storewide

ENTER TO WIN A \$500 GIFT CARD!

Grand Opening Celebration
Saturday & Sunday, July 00 & 00

Pop In This Weekend!

Hammond Furniture Showroom

1234 Washington Street | Somersville Heights
900-000-0000 | www.hammfurniture.com

AD# N1607A40001C PASS 6 COL x 21

Summer LOAN SALE

Get 'em while they're hot!

Boat Loans
5.89%APR
for 72 months
100% financing | no payments for 90 days | no prepayment penalty

List details, terms and conditions here.

Auto Loans
1.29%APR
for 60 months
100% financing | no payments for 90 days | no prepayment penalty

List details, terms and conditions here.

Vacation Loans
9.79%APR
for 36 months
\$500 to \$10,000 | low, fixed rate | no prepayment penalty

List details, terms and conditions here.

No Application Fees | Get Preapproved Today
Apply by phone or online in minutes.

First Bank of Somersville

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

Limited time rates available with credit approval. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1607A41001C 8.5 x 11

Sports Medicine & Physical Therapy

Let nothing stand in the way of your goals.

Pre- & Post-Surgical Rehabilitation
Balance Therapy
Custom Orthotics
Auto Accident Rehabilitation
Workplace Injuries

Diagnosing and treating orthopedic, neurological and musculoskeletal pain and disorders with inpatient and outpatient rehabilitation and long-term acute care.

Athletic Training
Sprains, Strains & Fractures
Back, Neck & Shoulder Pain
Foot & Ankle Pain
Hand & Wrist Pain
Hip & Knee Pain

Free Injury Screenings | Most Insurance Plans Welcome
For question or to arrange an appointment, please give us a call today.

Somersville Sports Medicine Center

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

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

AD# N1607A41002C 8.5 x 11

Fair Days Exclusives

Your ticket to savings!

Enjoy limited-time special offers from your favorite local businesses during Fair Days!

Looksie Boutique
25% Off
Any Single Item

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

Castles Family Restaurant
Free Kids' Meal
With Purchase of Regular Entree

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

Imprint Shoes
Save \$5 Off
Footwear Purchase of \$15 or More

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

Pizzeria Roma
Two Free Toppings
With Purchase of Any Large Pizza

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

Perks Coffee
BOGO 50% Off
Any Beverage

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

Central Hardware
Save \$5 Off
Any Purchase of \$20 or More

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

Burger Shack
Free Drink or Side
With Any Sandwich Purchase

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

Spotless Dry Cleaning
Save 15% Off
Your Dry Cleaning Purchase

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

AD# N1607A41003C 8.5 x 11

Got Leaves?

Call us for a fast and easy fall cleanup!

Save 10% Off Leaf Removal Service
Now starting at \$179 up to 000 sq. ft. after discount
Offer good through 09.30.14. Call now for details and booking.

Free Estimates
Licensed & Insured
Prompt & Professional

SUDOKU

Fun By The Numbers

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

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

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

Level: Intermediate

WEEKLY PUZZLE SPONSORED BY:

Larry's Lawn Service

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

AD# N1607A41004C 8.5 x 11

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



N1607P42001C-●



N1607P42008C-●



N1607P42006C-●



N1607P42004C-●



N1607P42003C-●



N1607P42002C-●



N1607P42005C-●



N1607P42007C-●



N1607P42009C*-○



N1607P42015C*-○



N1607P42018C*-○



N1607P42016C*-○



N1607P42014C*-○



N1607P42013C*-○



N1607P42017C*-○



N1607P42010C*-○



N1607P42012C*-○



N1607P42011C*-○

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.

N1607P60004C
N1607P42006C



Find it all, all in one convenient, local place!

**Independent Merchants
Unique Merchandise
Great Food
Friendly Faces
Close to Home**

Summer Sidewalk Sale

July 16-17
Saturday 10am-8pm
Sunday 11am-5pm

Music, fun, refreshments & bargains galore!



N1607P42002C



- You keep more money in our local economy.
- You support local jobs and business growth.
- You conserve gas and cut down on pollution.
- Your tax dollars work harder for you here at home.
- You get personalized service from people who genuinely appreciate your business.
- You help make our community a unique and more desirable place to live and visit!

Thank You for Your Support!

Name Shop or Restaurant Here
include brief business description here. include brief business description here.

