

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

# M E T R O

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



### BACK-TO-COLLEGE PREP

Youth market images and ads to target top spending categories for back-to-college time.



### KIDS & SCHOOL

Fresh creative content to make the most of back-to-school selling opportunities.



### HEALTH & FITNESS

Powerful photos and spec ads to help you cover the latest fitness trends, nutrition and wellness.



## GET ON BOARD WITH ADS, IDEAS AND IMAGES TO SHORE UP END-OF-SUMMER SALES

**MiAD Spec Ad Library** PP. 73-80:  
Ready-to-sell small-space ads geared toward dining and entertainment - MiAD enabled!

**EDITORIAL FEATURES & TEMPLATED SPECIAL SECTIONS:**  
Fall Home • Healthy Lifestyle • Breast Cancer Awareness • August Timely Features



# METRO Moneymakers

## LAST DAYS OF SUMMER



**ON THE COVER:**  
N1508P69006C

As the sun sets on summer, create end-of-season promotions for a wide range of retail and activity advertisers with this idyllic image.

**Heat up end-of-season sales with content to fit all types of advertisers.**

- A full-page layout for the "last sale of summer" is designed for a general store, but this eye-catching ad's copy can be easily adjusted to suit any number of advertisers promoting end-of-summer discounts and specials (61).
- Promote an end-of-summer family pass special from a local fair or amusement park before the new school year begins (18).
- Find a series of summer activity and recreation icons to create a campaign or special section, as well as end-of-summer headings designed for retail events, and photos ideal for promoting "last chance" summer specials (60).
- In addition, find a variety of artistic elements to create more end-of-summer promotions (50-57).



## BACK-TO-COLLEGE PREP



**Get more of your advertisers on this year's \$45.8 billion back-to-college checklist with ad content geared toward top spending categories.**

- Back-to-college shoppers are projected to spend the largest percentage of their budgets on electronics, making the full-page "back-to-school upgrade event" ad a smart investment for any electronics advertiser (11).
- Help a local college advertise an open house event (17), or promote popular purchases like extra-long sheets and bed bug protectors from a home furnishings store (18).
- Promote local deals for college students with a "best deals on campus" coupon guide (23).
- Enlist sponsors for a contest geared toward boosting student e-edition subscriptions (8).



## KIDS & SCHOOL



**Back-to-school coverage continues with a variety of images, headings and ad content geared toward younger students.**

- Create a special section devoted to child care, using the *Themed Event Package* content provided. Kick off section sales with a campaign for a child care center offering day care and after-school programs for the new school year (35).
- Use a special section geared toward bus safety to attract a variety of back-to-school advertisers. A sponsorship campaign featuring "safety smarts" for riding the bus is a great start (34).
- Incorporate several top sales prospects into your strategy with spec ads for a furniture store's back-to-school desk specials, back-to-school immunizations from a medical center, cold cut specials from a deli, and pediatric care (13, 18, 19).



## HEALTH & FITNESS



**Focus on fitness, nutrition and wellness in August with a Healthy Lifestyle Templated Special Section and plenty of related content to jump start advertising revenue (47).**

- A "health and wellness guide" *Marketplace* layout features directory space for advertisers, as well as ready-to-sell spec ads for a weight-loss center, yoga studio, dentist, fitness center, eye care center and pediatric clinic (13).
- Capitalize on the skyrocketing popularity of cross-training gyms with a double-sided *Single Sheet*, as well as an ad promoting the benefits of functional fitness (13, 41).
- Health food stores, hockey equipment shops and athletic footwear retailers are also top sales prospects for August in this category (18, 19).





## LABOR DAY



**Give businesses a chance to promote holiday sales and specials, as well as salute the efforts of your local workforce with Labor Day content.**

- Combine a message of appreciation with special offers from local advertisers with a "Labor Day coupon rewards" layout featuring discounts from a laundromat, garden center, grocery store, ice cream parlor, bar and lounge, restaurant, beauty salon and toy store (59).
- Help grocery stores target the Labor Day cookout market with a full-page ad promoting savings on everything for entertaining (67).
- As always, corresponding Canadian coverage of Labour Day is provided on MCC and page 68.
- A **Themed Event Package** also gives you everything you need to run a special Jobs section in conjunction with Labor Day (32).



## AUGUST PROMOTIONAL OPPORTUNITIES



**Take a look at additional August opportunities for building sales:**

- Get a head start on fall with seasonable home improvement photos and ads for an architect, as well as custom windows and doors (19, 41), perfect for this month's *Fall Home Templated Special Section* (46).
- Find bank ads to promote auto loans, low bank rates and a branch grand opening (18, 28, 40).
- Fill up on restaurant coverage with spec ads for Chinese food and pizza, as well as additional ads for all types of dining and entertainment advertisers featured in August *MIAD Spec Ad Library* (MISAL) (64, 65, 73-80).
- Find images to create subscription promotions for your publication, as well as an ad promoting print, online and mobile readership (27).
- Create a campaign to recognize your "best local businesses" with this month's local shopping promotion (43).



## AUGUST CUSTOMER REQUESTS

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



N1507P72018C

## AUGUST 2014's MOST DOWNLOADED IMAGE & AD!

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



N1408A17004C

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



N1408P39006C

## AUGUST TEMPLATED SPECIAL SECTIONS

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

- FALL HOME • HEALTHY LIFESTYLE
- BREAST CANCER AWARENESS

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



**Metro Creative Graphics, Inc.**

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

**Make Money With Metro!**



COMPANION  
WEB ADS NOW  
AVAILABLE ON MCC!

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

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

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

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



## METROFEATURE



To solidify its position as a multimedia service provider, *The Hamilton Spectator* is launching a print and digital promotional campaign to showcase its digital experts and offerings.

For more information, contact Susan Azzopardi, Director of Digital Operations, *The Hamilton Spectator*, Hamilton, Ontario, at [sazzopardi@thespec.com](mailto:sazzopardi@thespec.com).

## Ontario Daily Opens Doors to Digital Sales

*The Hamilton Spectator*  
HAMILTON, ONTARIO

■ *The Hamilton (Ontario) Spectator* has been the voice of this city at the western end of Lake Ontario for the past 169 years. While much has changed in the city and at the newspaper during that time, it's probably fair to say that no development has altered the publication more than the introduction and evolution of digital technology. Over the past two years, the newspaper has undergone a radical transformation — from its traditional position as a print publication with an online presence to its emergence as a full-fledged multimedia services company. And its director of digital operations, Susan Azzopardi, has played a key role in the *Spectator's* metamorphosis.

Azzopardi, the newspaper's former advertising director, assumed her new role in 2012 and is the first to admit that both she and the *Spectator's* sales reps had a lot to learn about the digital world.

"Our goal was very clear — to transition our legacy print team into confident and successful multimedia consultants and increase our effectiveness and extend our audience by adding products to our suite that would work in harmony with our traditional products," she explains. "It was also very clear that educating our team was an essential part of that process."

The first step in the *Spectator's* digital training was actually a two-step process. Azzopardi and her colleagues introduced a series of six in-house seminars for both sales reps and advertisers — starting with Digital 101 — that took place over the course of eight to twelve weeks. The sales reps attended each seminar first and then accompanied their customers to repeat sessions geared to advertisers. This way, emphasizes Azzopardi, sales reps were able to hear the information twice, which made them better prepared to talk with and field questions from their customers. When the time came for sales reps to hit the streets in their quest for new digital revenue, they were armed with a variety of offerings, including "printernet bundles" — print and digital advertising combos that could not be unbundled. Each sales rep was required to sell something digital every month — even something as small as a QR code — and all of them met the mark.

The next challenge, notes Azzopardi, involved "upping the ante" for the sales reps — requiring them to sell larger digital

packages, particularly annual bundles, and giving them the training they needed to make the sales. She also did a lot of one-on-one teaching, coaching, and four-legged sales calls to ensure that the *Spectator's* 22 sales reps were comfortable with digital sales.

"Over a period of several months, we had one or two information sessions for advertisers that included sales pitches by the reps," she says. "The reps would invite their clients to the sessions and offer them incentives for attending, so we had good attendance. And for the reps, being at several of these sessions meant that they were hearing the information on several occasions, which reinforced their learning."

Once the sales team had some digital sales experience under their belts, Azzopardi created the Millionaire Club to further motivate them. Membership in the club requires selling one million impressions to one client. Nine Millionaires were inducted into the club in 2014 and, as of mid-2015, there were an additional four members. And with so many Millionaires roaming around Hamilton, it's no surprise that the *Spectator* grew its digital business by 165 percent last year.

"Susan steered our sales team to the unbelievable accomplishment of \$1.2 million in digital sales and in doing so, solidified our company as an expert in the multimedia realm," comments Kelly Montague, the *Spectator's* director of advertising.

For Azzopardi, great results don't mean that her job is done.

"We've grown our digital business, but there's still lots of work to be done because digital is always changing," she says. "We continue to educate our sales reps and bring them along at a pace they are comfortable with. And we continue to communicate the message that they can ask for big investments from advertisers and get them. We are in the business of providing solutions to our customers and are positioning ourselves as multimedia consultants with a full range of products to help them grow their businesses. Our customers need and want the help — and they trust that we will always be here to provide it."

M (P1508802001C)



## METROFEATURE



Over the past two years, *The Day* has completely revamped its special sections to focus on sponsored content and advertiser/reader engagement. Michael Moses, *The Day*'s marketing and digital strategy director, says that while he can't predict the future, "These are the most exciting, profitable, and engaging tools that we have."



# For Connecticut Daily, Sponsored Content is the Future

*The Day*  
NEW LONDON, CONNECTICUT

■ Something big is brewing at *The Day* of New London, Connecticut. Established in 1881, the newspaper — which covers a 20-town region in the eastern part of the state — has a long history of innovation — and continues to live up to that reputation. Over the last two years, the publication has undergone a huge — and hugely successful — cultural shift that has proven both incredibly exciting and enormously profitable. That shift, says Michael Moses, *The Day*'s marketing and digital strategy director, stems from rethinking and repositioning the publication's approach to content.

"Traditionally," he explains, "products and sections — things that fall outside daily content — always took a back seat because energy and resources were focused in other directions. We have turned that formula on its head by building out our marketing division to support high-quality, informative, and trustworthy sponsored content designed to drive greater engagement and advertising results by matching reader interests with story budgets."

Moses and his marketing team launched this new effort with two weekly, print/digital sponsored-content sections — "Home Source" and "Wheels" — that feature a mix of commercial content and traditional advertising. In keeping with accepted practice, all sponsored content in the sections is identified with a special logo, and the sponsored articles hold to the same high journalistic standards as other editorial content.

Notes Moses, "We had great success with both of these products from the outset. The real estate book, which had been losing steam for the past eight years, delivered 12 percent ahead of the prior year, and the auto section also ended up ahead of the prior year, despite the fact that auto is a particularly challenging environment. We believe that the success of these products is directly linked to the synergy between marketing and advertising. For the first time, we had the opportunity to write what sells instead of selling what was already written." Building on the success of the real estate and auto books, *The Day*'s marketing team

expanded with the addition of an editor and designer from the newsroom — and a significant bump to the division's freelance budget. With this increase in resources, the publication launched a new Sunday section — "Connecticut Magazine" — that features sponsored content and generated \$100,000 in new revenue.

"We now publish 27 sponsored-content titles a year — and launched them all within the last 18 months," Moses explains. "Most of the magazines include mostly sponsored content, but also have traditional advertising. These products are already generating \$1.6 million in revenue, and we're now looking to expand again. We're also placing more sponsored content into our legacy products, which adds both new revenue streams and opportunities for expansion."

Technology is another asset that has been put to great use in service of developing engaging sponsored content.

Adds Moses, "We have a rich, deep database, so all of our titles and content point to what readers want, and we develop products and content based on this knowledge."

The secret to *The Day*'s success?

"It's not just about sponsored content," says Moses, "but about content as a service and producing content that our readers actually want."

Looking ahead, Moses predicts more cultural change ahead for *The Day* and urges other publications to examine the abundant opportunities that sponsored content offers.

"I think we may have overestimated the eventuality of our demise as an industry," he asserts. "Over the past few years, I have seen a renewed interest in our publications and content — both sponsored and non-sponsored — from platforms that didn't exist 18 months ago. The new revenue from these efforts gives us the ability to invest in our digital presence and keep us moving so we can transition fully into the digital world. And I know the same opportunities are available to other publications that are willing to invest in their infrastructures and undertake a change in culture."

M (P1508803001C)

For more information, contact Michael Moses, Director of Marketing and Digital Strategy, *The Day*, New London, Connecticut, at [m.moses@theday.com](mailto:m.moses@theday.com).



## METROFEATURE



By spreading out home features over two eight-week periods and placing them within the newspaper, *Lancaster Newspapers of Lancaster, Pennsylvania* attracted new and smaller advertisers, boosted ad revenue, and provided the newspapers greater flexibility in terms of deadlines and layouts.



