

CREATE. SELL. PROFIT.

METRO®

CREATIVE SERVICES



BACK-TO-SCHOOL TIME

Smart ideas and content to target the \$30 billion back-to-school industry



FAIR DAYS

Fun new pages and promotional ideas to make the most of fair-season marketing opportunities



GRILLING SEASON

Irresistible images, ads and recipes to show and sell grill retailers, restaurants, grocery stores and more



MiAD Spec Ad Library PP. 45-52:
Dozens of ready-to-sell spec ads for the new school year and school sports — MiAD enabled!



Campaigns & Classified PP. 53-65:
Invigorate third-quarter Classified ad sales with a fresh installment of automotive, real estate, recruitment and campaign content!

Refresh revenue with a new batch of eye-catching content to entice more **Summertime Advertisers**

Editorial Features & Templated Special Sections:

School Year • Bridal Guide • Fun & Games • July Timely Features • Games & Puzzles

SUMMERTIME



ON THE COVER:
N1807P47001C

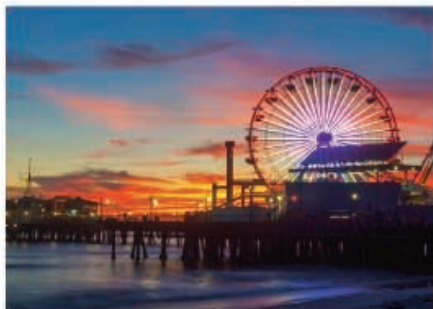
Showcase refreshing frozen treats or strawberries on special from a local market with this sweet summer snapshot.

Summer coverage continues with a fresh collection of content to wow advertisers.

- Invite businesses to share their solutions for beating the heat with a page that can feature ads from 12 advertisers promoting things like ice cream, iced coffee, water parks and air conditioning to help readers keep their cool (05).
- Find images and a *Single Sheet* design to serve the needs of HVAC advertisers (15, 28).
- Target more summer advertisers with ready-made spec ads for ice cream, power-washing services, pool care, lawn irrigation, patio furniture, summer bowling leagues, travel deals, sandals and summer clothing (2, 3, 14).
- Create more summer-centric ad designs for all types of advertisers with this month's images!



FAIR DAYS



Make the fair your ticket to big summer sales!

- Create a special section using a cover design from this month's *Themed Event Package*. This package also includes an editorial feature and a "fair days carnival of coupons" page for multiple advertisers, as well as an ad promoting your fair coverage to readers and advertisers (09).
- This month's *Marketplace* layout presents another way to attract advertisers during fair season with "prize deals" from a variety of businesses. Fill it with ads that trade discounts for fair ticket stubs or sales and special offers happening in conjunction with the fair. Get started with the ads provided for pet supplies, sandals, kidswear, toys, diner fare and a music venue (14).
- Finally, don't overlook a "fair days photo contest" to engage readers and sponsors (10).



BACK-TO-SCHOOL TIME



As kids gear up for the new school year, set up local advertisers with great advertising ideas!

- This month's *Infographic* feature combines back-to-school fun facts and figures from the U.S., Canada and around the world (25).
- Nail sales from multiple advertisers with a back-to-school double-truck directory (20).
- Promote back-to-school supplies, computers and printers from a local office supply store, and be sure to include the same advertiser in a related "back-to-school checklist" directory (32).
- Find great *Single Sheet* designs to target medical and mail or shopping plaza advertisers (28).
- Finally, don't miss a *Themed Event Package* focused on school bus safety and this month's back-to-school coloring contest (07, 10)!



BARBECUE SEASON



Heat up sales with ads, images and pages perfect for cookout season!

- Quick-sell advertisers like grocery and beverage stores with space in a summer cookout guide recipe page. This *Themed Event Package* also includes an eye-catching section cover design and ads to promote it (08).
- Find mouthwatering hot-off-the-grill burger images featured in ads for food truck fare, bakery buns and a local diner (03, 14).
- Help a hardware or appliance store promote specials on barbecue grills and all the fixings with a *Single Sheet* design (28).
- Also, find a full-page ad layout perfect for a local meat market promoting quality meats and more for the grill (61).



RODEO & AGRICULTURE



Find rodeo-related promotions as well as content for agricultural advertisers this month.

- Advertisers who want to appeal to both local and out-of-town rodeo fans can benefit from participating in a "rodeo visitors' guide" directory. Spotlight a local country bar with an ad that incorporates the same rodeo image (32).
- Promote a local livestock show with an ad design incorporated into this month's *Community Calendar* (19).
- A *Themed Event Package* focused on local agriculture features a farmer Q&A concept, a "where to buy farm-to-table local" feature and a self-promotion ad on the topic (06).
- A "field guide" directory for businesses serving local farms can include a farm supply store, showcased with a separate spec ad (32).



JULY PROMOTIONAL OPPORTUNITIES



Be sure to check out these additional revenue opportunities featured in July:

- Focus on weddings with a *Themed Event Package* for destination weddings, which includes a beautiful cover design, editorial features, ad spots and promotional ads (04). A directory layout for wedding vendors can be coordinated with a complementary spec ad for a florist offering wedding design services (32). This month's TSS title is *Bridal Guide* (69). Find more great photos to round out bridal coverage (42, 43).
- Ads for top-selling advertisers this month include casinos, engineering and architecture firms, car rentals, billiard halls, RV centers, apartment complexes, assisted living facilities and smoothie bars (02, 03).
- Also, find yoga, fitness and healthy eating images (49), as well as additional content for July 4th food advertisers (60).



JULY CUSTOMER REQUESTS

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



N1807P64005C

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



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



FULLY TEMPLATED SPECIAL SECTIONS (TSS)

- July TSSs in Print & Online:
- SCHOOL YEAR • BRIDAL GUIDE
 - FUN & GAMES
- TSS are available by separate purchase. View them online in the MCC Editorial Library. Start growing sections revenue today: Call 800-223-1600 or email service@metro-email.com to order!



CREATE. SELL. PROFIT.



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[facebook.com/MetroCreativeConnection](https://www.facebook.com/MetroCreativeConnection)



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

Metro Creative Graphics, Inc.

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



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



COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

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

N1807P33001C

Why Settle for One Scoop?

Double the delicious during National Ice Cream Month with BOGO scoop! Other good for cups and cones. Last four scoops per person.

July 16-22 Enjoy Two Scoops for the Price of One

Bell Ice Creamery

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

AD# N1807A02001C PASS 2 COL. x 5

N1807P33002C

All the Fun. None of the Hassle.

Great Daily Promotions Sign up online for details and restrictions.

Free Casino Shuttle Service and more great perks when you join our free VIP Club online or at the casino. Ask about your free buffet dinner when you register!

loose slots | table games
buffet restaurant
bar & nightclub
live entertainment

Spades Casino

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

AD# N1807A02002C PASS 2 COL. x 5

N1807P33009C

Your partner in building success from concept to completion.

Architectural & Engineering Expertise

To view our featured work or request a project consultation and bid, please visit us online.

Emblem Design

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

AD# N1807A02003C PASS 2 COL. x 5

N1807P33004C

Power Through Years of Grime in No Time!

Professional Pressure Washing Service
home exteriors
decks & patios | sidewalks & driveways | garbage bins & more

Fast & Affordable | Licensed & Insured
Call for a Free Estimate!

Power Wash Pros

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

AD# N1807A02004C PASS 2 COL. x 5

Let Us Do the Dirty Work

Complete opening, closing, repair and maintenance services to make enjoying your pool or spa easy.

Great Rates on Seasonal Contracts
Call or visit us online for details or to sign up.

We do equipment upgrades and saltwater conversions!

Pool Solutions Unlimited

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

AD# N1807A02005C PASS 2 COL. x 5

N1807P33005C

Making Your Lawn Automatically Beautiful

Full-Service Irrigation System Installation & Repair
Conserve water and save money with our eco-friendly systems, and enjoy an effortlessly beautiful lawn!

Fully Insured
All Work Guaranteed

Call us today for your free consultation and estimate

Raindrop Sprinkler Solutions

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

AD# N1807A02006C PASS 2 COL. x 5

N1807P33007C

Companion WEB + MOBILE ADS available on MCC

N1807P33008C

Rental Rates to Put a Smile on Your Face

We offer a great selection of new cars, SUVs and vans to fit your needs, as well as free shuttle service!

Call or go online today for details, rates and reservations.

Highway Car Rental

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

Mention This Ad for a FREE Upgrade!

Lowest rates offer through 08.31.18
See details, terms and conditions here.
Let details, terms and conditions here.
Online booking only. 17P18.

AD# N1807A02007C PASS 2 COL. x 5

N1208P46009C

Relax, it's interest-free for 12 months!

Durable & Beautiful Quality Outdoor Furniture
dining | seating | shade storage | accessories

Stop by our showroom today to take advantage of this limited-time financing offer!
Call details, terms and conditions here. Let details, terms and conditions here. Let details, terms and conditions here.

Embellish Furniture

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

AD# N1807A02008C PASS 2 COL. x 5

N1807P33006C

Feel Like a Kid Again!

Games - Rides
Arcade - Prizes
Pizza - Hot Dogs
Ice Cream & More

Twofer Rides Every Tuesday
through August 31, 2018

Seaview Boardwalk

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

AD# N1807A02009C PASS 2 COL. x 5

N1807P34001C

N1807P34002C



Relax with some billiards and brews!

Break Time

12 Pool Tables
Darts & Shuffleboard
Great Food
Nightly Drink Specials
Party Packages Available

\$5
All-Day Play
Monday-Wednesday

Tournament August 00
\$12 Entry, 7pm Start Time
Details and registration online.

Central Billiards

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

AD# N1807A03001C PASS 2 COL. x 5 W


N1807P34003C

Everything RV ...and more!

New & Used Sales & Rentals
Motor-Homes • Travel Trailers
Fifth Wheels • Toy Haulers • Campers
Hitches • Parts • Accessories
Complete Maintenance & Service Available Here

RVDepot

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



2018 Inventory Clearance & Financing Specials Going On Now

AD# N1807A03002C PASS 2 COL. x 5 W

N1807P34004C



Craft Food Truck Fare

Taking Fast Food to the Next Level

Gross-fed burgers • Veggie burgers • Crispy chicken
Fish tacos • Hand-cut fries & so much more!

At a location near you...
Find us daily on social media!

Farm to Food Truck

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

AD# N1807A03003C PASS 2 COL. x 5 W

N1807P34005C



Make a Great Move!

Now Renting
Beautiful & Affordable
Studio, One- & Two-
Bedroom Apartments
\$500 Summer Move-In Bonus!*

Secure Access
On-Site Laundry
Assigned Parking
Pool, Gym & Patio Lounge
Balcony Views Available

Valley Apartments

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

AD# N1807A03004C PASS 2 COL. x 5 W

N1807P34006C



DJ Friday & Saturday Nights
Karaoke Thursdays in the Lounge

HAVE A BALL ALL SUMMER!

Summer Bowling Leagues for Kids
Sign up online before the July 00 registration deadline.

- computerized lanes
- locker rentals
- game arcade
- snack bar & pizza
- full bar & grill

THUNDER BOWL

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

AD# N1807A03005C PASS 2 COL. x 5 W

N1807P34007C



Make Our Buns the Star of Your Barbecue

Fresh rolls & bakery breads
Cookie & dessert trays
Cakes & pastries

Open Tuesday-Sunday at 7AM

Dough Boy Bakery

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

AD# N1807A03006C PASS 2 COL. x 5 W

Companion WEB + MOBILE ADS available on MCC

N1807P34008C

Assisted Living-It-Up



We make it easy to have a great day!

- Private apartment living
- Restaurant-style dining
- Housekeeping service
- Activities & transportation
- On-site shopping & services
- Easy access to medical care
- Personal assistance when you need it

Call for your tour and free lunch!

Seaview Ridge Village

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

AD# N1807A03007C PASS 2 COL. x 5 W

N1807P34009C



Detox...
Recover...
Relax...
Recharge...
Energize...