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The Shops at Palm Plaza

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

Shops Open 7 Days a Week

"SHOP LOCAL" SUPPORT

Many areas host **Sidewalk Sales** during the summer months. Though they vary from place to place, one common element to most is that they are predominantly hosted by small businesses run by local merchants. Assist your readers in learning the benefits of what shopping locally means to your community. There is also an alternative tab size available in MCC.

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

N1607P60009C
N1607P42001C

N1607P62010C

AD# N1607A43001C

PASS 6 COL. x 21

AD# N1607A43002C

10 x 13



N1607P44002A-●



N1607P44003A-●



N1607P44001K-●



N1607P44004A-●



N1607P44013A-●



N1607P44005A-●



N1607P44015A-●



N1607P44014A-●



N1607P44012A-●



N1607P44006A-●



N1607P44008A-●



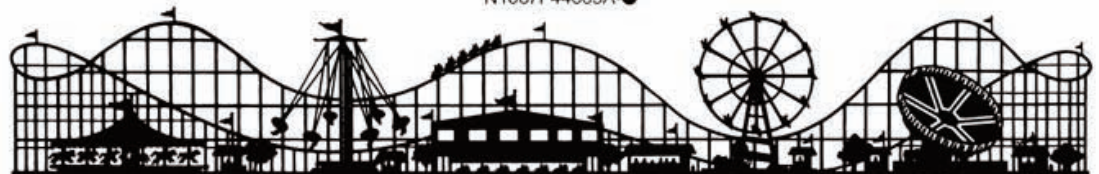
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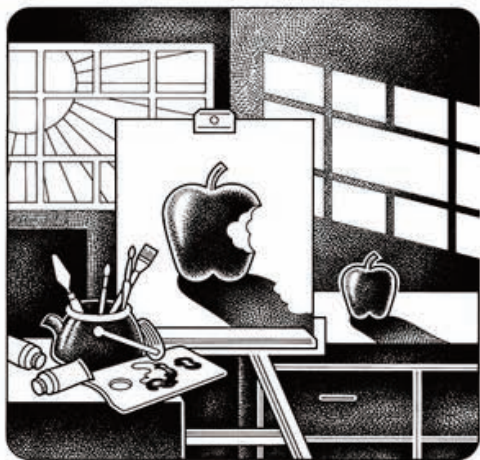
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N1607P44009A-●



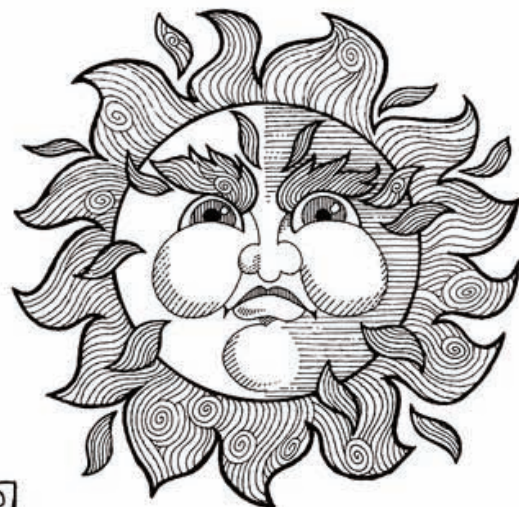
N1607P44007A-●



N1607P45002A-●



N1607P45003A-●



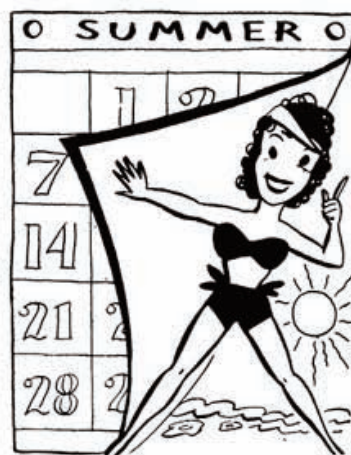
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N1607P45012A-●



N1607P45011A-●



N1607P45013A-●



N1607P45001A-●



N1607P45009A-●



N1607P45010A-●



N1607P45007A-●



N1607P45006A-●



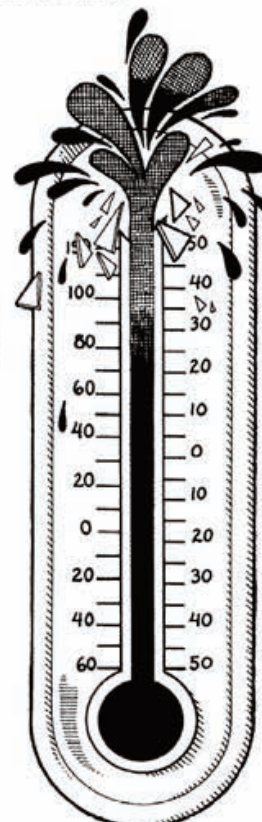
N1607P45004A-●



N1607P45008A-●



N1607P45005A-●



N1607P45015A-●

Bonus images available in the MCC Creative Library:



N1607P46003C-●



N1607P46002C-●



N1607P46006C-●



N1607P46001C-●



N1607P46004C-●



N1607P46005C-●

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 **School Year** 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 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:



N1607P47003C-●



N1607P47004C-●



N1607P47002C-●



N1607P47001C-●



N1607P47006C-●



N1607P47005C-●

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

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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 **Bridal Guide** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call 800-223-1600 or email service@metro-email.com 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



N1607P48005C-●



N1607P48006C-●



N1607P48002C-●



N1607P48001C-●



N1607P48010C-●



N1607P48004C-●



N1607P48003C-●



N1607P48008C-●



N1607P48009C-●



N1607P48011C-●



N1607P48007C-●



N1607P48012C-●



N1607P49009C-●



N1607P49003C-●



N1607P49002C-●



N1607P49001C-●



N1607P49005C-●



N1607P49007C-●



N1607P49004C-●



N1607P49006C-●



N1607P49010C-●



N1607P49008C-●

Usage Notes:

Use these backgrounds to help promote seasonal events, services and merchandise, including summer, rodeos, farmer's markets, grilling, back-to-college, home improvement 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)



N1607P50004C-●



N1607P50008C-●



N1607P50007C-●



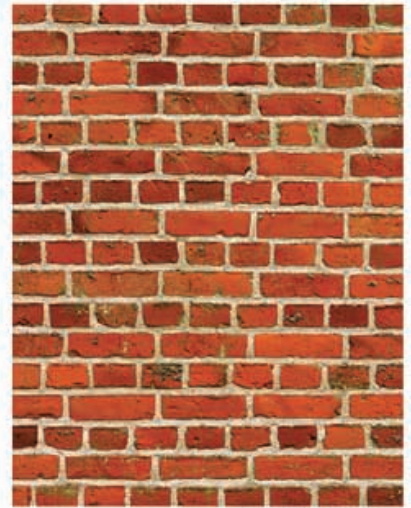
N1607P50001C-●

N1607P50002C-●

N1607P50003C-●



N1607P50009C-●



N1607P50011C-●



N1607P50010C-●



N1607P50013C-●



N1607P50012C-●

N1607P51001C



N1607P51002C



N1607P51003C



N1607P51004C



N1607P51005C



N1607P51006C



Usage Suggestions:

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for rodeo schedules, birthday-related events and directories, home improvement guides ...and more.