While the articles in "The Power of Pink," published by the *Beverly Review* of Chicago, Illinois, tell the story of the event, the tribute ads throughout the 24-page section tell the story of a neighborhood that comes together each year to support the fight against breast cancer.



For the cover of its all-glossy tribute to local sports stars, the *Commercial-News of Danville, Illinois* opted for strong simplicity, using large, bold print and a vibrant sports-themed image on a stark white background.



The *News-Topic of Lenoir, North Carolina* — a community newspaper in a small market — combined two of Metro's spring-themed Templated Special Sections into a double section that had to be read from two different directions.

## Special Sections Strategies Expand Options and Opportunities

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

Special sections have long been solid sources of revenue for publications of all sizes — and they continue to offer great value to readers and advertisers alike. For publications in larger markets, the range of possible topics — from traditional bridal and home sections to highly targeted tabs such as "Wellness" and "Green Living" — is endless. For publications in smaller markets, however, special section options can be limited if there are not enough advertisers to support a particular topic or theme.

When full-scale special sections aren't feasible, there are two alternatives: reduce scale or expand creativity. While smaller-scale, stand-alone sections are possible, their impact often diminishes along with their page count. In such cases, themed pages featuring brief but focused editorial content and eye-catching images offer opportunities to multiply advertiser impact and attract significant reader attention. The pages can mirror special section topics — pets, local high school sports, or lawn and garden — or offer a special focus within those broader categories — pet care, a local high school's football schedule, or a regional planting guide/calendar. In addition, themed pages offer a perfect opportunity to introduce both advertisers and readers to sponsored content that either stands alone or is surrounded by traditional advertising.

Reducing scale does not mean reducing impact. For example, when the advertising sales team at *Lancaster Newspapers of Lancaster, Pennsylvania* found it difficult to sell two annual "Home" sections, it replaced them with weekly, in-paper "Home" features that run for eight weeks and span two to four pages depending on advertiser support. The weekly features offer similar home- and garden-related content, but longer articles have been replaced by tips and lists accompanied by vibrant graphics.

Many smaller publications have followed another path to special section success. Rather than focusing on themes that

appeal to specific advertisers, they produce community-oriented sections that offer businesses, organizations, and even individuals opportunities to demonstrate their support and promote their ventures through advertising. Some of the best examples are sections that showcase students, honor volunteers, explore a region's history, or pay tribute to nonprofit organizations or longstanding local businesses. Promotions published by two Illinois newspapers epitomize this concept. The *Beverly Review*, a neighborhood weekly in Chicago, publishes an annual guide to a local Breast Cancer Walk that takes place every year on Mother's Day, and the *Commercial-News of Danville* produced an all-glossy tab called "Forty in Thirty" that featured 40 local athletes who exemplified great sportsmanship during the past 30 years.

A recent section produced by the *News-Topic of Lenoir, North Carolina* sits squarely in the "get creative" category. The 20-page print and online tab is a combination of two Metro Templated Special Sections that were put together with front to back going in different directions. Hold it one way and the cover reads "Spring Home." Flip the section over for the other cover, "Lawn & Garden Time." The two Metro sections meet at the center, where the reader sees type going in both directions. The double section was a huge hit in a small market, where local business owners are eager to increase their exposure and reach, both in print and online. It also enabled the publication to capture substantial new revenue from specialty businesses that tend not to be regular advertisers.

The lowdown? Themed sections and features remain great revenue-generating vehicles for publications of every stripe.

The takeaway? Metro has everything publications need to produce top-notch themed pages and special sections, from editorial features to ad layouts to ready-to-roll Templated Special Sections.

M (P1508B04001C)

For more information, contact Jo-Ann Johnson, Vice President, Sales, *Metro Creative Graphics*, New York, New York, at [jjohnson@metro-email.com](mailto:jjohnson@metro-email.com).



## METROFEATURE

# "Made in Somerset County" Showcases Homegrown Entrepreneurs

The Daily American  
**SOMERSET, PENNSYLVANIA**

■ When Tom Koppenhofer, advertising director for *The Daily American* of Somerset, Pennsylvania, first proposed the idea of a newspaper-run e-commerce site, he was simply in search of a vehicle for selling the newspaper's branded items — baseball caps, umbrellas, and the like. But once the idea began to take off, Koppenhofer and his colleagues recognized that the site would provide a perfect opportunity to showcase a range of items produced by Somerset County's artists, artisans, and food purveyors. The site, [madeinsomersetcounty.com](http://madeinsomersetcounty.com), launched in late 2014 and has received a warm welcome from readers and advertisers alike.

While Koppenhofer knew that there was a local market for the newspaper's branded merchandise, he also predicted that there would be interest in the area's specialty products because the southwest Pennsylvania county is known for more than its maple syrup and ski resorts. Somerset County is both loved and remembered for its response to the heartbreaking crash of United Flight 93 on September 11, 2001 and the heroic efforts that led to the rescue of nine trapped coal miners in July 2002.

"As a result of the national and worldwide attention focused on Somerset County in the aftermath of 9/11, people know our county and continue to be interested in the area," he says. "But the site is also important as a one-stop resource that enables us to market the products of our local jewelers, toymakers, gourmet food producers, quilters, and other artists to the world."

To ensure continuity and efficiency, the newspaper handles all aspects of the site and the sales it generates. All of the featured products are consigned to *The Daily American*, which not only markets the items, but collects payment and is responsible for order fulfillment. Koppenhofer notes that while purchases can also be made in person at the newspaper office, this option is not promoted heavily to avoid competition with local retailers.

Prior to launching the site, *The Daily American* recruited both advertisers and users through a combination of networking, house ads, and articles in the newspaper. Koppenhofer recalls being pleasantly surprised by the number and types of products produced locally.

"We knew we'd get maple syrup because that's what we're known for, but we were very pleased with the range of items that is on there" he explains. "I had never heard of goat milk moisturizer, for example, and now that's one of the more popular items on the site."

Looking both ahead and around, Koppenhofer knows that the site has a future. Not only are newspapers increasingly investing in digital products, several — including two large publications in Los Angeles and Chicago — have developed or are in the process of creating similar e-commerce sites.

Says Koppenhofer, "I can see that we're gaining traction, but getting the word out about the site remains our biggest challenge. People are coming to the site through many different channels, but local folks aren't always aware that *The Daily American* runs the site. Our next big step is to feature an in-depth profile of each vendor, which should help with marketing and generating interest in the site."

Beyond effective marketing, Koppenhofer says that the keys to the success of the site are attracting and working well with vendors, keeping track of stock, staying on top of fulfillment, and continuing to attract new vendors.

"For a community paper like ours," he explains, "the site helps build and strengthen our community and gives the truly homegrown entrepreneurs an outlet that they otherwise wouldn't have to market and sell their products. And that seems to be working because we get great comments all the time from our vendors."

M (P1508B05001C)



The Daily American's e-commerce site, [madeinsomersetcounty.com](http://madeinsomersetcounty.com), is a one-stop shopping destination for a wide range of items produced by the artists and artisans of Pennsylvania's Somerset County.



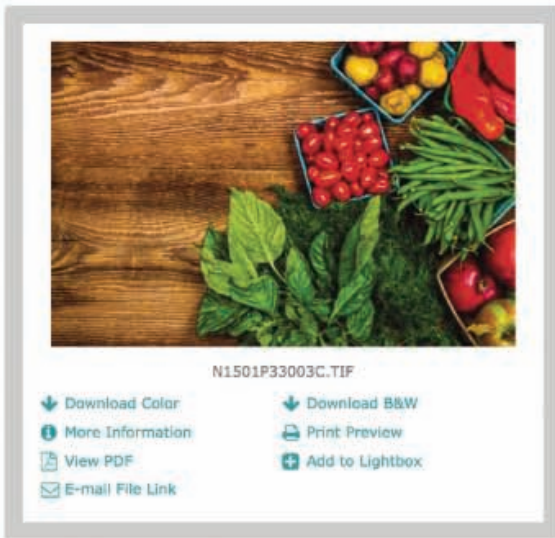
For more information, contact Tom Koppenhofer, Advertising Director, *The Daily American*, Somerset, Pennsylvania, at [tomk@dailyamerican.com](mailto:tomk@dailyamerican.com).

**METRO**

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## New MCC: "More Information" = Options & Opportunities



You can click the "i" to get the *More Information* window when you hover over any image or ad, or by clicking the "i" icon below any thumbnail preview. There, a number of options are available to you, including download, viewing, printing and e-mailing a link.



The *More Information* window in the new *MetroCreativeConnection (MCC)* is a shortcut to a wealth of information and convenience. A *More Information* window pops up when you hover over an image or spec ad in the *Creative Library*, or by clicking the "i" icon below any thumbnail preview.

Several of the selections in the window are common to both images and spec ads, including *Print Preview*, *Add to Lightbox*, *View PDF* and *E-mail File Link*.

**Print Preview:** This is perfect for sales presentations as well as informing production and creative teams of a client's ad needs or special instructions. Choose this link to print a preview of the image or spec ad, which prints the MCC filename and the opportunity to add notes in the designated field.

**Add to Lightbox:** While searching, you can use the *Lightbox* to collect your choice of possible items to use by clicking the *Add to Lightbox* link. You can then make final selections and download multiple items at the same time.

**View PDF:** Click to view a PDF of the selected item in your chosen PDF reader. You can also print this PDF if you want a presentation-ready print without the added notes field.

**E-mail File Link:** Click to place a direct link to the item in your e-mail application. When you send it to a colleague, the recipient will be prompted to log in and will immediately be shown the item, ready to download. If you use this function to e-mail your clients, they can view but not download the file.

In addition, there are selections unique to the type of file you are viewing:

**Images Info Window:** The **Download** options include color, black & white and the 300 dpi Hi-Res version, where applicable.

**Spec Ads Info Window:** The **Download** options include the InDesign® and QuarkXPress® packages. Each spec ad package downloads with the native document and all associated imagery used in the ad.

Check out the *More Information* window. It delivers! **M**



The *Print Preview* choice in the *More Information* window of either images or spec ads gives you the opportunity to add your own notes and comments before you print. This can be useful for sales presentations as well as creative and production team instructions.

P1508B06001C

Print and online Fully Templated Sections, just released:

**Fall Home Healthy Lifestyle Breast Cancer Awareness Best of the Best**

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



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





## Web & Mobile Ad Solutions Delivered Three Ways

Metro has three ways for you to get the ad content you need to expand your sales efforts with Web and mobile. Choose the ways that work best for your sales and creative teams.

### 1 Ads for Web & Mobile in MCC

Included as a **FREE** value-added bonus of your subscriptions, Metro gives you ads for Web and mobile to show, sell and produce on their own or in conjunction with print ad layouts. Located in the *MetroCreativeConnection Creative Library*, Metro ads for Web and mobile are provided in the most popular shapes and sizes: rectangle, leaderboard, skyscraper and two mobile-specific banners. Each ad is delivered in Adobe Photoshop® format, giving you complete editing control. Drop in advertiser specifics and save the file as a ready-to-post JPEG or GIF.

View all the combination print and digital ads in the monthly *Multi-Platform Ad Packages e-Edition*. Click the *e-Edition* link on the opening screen to view the latest selection onscreen or download the entire PDF.

You can also view print ads that have companion Web/mobile ads in each monthly *SearchBook*™. There, you can click to gain immediate access to the ads from the pages.

Search the *Creative Library* by checking the "Print with Web/Mobile" or "Web/Mobile" box along with relevant keywords. You can even select your Web/Mobile standard ad size from the pull-down menu.

The screenshot shows the METRO Creative Library interface. At the top, there's a navigation bar with 'Search', 'Services', 'Editorial', 'Ad Development', 'Calendar', 'About', and 'Help'. Below the navigation, there are several featured ad packages: 'Classic Sundae' (Only \$3), 'Back To School', 'Go Green', and '100%'. A central section titled 'Multi-Platform Ad Packages' highlights that today's advertisers are looking for long with their marketing and cross-platform media efforts. It mentions that Metro offers complete print, web, and mobile ad campaigns in the new Creative Library, including one for a 'Medical Exam'. A callout box says 'now have coordinating ads for your top advertiser categories that can be easily customized and presented'. Below this, there are several ad examples for 'Presto Plumbing' with the headline 'Stop Pouring Money Down the Drain'. A yellow arrow points from the text 'View each of the ads in the Multi-Platform Ad Packages e-Edition accessed through the MCC home page.' to the 'e-Edition' link in the interface.