There's always a great reason to grab one of our delicious smoothies or juice blends, made with freshly picked fruit and vegetables for peak flavor and nutrition!

Vibe Juice & Smoothie Bar

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

AD# N1807A03008C PASS 2 COL. x 5 W

N1807P33003C

Book Now for Hot Summer Travel Deals!

Summer Fares
On Sale From \$79*
Package Deal Upgrades Available
Browse and book online today!

*One-way fares, subject to change and availability. List details, terms and conditions here.

Regency Airlines

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



AD# N1807A03009C PASS 2 COL. x 5 W

QUICK SELL:

Destination Weddings



25% off country living for destination weddings

Guide to a successful destination wedding

It takes a lot of planning to pull off a successful destination wedding. From choosing the location to the legalities of getting married in a foreign country, there are many factors to consider. This guide provides a comprehensive overview of the process, from selecting a destination to the final details of the ceremony and reception. It covers everything from visas and travel arrangements to local customs and vendor selection, ensuring you have all the information you need to make your dream wedding a reality.

Popular destination wedding locales

Couples increasingly turn to exotic locales for their wedding. From tropical beaches to mountain retreats, there are many beautiful destinations to choose from. This section highlights some of the most popular and scenic locations, including their unique charms and what makes them ideal for a wedding. Whether you're looking for a quiet, intimate ceremony or a large, festive celebration, there's a destination out there for you.

Advertiser Suggestion: Jeweler

Advertiser Suggestion: Spa

9.667 x 13
PASS 6 COL. x 21

HEADING: N1807P04001C*O

Destination Weddings

SECTION COVER:

Destination Weddings

July 2018
A Special Supplement to
Name Newspaper



Tying the Knot in Paradise:
Tips for a Successful Destination Wedding

Destination Romance:
Top Destination Wedding Locales

Plus:
Beach Wedding Fashion Tips, Bride's Packing Guide, Destination Wedding Photo Album & More

AD# N1807A04003C

10. x 13

SELF-PROMOTION READER:

Planning a Destination Wedding?



Save the Date!
Destination Weddings
Arrives July 00
in print and online at
namenewspaper.com/
destinationweddings

Making long-distance wedding arrangements can present some unexpected challenges along the way. Be ready with the helpful advice and planning pointers from our Destination Weddings guide, a special section featuring a wealth of information and exclusive special offers to make sure your special day is pure paradise.

Destination Weddings
A Special Section From
Name Newspaper

AD# N1807A04005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

Advertising to Engage Brides Near & Far



Call 000.000.0000
or email name@
namenewspaper.com.

Advertising Deadline:
Thursday, July 00
Publication Date:
Sunday, July 00

Our Destination Weddings guide is the perfect place to present your products and services to local brides planning weddings both in our area and around the world, as they look for ideas, inspiration and help from experienced vendors they can trust. To learn more about appearing in this unique special section, contact our ad sales department today!

Destination Weddings
A Special Section From
Name Newspaper

AD# N1807A04004C PASS 2 COL. x 5

N1807P04001C*O

N1807P43003C

N1807P43003C

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N1807P43003C

N1807P04001C*O

N1807P04001C*O

N1807P43003C

N1807P05002C-O

N1807P30008C

N1807P47001C

N1807P05001C

SECTION COVER:

12 ways to



Beat the Heat This Summer

Maintain sparkling clear pool water



Swimming weather is something to enjoy, but for pool owners, few things are more of a headache than wanting to jump into the pool only to find that the water is cloudy, green and stinky. Clean pools are safe, and that safety requires periodic maintenance. Homeowners may need to periodically reset pool water chemistry and cleaning techniques in order to maintain clean, healthy and safe pools.

Disinfectant levels
Maintaining a satisfactory level of disinfectant will help prevent the multiplication of bacteria and algae in the pool. Many pools are kept clean through the use of chlorine products. The ratio of chlorine to water needed to maintain the clarity of the water depends on the size of the pool, the sanitizer used, weather, sunlight and evaporation, and the pH. In many instances, the available free chlorine in a pool when tested should be between 3 and 4 ppm to offer adequate sanitation. Frequent testing will help pool owners gauge how well the pool water is holding chlorine and how to compensate if extra is needed.

Brushing/vacuuming
Nearly every pool owner has had to deal with algae at some point in his or her life. One of the best ways to minimize algae spores in the pool besides high-sanitation levels is through routine brushing and

vacuuming. According to Leisure Pool Supplies, pool walls, floors and steps are the most common places to find algae in a pool. If left untreated, algae can burrow their roots into the cracks on these surfaces, making them very difficult to remove. That's why weekly (or more frequent) brushing and vacuuming can help keep surfaces clean and algae-free. Vacuuming also helps remove debris that has fallen into the water and sunk, which can decompose and contribute to water cloudiness.

Maintain pH
Maintaining the proper chemical balance of pool water will help keep it clean and protect system components from damage. The pH level of pool water measures its acidity or alkalinity. The pH level should be between 7.4 and 7.6 for best results. Leisure Pool Products says water that is too acidic can cause eye and skin irritation and damage liners or equipment with corrosion. High pH may cause

cloudy water and make chlorine less active. Again, frequent testing helps pool owners understand their water chemistry better and make adjustments.

Filtration
For clearness, water circulation and filtration is essential. This helps spread the chemicals to all areas of the pool and also helps to remove debris. Filters come in different types, including sand, diatomaceous earth, or DE, and cartridge. Each has its pros and cons. How long to run the filter depends on water temperature, gallons of water in the pool and the estimated water turnover rate of the filter. Pool owners can start with longer filter run times and gradually cut down until they find the right rate based on water appearance, according to popular pool forum Trouble-Free Pools. Pools can be great places to spend warm, sunny days. With care, pools can remain clean and clear throughout warm weather seasons.

<p>1 Step in air-conditioned comfort!</p> <p>The Somersville County Mall Check out our summer events calendar online today! Over 25 department & specialty stores. Dining, food court & coffee. Play area & customer lounge.</p> <p>1234 Washington Street • Somersville Heights 900-000-0000 • www.somersville.com</p>	<p>2 Save on a whole-house AC system!</p> <p>Belzine Heating & Cooling Sizzling Summer Savings up to \$500 Off AC Systems. Call or go online today for details and your free in-home estimate!</p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.somersville.com</p>	<p>3 Cool down with an ice cream!</p> <p>Sundae Station Half-Price Waffle or Brownie Sundaes 2-4 PM Monday-Friday Through August 31</p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.somersville.com</p>	<p>4 Catch the best new movie!</p> <p>Marquis Theater Relax with a refreshing cold beverage in our air-conditioned theater! 2-4 PM 1-Date Night Every Wednesday</p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.somersville.com</p>	<p>5 Sip a refreshing iced coffee or smoothie!</p> <p>Coffee Cupboard Happy Hour Deal of the Day 2-4 PM All Summer coffee 1st 1/2 regular. Weekend 1/2 price 1/2 smoothies</p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.coffeecupboard.com</p>	<p>6 Keep your cool in the latest summer fashions!</p> <p>His & Hers Boutique Summer Sale Going On Now up to 30% off apparel, swim & accessories now through July 31, 2018</p> <p>1234 Washington Street • Somersville Heights 900-000-0000 • www.hisandhers.com</p>
<p>7 Cool off at the water park!</p> <p>Big Splash Water Zone Slides Pools Tanning Bar Snack Bar Lockers. Save online with a season pass or family ticket pack!</p> <p>1234 Washington Street • Somersville Heights 900-000-0000 • www.somersville.com</p>	<p>8 Stock up on cold beverages and frozen treats!</p> <p>Top Value Grocery Name Brand Popsticks 12-pack variety 99¢. Limit 3 per transaction. Offer ends 08.08.18.</p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.somersville.com</p>	<p>9 Take the plunge and save on a new pool!</p> <p>Pools By Design Custom Inground Pools & Patios 0% Financing for 12 Months. Call for details and credit approval.</p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.somersville.com</p>	<p>10 Get a fresh new haircut for summer!</p> <p>Image Salon Specialists in short cuts! FREE Cut With Color Service. Purchase for New Clients. Call for details and your appointment.</p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.somersville.com</p>	<p>11 Catch a breeze on the water!</p> <p>High Tide Marine Summer Markdowns & Financing Specials Going On Now. Huge Selection of New & Pre-owned Boats & Personal Watercraft.</p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.hightidemarine.com</p>	<p>12 Enjoy days made in the shade!</p> <p>Ray's Outdoor Furniture Save 20% Off All Umbrellas & Awnings now through July 31, 2018.</p> <p>1234 Washington Street • Somersville Heights 900-000-0000 • www.somersville.com</p>

AD# N1807A05001C 19.334 x 13

Companion WEB + MOBILE ADS available on MCC

SELF-PROMOTION ADVERTISER:

N1807P05001C

N1807P47001C

N1807P30008C

Hot Summer Ad Rates

Heat up your summertime sales with seasonal print and online advertising opportunities to reach more than 60,000 local readers!

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

The Somersville Press
Local Advertising That Works

In Print & Online
000.000.0000 • www.namenewspaper.com

AD# N1807A05002C PASS 2 COL. x 5

SELF-PROMOTION READER:

N1807P47001C

N1807P30008C

Best. Summer. EVER.

Find out where to go, what to do, how to save and more this summer in The Somersville Press. From shopping and discount offers to local concerts, dining, entertainment and special events, put us on your summer reading list for everything you want to know!

Call Now for Discounted Summer Subscription Rates!

The Somersville Press
Your Guide to a Great Summer

In Print & Online
000.000.0000 • www.namenewspaper.com

AD# N1807A05003C PASS 2 COL. x 5



QUICK SELL:

N1807P29003C
N1804P68002C

N1807P34009C

N1807P06001C

N1803P58002C

Ask a Farmer

We asked local farmers to share their experiences, opinions and expertise with us to grow awareness of our local agriculture industry.



Allison Gallagher
Owner, Sweet of South

Do you use hormones or antibiotics on your farm?
Lately, we've been asked, "Do you use hormones or antibiotics?" It's a question that's become more common in the past few years. The answer is no, we do not use hormones or antibiotics on our farm. We believe in raising healthy, natural animals that are safe for you to eat.

Where do the animals on your farm live?
Our animals live on a small, family-run farm in the heart of Vermont. They are raised in a clean, well-ventilated barn with plenty of space to roam and forage. We have a dedicated staff of caretakers who ensure the animals are healthy and happy.

What is the biggest change you've seen in farming over the course of your career?
The biggest change I've seen is the increasing demand for locally sourced, high-quality products. Consumers are becoming more conscious of where their food comes from and are willing to pay a premium for products that are raised responsibly.

What is your favorite thing about being a farmer, and what is your least favorite thing about farming?
My favorite thing about farming is the connection to the land and the community. It's a rewarding and fulfilling lifestyle. My least favorite thing is the weather. It can be unpredictable and challenging, but that's part of the job.



Harold Peterson
Owner, Harvest Farm

What do the animals on your farm eat?
Our animals are raised on a diet of locally sourced feed, including corn, soybeans, and alfalfa. We also provide them with plenty of fresh water and access to the outdoors.

Why is buying and selling local food important to your perspective?
Buying and selling local food is important because it supports the local economy and ensures that our food is fresh and of high quality. It also allows us to build a strong relationship with our customers.

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Thanks to Our Area's Farmers!
Seed & Feed Store

Proud to Serve Our Local Farms
Ag Equipment Supply

How to Serve Our Area's
Transport Company

We Offer Local Farmers
Storage & Buiding Center

Innovative Solutions for
Today's Farming Industry
Agromony Consultant

Trusted Protection
Scale 100X
Insurance Company

Get a question for an expert in the field?
Send it to names@namenewspaper.com for consideration in an upcoming feature!

AD# N1807A06002C
AD# N1807A06001C

10 x 13
PASS 6 COL x 21

AD# N1807A06004C
AD# N1807A06003C

10 x 13
PASS 6 COL x 21



N1807P29003C

N1807P06002C*-O

QUICK SELL:

Proudly serving local and organic meats.
Catering Company

The various benefits of farm-to-table

From fresh, locally sourced ingredients to a commitment to sustainability, farm-to-table offers a variety of benefits for both consumers and the environment.