N1607P52003C*-O



N1607P52004C*-O



N1607P52009C*-O



N1607P52011C*-O



N1607P52001C*-O



N1607P52002C*-O



N1607P52010C*-O



N1607P52012C*-O



N1607P52015C*-O



N1607P52020C*-O



N1607P52019C*-O



N1607P520xx17



N1607P52014C*-O



N1607P52018C*-O



N1607P52007C*-O



N1607P52008C*-O



N1607P52016C*-O



N1607P52013C*-O



N1607P52006C*-O



N1607P52005C*-O



N1607P53004C*-O



N1607P53001C*-O



N1607P53005C*-O



N1607P53003C*-O



N1607P53008C*-O



N1607P53009C*-O



N1607P53002C*-O



N1607P53006C-●

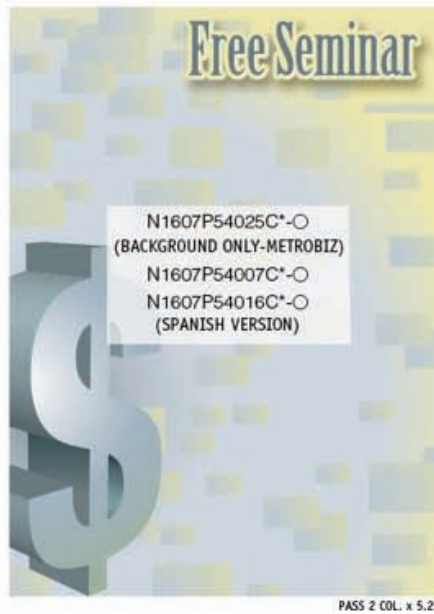
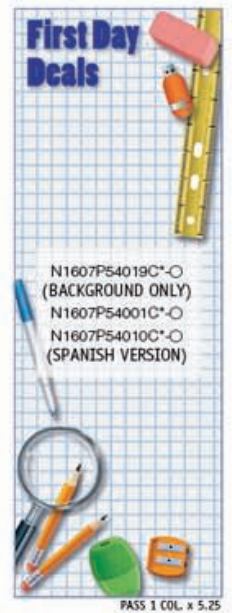
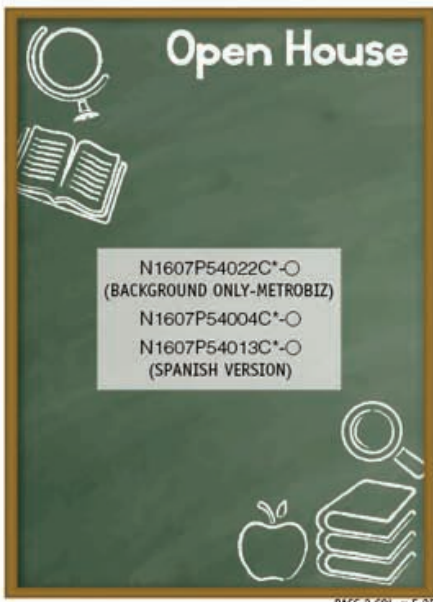


N1607P53007C*-O

Usage Note:

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

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





MCC KEYWORD HINT: Party Planner
N1607P55007C-●



MCC KEYWORD HINT: Custom Cake Baker
N1607P55008C-●



MCC KEYWORD HINT: Tutoring Service
N1607P55009C-●



MCC KEYWORD HINT: Nail Salon
N1607P55010C-●



MCC KEYWORD HINT: Lawn Care Company
N1607P55011C-●



MCC KEYWORD HINT: Veterinarian
N1607P55012C-●

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.