This screenshot shows the search interface within the Creative Library. It features a search bar and several filter options. A yellow arrow points to the 'Print with Web/Mobile' checkbox, which is checked. Another yellow arrow points to the 'Web/Mobile' dropdown menu, which is set to 'All Sizes'. A third yellow arrow points to the 'Search' button. To the right of the search results, there's a text box that says 'Search for Web/mobile ads in the MCC Creative Library. Use the "Print with Web/Mobile" or "Web/Mobile" check boxes to narrow your search, along with ad sizes and relevant keywords.' Below the search results, there are several ad examples for 'Presto Plumbing' with the headline 'Stop Pouring Money Down the Drain'. A yellow arrow points from the text 'Search for Web/mobile ads in the MCC Creative Library...' to the search results area.

The screenshot shows the MiAD desktop application interface. It features a central workspace where a mobile ad is being designed. The ad has the headline 'Stop Pouring Money Down the Drain' and the 'Presto Plumbing' logo. On the left side, there are various design tools and options. On the right side, there are settings and a 'Download' button. A yellow arrow points from the text 'Quick Spec Ads for Web & Mobile with MiAD' to the 'Download' button.

### 2 Quick Spec Ads for Web & Mobile with MiAD

*Metro interactive Ad Designer* (desktop) gives you the option of creating your own Web or mobile ads onscreen through the use of your online browser. Search thousands of ad options, select a file and enter your advertiser info in the appropriate fields. You can also open a Web/Mobile ad directly in *MiAD*™ by selecting the pencil-in-the-box icon below ad thumbnails in the *MCC Creative Library*.

When your ad is ready, download a JPEG of the ad to present on a laptop or a ready-to-post file. *MiAD mobile*™ users can take this functionality on the go and present to prospects on their iPads™. *MiAD* is an optional service. For further info, or to set up a free trial, call our Client Services team at **800-223-1600** or e-mail [service@metro-email.com](mailto:service@metro-email.com).

### 3 Custom Ads for Web & Mobile from ADS On Demand™

With a fast turnaround, no long-term contracts, and no ad-quantity commitments, *AOD* is a cost-effective back-up team when you need custom print, Web and mobile ads. *AOD* can provide you with an extremely quick and efficient way to get all the ads you need. Just fill out the online request form and your ad file(s) will be ready for your approval within 24 hours. From simple static ads to complex animations, *AOD* does it all! Call **800-223-1600** or e-mail [service@metro-email.com](mailto:service@metro-email.com) for further information about this unique service, and to begin a free trial. **M**



**BODYBUILDING**  
FROM THE METRO NEWS PAPER

**Post-workout pointers to aid recovery**

**Personal Trainer**

**Health Food Store**

**Athletic Wear Shop**

**GYM**

Develop a **Bodybuilding** section to help everyone improve their health and get in shape through weight training. Feature fitness equipment and products, workout gear, a gym locator, personal trainers, info on weightlifting for men and women, tips for beginners, etc.

**Residential REVIVALS**  
FROM THE METRO NEWS PAPER

**Factors to consider when planning a home office**

**Lighting Ideas**

**Painting Tips**

**Flooring Options**

**Decorative Items**

**Furniture**

**Storage Solutions**

**Landscaping**

As fall approaches, many homeowners decide to renovate simply by updating fixtures or window treatments, adding new furniture, or trying a new paint color. Others remodel an entire kitchen or bathroom. By creating a **Residential Revivals** section, you can offer your advertisers a place to be seen while providing your readers with ideas they can use to complete their projects.

**Health Perks**  
FROM THE METRO NEWS PAPER

**How to find time for exercise**

**Baking Healthy Snacks**

**Weight Loss Centers**

**Self-Care**

**Pet Care**

**Nutritionist**

A **Health Perks** section will attract a wide range of advertisers as well as those readers who are interested in maintaining a healthy lifestyle. Feature diet and nutrition products, fitness clubs and equipment, a directory of personal trainers, and info on stress management, meditation techniques, low-fat cooking methods, the benefits of exercise and so much more.

**Understanding BREAST CANCER**  
FROM THE METRO NEWS PAPER

**Life After Diagnosis**

**Identifying Breast Cancer**

**Hospital**

**Counseling**

**Pharmacy**

Breast cancer has affected each of us in some way so a section on **Understanding Breast Cancer** can be a big help in raising awareness and helping those who have just been diagnosed by providing info on screenings, treatments, support groups, fundraising events, etc.

**On-the-House Restaurant Giveaway Contest**

Enter at [metronews.com/contests](http://metronews.com/contests) by Friday, August 08 at 5 p.m. to win this week's prize! While you're there, sign up for our weekly Dining News & Reviews e-newsletter for more chances to win.

Enter online for your chance to win a **FREE \$50 Dining Gift Card!**

Each participating restaurant will give away one \$50 gift card. A total of 100 gift cards will be awarded every week, and will be given to the first 100 readers who enter the contest online. Contest ends on Friday, August 08 at 5 p.m. Contest is open to all Metro News & Reviews e-newsletter subscribers. See [metronews.com/contests](http://metronews.com/contests) for more details.

- Bakery Cafe**
- Breakfast Cafe**
- Steakhouse**
- Diner**
- Seafood Restaurant**
- Mediterranean Restaurant**
- Luncheonette**
- Pizza Restaurant**
- Italian Restaurant**

The restaurant business in the U.S. alone tops \$700 billion annually. An **On-the-House Restaurant Giveaway Contest** can combine readers' interest in dining out with their desire to save money by winning a meal "on the house." We're suggesting you have readers enter the contest online. There, you can introduce them to your digital subscriptions and especially niche products such as a weekly or monthly dining and entertainment newsletter. You can offer your contest sponsors inclusion in these products and online ad packages.

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



**JOBS**  
Get HIRED

Helpful hints to land your first job

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

Online College  
Major Area Employer  
Recruitment Agency  
Financial Services  
Business Services  
Career Training Center

N1508A32004C

A **Jobs** section can help readers plan a career or land the right job for them. Showcase job opportunities available, offer tips on job searching and resume writing, and feature the latest training programs and online courses. Solicit ads from companies that are hiring, headhunters, resume-writing services, universities, etc. to maximize your sales revenue.

**new you**

The Laser at Home  
Think You're Done?  
Don't Give Up! Try Laser  
For Unwanted Pore Strips or Hair!  
Eliminating only 10 minutes.

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

Eye  
Cosmetic Skin  
Botox Supply Store  
Salon  
Cosmetic Surgery  
Hair Whitening Service

Improve cosmetic skills with highlighting and contouring

N1508A33004C

A guide to a **New You** will attract both readers and advertisers due to the increased popularity of personal improvements and cosmetic surgeries. Include latest news and trends, teeth whitening procedures, botox treatments, facts on body contouring, breast implant safety, top surgeons, and so much more.

**Bus Safety 101**

School bus safety for bus riders

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

Clothing Shop  
Preschool  
Bookstore  
Grocery Store  
Shoe Store  
Electronics Center  
Office Supply Store

N1508A34004C

A new school year is about to begin, so why not publish a **School Bus Safety** section to inform children, parents and motorists of the safety issues involved when children are traveling to and from school? It will not only serve as an educational tool for your readers, but also be a great place for your advertisers to gain exposure.

**CHILD CARE**

Questions to ask when looking for an after-school program

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

Community Center  
After-School Program  
Arts & Crafts Program  
Reading Program

N1508A35004C

The majority of working parents will welcome a guide to **Child Care** to help them evaluate their needs. Fill it with a variety of daycare facilities and their programs, resources they can turn to for help, parenting advice, safety issues, etc., and it can be a high revenue producer when you sell combination print and online ad packages.

**Going Back to College? Keep In Touch!**

Students, sign up for your free e-edition trial at [namenewspaper.com/studentsubscriptions](http://namenewspaper.com/studentsubscriptions) by August 01 to enjoy unlimited online access with mobile apps, and be automatically entered to win great back-to-college prizes from your favorite hometown businesses!

Auto Repair Shop  
Office Supply Store  
Shoe Store  
Pharmacy  
Appliance Store  
Lifestyle Boutique  
Hair Salon  
Linens Store  
Electronics Store  
Clothing Store

N1508A36005C

Reach college-bound students and their parents with a **Going Back to College? Contest**. Entrants can win prizes from sponsors that can run the gamut of needs and wants for dorm and personal use. At the same time, we are suggesting you link entry into the contest with a trial digital subscription to students' hometown publication.

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



**Save  
10%**

Get an additional 10% off this year's service when you sign up for our convenient auto-ship service, and receive Metro's Holiday Advertising Service every year... automatically!



**Order Now**  
and Gain Access to  
Metro's Entire Online Holiday  
Archive, Featuring More Than

**10,000  
HOLIDAY ADS  
& IMAGES!**

**GUARANTEE**

If you don't sell enough greetings to cover the cost of our base rate service as compared to your published open-line rate, we'll give you a full refund or credit!

**2015 HOLIDAY ADVERTISING SERVICE**

The 2015 Holiday Advertising Service from Metro is an unparalleled creative resource for developing your Christmas and New Year's advertising, greetings and special projects. This annual service is designed to help generate thousands in revenue for your publication, guaranteed!

**OVER 900  
New HOLIDAY  
IMAGES & ADS!**

**TO ORDER, CALL: 1-800-223-1600 OR EMAIL: SERVICE@METRO-EMAIL.COM**

## METRO'S FILE NAMING SYSTEM AT A GLANCE

### Service Indicator.

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

### Month Indicator.

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

### Page Number.

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

### Color Type.

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

**N1508P12002K.TIF**

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

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

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

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format









N1508P12004C-●



N1508P12012C-●



N1508P12001C-●



N1508P12010C-●



N1508P12007C-●



N1508P12008C-●



N1508P12002C-●



N1508P12009C-●



N1508P12006C-●



N1508P12003C-●



N1508P12011C-●



N1508P12005C-●



N1508P13001C

## Health & Wellness Guide

Local choices in health, healing & fitness.



### Usage Note:

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



**Health Nut**  
Healthy Food Specialties Store  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Health Nut**  
Healthy Food Specialties Store  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Health Nut**  
Healthy Food Specialties Store  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

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Healthy Food Specialties Store  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Health Nut**  
Healthy Food Specialties Store  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Health Nut**  
Healthy Food Specialties Store  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Sue's Kitchen**  
Vegan & Gluten-Free Specialties!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Sue's Kitchen**  
Vegan & Gluten-Free Specialties!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Sue's Kitchen**  
Vegan & Gluten-Free Specialties!  
1234 Washington Street • Somersville Heights  
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www.namewebsite.com

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www.namewebsite.com

**Sue's Kitchen**  
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1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Sue's Kitchen**  
Vegan & Gluten-Free Specialties!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**The Cut**  
No Annual Membership!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**The Cut**  
No Annual Membership!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**The Cut**  
No Annual Membership!  
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000-000-0000  
www.namewebsite.com

**The Cut**  
No Annual Membership!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1508A13002C  
PASS 2 COL x 5

**Here's the Skinny**  
Medically Supervised Weight Loss  
Weekly Consultations & Menu Planning  
Optional Supplements & Weight Loss Products  
Unlimited Peer Support & No Contracts or Upfront Fees  
starting at only \$39 monthly  
Call Today to Get Started With a  
Free Consultation! 000.000.0000

**Results WeightLoss Center**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

N1508P47002C

*Balance Is a Beautiful Thing*

Introspective Specials  
30 Days for \$30  
unlimited yoga classes  
Discount for new students only  
Free Intro to Yoga & Meditation  
Every Sunday at 11 AM  
Call or register online to reserve your spot.

**Kari Center for Yoga**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

*Get an Irresistible Smile*

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

We offer complete dental care for a beautiful and healthy grin!

- Exams & cleanings
- Bad breath solutions
- Root canals & fillings
- Crowns & bridges
- Porcelain veneers & bonding
- Extractions & dental implants
- Free Smile Makeover Consultations

Easy Financing Solutions • Insurance Plans Welcomed

Questions? Call us at 000.000.0000 today!

AD# N1508A13003C  
PASS 2 COL x 5  
N1508P14001C  
N1508P47005C

AD# N1508A13005C  
PASS 2 COL x 5

**FUN ctional Fitness**

Your First Week is FREE  
Call or sign up for your free introductory week online today.

Build strength. Lose weight. Increase endurance. Reduce risk of injury. Never be bored at the gym again!

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

N1508P12002C

N1508P12011C

N1508P12010C

Special Offer  
**\$50 OFF**  
Prescription Eyewear

with purchase of frames over \$115  
Lenses included when available through stock. Excludes contact lenses and children's wear.

**Your Vision. Our Passion.**

New patients welcome! • Comprehensive eye exams  
• Contact lens fittings • Designer eyewear & sunglasses  
• Expert care for glaucoma, cataracts, diabetic eye disease, dry eyes, macular degeneration and Fuchs' dystrophy

Contact us today to arrange your appointment.  
Most Insurance & Vision Plans Welcome.