Appleton Farms
Pastured free range and organic
Find our quality products at:
Name Grocery Store | Name Produce Market | Name Deli | Name Specialty Market

Peterson Poultry
Pastured and organic
Find our quality products at:
Name Grocery Store | Name Produce Market | Name Deli | Name Specialty Market

Bradford Ranch
Quality green and beef and dairy
Find our quality products at:
Name Grocery Store | Name Produce Market | Name Deli | Name Specialty Market

Appleton Farms
Pastured free range and organic
Find our quality products at:
Name Grocery Store | Name Produce Market | Name Deli | Name Specialty Market

Peterson Poultry
Pastured and organic
Find our quality products at:
Name Grocery Store | Name Produce Market | Name Deli | Name Specialty Market

Bradford Ranch
Quality green and beef and dairy
Find our quality products at:
Name Grocery Store | Name Produce Market | Name Deli | Name Specialty Market

Appleton Farms
Pastured free range and organic
Find our quality products at:
Name Grocery Store | Name Produce Market | Name Deli | Name Specialty Market

Peterson Poultry
Pastured and organic
Find our quality products at:
Name Grocery Store | Name Produce Market | Name Deli | Name Specialty Market

Bradford Ranch
Quality green and beef and dairy
Find our quality products at:
Name Grocery Store | Name Produce Market | Name Deli | Name Specialty Market

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Bradford Ranch
Quality green and beef and dairy
Find our quality products at:
Name Grocery Store | Name Produce Market | Name Deli | Name Specialty Market

Proudly preparing Name Farm meats
Restaurant

Proud to carry Name Farm products
Grocery Store

Locally serving Name Farm produce:
Restaurant

N1807P29003C
N1807P34009C



Companion
WEB + MOBILE
ADS available
on MCC

Bringing You a Local Perspective on Food, Dining & Farming

From grower profiles to local buying guides, educational features and helpful advertising, we keep a focus on local agriculture, so you can make informed choices.

Want to Grow Your Operation's Exposure?

Talk to us today about farm-focused advertising! Call 609.000.0000 or email names@namenewspaper.com for a free consultation.

The Somersville Press
Everything Local

In Print & Online • 609.000.0000 • www.namenewspaper.com

AD# N1807A06005C PASS 6 COL x 10

HEADING:
N1807P06001C*-O

Ask a Farmer

QUICK SELL:

Get On Board With These

School Bus SAFETY TIPS

Parents, make sure kids travel to and from school safely with these tips for taking the bus.

Arrive at the bus stop at least five minutes early to avoid rushing, and never run to or from the bus.

When waiting at the bus stop, stand at least five giant steps away from the curb.

Wait until the bus comes to a complete stop, the door opens and the driver gives you the okay before approaching the bus.

Make sure the bus driver can see you. Always take at least ten giant steps forward before crossing in front of the bus, and never cross behind it.

Use the handrails when entering or exiting the bus to keep your balance, and never push or shove.

If you drop something, don't try to pick it up. Tell the driver instead.

Always look left, right, before crossing the street, crosswalks or corners, whenever possible, and never cross between parked cars.

When riding the bus, sit in your seat facing forward whenever the bus is moving. Keep the aisles clear, and keep your head and hands inside the bus.

Talk quietly on the bus, so you don't distract the bus driver, and always follow his or her instructions.

Drivers, slow down and remain alert in school zones and near bus stops. Prepare to stop when you see flashing yellow or red lights from a school bus, and never pass a stopped school bus that is picking up or unloading students. Remember that kids are often excited about the start of school and may not be paying attention at all times. It's our responsibility to be aware and keep them safe!

Sponsor Advertiser:
Family Restaurant

Sponsor Advertiser:
Grocery Store

Sponsor Advertiser:
Kids' Clothing Store

Sponsor Advertiser:
Shoe Store

Sponsor Advertiser:
Office Supply Store

Sponsor Advertiser:
Auto Mechanic

Sponsor Advertiser:
Deli & Lunch Shop

Sponsor Advertiser:
Coffee Shop

AD# N1807A07001C PASS 6 COL. x 21

HEADING:
N1807P07001C*-O

Get On Board With These
School Bus SAFETY TIPS

Get On Board With These

School Bus SAFETY TIPS

Parents, make sure kids travel to and from school safely with these tips for taking the bus.

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If you drop something, don't try to pick it up. Tell the driver instead.

Always look left, right and left again before crossing the street, crosswalks or corners, whenever possible, and never cross between parked cars.

When riding the bus, sit in your seat facing forward whenever the bus is moving. Keep the aisles clear, and keep your head and hands inside the bus.

Talk quietly on the bus, so you don't distract the bus driver, and always follow his or her instructions.

Drivers, slow down and remain alert in school zones and near bus stops. Prepare to stop when you see flashing yellow or red lights from a school bus, and never pass a stopped school bus that is picking up or unloading students. Remember that kids are often excited about the start of school and may not be paying attention at all times. It's our responsibility to be aware and keep them safe!

Sponsor Advertiser:
Grocery Store

Sponsor Advertiser:
Family Restaurant

Sponsor Advertiser:
Shoe Store

Sponsor Advertiser:
Office Supply Store

Sponsor Advertiser:
Kids' Clothing Store

Sponsor Advertiser:
Deli & Lunch Shop

Sponsor Advertiser:
Coffee Shop

Sponsor Advertiser:
Auto Mechanic

AD# N1807A07002C 10 x 13

SELF-PROMOTION READER:

Back-to-School Advertising That Makes the Grade

Make sure you're reaching your target audience this back-to-school season with strategic advertising to more than 60,000 local households and thousands more online. Our ad consultants are here to help you shine a spotlight on your products and services for the new school year with eye-catching ads and offers alongside features and advice geared toward back-to-school readers. To learn more about the opportunities available to help grow your business, contact us today!

Call 000.000.0000 or email name@namenewspaper.com to get started.

The Somersville Press
Advertising Sales Department

In Print & Online
000.000.0000 • www.namenewspaper.com

SELF-PROMOTION ADVERTISER:

The Best Back-to-School Deals... and so much more!

Find great deals on everything for the new school year with our valuable advertising, coupons and special offers! We'll also help you find out all you need to know for the first day and beyond, from bus schedules and safety tips to school calendars, time-saving hacks for hectic mornings, healthy lunch ideas and much, much more!

It pays to put us on your back-to-school reading list! To renew or subscribe, call 000.000.0000 or go to namenewspaper.com/subscribe today.

The Somersville Press
Your Guide to a Great School Year

In Print & Online
000.000.0000 • www.namenewspaper.com

Companion
WEB + MOBILE
ADS available
on MCC

N1807P07001C*-O

N1807P24005C

N1807P24005C

N1807P23013C*-O

N1807P23013C*-O

N1807P08003C

QUICK SELL:

'Cue the Grill

Summer Cookout Guide

Serve steak alongside
a backyard barbecue staple

A night of grilling with the grill is the backyard cook for a special time. It's not just an evening, but a time to relax and enjoy the outdoors. The following recipes for 'Cue the Grill' are perfect for the summer months. They are easy to make and will be a hit at your next barbecue. Enjoy!



Pulled Pork
Serves 12
1. 15 pounds pork belly, fat side, trimmed and rinsed.
2. 1/2 cup yellow mustard.
3. 1/2 cup apple cider vinegar.
4. 1/2 cup brown sugar.
5. 1/2 cup onion, finely chopped.
6. 1/2 cup garlic, finely chopped.
7. 1/2 cup salt, finely ground.
8. 1/2 cup pepper, finely ground.
9. 1/2 cup Worcestershire sauce.
10. 1/2 cup soy sauce.
11. 1/2 cup ketchup.
12. 1/2 cup barbecue sauce.
13. 1/2 cup honey.
14. 1/2 cup molasses.
15. 1/2 cup brown sugar.
16. 1/2 cup onion, finely chopped.
17. 1/2 cup garlic, finely chopped.
18. 1/2 cup salt, finely ground.
19. 1/2 cup pepper, finely ground.
20. 1/2 cup Worcestershire sauce.
21. 1/2 cup soy sauce.
22. 1/2 cup ketchup.
23. 1/2 cup barbecue sauce.
24. 1/2 cup honey.
25. 1/2 cup molasses.

**Grilled Rib-Eye Steaks with
Mustard-Butter**
Serves 4
1. 4 rib-eye steaks (1 1/2 inch thick).
2. 1/2 cup butter, melted.
3. 1/4 cup mustard, Dijon.
4. 1/4 cup onion, finely chopped.
5. 1/4 cup garlic, finely chopped.
6. 1/4 cup salt, finely ground.
7. 1/4 cup pepper, finely ground.
8. 1/4 cup Worcestershire sauce.
9. 1/4 cup soy sauce.
10. 1/4 cup ketchup.
11. 1/4 cup barbecue sauce.
12. 1/4 cup honey.
13. 1/4 cup molasses.

**Beckon twilight with
a tasty summer cocktail**
Serves 2
1. 2 lemons, juiced.
2. 2 limes, juiced.
3. 1/2 cup orange juice.
4. 1/2 cup pineapple juice.
5. 1/2 cup mango juice.
6. 1/2 cup passion fruit juice.
7. 1/2 cup guava juice.
8. 1/2 cup dragon fruit juice.
9. 1/2 cup watermelon juice.
10. 1/2 cup cantaloupe juice.
11. 1/2 cup honeydew juice.
12. 1/2 cup kiwi fruit juice.
13. 1/2 cup grapefruit juice.
14. 1/2 cup grapefruit juice.
15. 1/2 cup grapefruit juice.

Ribeye Steaks
Serves 4
1. 4 rib-eye steaks (1 1/2 inch thick).
2. 1/2 cup butter, melted.
3. 1/4 cup mustard, Dijon.
4. 1/4 cup onion, finely chopped.
5. 1/4 cup garlic, finely chopped.
6. 1/4 cup salt, finely ground.
7. 1/4 cup pepper, finely ground.
8. 1/4 cup Worcestershire sauce.
9. 1/4 cup soy sauce.
10. 1/4 cup ketchup.
11. 1/4 cup barbecue sauce.
12. 1/4 cup honey.
13. 1/4 cup molasses.

Butcher
Serves 2
1. 2 lemons, juiced.
2. 2 limes, juiced.
3. 1/2 cup orange juice.
4. 1/2 cup pineapple juice.
5. 1/2 cup mango juice.
6. 1/2 cup passion fruit juice.
7. 1/2 cup guava juice.
8. 1/2 cup dragon fruit juice.
9. 1/2 cup watermelon juice.
10. 1/2 cup cantaloupe juice.
11. 1/2 cup honeydew juice.
12. 1/2 cup kiwi fruit juice.
13. 1/2 cup grapefruit juice.
14. 1/2 cup grapefruit juice.
15. 1/2 cup grapefruit juice.

Strawberry Grub
Serves 2
1. 2 lemons, juiced.
2. 2 limes, juiced.
3. 1/2 cup orange juice.
4. 1/2 cup pineapple juice.
5. 1/2 cup mango juice.
6. 1/2 cup passion fruit juice.
7. 1/2 cup guava juice.
8. 1/2 cup dragon fruit juice.
9. 1/2 cup watermelon juice.
10. 1/2 cup cantaloupe juice.
11. 1/2 cup honeydew juice.
12. 1/2 cup kiwi fruit juice.
13. 1/2 cup grapefruit juice.
14. 1/2 cup grapefruit juice.
15. 1/2 cup grapefruit juice.

Blackberry Vodka
Serves 2
1. 2 lemons, juiced.
2. 2 limes, juiced.
3. 1/2 cup orange juice.
4. 1/2 cup pineapple juice.
5. 1/2 cup mango juice.
6. 1/2 cup passion fruit juice.
7. 1/2 cup guava juice.
8. 1/2 cup dragon fruit juice.
9. 1/2 cup watermelon juice.
10. 1/2 cup cantaloupe juice.
11. 1/2 cup honeydew juice.
12. 1/2 cup kiwi fruit juice.
13. 1/2 cup grapefruit juice.
14. 1/2 cup grapefruit juice.
15. 1/2 cup grapefruit juice.