N1607P55001C*-○



N1607P55002C*-○



N1607P55003C*-○



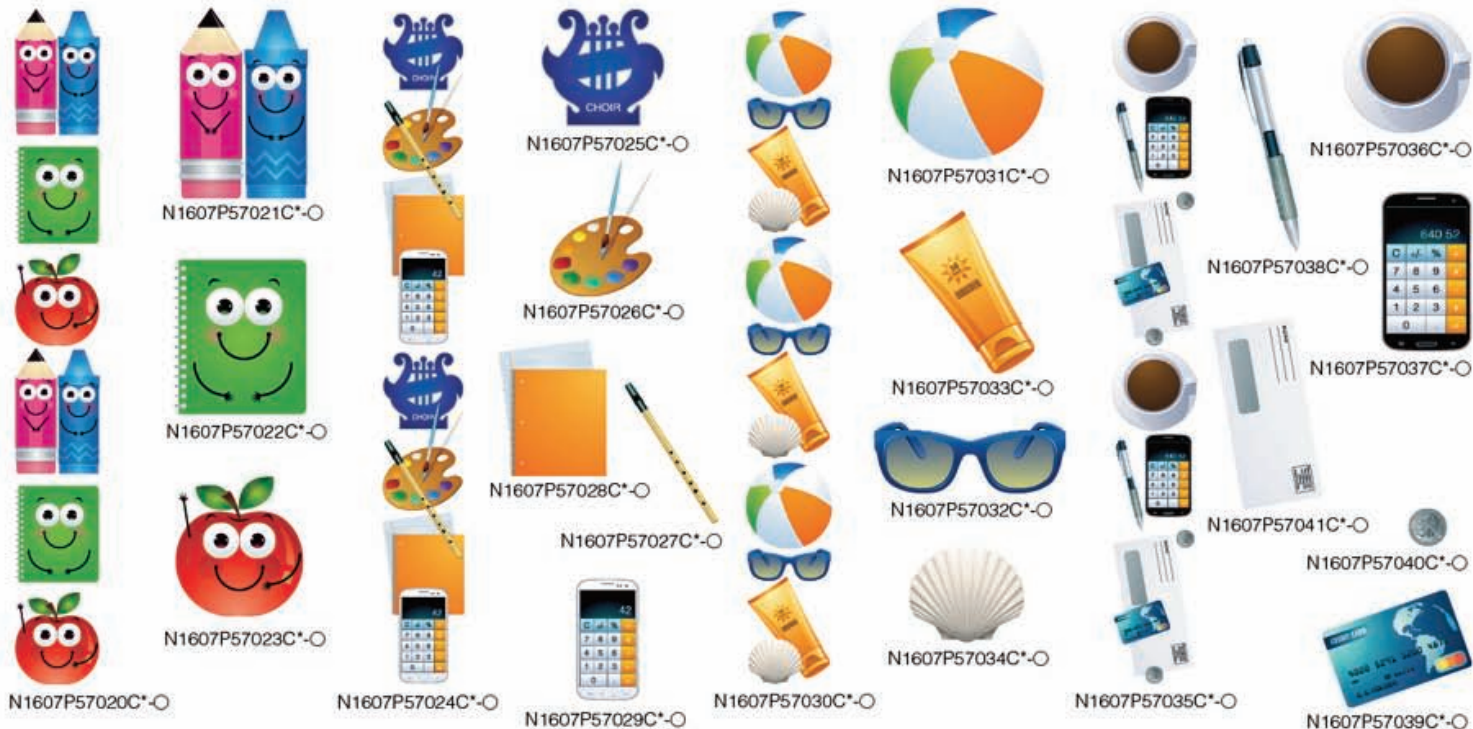
N1607P55004C*-○



N1607P55005C*-○



N1607P55006C*-○



N1607P57020C*-O N1607P57021C*-O N1607P57022C*-O N1607P57023C*-O N1607P57024C*-O N1607P57025C*-O N1607P57026C*-O N1607P57028C*-O N1607P57027C*-O N1607P57029C*-O N1607P57030C*-O N1607P57031C*-O N1607P57033C*-O N1607P57032C*-O N1607P57034C*-O N1607P57035C*-O N1607P57036C*-O N1607P57038C*-O N1607P57037C*-O N1607P57041C*-O N1607P57040C*-O N1607P57039C*-O



N1607P57001C*-O



N1607P57003C*-O N1607P57004C*-O N1607P57005C*-O N1607P57002C*-O



N1607P57016C*-O



N1607P57017C*-O N1607P57018C*-O N1607P57019C*-O



N1607P57006 C*-O



N1607P57009C*-O N1607P57007C*-O N1607P57010C*-O N1607P57008C*-O N1607P57011C*-O



N1607P57012C*-O



N1607P57013C*-O N1607P57014C*-O N1607P57015C*-O

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



MCC KEYWORDS: ICON SET, BACK TO SCHOOL
N1607S57042C*-O



N1607P58017C*-O



N1607P58004C*-O



N1607P58001C*-O



N1607P58038C*-O



N1607P58036C*-O



N1607P58035C*-O



N1607P58037C*-O



N1607P58027C*-O



MCC KEYWORD HINT: metrobiz
N1607P58006C*-O



N1607P58005C*-O



N1607P58003C*-O



N1607P58002C*-O



N1607P58008C*-O



N1607P58007C*-O



N1607P58013C*-O



N1607P58026C*-O



N1607P58025C*-O



N1607P58024C*-O



N1607P58012C*-O



N1607P58030C*-O



N1607P58029C*-O



N1607P58010C*-O



N1607P58009C*-O



N1607P58032C*-O



N1607P58033C*-O



N1607P58031C*-O



N1607P58019C*-O



Who's Havin' a Birthday?