**Central Eye Care**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

Say Hello to Quality Care From  
**Madison Pediatrics**

**NOW OPEN**  
Call today to arrange your appointment with one of our friendly and experienced pediatricians

**Philip Anderson, MD**  
Pediatric & Adolescent Medicine

**Mary Ann Hanson, MD**  
Pediatric & Adolescent Medicine

Appointments Available Weekdays  
9am-5pm and Saturdays 9am-12 noon

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

AD# N1508A13006C  
PASS 2 COL x 5  
N1508P16005C  
N1508P16004C  
N1312P16003C  
N1508P29005C

AD# N1508A13001C  
AD# N1508A13009C

PASS 6 COL x 21  
10 x 13





N1508P14010C-●



N1508P14001C-●



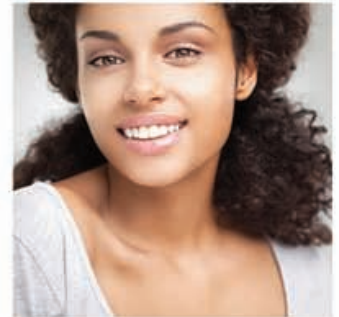
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N1508P14006C-●



N1508P14004C-●



N1508P14005C-●



N1508P14012C-●



N1508P14009C-●



N1508P14013C-●



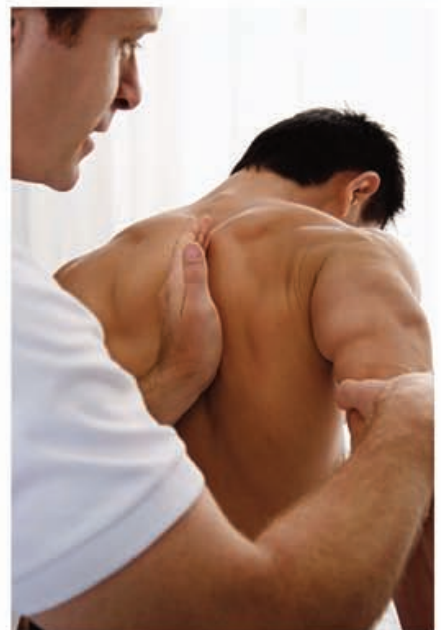
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N1508P14008C-●



N1508P14003C-●



N1508P14002C-●





N1508P15006C-●



N1508P15002C-●



N1508P15009C-●



N1508P15003C-●



N1508P15005C-●



N1508P15010C-●



N1508P15007C-●



N1508P15001C-●



N1508P15008C-●



N1508P15004C-●





N1508P16007C-●



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N1508P16012C-●



N1508P16009C-●



N1508P16010C-●



N1508P16011C-●



N1508P49009C  
N1508P49003C  
N1508P49006C



# 2015 August Community Calendar

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

## August 2

**Clown Week Convention**  
Public welcome!  
Somerville Convention Center  
11am-6pm  
[www.namewebsite.com](http://www.namewebsite.com)



## August 4

**Crime Prevention Seminar**  
Neighborhood safety, self-defense tips & more  
Somerville Police Station  
7pm  
[www.namewebsite.com](http://www.namewebsite.com)

## August 00

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

## August 00

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



## August 8

**Neighborhood Garage Sale**  
Register your home online today!  
Somerville Heights West  
9am-3pm  
[www.namewebsite.com](http://www.namewebsite.com)

## August 00

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

## August 00

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



## AG EXPO 2015

Presenting a fresh crop of the latest ideas, products, services, equipment and technology from the best exhibitors in the field.

**August 5-7, 2015**  
Wednesday & Thursday, 9am-7pm  
Friday, 9am-4pm

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

Admission \$15  
Children 12 & under, free

Free Parking  
Dozens of Free Seminars  
Over 200 Exhibitors

Scan this code or visit us online for the 2015 exhibitor list, advance tickets, planning tools and special hotel rates.





## August 00

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

## August 00

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

## August 12

**Youth Day Festival**  
Games, sports, crafts, prizes & more!  
Pine Ridge Park  
11am-5pm  
[www.namewebsite.com](http://www.namewebsite.com)

## August 00

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



## August 18

**Somerville College Open House**  
Learn more about our fall semester program offerings.  
Main Campus Student Center  
11am-6pm  
[www.namewebsite.com](http://www.namewebsite.com)

## August 00

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

## August 00

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

## August 21

**Poetry Night Open Mic**  
A celebration of National Poetry Day  
The Coffee Nook  
7pm  
[www.namewebsite.com](http://www.namewebsite.com)

## August 00

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

## August 23

**Magic Show**  
Tickets Online for Only \$5  
Preston Theater  
7pm  
[www.namewebsite.com](http://www.namewebsite.com)

## August 00

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

## August 26

**Dog Days Pet Fair**  
Doggone fun for pets and their people!  
Pine Ridge Park  
11am-4pm  
[www.namewebsite.com](http://www.namewebsite.com)

## August 00

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

## August 00

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



AD# N1508A17003C  
PASS 6 COL. x 3

## Ready for the Next Step?

Let us point you in the right direction! Call or visit us online today to apply, plan your visit or speak with an advisor.

**Open House**  
Tuesday, August 4  
5:30pm

RSVP Online Today!  
Take a campus tour, meet the faculty and get answers to all of your questions about admissions, financial aid, transfer assistance and other college services.

## Somerville Community College

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

AD# N1508A17001C PASS 6 COL. x 21

AD# N1508A17004C 10 x 13

Companion WEB ADS available on MCC

N1508P39003C



## AtoZ for Baby



**Baby Registry** in store & online

Pacifiers to playpens, bottles to burp cloths, car seats to clothes, shop everything you need to welcome your new arrival in style!

**Baby World**

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

AD# N1508A18001C PASS 2 COL. x 5

N1508P16002C

## Summer's Going Fast!

OVER 300 Rides, Games & Attractions!

Be sure to get your fill of summer vacation fun before you head back to school.

**FAMILY PASS SPECIAL**  
2 Adults + 2 Kids Only \$79

Adventureland Amusements

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

AD# N1508A18002C PASS 2 COL. x 5

N1508P49009C

## What's in Your Water?

Common contaminants in both well and city water could be affecting the health and safety of your family. Find out with our free in-home testing services, and determine if a water filtration system is needed in your home.

**FREE In-Home Water Analysis**  
Call or visit us online today to schedule your complimentary consultation with a trained service professional.

**AquaPure Water Systems**

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

AD# N1508A18003C PASS 2 COL. x 5

N1508P66015C

## Your Key to a Great Rate



**Auto Loans** as low as **2.49% APR\***

- Up to 100% Financing
- 90-Day Deferred Payment
- Terms up to 72 Months
- New, Used & Refinanced Vehicles

**First Financial Savings & Loan**

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

Limited-Time Offer | Apply today for this great rate!

\*See details, terms and conditions here. See details, terms and conditions here. See details, terms and conditions here. See details, terms and conditions here.

AD# N1508A18004C PASS 2 COL. x 5

N1508P39002C

## Cleat Week

Save up to **40% Off** Name Brand Athletic Cleats

baseball • soccer • football • track & field • wrestling  
Now Through Sunday

**Patton Sporting Goods**

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

AD# N1508A18005C PASS 2 COL. x 5

N1508P38001C

## Back-to-School Bedding Event

Save on all the comforts of home for your dorm room.

**Super Value**  
Name Brand Down Alternative Standard Pillows **ONLY \$4.99**

Name Brand Twin/Twin XL Mattress Pads **\$9.99**

Name Brand Twin/Twin XL Comforter Sets **\$49.99**

Name Brand Twin/Twin XL Jersey Sheet Sets **\$18.99**

**Hamilton Linens**

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

AD# N1508A18006C PASS 2 COL. x 5

N1508P38003C

N1203P46009C

Companion WEB ADS available on MCC

## Need Backup Fast?



We offer expert laptop, notebook, desktop, tablet and smartphone repair services for Mac & PC at great rates.

PC Repair **\$79** | **\$99** Virus Removal flat fee

Open Monday-Friday 9am-5pm, Saturday 10am-4pm

**Reliant Computer Repair**

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

AD# N1508A18007C PASS 2 COL. x 5

N1508P39009C

## You Can't Top Our Quality & Prices!



Shop durable and stylish children's furniture for every age and stage, from cribs to bunk beds and beyond.

Huge Selection of Bunk Beds, Lofis, Storage Beds & Unfinished Furniture

**Furniture Depot**


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

**Back-to-School DESK SPECIALS \$99 & up**

AD# N1508A18008C PASS 2 COL. x 5

N1508P39007C

## Protect What's Precious. Immunize Today!



Protect the health of your child and others by immunizing against pertussis, measles, meningitis and other vaccine-preventable, life-threatening illnesses. To find out which vaccinations are required and recommended for the new school year, call our office or visit us online today.

**City Medical Clinic**

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

AD# N1508A18009C PASS 2 COL. x 5

N1508P16007C



N1508P38002C



**Turn your weekend into a treasure hunt!**

Shop over 2,000 square feet of unique antique and collectible items from furniture to antique jewelry, glassware and beyond. We have an eclectic, ever-changing selection of merchandise from your favorite areas, so you'll find over something new each time you visit.

We also organize estate sales and auctions. Please call for details.

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

AD# N1508A19001C PASS 2 COL. x 5

N1203P46009C

**fast & clean Men's Cuts**

Walk-In Specials  
Monday-Wednesday Only  
**Men's Haircut Only \$12** (reg. \$15)  
**Cut & Shave \$16** (reg. \$20)  
**Razor Line \$5** (reg. \$6)

- Sun & Shadow Tapers
- Style Cuts • Razor Lines • Skin Facies
- Brow Trims • Hot Shaves

Saturday & Evening Appointments Available  
Walk-ins Welcome  
Closed Sundays

facebook

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

AD# N1508A19002C PASS 2 COL. x 5

N1508P39005C



**Rent to OWN**

The smart way to furnish your home!

From furniture to electronics and appliances, we make it easy to equip your home with everything you need and want with no credit check and flexible monthly payment options. Stop by our showroom today, and get inspired by our beautiful brand name selection!

Free Delivery & Setup Service  
Showroom Open 7 Days

facebook

**FlexShop Furniture & More**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1508A19003C PASS 2 COL. x 5

N1508P36009C



More Is Less  
**Wholesale Values**

Enjoy low warehouse pricing on family-friendly quantities of your favorite products, and make fewer trips to the store!

Open to the Public  
No Membership Fees!

**Restock Wholesale Warehouse**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

Open Monday-Saturday 10am-9pm, Sunday 10am-4pm

- Groceries • Beverages
- Fresh Produce
- Frozen Foods
- Pet Supplies
- Household Products
- Personal Care

facebook

AD# N1508A19004C PASS 2 COL. x 5

N1508P39001C



Ask about our team discounts on custom jerseys!

**Gear Up for Hockey Season**

Your one-stop shop for great prices on top-rated hockey equipment, apparel and accessories.

**Ice King Sports**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

**SAVE 25% OFF ALL NHL JERSEYS**  
This Week Only On Sale  
August 09-09, 2015

facebook

AD# N1508A19005C PASS 2 COL. x 5

N1508P46002C



**Save Now on Fall Getaways**

Book your fall stay today, and save up to 30% off our room rates and packages!

Our charming 12-room bed and breakfast offers breathtaking views of lush fall foliage in the heart of Name Town just steps from shopping, dining, wine tasting and entertainment. Enjoy a delicious homemade breakfast spread each morning, rocking chairs on the porch and a relaxing hot tub overlooking the gardens for a getaway you'll always remember.

Book by phone or online before August 31, 2015 for dates between September 01-November 03, 2015 to enjoy these special offers.

**Windchimes Bed & Breakfast**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1508A19006C PASS 2 COL. x 5

N1508P66024C



**Ain't Lunch Grand?**

Enjoy our made-to-order premium sandwiches, or check us up on your favorite cold cuts to enjoy at home.

**Lunch Special Deli Sandwich + Chips & Soda Only \$6.99**

**On Sale This Week**

Name Brand Turkey Breast	Name Brand Swiss Cheese	Name Brand Roast Beef
\$4.99 lb.	\$3.99 lb.	\$7.99 lb.

Try our homemade deli salads, soups and sides!  
Offers good August 09-09, 2015.

**Arturo's Deli**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

facebook

AD# N1508A19007C PASS 2 COL. x 5

N1508P46001C



**Expertise in Architecture**

Get the experience and creative talent you need for exceptional design results delivered on time and on budget.

To view our portfolio or to arrange a complimentary consultation and project quote, please visit us online today.