Liquor Store
Home Improvement Center
Party Supply Center
Grocery Store
Beverage Center

AD# N1807A08002C 9.667 x 13
AD# N1807A08001C PASS 6 COL. x 21

HEADING:
N1807P08004C

'Cue the Grill

Summer Cookout Guide

SECTION COVER:

'Cue the Grill

Summer Cookout Guide

July 2018
A Special Supplement to
Name Newspaper

Grilling 101

- 3-Ingredient Marinades
- Crowd-Pleasing Salads & Sides



AD# N1807A08003C

Companion
WEB + MOBILE
ADS available
on MCC

SELF-PROMOTION READER:

Your Guide to the Grill
You'll flip for the mouthwatering recipes, helpful grilling tips and valuable special offers in our Summer Cookout Guide!

Look for your copy Sunday, July 08 in print and online at www.namepaper.com/summercookoutguide

'Cue the Grill A Special Section From
Summer Cookout Guide Name Newspaper

000.000.0000 • www.namepaper.com
To renew or subscribe, call 000.000.0000 or go to www.namepaper.com/subscribe.

AD# N1807A08005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

Don't Miss the Summer's Hottest Advertising Opportunity!
Our Summer Cookout Guide is the perfect place to present your grilling gems to potential customers in more than 100,000 local households. It's loaded with tips and recipes readers will reference year after year, so talk to an ad consultant today about the best way to incorporate your products and services into this popular special section.

July 08 is your last chance to advertise!
Call 000.000.0000 or email info@namepaper.com today.

'Cue the Grill A Special Section From
Summer Cookout Guide Name Newspaper

000.000.0000 • www.namepaper.com

AD# N1807A08004C PASS 2 COL. x 5

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

SECTION COVER:

QUICK SELL:

N1807P38005C

N1807P38003C

N1807P38001C

N1807P09001C

FAIR

at the

July 20 18
A Special Supplement to
Name Newspaper

**2018 Fair Calendar
& Concert Schedule**

Programs & Activities
Must-Try Fair Foods

Carnival of Coupons
Coupon Guide
Inside >>>>

N1807P09001C

N1807P39018C

N1807P41002C

AD# N1807A09003C

AD# N1807A09002C

AD# N1807A09001C

N1807P38005C

N1807P38003C

N1807P38001C

N1807P39018C

N1807P41002C

FAIR

at the

Get Your Guide
to the Fair!

Coming
Sunday, July 00
In print and online at
namenewspaper.com/
atthefair

To Advertise or Participate in
Our Fair Days Carnival of Coupons
Guide, call 000.000.0000 or email
name@namenewspaper.com before
the July 00 advertising deadline!

AD# N1806A09004C

AD# N1807A09002C

AD# N1807A09001C

A Special Section From
The Somersville Press
000.000.0000 • www.namenewspaper.com

Companion
WEB + MOBILE
ADS available
on MCC


HEADING:
N1807P09001C

FAIR

at the

Usage Note:

Kids will soon be heading back to school. A **Coloring Contest** can help get them back into a scholastic frame of mind, especially since the grand prize is a backpack filled with prizes and supplies from contest sponsors. We're suggesting your contest be available to children in grades K through 6, but you can arrange it any way that works for you — divide categories and award prizes by age or pick overall winners. Publish winning entries on your website to drive traffic to your site.



Win a Pack of Back-to-School Prizes!

COLORING CONTEST

Three Lucky Winners Will Receive a New Backpack Stuffed With Prizes From Our Contest Sponsors!

Drop off your completed coloring panel and entry form **before August 1** at any of these participating sponsor locations:

Art Supply Store 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com	Office Supply Store 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com	Kids' Clothing Store 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com	Restaurant 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com
Family Hair Salon 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com	Ice Cream Shop 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com	Footwear Store 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com	Pediatric Dental 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com
Toy Store 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com	Bookstore 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com	Electronics Store 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com	Grocery Store 1234 Washington Street Somersville Heights 555-555-4320 www.nameandaddress.com

Clip & Send Your Entry Here:

CHILD'S NAME: _____ AGE & GRADE: _____
 PARENT'S NAME: _____
 HOME ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 PARENT'S PHONE: _____
 PARENT'S EMAIL: _____

Entries may also be mailed to:
 The Somersville Press
 ATTN: Coloring Contest
 PO Box 0000
 Somersville Heights, XY 00000

Looking for more coloring fun? Go to www.nameandaddress.com/ads for free coloring pages, games and puzzles!

*Contest ends on August 1st at 11:59 PM.
 1. Winner will be selected by random drawing on August 1st.
 2. Winner will receive a new backpack filled with prizes and supplies from contest sponsors.
 3. Winner will be notified by email and phone call.
 4. Winner will be responsible for shipping and handling costs.
 5. Winner will be responsible for taxes.
 6. Winner will be responsible for any other costs.
 7. Winner will be responsible for any other costs.
 8. Winner will be responsible for any other costs.
 9. Winner will be responsible for any other costs.
 10. Winner will be responsible for any other costs.

N1807A10001C

Usage Note:

It's fair time! A **Fair Days Photo Contest** can generate excitement for these annual events. In addition to awarding a cash prize, promise readers that the winning photo will grace the cover of next year's fair special section. Award secondary prizes if you like, but be sure to publish them all on the fair coverage pages of your website. The fair photos that are submitted could possibly work as great visuals to employ in your social media messaging as well.

FAIR DAYS Photo Contest



\$250 Grand Prize
 Winning Photo Will Be the Cover of Next Year's Guide to the Fair!

Submit your entries online before July 01!

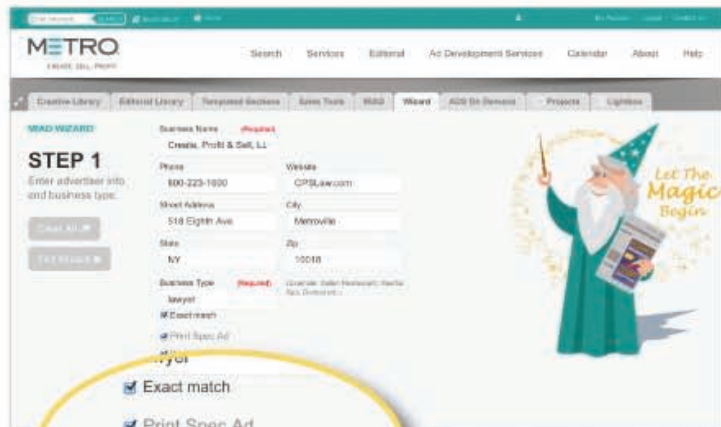
Readers, vote for your favorite photo online through July 01!

WWW.NAMEANDADDRESS.COM/FAIR2018

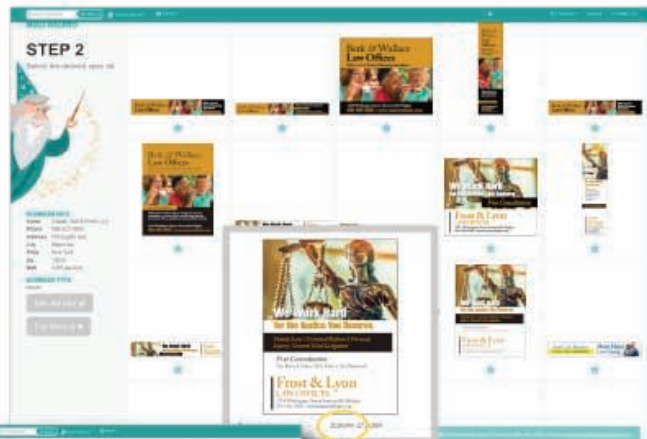
Thanks to our contest sponsors:

Name Business	Name Business	Name Business	Name Business	Name Business	Name Business
Name Business	Name Business	Name Business	Name Business	Name Business	Name Business

N1807A10002C



MiAD Wizard's opening screen prompts you to name an advertiser category and prospect's address info. This is the info that will personalize your ad choice.



Hovering over a thumbnail in the Results window will show the ad's column size (PASS sizes) and identify the ad as print or digital. Click the Create Spec Ad star link to get a personalized ad to download, print or email the ad to another department or ad prospect.



Using MiAD Wizard to Create and Sell Combo Print/Digital Spec Ads

Many people have come to see how easily and quickly MiAD Wizard® provides personalized, ready-to-present spec ads for print. Did you know you can also get ready-to-present Web/mobile digital spec ads just as easily? Here's how:

1. Log into MiAD Wizard.

Fill in your advertiser info and advertiser category in the appropriate fields, then click all the checkboxes: *Exact Match*; *Print Spec Ad*; *Web/Mobile Spec Ad*. By clicking these boxes, your results will return only ads that match your advertiser category that have both print and Web/Mobile options when you click the *Find Ads* button.

2. Choose a print ad from the Results window.

If you hover over any thumbnail, a larger preview pops up. In the window, you can see the ad column size (PASS size) that identifies the ad for print. Click the *Create Spec Ad* star link to create your print spec ad.

3. Download a PDF, print a copy or email your spec ad to a colleague or prospect.

Click the appropriate button and you'll have your print spec ad. Next, get a companion spec ad for Web/Mobile to present at the same time.

4. Click the *Change Ad* button.

By clicking the *Change Ad* button, you can select a Web/Mobile ad using the same advertiser info. The next steps are the same as getting a print spec ad.

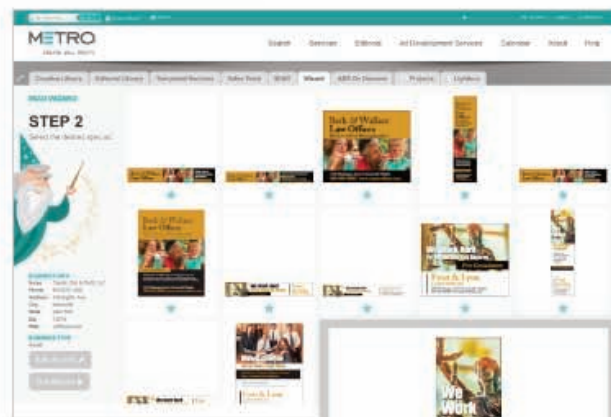
5. Choose a Web/Mobile ad from the Results window.

If you hover over a thumbnail, a larger preview pops up. In the window, you can see the digital ad size (*Banner*, *Leaderboard*, *Rectangle*, *Skyscraper*, *Wide Banner*) that identifies the ad for digital use. Click the *Create Spec Ad* star link to create your Web/Mobile spec ad.

6. Download a PDF, print a copy or email your spec ad to a colleague or prospect.

Click the appropriate button and you'll have your Web/Mobile spec ad to present at the same time along with your print spec.

MiAD Wizard can help you sell more combination print and digital ad packages. Try it today! M



As with a print ad, hovering over a thumbnail in the Results window will identify the ad as one for digital use (*Banner*, *Leaderboard*, *Rectangle*, *Skyscraper*, *Wide Banner*) along with the ad's pixel size. Click the *Create Spec Ad* star link to get your personalized ad to download, print or email to another department or ad prospect. There is also space to add your own notes.



Custom Art & Editorial Help Raise Parkinson's Disease Awareness

Kentucky New Era, Hopkinsville, KY

Longtime subscriber uses custom content from Metro to create a successful page about an important health topic.

CREATE: When advertising rep Cynthia Cunningham began putting together a calendar of monthly medical promotion topics, she felt strongly about including Parkinson's Awareness Month on that list. She contacted the Metro Client Services team for help locating related content, and was soon connected with a custom heading illustration and editorial piece on the topic.

SELL: The Kentucky New Era Classified Department does most of their selling by phone, and have found these monthly medical promotions to be very effective in engaging local advertisers.