N1607P58011C*-O



N1607P58034C*-O



N1607P58023C*-O



N1607P58022C*-O



N1607P58020C*-O



N1607P58021C*-O



N1607P58043C*-O



N1607P58014C*-O



N1607P58028C*-O



N1607P58015C*-O



N1607P58040C*-O
N1607P58041C*-O



N1607P58042C*-O



N1607P58039C*-O



N1607P58016C*-O



N1607P59006C-●



N1607P59002C-●



N1607P59001C-●



N1607P59009C-●



N1607P59008C-●



N1607P59001C-●



N1607P59007C-●



N1607P59010C-●



N1607P59003C-●



N1607P59011C-●



N1607P59004C-●



N1607P59012C-●



N1607P60003C-●



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N1607P60004C-●



N1607P60005C-●



N1607P60007C-●



N1607P60001C-●



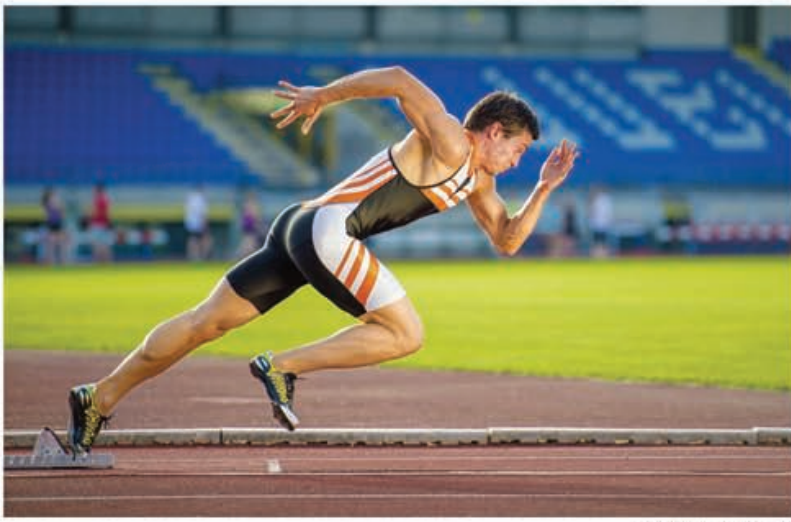
N1607P60006C-●



N1607P60009C-●



N1607P60002C-●



N1607P61008C-●



N1607P61007C-●



N1607P61012C-●



N1607P61002C-●



N1607P61011C-●



N1607P61013C-●



N1607P61003C-●



N1607P61014C-●



N1607P61009C-●



N1607P61006C-●



N1607P61005C-●



N1607P61001C-●



N1607P61004C-●



N1607P61010C-●



N1607P62001C-●



N1607P62002C-●



N1607P62003C-●



N1607P62008C-●



N1607P62009C-●



N1607P62010C-●



N1607P62007C-●



N1607P62006C-●



N1607P62004C-●



N1607P62005C-●

N1607P49007C

How's Your Credit?

credit score

- excellent
- good
- fair
- poor

If your answer is, **"I don't know"** you could be in trouble. Each year, millions of people experience identity theft, often without even knowing it. Don't let your good name and your good credit fall victim to identity theft. Call us today for your **FREE** credit report, and learn more about our free fraud protection and credit monitoring services for banking customers.

Premier Financial

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

AD# N1607A63001C PASS 3 COL. x 10

N1607P49009C

Are You Financially Prepared for Your Golden Years?

Find out with a free retirement readiness evaluation from a certified financial advisor with more than 00 years of experience right here in Name County. Call today for your appointment!

Our areas of expertise include:
retirement planning
investment management
trust & estate planning
education savings

Garnet Financial Planning

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

AD# N1607A63002C PASS 3 COL. x 10

N1607P15010C

Get House Happy

With a Great Mortgage Rate!

Don't delay; purchase or refinance today with a rate that will save you money for decades!

4.79% APR*
30-Year Fixed-Rate Mortgage
No points
No application fee
No processing fee
No prepayment penalties

Apply Now
by phone or online!

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

Somersville Credit Union

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

AD# N1607A63003C PASS 3 COL. x 10

N1607P49003C

Grand Opening Celebration

Banking with the best is now more convenient than ever!
Six Branch Locations
25 Local ATMs
Drive-up Tellers & ATM

Stop by during our grand opening celebration at anytime to open your FREE Checking Account. We look forward to serving you!*

Friday, July 00
11am-4pm
Come meet the friendly, knowledgeable staff at our brand-new location!
Free Ice Cream
Door Prize Giveaways
Special Rates & Bonus Offers
Enter to Win a FREE Name Brand Tablet Model

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

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

AD# N1607A63004C PASS 3 COL. x 10



N1607P64012C-●



N1607P64009C-●



N1607P64007C-●



N1607P64008C-●



N1607P64003C-●



N1607P64001C-●



N1607P64010C-●



N1607P64004C-●



N1607P64002C-●



N1607P64011C-●



N1607P64006C-●



N1607P64005C-●

N1607P65002C*-O

N1607P65001C*-O

N1607P65004C*-O

SEE YOU AT THE RODEO

Experience the best of the West at the annual **Somersville County Rodeo!**

Somersville County Rodeo Days
July 00-00, 2016
Somerville Fairgrounds Arena

Rodeo Days Parade
Saturday at 10AM
Rodeo Queen Pageant
Saturday at 8PM
Live Music & Dancing
Friday, Saturday & Sunday
Kids' Entertainment & Events
Beer, Wine & Food Trucks

The Action Kicks Off at **Friday at 6:30PM**
Tickets and show information online now!
Tickets start at \$10