- Residential Home Design
- Historic Home Renovations
- Green Building
- Commercial Architecture
- 3D Modeling & Rendering
- Construction Management

**Spire Architectural Services**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1508A19008C PASS 2 COL. x 5

N1508P47006C



**The Natural Choice for Healthy Eating**

Fresh Fruits & Vegetables  
Organic & Local Products  
Non-GMO Cookies  
Clean-Eat & Vegan Items  
Bulk Grains, Legumes & Nuts  
Vitamins & Supplements

Visit us online for details about our **Cooking Classes & Nutrition Workshops!**

**Abundance Health Foods**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
Shop Mon-Sat 9-7, Sun 10-5

facebook

AD# N1508A19009C PASS 2 COL. x 5

Companion WEB ADS available on MCC





N1508P20009C-●



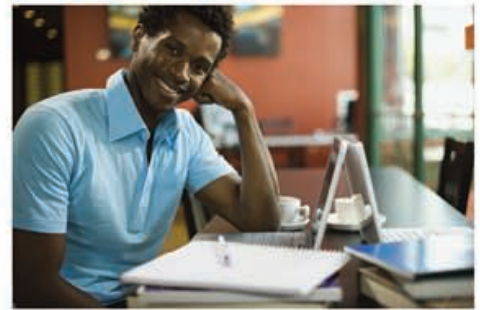
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N1508P20004C-●



N1508P20008C-●



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N1508P21009C-●



N1508P21005C-●



N1508P21004C-●

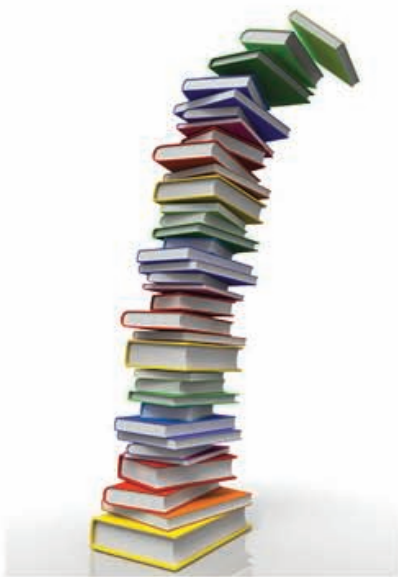


N1508P21002C-●



N1508P21008C-●





N1508P22012C\*●



N1508P22017C\*○  
N1508P22018C\*○



N1508P22015C\*○



N1508P22013C\*○



N1508P22007C\*○



N1508P22014C\*○



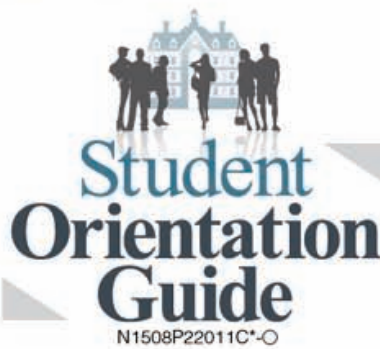
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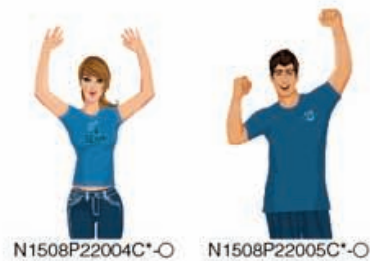
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N1508P22006C\*○



N1508P22011C\*○



N1508P22004C\*○

N1508P22005C\*○



N1508P22008C\*○



N1508P22009C\*○



N1508P22010C\*○



# Best Deals on CAMPUS

Start the school year right with coupon savings from your favorite college area businesses.

## Campus Consignments

We buy and sell current, gently used, name brand fashions. Stop in, and check out our selection of fall coats and designer denim!



Buy 2  
Items,  
GET 1  
FREE!

Offer valid with coupon through 09.01.15. Free item must be of equal or lesser value. List details, terms and conditions here.

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



## Soulmates Footwear

New arrivals now in store for fall! Shop the latest boots and athletic looks to get through the semester in style.



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

Offer valid with coupon through 09.01.15. Discounted item must be of equal or lesser value. List details, terms and conditions here.

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



## Epic Sports

Skiate • Surf • Fitness • Team Sports • Running • Apparel



**SAVE  
\$5.00  
OFF**  
Your Purchase  
of \$15 or More

Offer valid with coupon through 09.01.15. List details, terms and conditions here. List details, terms and conditions here.

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



## Gemini Salon

Creative cuts and color to express your unique style.  
hair design • nail art • facials • waxing • massage



**Free  
Haircut**  
With Any  
Color Service

Offer valid with coupon through 09.01.15. List details, terms and conditions here. List details, terms and conditions here.

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



## Campus Computers

We repair and sell refurbished laptops, notebooks, desktops, tablets and smartphones, so you get great quality at great prices.



**SAVE  
10%  
OFF**  
Any Computer  
Repair Service

Offer valid with coupon through 09.01.15. List details, terms and conditions here. List details, terms and conditions here.

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



## College Optical

Shop a huge selection of designer frames and sunglasses for the new school year! Most vision care plans welcome.



Your Choice  
**Only  
\$99**  
Eye Exam & Complete  
Pair of Eyeglasses OR  
Name Brand 24-Pack  
Contact Lenses

Offer valid with coupon through 09.01.15. List details, terms and conditions here. List details, terms and conditions here.

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



## Pizza Hall

Delivery & Online Ordering Available  
Pizza • Hot & Cold Subs • Wings • Pasta • Grill



Large  
Two-Topping  
Pizza  
**Only  
\$9.99**

Offer valid with coupon through 09.01.15. List details, terms and conditions here. List details, terms and conditions here.

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



## Abode Furniture & Home

Check out our stylish space-saving and storage solutions for your apartment or dorm room!



**SAVE  
10%  
OFF**  
Your Next  
Total Purchase

Offer valid with coupon through 09.01.15. List details, terms and conditions here. List details, terms and conditions here.

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



AD# N1508A23001C PASS 6 COL. x 21

AD# N1508A23010C 10 x 13

N1508P22010C\*-O

AD# N1508A23002C  
PASS 3 COL. x 4.5

N1508P25001C-C

AD# N1508A23004C  
PASS 3 COL. x 4.5

N1508P26006C-C

AD# N1508A23006C  
PASS 3 COL. x 4.5

N1508P20005C-C

AD# N1508A23008C  
PASS 3 COL. x 4.5

N1508P20006C-C

AD# N1508A23003C  
PASS 3 COL. x 4.5

N1508P26007C-C

AD# N1508A23005C  
PASS 3 COL. x 4.5

N1508P26009C-C

AD# N1508A23007C  
PASS 3 COL. x 4.5

N1508P21007C-C

AD# N1508A23009C  
PASS 3 COL. x 4.5

N1508P21005C-C



N1508P24004C\*-O

N1508P24002C\*-O

N1508P24003C\*-O

## IT'S SHOW TIME!

Presenting Your Fall 2015 Entertainment Preview

<p><b>Date Night</b> Every Tuesday Two Tickets + Popcorn = \$20 <b>Spotlight Cinema</b> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>The Nutcracker</b> Opening 00.00.15 <b>City Ballet</b> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Live Music Nightly</b> No Cover Charge <b>Bill's Bar &amp; Grill</b> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Free Family Movie Nights</b> Fridays at 7pm <b>Somersville Library</b> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Comedy Shows</b> Every Wednesday-Sunday <b>LOL Comedy Club</b> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>
<p><b>Cabaret Shows</b> Join us for rockabilly &amp; musicals! <b>Ruby's Piano Bar</b> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Talent Show</b> 00.00.15 at 7 p.m. <b>Somersville High School</b> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Battle of the Bands</b> Aug 00-00 • Tickets Now On Sale <b>Somersville Community Center</b> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Our Town the Musical</b> Aug 00.00 • Tickets Now On Sale <b>Somersville Playhouse</b> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	<p><b>Fall Art Show</b> Opening Reception 00.00 <b>Mia Gallery</b> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>

AD# N1508A24001C 19.334, x 13



N1508P24001C-●

**Usage Suggestion:**

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

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

## ENTERTAINMENT GUIDE    ARTS & THEATER GUIDE

N1508P24004C\*-O

N1508P24005C\*-O





N1508P25007C-●



N1508P25009C-●



N1508P25004C-●



N1508P25005C-●



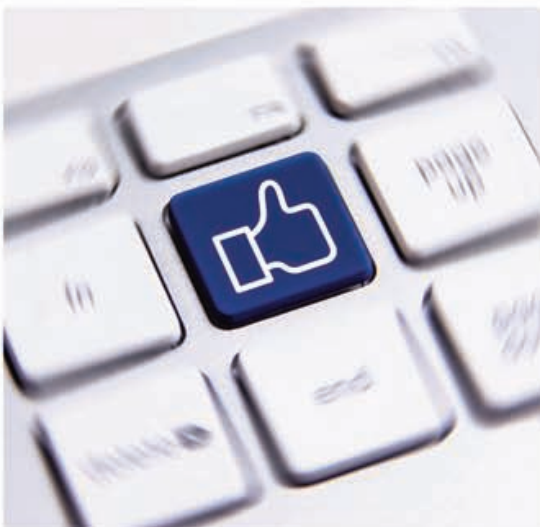
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N1508P27006C\*-O



N1508P27022C\*-O



N1508P27007C\*-O



N1508P27011C\*-O



N1508P27018C\*-O



N1508P27017C\*-O



N1508P27024C\*-O



AD# N1508A27001C PASS 6 COL. x 3

In Print, Online & Mobile

# Food for Thought

Get Free E-edition & Mobile Access with your print home delivery subscription. Call or visit us online today for details and current specials for new subscribers. Rates start at just 39¢ a day!

The Somersville Press  
000.000.0000 • www.namewebsite.com





N1508P28007C-●



N1508P28005C-●



N1508P28003C-●



N1508P28006C-●



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N1508P28001C-●



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N1508P28016C\*-○



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N1508P28013C\*-○



N1508P28010C\*-○

N1508P28002C\*-○



We're

Growing!

Branch Grand Opening  
Thursday, August 00, 2015 • 11am-2pm  
Ribbon-Cutting Ceremony at 11am by Mayor Name Here

Please join us for refreshments,  
entertainment and free giveaways!  
Bounce House & Face Painting for the Kids  
Live Music by Name Band  
Enter to Win a Name Brand Tablet

Somerville Savings & Loan

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

AD# N1508A28001C PASS 6 COL x 3





N1508P29015C-●



N1508P29009C-●



N1508P29001C-●



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N1508P31003C-●



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N1508P31005C-●



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N1508P31008C-●



N1508P31002C-●



N1508P31010C-●



N1508P31004C-●



N1508P31006C-●







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

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

WEB ADS:

**Low Prices on Premium Hair Care**

Name Brand Organic Shampoo \$6.99

See All of This Week's Deals



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

AD# N1508W33002S

N1508P36005C

Companion WEB ADS available on MCC

**Low Prices on Premium Hair Care**

Name Brand Organic Shampoo \$6.99

See All of This Week's Deals

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

AD# N1508W33002R

N1508P36005C

QUICK SELL:

**new you**

Improve cosmetic skills with highlighting and contouring

AD# N1508A33005C 9,667 x 13

SECTION COVER:

August 2015  
A Special Supplement to  
**NAME NEWSPAPER**

**new you**

The Latest on Botox, Teeth Whitening Procedures, Best Cosmetic Surgery Makeovers, Are Chemical Peels Right for You? Consulting with a Surgeon, Quick Facts on Body Contouring, Breast Implant Safety, News & Trends

AD# N1508A33004C 10 x 13

N1508P14004C

**The New & Improved You**

N1508P33001C\*-O

MOBILE ADS:

Name Brand Organic Shampoo \$6.99  
See All of This Week's Deals

**Timmons Pharmacy**

AD# N1508W33002B

Name Brand Organic Shampoo \$6.99  
See All of This Week's Deals

**Timmons Pharmacy**

AD# N1508W33002W

**Low Prices on Premium Hair Care**

Name Brand Organic Shampoo \$6.99

See All of This Week's Deals

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

AD# N1508W33002L

CAMPAIGN:

**Top-Rated Skin Care & Cosmetics**

On Sale This Week

Name Brand Facial Moisturizer	Name Brand Purifying Face Mask	Name Brand Eyeshadow Duo	Name Brand Moisturizing Lipstick
\$9.99 (reg. \$12.99)	\$7.99 (reg. \$9.99)	\$4.99 (reg. \$6.99)	\$8.99 (reg. \$11.99)

Join us this week for **FREE In-Store Makeup Demos** Monday-Saturday at 11am & 2pm. Details in store and at [namewebsite.com](http://namewebsite.com).

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

AD# N1508A33001C

N1508P36001C

PASS 2 COL. x 5

**Low Prices on Premium Hair Care**

On Sale This Week

Name Brand Organic Shampoo	Name Brand Leave-In Conditioner	Name Brand Sculpting Mousse	Name Brand Styling Spray
\$6.99 (reg. \$8.99)	\$7.99 (reg. \$9.99)	\$4.99 (reg. \$6.99)	\$5.99 (reg. \$7.99)

Join us this week for **FREE Hair Styling & Braiding Demos** Monday-Saturday at 11am & 2pm. Details in store and at [namewebsite.com](http://namewebsite.com).