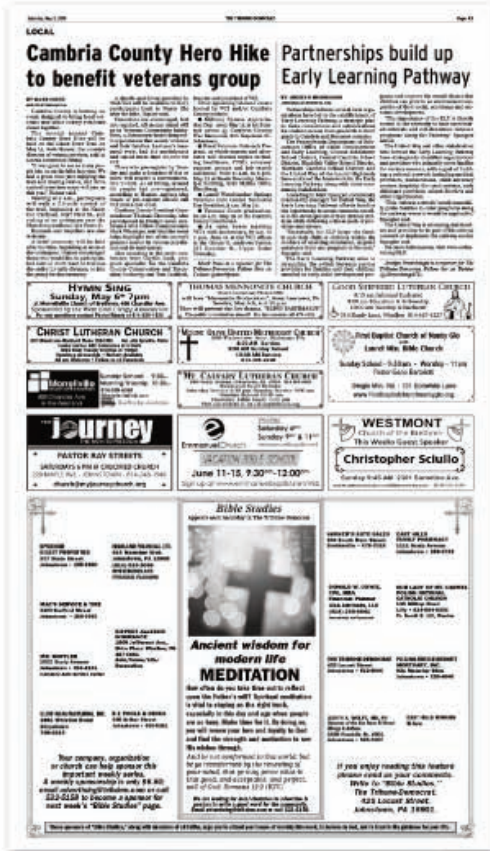
PROFIT: Since the medical promotions done in the past were popular with both advertisers and readers, making them a regular monthly feature seemed like a great way for the Kentucky New Era to tap into a steady revenue stream. The success of these monthly features proves they were right!

Added Plus: Remember that all Metro clients can make free custom artwork requests, provided it can be shared with other customers!

Did You Know?

Your Metro Interactive Planning Calendar – accessible via the Search pulldown at metrocreativeconnection.com (MCC) – is a valuable resource for finding daily, weekly and monthly event topics all year. Many of these events have heading art already created for them, searchable in the Creative Library of MCC.

Kentucky New Era
Hopkinsville, KY
Cynthia Cunningham
ccunningham@kentuckynewera.com



Bible Study Pages Win Praise From Readers & Advertisers

The Tribune-Democrat, Johnstown, PA

Pennsylvania paper creates a weekly Bible Studies series to incorporate spiritual readings with church service schedules and programs.

CREATE: The Tribune-Democrat regularly taps into Metro content for inspiration in creating their weekly Bible Studies series. The page runs every Saturday, combining a featured spiritual writing with sponsor spots, as well as advertising from local churches promoting weekly services and upcoming events. The feel-good page is also a great place to showcase local stories about giving back and community service programs.

SELL: Bible Studies offers sponsorship spots to businesses, organizations and churches for \$6.50. The page also invites local pastors to "write a good word for the community" and for readers to share their feedback, strengthening relationships with both readers and sponsors.

PROFIT: Bibles Studies has proved successful from both an advertising sales and community engagement perspective. It's a feature both advertisers and readers love, as evidenced by the handwritten letters the publication regularly receives expressing appreciation for the weekly section!

Added Plus: Metro provides a spiritual writing for each week of the year, as well as religious artwork, headings and a sponsorship frame perfect for building your own weekly church pages. You can access this collection of content using keyword "spiritual" or "church" in the Creative Library of MCC.

"Just wanted to let you know I do very much enjoy and appreciate the Bible Studies section in the paper on Saturdays. Thank you for these."

- Roxanne, Tribune-Democrat subscriber

The Tribune-Democrat
Johnstown, PA
Mary Anne Rizzo
marizzo@tribdem.com

N1807P39013C*-O
N1807P39015C*-O
N1807P39003C*-O
N1807P14001C*-O
N1807P39006C*-O
N1807P39012C*-O

PRIZE DEALS

Enjoy special offers from these local merchants in celebration of this year's fair-time festivities!

Usage Note:

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

Scoops Ice Cream Shop
2-for-1 Scoops With Ticket Stub Through July 00!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Scoops Ice Cream Shop
2-for-1 Scoops With Ticket Stub Through July 00!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Scoops Ice Cream Shop
2-for-1 Scoops With Ticket Stub Through July 00!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Scoops Ice Cream Shop
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1234 Washington Street • Somersville Heights
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www.namewebsite.com

Scoops Ice Cream Shop
2-for-1 Scoops With Ticket Stub Through July 00!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Scoops Ice Cream Shop
2-for-1 Scoops With Ticket Stub Through July 00!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Patty's Pub
Join us for a half-price specials after the fair!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Patty's Pub
Join us for a half-price specials after the fair!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

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www.namewebsite.com

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000-000-0000
www.namewebsite.com

Patty's Pub
Join us for a half-price specials after the fair!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Wheelies Bike Shop
Save 10% with your fair ticket stub!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Wheelies Bike Shop
Save 10% with your fair ticket stub!
1234 Washington Street • Somersville Heights
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www.namewebsite.com

Wheelies Bike Shop
Save 10% with your fair ticket stub!
1234 Washington Street • Somersville Heights
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www.namewebsite.com

Wheelies Bike Shop
Save 10% with your fair ticket stub!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Wheelies Bike Shop
Save 10% with your fair ticket stub!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Wheelies Bike Shop
Save 10% with your fair ticket stub!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com



N1807P16007C

See What's On Sale!

up to 20% Off Pet Food
up to \$40 Off Pet Crates & Bedding
BOGO 50% Off Collars, Leads & Accessories

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

AD# N1807A14002C
PASS 2 COL. x 5

Save on Summer's Hottest Styles

30% Off All Ladies' Sandals
Shop now for the best selection!
Sole and sandals, July 00. See details, terms and conditions here. See store for details.

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

Fun-in-the-Sun Kidswear Clearance

up to 50% Off Summer Apparel & Swimwear

Save on a great selection of styles in every size for boys and girls!

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

AD# N1807A14004C
PASS 2 COL. x 5
N1807P31004C*-O
N1807P31002C*-O
N1807P31003C*-O
AD# N1807A14003C
N1807P17007C

FUEL UP FOR THE FAIR

Delicious burgers & sandwiches
Fresh salads & homemade soups
Steak, chicken, pasta & daily specials
Breakfast favorites served all day
Ice cream & trendy baked desserts

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

Free Dessert of the Day with purchase of any lunch or dinner entree or fair meal July 0000, 2018!

AD# N1807A14005C
PASS 2 COL. x 5

Shop Fun & Games!

Redeem Your Fair Ticket Stub for \$5 Off Your Next Purchase of \$10 or More

Hot for Summer!
Name Toy or Game Here
Name Toy or Game Here
Name Toy or Game Here
Name Toy or Game Here

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

LOOKS LIKE FUN!

Celebrate summer with an epic lineup of concerts and entertainment.

Tickets Online or at the Box Office Save 10% Off Any Show With Your Fair Ticket Stub

00.00 Name Show Here
00.00 Name Show Here
00.00 Name Show Here
00.00 Name Show Here

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

House Band Happy Hour • No Cover • 4-7PM Daily • 21 & Up

AD# N1807A14006C
PASS 2 COL. x 5
AD# N1807A14007C
PASS 2 COL. x 5
N1807P18004C

AD# N1807A14001C
AD# N1807A14008C

PASS 6 COL. x 21
10 x 13



N1807P15008C-●



N1807P15001C-●



N1807P15007C-●



N1807P15002C-●



N1807P15003C-●



N1807P15006C-●



N1807P15005C-●



N1807P15004C-●



N1807P16003C-●



N1807P16002C-●



N1807P16005C-●



N1807P16007C-●



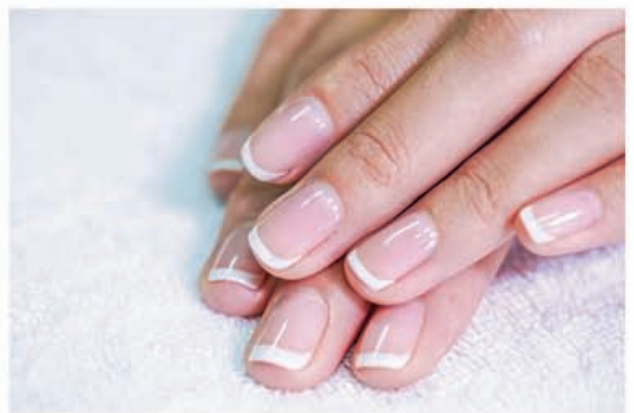
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N1807P16006C-●



N1807P16008C-●



N1807P17008C-●



N1807P17009C-●



N1807P17001C-●



N1807P17005C-●



N1807P17003C-●



N1807P17004C-●



N1807P17006C-●



N1807P17007C-●



N1807P17002C-●



N1807P18006C-●



N1807P18003C-●



N1807P18008C-●



N1807P18004C-●



N1807P18009C-●



N1807P18001C-●



N1807P18007C-●



N1807P18005C-●



N1807P18002C-●

N1807P16003C-0
N1807P31002C-0
N1807P47001C-0
N1807P19002C-0
N1807P19001C-0



Community Calendar
JULY

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

N1807P60007C-0
N1807P38003C-0
N1807P35001C-0



July 04
4th Fest & Fireworks
A fun-filled celebration of food, fun & music for the whole family!
Pine Ridge Park
11am
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
Strawberry Festival
Fresh strawberry treats, vendors & entertainment!
Event details here.
Downtown
Main Street
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
Name Event Here
Event details here. Event details here. Event details here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com



July 00
2018 County Fair
Check out our fair events calendar online! Event details here. Event details here. Event details here.
Somerville Fairgrounds
Open at 10am Daily
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

Livestock SHOW

July 21 & 22, 2018
Saturday 11am-8pm - Sunday 10am-5pm

Free Admission
Come See the Next Grand Champions!
Show • Auction • Sweet • Show • Great Ribbon
Plus, Interactive Agriculture Exhibits, Great Food,
Live Music, Beer Garden, Kids' Entertainment
& Fun for the Whole Family!
Details & Download Online

Somerville Fairgrounds
1234 Washington Street | Somerville Heights
000-000-0000 | 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
Last Day of School Supply Drive
Drop-off locations and details online! Event details here. Event details here. Event details here.
Various Locations
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 21-22
Livestock Show
Free admission & fun for the whole family! Event details here. Event details here. Event details here.
Somerville Fairgrounds
10am
www.namewebsite.com



July 00
Classic Car Show
Register online through July 00 to participate. Event details here. Event details here. Event details here.
Downtown Main Street
11am-8pm
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

Now In Season
Strawberry Rhubarb Pies
Baked fresh daily!

Farmhouse Market

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

AD# N1807A19003C
PASS 6 COL x 3

Farm-Fresh Artisanal Foods

Enjoy a delicious selection of handcrafted cheeses, freshly baked breads, gourmet cured meats, pickled vegetables and more treats for the table.

AD# N1807A19001C PASS 6 COL x 21
AD# N1807A19004C 10 x 13

AD# N1807A19002C
PASS 3 COL x 7

N1807P21006C-0

N1807P38003C-0

N1807P18003C-0

Companion WEB + MOBILE ADS available on MCC

N1807P20004C*-O

N1807P20002C*-O

N1807P20003C*-O

YOUR BACK-TO-SCHOOL LIST

Shopping and services to get you set up for the new school year!

Clothesline Consignments

Incredible prices on gently worn name brands

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

The HairPort

\$15 kids' cuts
Walk-ins welcome

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

Clips Office Supply

Low prices on must-have school supplies

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

Focus Vision Center

\$79 exam & eyeglasses special

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

In-Step Footwear

Dress, casual & athletic styles for kids

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

LiveWire Mobile

Family plans from **\$99**

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

Mom's Deli

Premium deli meats & fresh breads

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

Bellings Luggage

New Name Brand backpacks just arrived!

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

Value Electronics

Save on tablets and laptops!

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

Gillis Department Store

Head-to-toe back-to-school fashion

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

AD# N1807A20001C 19.334 x 13



N1807P20001C-●

Usage Suggestion:

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

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

SHOP LOCAL FOR THE NEW SCHOOL YEAR!