Bareback Riding | Tie Down Roping
Saddle Bronc Riding | Bull Riding
Steer Wrestling | Team Roping
Barrel Racing

Hats Off to Our Rodeo Sponsors:

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS |
| NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS |
| NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS | NAME SPONSOR BUSINESS |

N1607P65003C*-O

Somersville Fairgrounds Arena

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



AD# N1607A65001C

PASS 6 COL. x 21

AD# N1607A65002C

10 x 13



N1607P66006C-●
VANILLA ICE CREAM



N1607P66005C-●
BLUEBERRIES



N1607P66017C-●
GRILLED PORK CHOPS



N1607P66016C-●
BAKED BEANS



N1607P66014C-●
STEAKS ON GRILL



N1607P66001C-●
HOT DOG



N1607P66013C-●
FROZEN DRINKS



N1607P66012C-●
PINA COLADA



N1607P66011C-●
FROZEN MARGARITA



N1607P66004C-●
FRIED CHICKEN



N1607P66003C-●
FRIED CHICKEN



N1607P66008C-●
WATERMELON



N1607P66007C-●
WATERMELON



N1607P66010C-●
CAESAR SALAD



N1607P66009C-●
CHICKEN CAESAR SALAD



N1607P66018C-●
PORK CHOP DINNER



N1607P66015C-●
GRILLED STEAK



N1607P66029C-◇
PINA COLADA



N1607P66002C-●
HOT DOG



N1607P66030C-◇
APPLE TURNOVER



N1607P66028C-◇
FROZEN MARGARITA



N1607P66021C-◇
BLUEBERRIES



N1607P66027C-◇
SPARE RIBS



N1607P66025C-◇
CHICKEN CAESAR SALAD



N1607P66019C-◇
CHEESEBURGER



N1607P66024C-◇
CAESAR SALAD



N1607P66031C-◇
ICE CREAM SUNDAE



N1607P66032C-◇
HOT DOG W/RELISH



N1607P66020C-◇
APPLE PIE



N1607P66023C-◇
WATERMELON



N1607P66026C-◇
SLAB OF RIBS



N1607P66022C-◇
ICE CREAM W/ BERRIES

Grillin' Chillin' Great Food Good Times



**Meat market
specials, ready for
the barbecue!**

**Boneless
Chicken Breasts**
skinless
\$4.99 lb.

**Ribeye
Steaks or
Roasts**
boneless
\$7.99 lb.

**Ready-made
Chicken
Kabobs**
regular or
marinated
\$4.99 lb.

**Pork
Spare Ribs**
extra lean
\$2.79 lb.

**House-made
Sausage
Links**
hot or sweet
\$2.99 lb.

**90% Lean
Ground Beef**
fresh
\$4.89 lb.

**Cool off with refreshing
beverage specials
and frozen desserts!**

Throw these fresh
produce specials on
the grill for something
deliciously different!

Avocados
large
2 for \$1

Pineapple
sweet
29¢ lb.

**Corn on
the Cob**
white or yellow
3 for \$1

**Heirloom
Tomatoes**
assorted
\$2.19 lb

Watermelon
seedless
19¢ lb.

**Portobello
Mushrooms**
jumbo
\$4.99 lb.

**Name Brand
Ice Cream**
half-gallon
varieties
\$3.99

**Name Brand
Iced Tea Mix**
00 oz.
\$1.79

**Name Brand
Frozen
Popsicles**
assorted
00 oz. flavors
\$1.99

**Name Brand
Lemonade
Concentrate**
00 oz. frozen
2 for \$1

Value Grocery Market

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



Advertised prices good July 00-00, 2016. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1607A67001C