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

AD# N1508A33002C

N1508P36005C

PASS 2 COL. x 5

**The Latest Beauty Trends for Less**

On Sale This Week

Name Brand Nail Polish	Name Brand Color Hair Chalk	Name Brand Fashion Nail Wraps	Name Brand Metallic Tattoos
\$4.99 (reg. \$6.99)	\$7.99 (reg. \$9.99)	\$12.99 (reg. \$14.99)	\$11.99 (reg. \$14.99)

Join us this week for **FREE Nail Art & Special Effect Demos** Monday-Saturday at 11am & 2pm. Details in store and at [namewebsite.com](http://namewebsite.com).

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

AD# N1508A33003C

N1508P36006C

PASS 2 COL. x 5







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

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

WEB ADS:

**CHILD CARE**

**Open House Weekend**  
August 00 & 00  
10am-2pm

Meet the staff and learn more about our quality child care programs, while enjoying complimentary refreshments and supervised playtime for the kids.

**Busy Bees Child Care Center**

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

AD# N1508W35001S

N1508P16006C

Companion WEB ADS available on MCC

**CHILD CARE**

**Busy Bees Child Care Center**

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

AD# N1508W35001R

N1508P16006C

QUICK SELL:

**CHILD CARE**

Questions to ask when looking for an after-school program

Community Center  
After-School Program  
Arts & Crafts Program  
Reading Program

AD# N1508A33005C 9.667 x 13

SECTION COVER:

**CHILD CARE**

August 2015 | A Special Supplement to  
**NAME NEWSPAPER**

Searching for Affordable Day Care?  
These Resources Can Help

Local Day Care Center Reviews  
Where Does Your Rank?  
Tips for Finding & Evaluating a Daycare  
Toddler & Infant Care Programs  
Choosing Quality Care for a Child with Special Needs  
Should I Hire a Live-In Nanny?

AD# N1508A35004C 10. x 13

N1508P16011C

N1508P16009C

**Child Care GUIDE**

N1508P35001C-O

MOBILE ADS:

**CHILD CARE** Open House Weekend August 00 & 00 10am-2pm **Busy Bees Child Care Center**

AD# N1508W35001B

**CHILD CARE** Open House Weekend August 00 & 00 10am-2pm **Busy Bees Child Care Center**

AD# N1508W35001W

N1508P37004C

**CHILD CARE** Open House Weekend August 00 & 00 10am-2pm **Busy Bees Child Care Center**

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

AD# N1508W35001L

CAMPAIGN:

**CHILD CARE**

We offer day care and after-school programs designed to help young learners thrive!  
Art & Music • Constructive Play • Skill Building • Social Interaction • Academic Enrichment • Healthy Snacks

**Busy Bees Child Care Center**

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

**Open House Weekend**  
August 00 & 00  
10am-2pm

Meet the staff and learn more about our quality child care programs, while enjoying complimentary refreshments and supervised playtime for the kids.

AD# N1508A35001C

N1508P37004C

N1508P16006C

**CHILD CARE**

We offer day care and after-school programs designed to help young learners thrive!  
Art & Music • Constructive Play • Skill Building • Social Interaction • Academic Enrichment • Healthy Snacks

**Busy Bees Child Care Center**

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

**Now Enrolling for Fall**

To apply or arrange a tour, please call 000-000-0000 or fill out our online contact form. Limited space remaining!

AD# N1508A35002C

N1508P37008C

N1508P16006C

**CHILD CARE**

We offer day care and after-school programs designed to help young learners thrive!  
Art & Music • Constructive Play • Skill Building • Social Interaction • Academic Enrichment • Healthy Snacks

**Busy Bees Child Care Center**

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

**Now Offering After-School Tutoring Services!**

Let our certified teachers help your young students achieve greater success in school with one-on-one tutoring services and standardized test prep.

AD# N1508A35003C

N1508P37009C

N1508P16006C





N1508P36010C-●



N1508P36007C-●



N1508P36011C-●



N1508P36003C-●



N1508P36009C-●



N1508P36002C-●



N1508P36008C-●



N1508P36004C-●



N1508P36001C-●



N1508P36006C-●



N1508P36005C-●

MCC Keyword Hints: lifestyle, fitness, crossfit, nails, weightlifting, handstand push-up, business, waitress





N1508P37003C-●



N1508P37005C-●



N1508P37009C-●



N1508P37008C-●



N1508P37001C-●



N1508P37002C-●



N1508P37006C-●



N1508P37007C-●



N1508P37004C-●





N1508P38013C-●



N1508P38001C-●



N1508P38006C-●



N1508P38012C-●



N1508P38002C-●



N1508P38008C-●



N1508P38003C-●



N1508P38004C-●



N1508P38007C-●



N1508P38009C-●



N1508P38011C-●



N1508P38010C-●



N1508P38005C-●





N1508P39010C-●



N1508P39009C-●



N1508P39003C-●



N1508P39005C-●



N1508P39011C-●



N1508P39004C-●



N1508P39006C-●



N1508P39002C-●



N1508P39007C-●



N1508P39008C-●



N1508P39001C-●



These unique ads are designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.

(MCC Creative Library / Ad Type pull-down menu: "AdScape/Shaped")

## Promote Premium Placement Opportunities With Metro AdScapes

The million dollar ad space on the second page of the factbook is finally available to you. We designed this ad space to be the best of both worlds. It's a premium placement opportunity, and it's also a great way to promote your business. The ad space is located on the second page of the factbook, and it's a premium placement opportunity. The ad space is located on the second page of the factbook, and it's a premium placement opportunity.

It's a premium placement opportunity, and it's also a great way to promote your business. The ad space is located on the second page of the factbook, and it's a premium placement opportunity. The ad space is located on the second page of the factbook, and it's a premium placement opportunity.

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### Usage Note:

Use this shaped specialty ad to publicize a financial advertiser, including banks, savings & loans, credit unions and mortgage specialists. It can also be adapted for any number of advertisers. The ad's unique positioning is sure to draw extra attention for your advertiser while gaining premium pricing for you.

The ad space is located on the second page of the factbook, and it's a premium placement opportunity. The ad space is located on the second page of the factbook, and it's a premium placement opportunity. The ad space is located on the second page of the factbook, and it's a premium placement opportunity.

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Companion WEB ADS available on MCC

The ad space is located on the second page of the factbook, and it's a premium placement opportunity. The ad space is located on the second page of the factbook, and it's a premium placement opportunity. The ad space is located on the second page of the factbook, and it's a premium placement opportunity.

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## Look, Low Rates!

All signs point to interest rates rising in the near future, so be sure to lock in the loan that's right for you today.

**Mortgage Loans**  
as low as  
**4.75% APR**  
30-year fixed rate  
List details, terms and conditions here.

**Auto Loans**  
as low as  
**2.50% APR**  
for 72 months  
List details, terms and conditions here.

**Signature Savings & Loan**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
[www.namcwebsite.com](http://www.namcwebsite.com)

Call, come in or go online to get started!


AD# N1508A40001C

PASS 6 COL. x 9





N1508P46004C



## Make a Grand Entrance


Custom Doors & Windows | Interior, Exterior & Patio Doors  
Wood, Vinyl & Aluminum Windows | Beautiful, Energy-Efficient Designs  
Lifetime Quality Guarantee | Easy Financing Plans | Expert Installation

**SPECIAL OFFER**  
Free Triple Pane Upgrade available for a limited time only  
Call today for your free in-home consultation and estimate!

Residential & Commercial | Licensed & Insured


### Garrett Doors & Windows

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



AD# N1508A41001C 8.5 x 11

N1508P30012C



## Farm & Ranch Management


We specialize in helping landowners:  
Increase income | Conserve valuable assets | Budget effectively  
Improve crop marketing | Track & report financials | Improve efficiency

Over 20 Years of Experience &  
Over \$75 Million in Agricultural Assets Managed  
To learn more about what our services can do for you and your operation,  
give us a call today for a free on-site consultation.

Management & Leasing Programs Available for New & Existing Operations

### TGF Farm Management Services

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



AD# N1508A41002C 8.5 x 11

N1508P12008C

Turn your workout routine on its head &

## Reach Your Real Potential



**First Month FREE**  
See reverse side for details.

### Fitness180

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

AD# N1508A41004C 8.5 x 11

FRONT

N1508P12006C

N1508P36002C

N1508P12003C  
N1508P36008C

Feel like you've hit a fitness plateau?  
Can't lose those extra pounds?  
**Bored at the gym?**



We're here to help you do a fitness 180, and discover your passion for raising the bar every single time you work out. Our skilled trainers combine weight training, aerobic activity and agility exercises to produce high-intensity, fat-burning workouts that will push your limits and take your results to the next level while spending less time at the gym.

Try us free for one full month, and see the results for yourself.

- Burn hundreds of calories a workout
- Build muscle & bone strength
- Improve flexibility & agility
- Increase your energy level

Call or go to [namewebsite.com](http://namewebsite.com) to register and activate your free trial month.

### Fitness180

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

AD# N1508A41003C 8.5 x 11

BACK



# METRO Shop Local



N1508P42011C-●



N1508P42014C-●



N1508P42013C-●



N1508P42012C-●



N1508P42016C-●



N1508P42015C-●



N1508P42007C\*-○



N1508P42009C\*-○



N1508P42008C\*-○



N1508P42010C\*-○



N1508P42004C\*-○  
N1508P42005C\*-○



N1508P42006C\*-○



N1508P42003C\*-○



N1508P42001C\*-○



N1508P42002C\*-○

MCC Keyword Hints: shop local, shopping, retail, produce, supermarket, fashion, shopping bags, surf shop, cafe



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

(MCC Creative Library / Print Ad Type pull-down menu: "Campaign")

N1508P42002C\*-O



Nominate your favorites, and give our best local businesses the recognition they deserve!

N1508P43001C\*-O

## "SHOP LOCAL" SUPPORT

This month, find a "Best Local Businesses" directory page designed to increase exposure for small businesses. It can easily be adapted to accommodate larger display spaces as well.

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

### Here's How It Works:

Go online to [namenewspaper.com](http://namenewspaper.com) today, and choose your favorite registered business within Name County for each category. **Voting ends August 00, 2015.** See our website for full program details.

### Nomination Categories

#### BEST SERVICES

Best Bank  
Best Spa  
Best Hair Salon  
Best Nail Salon  
Best Gym  
Best Hospital  
Best Doctor  
Best Contractor  
Best Realtor  
Best Caterer  
Best Dentist  
Best Pediatrician  
Best Veterinarian  
Best Auto Repair  
Best Hotel  
Best Vision Care  
Best Plumber  
Best Electrician  
Best Landscaper  
Best Pharmacy  
Best Chiropractor

#### BEST RECREATION & EDUCATION

Best Golf Course  
Best Amusement Park  
Best Casino  
Best Dance School  
Best Gymnastics School  
Best Theater  
Best Bowling  
Best Live Music  
Best Music School  
Best Sports Coach  
Best Teacher  
Best Campground

#### BEST DINING

Best Pizza  
Best Bagels  
Best Breakfast  
Best Lunch Special  
Best Casual Restaurant  
Best Fine Dining  
Best Tacos  
Best Sushi  
Best Burger  
Best Deli  
Best Asian Restaurant  
Best Bakery  
Best Coffee  
Best Donuts  
Best Ice Cream  
Best Chef

#### BEST NIGHTLIFE

Best Wine Bar  
Best Beer Bar  
Best Dance Club  
Best Neighborhood Bar  
Best Margarita  
Best Martini  
Best Bartender  
Best Cocktail  
Best Comedy Club  
Best Karaoke Night

#### BEST SHOPPING

Best Women's Clothing Store  
Best Menswear Store  
Best Jewelry store  
Best Grocery Store  
Best Furniture Store  
Best Liquor Store  
Best Auto Dealer  
Best Florist  
Best Gift Shop  
Best Hardware Store  
Best Shoe Store  
Best Electronics Store  
Best Garden Center  
Best Consignment Shop  
Best Toy/Kids' Store  
Best Antiques Shop  
Best Pet Supply Store  
Best Bookstore

**Remember to Vote By Saturday, August 00!**

Winners Will Be Featured in Our Best Local Businesses Guide Here & Online September 00, 2015.