N1807P20005C*-O

SCHOOL SWAG

N1807P20006C*-O



N1807P21006C-●



N1807P21005C-●



N1807P21003C-●



N1807P21004C-●



N1807P21002C-●



N1807P21008C-●



N1807P21007C-●



N1807P21001C-●



N1807P22001C-●



N1807P22002C-●



N1807P22008C-●



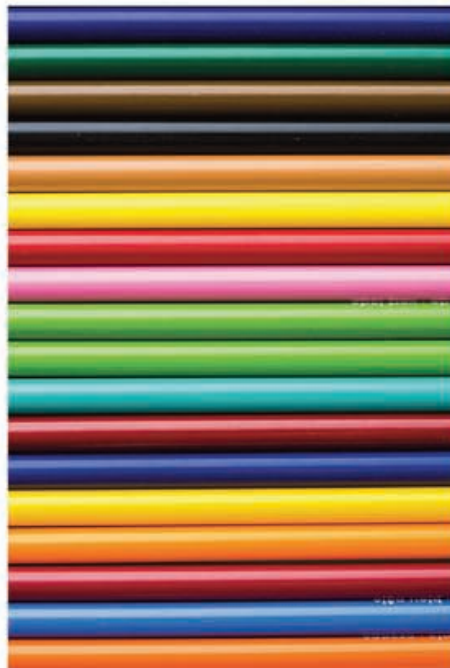
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N1807P23004C*-O



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N1807P23012C-●



N1807P23014C*-O
N1807P23015C*-O



N1807P23005C*-O



N1807P23006C*-O
N1807P23007C*-O



N1807P23010C*-O



N1807P23008C*-O



N1807P23013C*-O



N1807P23009C*-O



N1807P23001C*-O
N1807P23002C*-O



N1807P24004C-●
N1807P24005C-●



N180P24006C*-○



N180P24007C*-○



N180P24002C*-○



N180P24001C*-○



N180P24010C*-○



N180P24003C*-○



N180P24008C*-○



N180P24009C*-○

Did You Know?

Back-to-School Facts & Figures



more than
\$30.9 billion
combined back-to-school spending in the U.S. and Canada

\$883
average back-to-school spending per family in Canada
That's more than parents spend on holiday shopping!

\$688
average back-to-school spending per family in the U.S.
NRF research show teenagers will contribute \$37.64 toward this amount.

As summer winds down and kids across North America get ready to start the new school year, here are some fun facts and numbers to test your knowledge!



APPLES

The tradition of giving apples to teachers originated in 16th century Denmark, where parents would often give teachers baskets of apples to pay for their children's schooling.



50.7 million students
attended U.S. public elementary and secondary schools in 2017

4.75 million students
attended Canadian public elementary and secondary schools in 2016

480,000
yellow school buses transport children to and from school in the U.S.
These buses carry **26 million students** each day.

City Montessori School
Located in India, the world's largest school teaches **52,000 students** in **1,050 classrooms**.

University of Al-Karaouine

Founded in 859 AD in Morocco, it is the oldest existing and continually operating school in the world.

1858
the year Hymen L. Lipman patented the first pencil with an attached eraser

The use of this invention in classrooms was at first controversial, as teachers thought the built-in erasers would cause students to be careless and make more mistakes. Before the invention of the rubber eraser, moist balls of bread were used to erase mistakes!

Sources: United States Census Bureau, National Retail Federation (NRF), Global News, Statistics Canada, Statista, Guinness World Records, American School Bus Council

It's Back-to-School Time!

Book it here for the best selection of **top-selling trends** for the new year.

25% Off Storewide
denim | tops | dresses | joggers | shoes | hoodies | bags | jackets | accessories

Earn Extra Credit
\$5 Shopping Voucher
for every \$50 you spend

Advertiser offers good July 01-01, 2018. List details, terms and conditions here. List details, terms and conditions here.

The Clothesline

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



AD# N1807A25001C PASS 6 COL. x 21
AD# N1807A25002C 10 x 13



N1807P26002C-●



N1807P26007C-●



N1807P26005C-●



N1807P26006C-●



N1807P26008C-●



N1807P26001C-●



N1807P26004C-●



N1807P26003C-●



N1807P27006C-●



N1807P27004C-●



N1807P27005C-●



N1807P27001C-●



N1807P27007C-●



N1807P27003C-●



N1807P27002C-●



N1807P27008C-●

N1807P28002C

N1807P28001C

Got a Long List? We've Got You Covered!

Over 30 Popular Department Stores, Specialty Shops & Services Featuring

- ✓ Kidswear
- ✓ Footwear
- ✓ Junior Fashions
- ✓ Young Men's Apparel
- ✓ Backpacks & Totes
- ✓ School Supplies
- ✓ Electronics
- ✓ Athletic Gear
- ✓ Fashion Jewelry
- ✓ Haircuts & Styling
- ✓ Cosmetics & Beauty
- ✓ Dorm Essentials

& Everything Else on Your Back-to-School List!

Plus, enjoy great food fast from our food court, or dine at your choice of full-service restaurants!

A Back-to-School Treat for You
FREE Coffee
Redeem this coupon at the Guest Services kiosk located at Center Court to get your free coffee voucher!

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

A Back-to-School Treat for the Kids
FREE Hot Pretzel
Redeem this coupon at the Guest Services kiosk located at Center Court to get your free pretzel voucher!

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

Somersville County Mall

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

AD# N1807A28001C 8.5 x 11

N1807P28003C

Here for a Healthy School Year

We're here to help kids have less sick days and more great days in the classroom.

Wellness Visits | Eye & Vision Exams | School Physicals | Sports Physicals
Immunizations | Hearing Screenings | Illnesses & Injuries | Behavioral Health
Allergies & Asthma | Developmental Screenings | Nutrition & Weight Management
Emergency & Urgent Care | Routine Lab Work

To find a physician or pediatrician in your neighborhood, contact a patient care coordinator today at 000.000.0000. We welcome all major insurance plans, and even offer weekend appointments and extended urgent care hours for your convenience.

Somersville Health System

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

AD# N1807A28002C 8.5 x 11

N1807P45004C

N1807P15002C

N1203P46009C

Beat the Heat... for Good.

Some like it hot. For the rest of us, there's interest-free financing on a reliable and efficient new cooling system!

0% Financing
Available up to 24 Months on new HVAC systems with credit approval

System Tune-Up Service ONLY \$39.99
(See details, terms and conditions here. List details, terms and conditions here.)

24-Hour Emergency Service
All System Makes & Models

Add Value & Comfort to Your Home With an Energy-Efficient System

Call now for details and your free estimate!
Offer valid July 30, 2018. List details, terms and conditions here. List details, terms and conditions here.

Payments From **\$19.99 per week**
List details, terms and conditions here. List details, terms and conditions here. Call for details.

Branch Mechanical Heating & Cooling

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

AD# N1807A28003C 8.5 x 11

N1807P46005C

N1807P46001C

N1203P46009C

Cookout Clearance

Bring home a smokin' deal on a new grill and all the fixings!

Up to **\$250 Off**
Top-Rated Outdoor Grills

FREE Gift
6-Piece BBQ Tool Set
Free with your grill purchase of \$99 or more while supplies last.

Name Brand Charcoal Briquets
12.5 lb. bag
\$11.99

Grill Covers \$19 & up

Propane Tanks & Refills Available Here

Shop now for the best selection!
Offer valid July 30, 2018. List details, terms and conditions here. List details, terms and conditions here.

Benton Hardware & Home Improvement

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

AD# N1807A28004C 8.5 x 11



N1807P29003C-●



N1807P29005C-●



N1807P29008C-●



N1807P29009C-●



N1807P29006C-●



N1807P29007C-●



N1807P29001C-●



N1807P29004C-●



N1807P29002C-●



N1807P30008C-●



N1807P30005C-●



N1807P30001C-●



N1807P30004C-●



N1807P30009C-●



N1807P30006C-●



N1807P30002C-●



N1807P30003C-●



N1807P30007C-●



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N1807P31003C*-○
N1807P31004C*-○



N1807P31016C-●



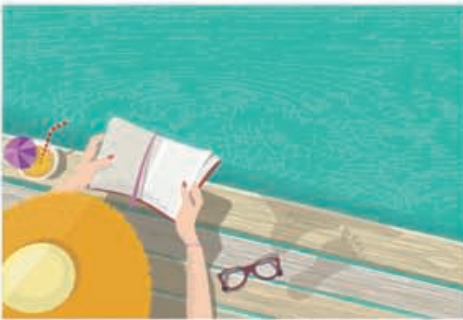
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N1807P31011C*-○



N1807P31009C*-○



N1807P31012C*-○



N1807P31018C*-○



N1807P31008C*-○



N1807P31014C*-○



N1807P31006C*-○

N1807P35003C

Bouquets of Beauty & Elegance

For that special occasion or special someone, nothing compares to the sophisticated quality and style of our handcrafted floral arrangements.

Getting Married?
Congratulations! We do full-service wedding florals. Call today to arrange complimentary consults, our special event design.

Bouquets & Table Arrangements
Holidays & Special Occasions
Wedding & Event Design
Container Gardens
Specialty Plants
Same-Day Delivery

Quality & Satisfaction Guaranteed

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

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1807A32002C
PASS 3 COL. x 10

AD# N1807A32001C PASS 3 COL. x 10

Country Store & Farm Supply

Western Wear & Work Apparel
Livestock Feed & Equipment
Horse Feed & Tack
Poultry Feed & Supplies
Pet Food & Supplies
Hardware & Tools
Home & Garden

Field Guide

Locally based businesses here to serve your farm.

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

Stock Up for Fall!
25% Off
Canning Jars & Supplies
Through 09.09.19

Country Feed & More

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

AD# N1807A32003C PASS 3 COL. x 10

N1807P36006C

AD# N1807A32004C
PASS 3 COL. x 10

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

N1807P24005C

The Deal on Back-to-School

Stock up and save this week on everything for the classroom!

99¢ Specials
Folders • Pencils • Glue Sticks
Notebooks • Assignment Pads
Pencil Sharpeners • Erasers
Pencil Cases • Rubers
Scissors & More

25% off All Backpacks
Including rolling styles!

Laptops On Sale up to \$200 Off
Printers On Sale

Don't Be Late! This Sale Ends Sunday, July 01.

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

Back-to-School Checklist

Everything you need to start the new school year on the right foot.

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1807A32006C
PASS 3 COL. x 10

AD# N1807A32005C PASS 3 COL. x 10

N1807P40022C

Genuine Country

Rodeo Visitors' Guide

Shopping, dining, lodging and entertainment for rodeo fans!