PASS 6 COL. x 21

AD# N1607A67002C

10 x 13



N1607P68013C*-O



N1607P68011C*-O



N1607P68009C*-O



N1607P68002C*-O
N1607P68003C*-O



N1607P68010C*-O



N1607P68012C*-O



N1607P68004C*-O



N1607P68001C*-O



N1607P68017C*-O



(HAPPY CANADA DAY)
N1607P68006C*-O



N1607P68016C*-O



N1607P68015C*-O



N1607P68019C*-O



N1607P68014C*-O



N1607P68018C*-O



(HAPPY HOUR ON THE TERRACE)
N1607P68008C*-O



(SUMMER SIDEWALK SALE)
N1607P68005C*-O



(HAPPY HOLIDAYS /FOR WORKING IN THE CONSTRUCTION INDUSTRY)
N1607P68007C*-O



N1607P69012C-●



N1607P69013C-●



N1607P69014C-●



N1607P69003C-●



N1607P69007C-●



N1607P69011C-●



N1607P69009C-●



N1607P69008C-●



N1607P69006C-●



N1607P69001C-●



N1607P69004C-●



N1607P69002C-●



N1607P69010C-●

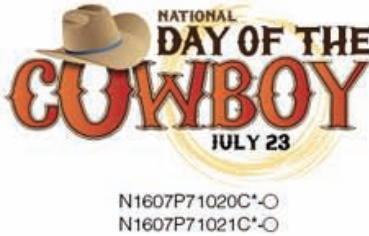


N1607P69005C-●



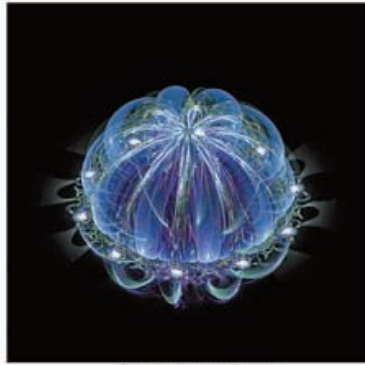
METRO Events
CREATE. SELL. PROFIT.

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





N1607P72018C-●
(Jellyfish)



N1607P72017C-●
(Jellyfish)



N1607P72004C-●
(2016 Election)



N1607P72014C-●
(Kids Shopping)



N1607P72016C-●
(Kids Shopping)



N1607P72015C-●
(Kids Shopping)



N1607P72001C*-○
N1607P72002C*-○
(Beach Volleyball)



N1607P72013C-●
(Kids Shopping)



N1607P72008C*-○
(Lacrosse)



N1607P72005C*-○
(Brown Paint Drip)



N1607P72007C*-○
(Yellow Paint Drip)



N1607P72009C*-○
(Man Cave)



N1607P72012C*-○
(Man in the Doghouse)



N1607P72006C*-○
(Pink Paint Drip)



N1607P72010C*-○
(Man Cave)



N1607P72011C*-○
(Woman Cave)



N1607P72003C*-○
(Dance Party)

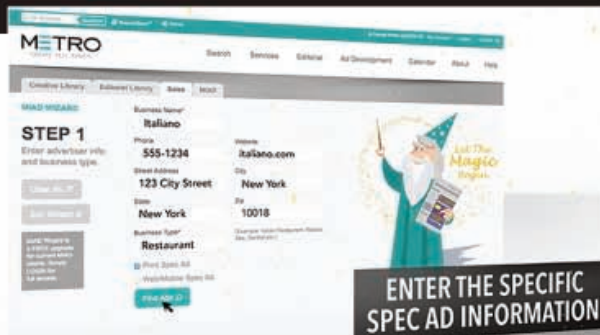


Now close more sales like magic with

MiAD Wizard

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

STEP
1



STEP
2



STEP
3



MiAD® Wizard success stories are already rolling in!

Sales blitz sells
\$104,500
in ad contracts

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

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

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

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



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

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

Get started today! Call **800-223-1600** or send e-mail to service@metro-email.com



PP 01-72

METRO NEWSPAPER SERVICE

July MNS has a wide selection of hot sales opportunities for summer living; fairs and carnivals; rodeos and western; back to school; and more. Get even more great topics to sell in the online MCC Creative Library.

METRO

CREATIVE GRAPHICS, INC.

519 Eighth Avenue
New York, NY 10018

PRSR STD
US POSTAGE
PAID
SOUTHERN, MD
PERMIT 4205



PP 73-80

MiAD SPEC AD LIBRARY

Spec ads sell and MSAL is spec ads! July features spec ads for Back to School and Sports Sponsorship advertisers. Presented in this book and available for viewing as a PDF or in the online SearchBook™, each ad is also MiAD-enabled so you can quickly set up presentation-ready spec ads to help you close more sales.



Now close more sales like magic with

MiAD Wizard

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

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

Sales blitz sells \$104,500 in ad contracts

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

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

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

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

MiAD Wizard is a FREE upgrade for current MiAD subscribers! If you, too, would like to instantly conjure up targeted spec ads for sales calls that will practically close themselves, then **go to miadwizard.com** and set up a **FREE Trial**. You will see for yourself how the Wizard can make your sales soar!



PP 81-93

CAMPAIGNS & CLASSIFIED

Heat up third quarter sales with a ready-to-present mix of multiple-ad campaign selling, timely and seasonal summer-to-fall 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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