## The Somersville Press

In Print & Online  
[www.namewebsite.com](http://www.namewebsite.com) • 000.000.0000

AD# N1508A43001C

PASS 6 COL. x 21

AD# N1508A43002C

10 x 13





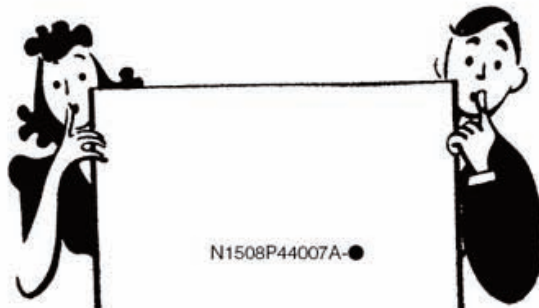
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N1508P44001A-●



N1508P44013A-●



N1508P44007A-●



N1508P44009A-●



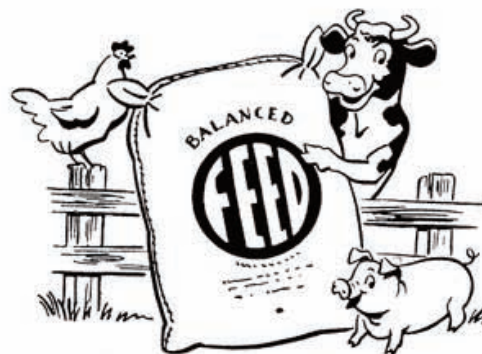
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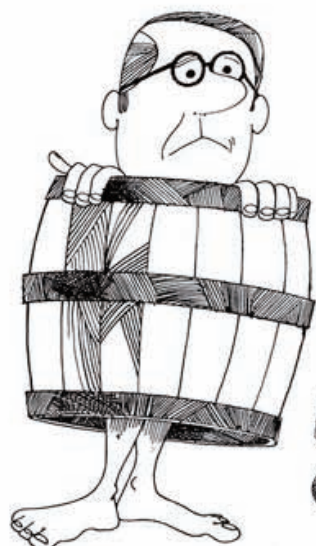
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N1508P44010A-●



N1508P44012A-●



N1508P44004A-●



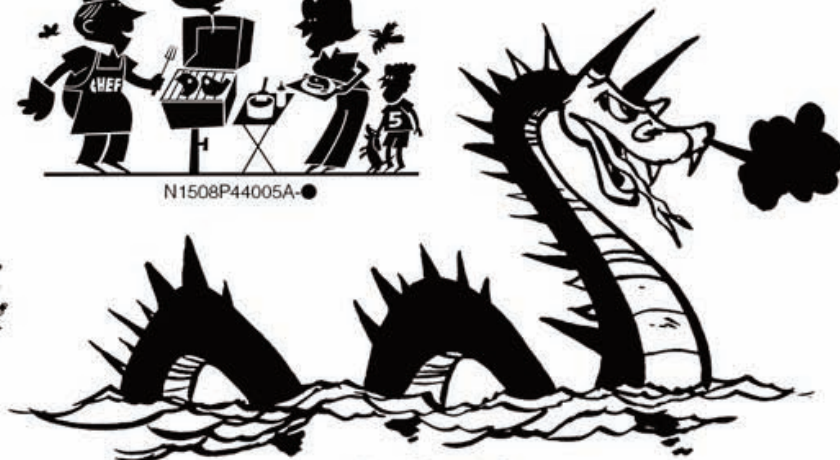
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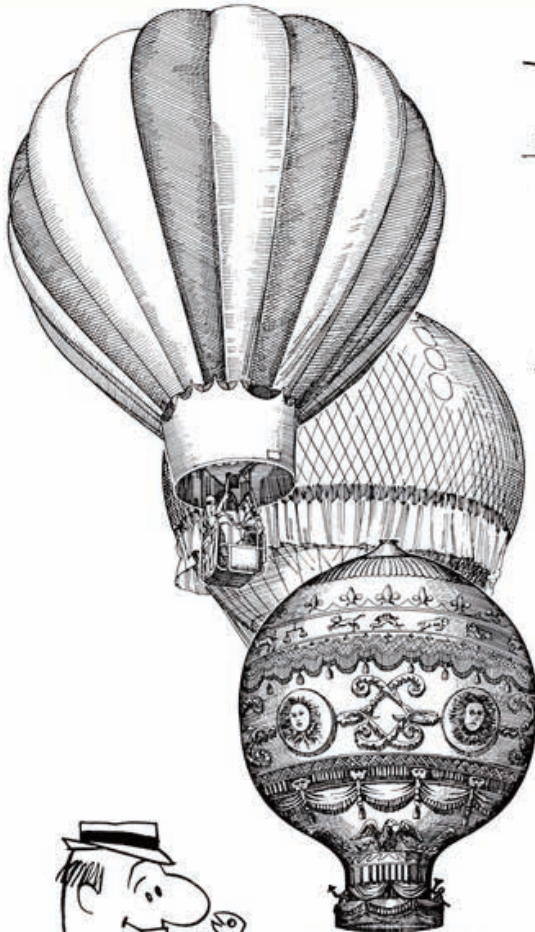


N1508P44003A-●



N1508P44011A-●





N1508P45001A-●



N1508P45004A-●



N1508P45005A-●



N1508P45007A-●



N1508P45008A-●



N1508P45011A-●



N1508P45012A-●



N1508P45006A-●



N1508P45013A-●



N1508P45009A-●



N1508P45010A-●



# LABOR DAY

N1508P45003A-●  
N1508P45002A-●



N1508P45014A-●



# METRO Templated Special Sections

Bonus images available in the Images Library:



N1508P46001C-●



N1508P46002C-●



N1508P46006C-●



N1508P46005C-●



N1508P46003C-●



N1508P46004C-●

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

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

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

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section.

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



TSS COVER



8.5 x 11 SALES SHEET



5 x 7 POSTCARD









N1508P48006C-●



N1508P48005C-●



N1508P48004C-●



N1508P48003C-●



N1508P48002C-●



N1508P48009C-●



N1508P48007C-●



N1508P48011C-●



N1508P48001C-●



N1508P48008C-●



N1508P48010C-●



N1508P48012C-●





N1508P49011C-●



N1508P49009C-●



N1508P49006C-●



N1508P49007C-●



N1508P49004C-●



N1508P49001C-●



N1508P49003C-●



N1508P49008C-●



N1508P49002C-●



N1508P49012C-●



N1508P49010C-●



N1508P49005C-●



### Usage Notes:

Use these backgrounds to help promote end-of-summer sales, fairs, rodeos, celebrations, back to school, Labor Day and more. Employ them for individual ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules ... and more.

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



N1508P50005C-●  
N1508P50006C-●



N1508P50003C-●



N1508P50001C-●



N1508P50002C-●



N1508P50007C-●



N1508P50004C-●



N1508P50008C-●



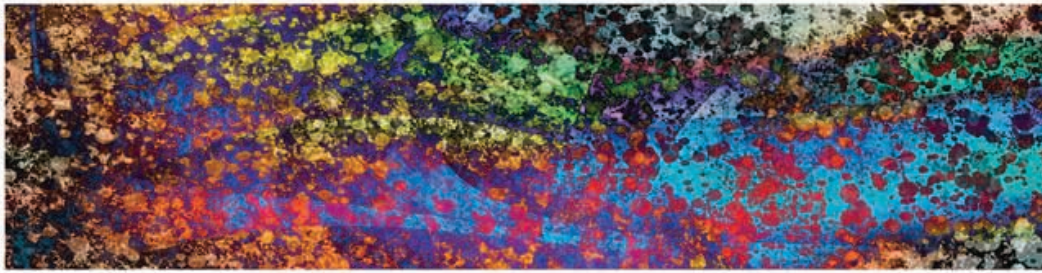
N1508P50010C-●



N1508P50009C-●



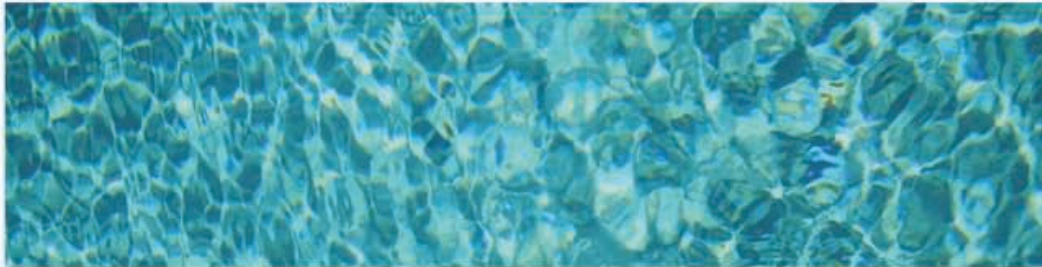
N1508P51001C



**Usage Suggestions:**

Any business interested in a colorful, edgy look can benefit from this textured banner photo. Try it for fall fashion previews, bar and night club ads, gift shops or modern home furnishings, in print and online.

N1508P51002C



**Usage Suggestions:**

Use this water banner photo for season-end pool sales, pool closings, water home delivery services ads, summer beauty supplies directory headings and more, in print and online.

N1508P51003C



**Usage Suggestions:**

A grass banner photo is perfect as a page header for fall lawn care guides and end-of-summer lawn equipment sales or weed control company ads and more, in both print and online.

N1508P51004C



**Usage Suggestions:**

Use this stones photo as a page header for water-efficient landscaping directories, or an ad background for stone and paving suppliers, and more, in print and online.

N1508P51005C



**Usage Suggestions:**

This up-close and personal perspective banner photo of roofing shingles is perfect for roofing ads and guides for fall home improvement, and more, in print and online.

N1508P51006C



**Usage Suggestions:**

Try this cedar plank banner photo for roofing and building materials ads and fall gardening page headers, as well as end-of-season beach house rentals, and more, in print and online.



Happy Labor Day!



N1508P52001C\*-O

WALL STREET

N1508P52010C\*-O



N1508P52011C\*-O



N1508P52020C\*-O



N1508P52004C\*-O



N1508P52003C\*-O



N1508P52002C\*-O



N1508P52018C\*-O



N1508P52019C\*-O



N1508P52012C\*-O



N1508P52008C\*-O



N1508P52016C\*-O



N1508P52009C\*-O



N1508P52017C\*-O



N1508P52007C\*-O



N1508P52013C\*-O



N1508P52005C\*-O



N1508P52015C\*-O



N1508P52014C\*-O



N1508P52006C\*-O





N1508P53006C\*-O



N1508P53001C\*-O



N1508P53007C\*-O



N1508P53002C\*-O



N1508P53004C\*-O



N1508P53005C\*-O



N1508P53003C\*-O



N1508P53008C\*-O

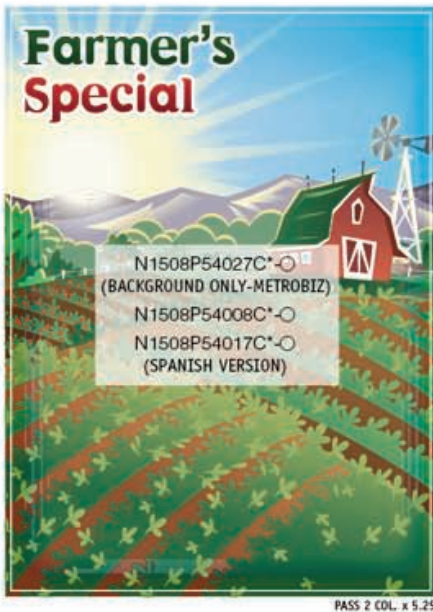
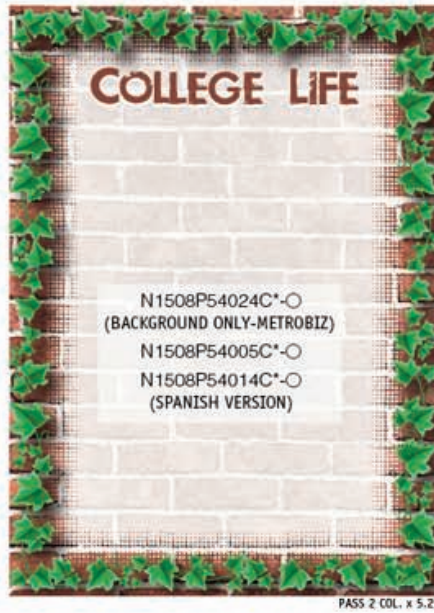
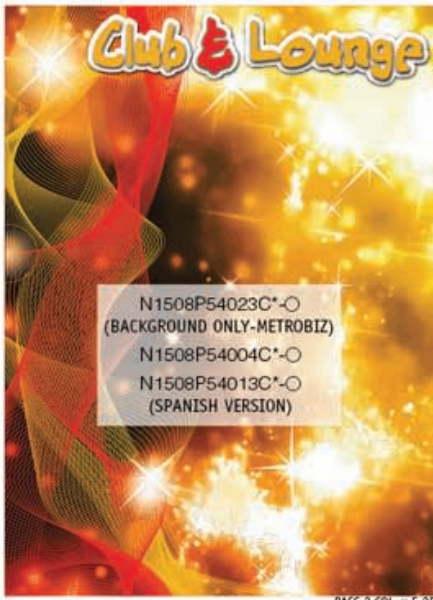


N1508P53009C\*-O



**Usage Note:**

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







MCC KEYWORD HINT: metrobiz  
N1508P55001C\*-O



MCC KEYWORD HINT: metrobiz  
N1508P55002C\*-O



MCC KEYWORD HINT: metrobiz  
N1508P55003C\*-O 



MCC KEYWORD HINT: metrobiz  
N1508P55004C\*-O 



MCC KEYWORD HINT: metrobiz  
N1508P55005C\*-O




MCC KEYWORD HINT: metrobiz  
N1508P55006C\*-O



N1508P55007C\*-O



N1508P55008C\*-O 



N1508P55009C\*-O 

### Usage Note:

MetroBiz, banner, end of summer, produce, organic, business, finance, back to school,

Use these timely frames in print inserts, ads or online ads and areas. Items that Metro creates to help you expand your printing business are keyworded as "MetroBiz" for your convenience in searching and downloading. The banner-style frames can be used for top- or bottom-of-the-page print ads or repurposed for Web banners. Look for more seasonal and timely subjects throughout the year.