Live Country Band

Every Thursday, Friday & Saturday
Starting at 8PM

Boot-Scotin' Tunes on the Jukebox
Darts, Pool & Shuffleboard

Happy Hour Daily • 4-7PM
2-for-1 Longnecks
Half-Price Appetizers

Kitchen Open Until 11PM Nightly

Official Rodeo After-Party
Saturday, July
\$5 Mechanical Bull
Drink Specials • Free Live Music • Prize Give

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

Country Star Bar & Grill
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1807A32007C PASS 3 COL. x 10

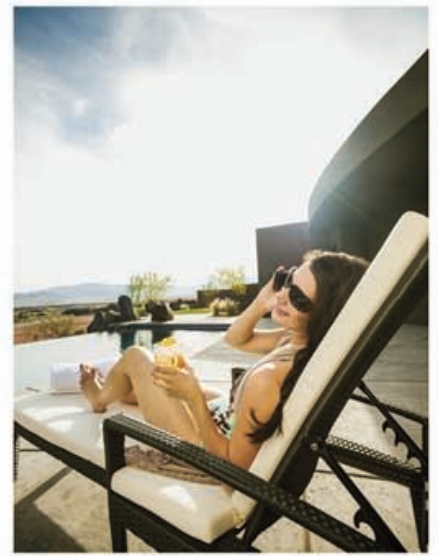
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PASS 3 COL. x 10



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N1807P33001C-●



N1807P33003C-●



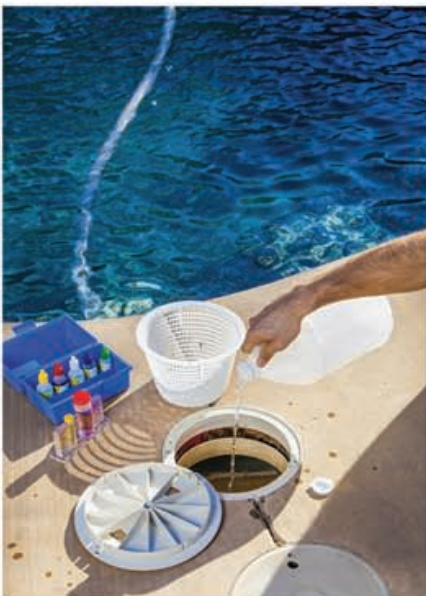
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N1807P33009C-●



N1807P33006C-●



N1807P33005C-●



N1807P33004C-●



N1807P33007C-●



N1807P34003C-●



N1807P34002C-●



N1807P34006C-●



N1807P34004C-●



N1807P34009C-●



N1807P34007C-●



N1807P34005C-●



N1807P34008C-●



N1807P34001C-●



N1807P35005C-●



N1807P35004C-●



N1807P35001C-●



N1807P35006C-●



N1807P35003C-●



N1807P35002C-●



N1807P35007C-●



N1807P35008C-●



N1807P36004C-●



N1807P36005C-●



N1807P36003C-●



N1807P36006C-●



N1807P36007C-●



N1807P36008C-●



N1807P36001C-●



N1807P36002C-●



N1807P37006C-●



N1807P37008C-●



N1807P37007C-●



N1807P37002C-●



N1807P37001C-●



N1807P37009C-●



N1807P37005C-●



N1807P37003C-●



N1807P37004C-●



N1807P38007C-●



N1807P38006C-●



N1807P38005C-●



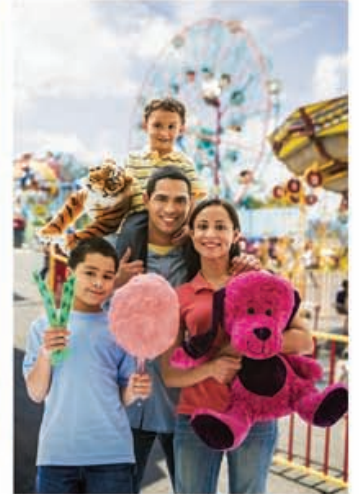
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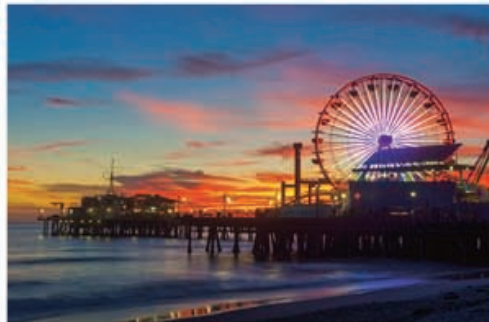
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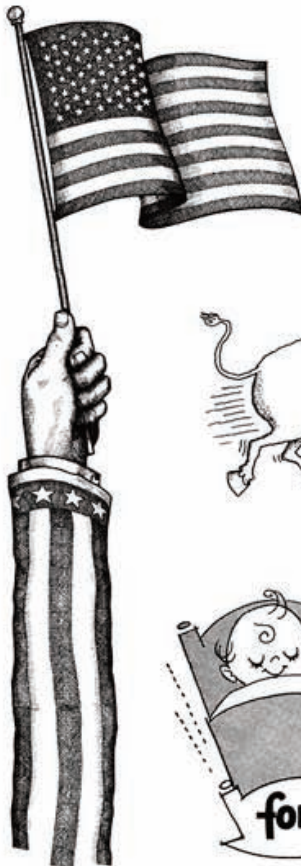
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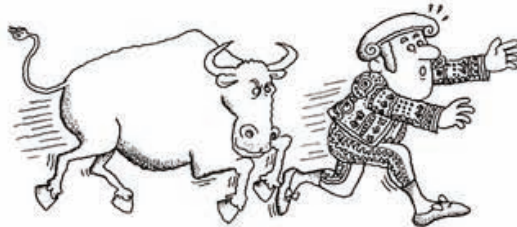
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N1807P41011A-●



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N1807P41001A-●

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



N1807P41005A-●



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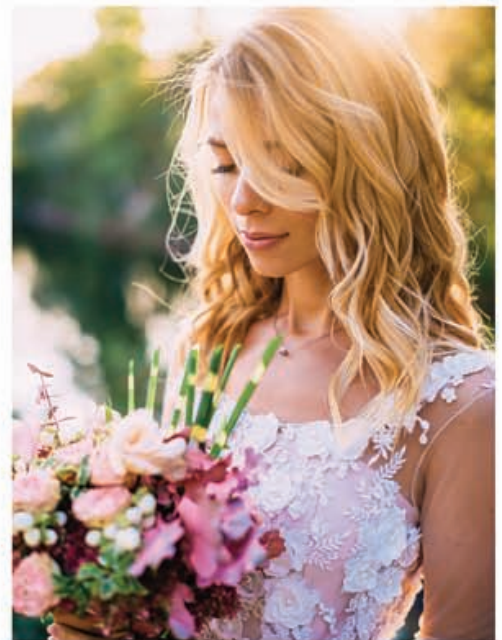
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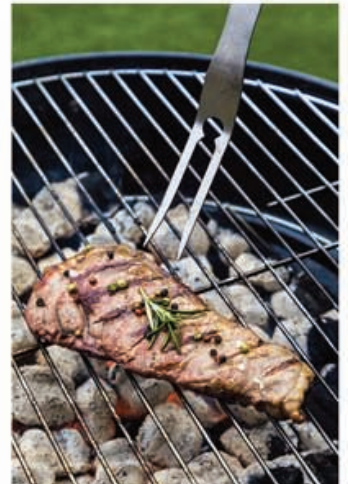
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N1807P49001C-●



N1807P49004C-●



N1807P49002C-●



N1807P49003C-●



N1807P50001C-●

Usage Notes:

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

(MCC Creative Library / Image Type: Background)



N1807P50002C-●



N1807P50003C-●



N1807P50005C-●



N1807P50004C-●



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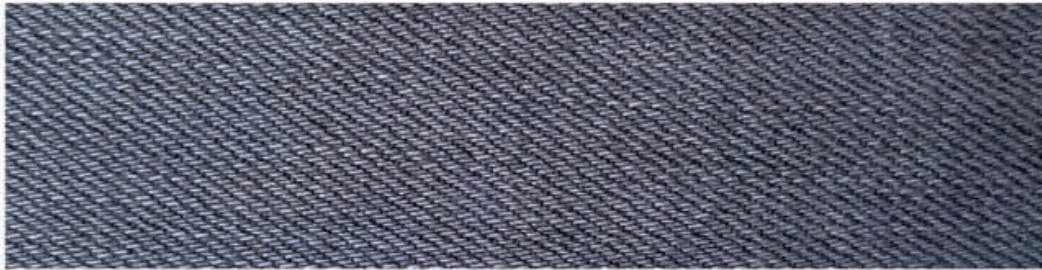
**Usage
Suggestions:**

These banner-style photos can be employed as backgrounds or page headers for all types of ads and pages in print and online for concrete and building supplies, garden centers, fabric stores, back-to-school advertisers, farmers markets ... and more.

N1807P51002C-●



N1807P51003C-●



N1807P51004C-●



N1807P51005C-●



N1807P51006C-●





PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25

Usage Note:

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

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



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



MCC KEYWORD HINT: Pool Service
N1807P53007C-●



MCC KEYWORD HINT: Dog Groomer
N1807P53008C-●



MCC KEYWORD HINT: Nail Salon
N1807P53009C-●



MCC KEYWORD HINT: Shoe Store
N1807P53010C-●



MCC KEYWORD HINT: Tutoring Service
N1807P53011C-●



MCC KEYWORD HINT: Bridal Salon
N1807P53012C-●

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.



N1807P53001C*-○



N1807P53002C*-○



N1807P53003C*-○



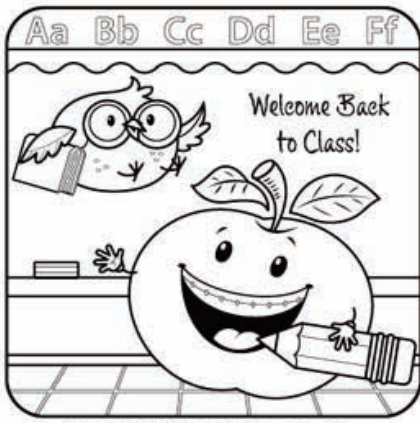
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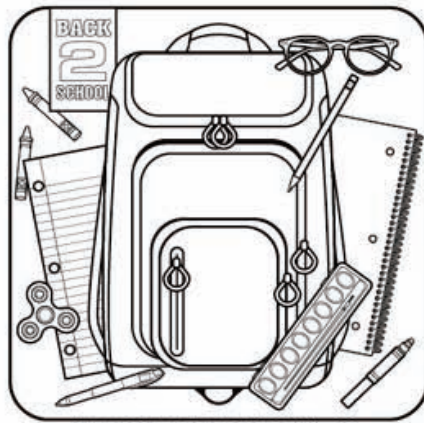
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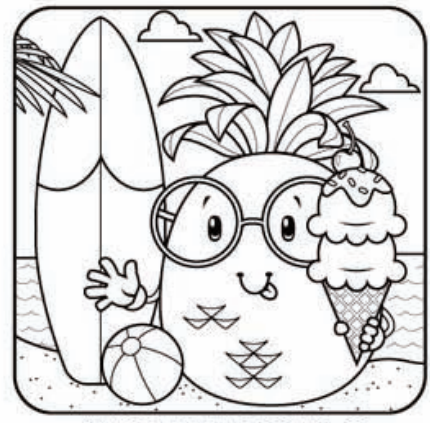
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N1807P54005A*-○



N1807P54006A*-○



N1807P54014C*-○



N1807P54016C*-○



N1807P54010C*-○



N1807P54012C*-○



N1807P54009C*-○



N1807P54015C*-○



N1807P54008C*-○



N1807P54007C*-○



N1807P54013C*-○



N1807P54011C*-○



N1807P55003C*-O



N1807P55001C*-O



N1807P55002C*-O



N1807P55004C*-O



N1807P55005C*-O



N1807P55009C*-O



N1807P55006C*-O



N1807P55008C*-O



N1807P55007C*-O



MCC KEYWORD: ICON SET, Summer
N1807S56006C*-O



MCC KEYWORD: ICON SET, Birds
N1807S56001C*-O



MCC KEYWORD: ICON SET, Education, School
N1807S56002C*-O



MCC KEYWORD: ICON SET, Skateboarding
N1807S56005C*-O



MCC KEYWORD: ICON SET, Cowboy, Western, Rodeo
N1807S56004C*-O



MCC KEYWORD: ICON SET, Fair
N1807S56003C*-O



N1807P57023C*-○



N1807P57028C*-○



N1807P57033C*-○



N1807P57037C*-○

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



N1807P57001C*-○



N1807P57007C*-○



N1807P57013C*-○



N1807P57018C*-○



MCC KEYWORDS: ICON SET, BACK TO SCHOOL
N1807S57041C*-○



N1807P58006C-●



N1807P58005C-●



N1807P58003C-●



N1807P58002C-●



N1807P58009C-●



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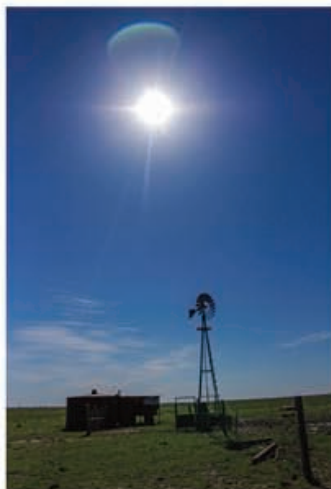
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N1807P59008C-●



N1807P59006C-●



N1807P59001C-●



N1807P60001C-●
BLUEBERRIES



N1807P60006C-●
PECAN PIE



N1807P60019C-●
CHOCOLATE ICE CREAM



N1807P60021C-●
MOJITO



N1807P60010C-●
S'MORES



N1807P60007C-●
4TH OF JULY CUPCAKES



N1807P60003C-●
BLT



N1807P60004C-●
SUGAR COOKIES



N1807P60014C-●
SWEET POTATO FRIES



N1807P60011C-●
MAC & CHEESE



N1807P60013C-●
FRENCH FRIES



N1807P60005C-●
SPARE RIBS



N1807P60025C-◇
SUGAR COOKIES



N1807P60022C-◇
BLUEBERRIES



N1807P60026C-◇
BERRY CHEESECAKE



N1807P60024C-◇
BLT



N1807P60033C-◇
MOJITO



N1807P60028C-◇
4TH OF JULY DESSERTS



N1807P600xxC-◇
PECAN PIE



N1807P600xxC-◇
SPARE RIBS

N1807P61001C-●

MEAT MARKET

The Very Best for Your Barbecue

Farm-grown flavor and quality for your most mouthwatering meals.

Pork Spare Ribs
locally raised

2.99 lb.

Ground Sirloin
no hormones

3.99 lb.

Chicken Breasts
boneless, skinless

4.99 lb.

NY Strip Steak
or rib-eye

7.99 lb.

Tri-Tip Roast
boneless, untrimmed

6.99 lb.

Italian Sausages
house made

5.99 lb.

Chicken Drumsticks
or thighs

1.49 lb.

Pork Loin Chops
boneless

3.99 lb.

The Finishing Touch

Your Favorite Sides & Salads Made Fresh Daily

German-Style Potato Salad

1.99 lb.

Creamy Macaroni Salad

2.99 lb.

Italian Pasta Salad

3.79 lb.

House Recipe Cole Slaw

1.79 lb.

Tricolor Bean Salad

3.49 lb.

Veggie-Packed Quinoa Salad

3.79 lb.

Fresh Bread & Rolls Delivered Daily
Locally Made Marinades & Pickles

Get Your Free Grilling & Recipe Guide!

Ask for your copy in store or download it online.



Advertisement offers good through July 30, 2018. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Farm-to-Table Meats

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

AD# N1807A61001C

PASS 6 COL. x 21

AD# N1807A61002C

10 x 13

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



N1807P62019C-
N1807P62020C-



N1807P62017C-
N1807P62018C-



N1807P62004C-



N1807P62003C-



N1807P62002C-



N1807P62001C-



N1807P62015C*-O
N1807P62016C*-O



MCC KEYWORD HINT: week2

This is your illustration and copy for July 12, 2018.

Submission



"Remind the people to be subject to rulers and authorities, to be obedient, to be ready to do whatever is good, to honor no one, to be peaceable and conciliatory, and always to be gentle toward everyone."
—Titus 3:1-2 NIV

Submission is a spiritual discipline that is quite out of tune with the modern ethos. Submission requires us to be obedient and has a strong sense of self-denial. Our age is more likely to celebrate self-fulfillment and self-actualization than self-denial. Submission also has some rather negative connotations due to its association with the constraining term "submission." The one to be submitted usually registers giving in to someone or something that is dominating. While that may be true in some contexts or situations, in the spiritual realm submission involves more of a "giving over" than a "giving up" or "giving in." In spiritual submission we are giving our lives over to a higher power and trusting that God will take care of us. But it must be admitted that there is clearly a choice to deny oneself to Jesus' call to follow him: "Whoever wants to be my disciple must deny themselves and take up their cross and follow me." (Mark 8:34 NIV) And in the very next verse, Jesus reveals the eternal promise of self-denial and submitting yourself to God: "For whoever wants to save their life will lose it, but whoever loses their life for me and for the gospel will save it." (Mark 8:35 NIV) In the end, self-fulfillment only comes through self-denial. Those who seek only their own interests end up empty and miserable, while those who serve the interests of others and ultimately, serve God, find that their lives are thereby fulfilled.
— Christopher Stearns

AD# N1807A63002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for July 19, 2018.

The Dark Night of the Soul



"Lord, you are the God who serve me; day and night I cry out to you. May my prayer come before you; may your ear be to my cry."
—Psalm 103:2

Everyone has their ups and downs. Very few people remain on an even keel, but occasionally or spiritually just as we have periods of high and low emotions, we can be spiritually elevated one day and spiritually down in the dumps the next. Religious depression is sometimes described as "dark nights of the soul," and even the saints have sometimes felt as if God had abandoned them at these times. Even Jesus experienced something like this, saying "My God, my God, why have you abandoned me?" when he was dying on the cross. Most of us will never experience anything as horrific as being crucified, but we will all experience some low points spiritually. Perhaps that best way to handle them is simply to ask God for the strength and courage to endure and to realize that these low points always pass. And there may be an upside to these dark nights of the soul. We often advance to virtue during these periods. These experiences keep us humble and make us realize just how dependent we are on God. Without Him, things are quite bleak, and we should give thanks to God for our deliverance, but not be in such a hurry to leave the "valley of the shadow." Often, we discover important things about ourselves while struggling with pain and adversity.
— Christopher Stearns

AD# N1807A63003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for July 26, 2018.

Self-Justification



"You are the ones who justify yourselves in the eyes of others, but God knows your hearts. What people value highly is detestable in God's sight."
—Luke 16:15 NIV

How much of our daily speech is devoted to justifying ourselves? As others, explaining why we did something or trying to correct possible misunderstandings? We really should stop justifying ourselves. If others think poorly of us, so be it. Self-justification is an ego trip and is almost always an attempt to salvage our pride or manipulate others into thinking well of us. Others are usually not thinking enough about us for them to be so need to justify ourselves; they are busy thinking of themselves! Keep things simple, and let your joy be seen and your love be known. Perhaps the best example of this was how Jesus responded to Pilate's question, when he knew that his very life was at stake. (Matthew 27:11-14) He would speak to justify himself and appeared to not even defend himself. Others may say: you down and go to your knees to change your reputation or someone your character, but trust that God knows the truth, and you won't need to justify your motives to Him. He knows the truth and sees your heart more clearly than even you do.
— Christopher Stearns

AD# N1807A63004C PASS 2 COL. x 5.25



N1807P63011C*-O



N1807P63013C*-O



N1807P63012C*-O

N1807P63007C*-O
N1807P63003C*-O

MCC KEYWORD HINT: week1

This is your illustration and copy for July 5, 2018.



N1807P63014C*-O

N1807P63010C*-O

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Service



"The greatest among you will be your servant. For those who exalt themselves will be humbled, and those who humble themselves will be exalted."
—Matthew 23:11-12 NIV

Richard Foster remarks, in the book Celebration of Discipline, "At the cross is the sign of submission, so the towel is the sign of service." He goes on to explain that when Jesus had gathered his disciples at the Last Supper, they were quarreling over who was the greatest, and by implication, who was the least among them. Jesus responded by getting down on his knees and washing and wash, basin washing their feet, afterwards directing the disciples "Now that I, your Lord and Teacher, have washed your feet, you also should wash one another's feet." (John 13:14 NIV) Think of the many ways that we can serve our fellow human beings. Just being courteous, friendly and helpful in your everyday dealings with people is perhaps the easiest way to be of service. Showing hospitality to your guests is another way that is available to many of us. You don't need to live in a castle to open your home to others; an extra bed or even a couch may be sufficient for guests to sleep on. And when people come to visit, often they only want to spend time with you and they aren't expecting to be treated like royalty. Another simple way to be of service to others is simply to listen to them. Consider how you might be of service to the people you live and work with, as well as those in your community.
— Christopher Stearns

AD# N1807A63001C PASS 2 COL. x 5.25

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N1807P63009C*-O

AD# N1807A63005C PASS 6 COL. x 7

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Thanks to your feedback, we're including a number of customer-requested art, headings, photos and spec ads in your service as another valuable client benefit. Email your request(s) to service@metro-email.com

(MCC Creative Library / Keywords: Art Subject)



N1807P64001C*
N1807P64002C*
(Kids Getting on a School Bus)



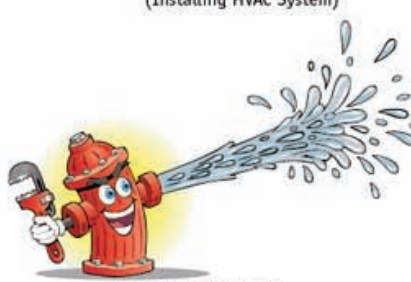
N1807P64004C*
(Installing HVAC System)



N1807P64005C*
(Planting An Orange Tree)



N1807P64007C*
(Hydrant Squirting Water at a Car)



N1807P64006C*
(Hydrant Squirting Water)



N1807P64021C*
(Coffin)



N1807P64009C*
(Installing AC Unit at a Home)



N1807P64014C*
(Memorial Card)



N1807P64016C*
(Memorial Register)



N1807P64015C*
(Casket)



N1807P64017C*
(Bible)



N1807P64013C*
(Hearse)



N1807P64010C*
(Priest)



N1807P64008C*
(Memorial Candle)



N1807P64020C*
(Urn)



N1807P64018C*
(Sympathy Wreath)



N1807P64022C*
(Sympathy Flowers)



N1807P64003C*
(Nautical Safety)



N1807P64019C*
(Headstone)



N1807P64012C*
(Church)



N1807P64011C*
(Cross Headstone)



N1807P64008C●
(Young Lemon Tree)



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).





N1807P66002C-●
QUEBEC CITY



N1807P66004C-●
CANADA DAY, VICTORIA, BC



N1807P66005C-●
CANADA DAY, TORONTO



N1807P66010C-●
BARBECUE



N1807P66009C-●
MAPLE LEAF ON WOOD



N1807P66001C-●
GREAT DANE ON CANADA DAY



N1807P66007C-●
MINI CANADIAN FLAGS



N1807P66003C-●
OLD QUEBEC CITY



N1807P66006C-●
BARBECUE



N1807P66008C-●
BLACKBOARD &
CANADIAN FLAG



N1807P67015C*-O



N1807P67013C*-O



N1807P67018C*-O



N1807P6717C*-O



N1807P67016C*-O



N1807P67014C*-O



N1807P67012C*-O



N1807P67009C*-O
(Wolf)



N1807P67004C*-O
(Moose)



N1807P67001C*-O
(Deer)



N1807P67003C*-O
(Rabbit)



N1807P67002C*-O
(Skunk)



N1807P67010C*-O
(Hedgehog)



N1807P67006C*-O
(Fox)



N1807P67007C*-O
(Bear)



N1807P67008C*-O
(Raccoon)



N1807P67011C*-O
(Squirrel)



N1807P67005C*-O
(Wild Boar)



(ROAD TO VACATION)
N1807P67019C*-O



(CELEBRATE FROM COAST TO COAST)
N1807P67020C*-O



(SUPER SIDEWALK SALE)
N1807P67021C*-O



(GET YOUR FIX OF FRESH AIR)
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N1807P68001C-●



N1807P68004C-●

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 Templated Special Sections packages 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:



N1806P69005C-● N1806P69004C-● N1806P69003C-● N1806P69002C-● N1806P69001C-●

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Powerful New Image Sources to Drive More Auto Sales



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

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

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

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

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METRO NEWSPAPER SERVICE

Help your July sales shine with MNS opportunities for summer living, fairs and carnivals, rodeos, back-to-school, Nat'l Grilling Month, Nat'l Ice Cream Month and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with July's MSAL spec ads for Back to School, Sports Sponsorships and Recreation advertisers. Presented in this book and available to view online in the MSAL SearchBook,® ads are MiAD Wizard-enabled so you can immediately personalize them to present and close more sales.



PP. 53-65

CAMPAIGNS & CLASSIFIED

Capitalize on third quarter sales opportunities 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.

METRO

CREATIVE GRAPHICS, INC.

519 Eighth Avenue
New York, NY 10018

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