MCC KEYWORDS: ICON SET, SUN, SUMMER  
N1508S56006C\*-O



MCC KEYWORDS: ICON SET, FURNITURE  
N1508S56001C\*-O



MCC KEYWORDS: ICON SET, HOUSE, HOME  
N1508S56002C\*-O



MCC KEYWORDS: ICON SET, SPA  
N1508S56005C\*-O



MCC KEYWORDS: ICON SET, HOME IMPROVEMENT  
N1508S56004C\*-O



MCC KEYWORDS: ICON SET, MOVIE THEATER  
N1508S56003C\*-O





N1508P57022C\*-O



N1508P57023C\*-O



N1508P57024C\*-O



N1508P57025C\*-O



N1508P57026C\*-O



N1508P57027C\*-O



N1508P57028C\*-O



N1508P57029C\*-O



N1508P57030C\*-O



N1508P57031C\*-O



N1508P57032C\*-O



N1508P57033C\*-O



N1508P57034C\*-O



N1508P57035C\*-O



N1508P57037C\*-O



N1508P57036C\*-O



N1508P57038C\*-O



N1508P57001C\*-O



N1508P57002C\*-O



N1508P57003C\*-O



N1508P57004C\*-O



MCC KEYWORDS: ICON SET, LABOR DAY

N1508S57039C\*-O



N1508P57005C\*-O



N1508P57006C\*-O



N1508P57007C\*-O



N1508P57008C\*-O



N1508P57010C\*-O



N1508P57009C\*-O



N1508P57016C\*-O



N1508P57018C\*-O



N1508P57020C\*-O



N1508P57019C\*-O



N1508P57021C\*-O



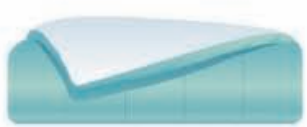
N1508P57011C\*-O



N1508P57013C\*-O



N1508P57015C\*-O



N1508P57014C\*-O



N1508P57012C\*-O



N1508P57017C\*-O

### MCC Keyword Hints:

Individual elements in Icon Sets are keyworded as "icon" and "symbol." Use either, along with another keyword, to quickly find what you need.

To search for borders, select "border" from the *Image Type* menu along with your keyword(s) in the Search box. Try keywords of "summer," "financial," "Labor Day" and "back-to-college" to access borders on this page in the MCC Creative Library.





N1508P58007C-●



N1508P58005C-●



N1508P58004C-●



N1508P58003C-●



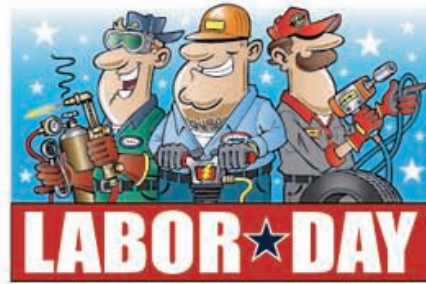
N1508P58002C-●



N1508P58001C-●



N1508P58006C-●



N1508P58017C\*-○  
N1508P58018C\*-○



N1508P58025C\*-○



N1508P58024C\*-○



N1508P58016C\*-○



N1508P58013C\*-○



N1508P58008C\*-○



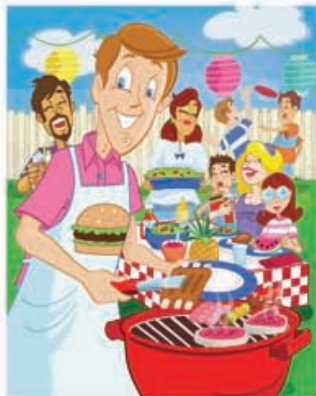
N1508P58011C\*-○



N1508P58020C\*-○  
N1508P58021C\*-○



N1508P58022C\*-○



N1508P58026C\*-○



N1508P58015C\*-○



N1508P58014C\*-○



N1508P58012C\*-○



N1508P58009C\*-○



N1508P58010C\*-○



N1508P58019C\*-○



# Labor Day Coupon Rewards

Stretch your hard-earned dollars this Labor Day with money-saving coupon offers from local businesses that really appreciate your work in this community!

N1508P59001C\*~O  
N1508P59002C\*~O

AD# N1508A59002C  
PASS 3 COL x 4.25

N1508P59003C\*~O

AD# N1508A59004C  
PASS 3 COL x 4.25

AD# N1508A59006C  
PASS 3 COL x 4.25

AD# N1508A59008C  
PASS 3 COL x 4.25

## Suds Laundromat

*Take the day off, and let us do the dirty work!*



Save  
**15% Off**  
Wash-&-  
Fold Service



Offer good with coupon August 00-September 00, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

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

## Skip's Garden Center

*Making yard work more rewarding!*



Save  
**\$5 Off**  
Your Purchase  
of \$15 or More



Offer good with coupon August 00-September 00, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

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## Lemon Lounge

*Relax with us all weekend!*



Buy One,  
Get One  
**FREE**  
Any Appetizer or  
Flatbread Pizza



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## Ice Cream Palace

*Treat yourself this Labor Day!*



**BOGO**  
**50% Off**  
Any Cup,  
Cone or Sundae



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

## Maria's Italian Kitchen

*Give Mom the day off this Labor Day!*



**BOGO**  
**50% Off**  
Any Entree



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1234 Washington Street | Somersville Heights  
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## Corner Grocery

*Everything for your Labor Day celebration!*



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



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## She-She Salon

*Cherish yourself this Labor Day!*



Save  
**20% Off**  
Any Single  
Service



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## Workshop Toys

*All work and no play? Shop the latest toys and games for kids of all ages!*



Save  
**25% Off**  
Any Single  
Item



Offer good with coupon August 00-September 00, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

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AD# N1508A59001C PASS 6 COL x 21

AD# N1508A59011C 10 x 13

AD# N1508A59010C PASS 6 COL x 21

AD# N1508A59012C 10 x 13

AD# N1508A59003C  
PASS 3 COL x 4.25

N1508P48001C~O

AD# N1508A59005C  
PASS 3 COL x 4.25

N1508P66002C~O

AD# N1508A59007C  
PASS 3 COL x 4.25

N1508P66001C\*~O

AD# N1508A59009C  
PASS 3 COL x 4.25

N1508P37005C~O

N1203P46009C\*~O





N1508P60006C-●



N1508P60003C-●



N1508P60005C-●



N1508P60026C\*○  
N1508P60029C\*○



N1508P60030C\*○  
N1508P60031C\*○



N1508P60026C\*○



N1508P60025C\*○



N1508P60024C\*○



N1508P60019C\*○



N1508P60023C\*○



N1508P60022C\*○



N1508P60032C\*○



N1508P60027C\*○



N1508P60018C\*○



N1508P60021C\*○



N1508P60020C\*○



N1508P60002C-●



N1508P60004C-●



N1508P60011C\*○



N1508P60008C\*○



N1508P60010C\*○



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N1508P60001C\*○



N1508P60007C\*○



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N1508P60009C\*○



N1508P60017C\*○



N1508P60016C\*○



N1508P60015C\*○



N1508P60012C\*○



Get carried away by  
storewide end-of-summer  
clearance prices on fashions  
for the home and family.



# Last Sale of Summer

Starting  
This Saturday

Save Up, Up, Up to  
**50% OFF**

Doors Open at 9 AM  
**Saturday, August 22**  
Shop Early for the Best Selection

Sale ends August 02, 2015. List details, terms and conditions here.

- Menswear & Kidswear
- Women's, Plus-Size & Petite Fashions
- Juniors' & Young Men's Apparel
- Footwear for the Whole Family
- Jewelry & Summer Accessories
- Seasonal Bedding & Bath
- Home Furnishings & Accessories
- Patio Dining & Entertaining
- Lawn & Garden Decor



## Somersville General Store

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*BONUS  
SAVINGS  
PASS*

Save an  
**Extra 15% OFF**

Your Total Purchase  
9-11 AM ONLY  
Saturday, August 22, 2015

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

Somersville  
General Store

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[www.namewebsite.com](http://www.namewebsite.com)

AD# N1508A61001C

PASS 6 COL x 21

AD# N1508A61002C

10 x 13





N1508P62002C-●



N1508P62011C-●



N1508P62012C-●



N1508P62007C-●



N1508P62004C-●



N1508P62003C-●



N1508P62009C-●



N1508P62010C-●



N1508P62005C-●



N1508P62006C-●



N1508P62008C-●



N1508P62001C-●





N1508P63003C-●



N1508P63010C-●



N1508P63011C-●



N1508P63007C-●



N1508P63002C-●



N1508P63009C-●



N1508P63008C-●



N1508P63004C-●



N1508P63005C-●



N1508P63012C-●



N1508P63006C-●



N1508P63001C-●





N1508P64002C-●



N1508P64006C-●



N1508P64003C-●



N1508P64008C-●



N1508P64001C-●



N1508P64010C-●



N1508P64007C-●



N1508P64009C-●



N1508P64005C-●



N1508P64004C-●

# Dinner Is Served

- Easy as
- 1 Dine In
- 2 Take Out
- 3 Delivery

**Family-Style Dinner Special**  
 Large One-Topping Pizza  
 Spaghetti With Meat or Marinara Sauce  
 Hot Garlic Bread  
 Fresh Salad • 2-Liter Soda

**Only \$24.99**



# Pizza Palazzo

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N1203P46009C-0

AD# N1508A64001C PASS 6 COL x 3





N1508P65010C-●



N1508P65009C-●



N1508P65002C-●



N1508P65004C-●



N1508P65007C-●



N1508P65006C-●



N1508P65001C-●



N1508P65003C-●



N1508P65005C-●



N1508P65008C-●



## CLASSIC CHINESE FOOD FAST, FRESH & DELICIOUS!

TRY OUR HEALTHY  
ASIAN VEGETABLE STIR-FRY  
WITH CHICKEN, BEEF OR TOFU  
**ONLY \$7.99**

**GOLDEN WOK**  
CHINESE RESTAURANT

1234 WASHINGTON STREET | SOMERSVILLE HEIGHTS  
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SUNDAY BUFFET SERVED ALL DAY - LUNCH SPECIALS \$5.99 & UP - FREE DELIVERY WITH MINIMUM \$12 ORDER

AD# N1508A65001C PASS 6 COL. x 3

N1209P46009C-0





N1508P66012C-●  
WAFFLES



N1508P66021C-●  
PEACH ICED TEA



N1508P66003C-●  
BROWNIES



N1508P66014C-●  
PLATE OF LASAGNA



N1508P66015C-●  
GLASS OF WATER



N1508P66013C-●  
DINNER WITH RED WINE



N1508P66009C-●  
RAW FILET MIGNON



N1508P66017C-●  
PINEAPPLE



N1508P66037C-◇  
PINEAPPLE



N1508P66008C-●  
LEMON WATER



N1508P66030C-◇  
ICE CREAM SUNDAE



N1508P66016C-●  
BOTTLED WATER



N1508P66023C-●  
SAUSAGES & SAUERKRAUT



N1508P66020C-●  
PEACH PIE



N1508P66035C-◇  
LASAGNA



N1508P66031C-◇  
ROOT BEER FLOAT



N1508P66032C-◇  
MIXED POTATOES



N1508P66024C-●  
ROAST BEEF SANDWICH



N1508P66002C-●  
BANANA SPLIT



N1508P66028C-◇  
BROWNIES



N1508P66036C-◇  
MANGO



N1508P66038C-◇  
PEACHES



N1508P66025C-●  
ROAST BEEF SANDWICH



N1508P66011C-●  
WAFFLES



N1508P66034C-◇  
RAW FILET MIGNON



N1508P66039C-◇  
MUSTARD & KETCHUP



N1508P66029C-◇  
FILET OF SOLE



N1508P66027C-●  
HAM & CHEESE SANDWICH



N1508P66022C-●  
PEACH TURNOVERS



N1508P66033C-◇  
RAW FILET MIGNON



N1508P66010C-●  
STEAK & POTATOES



N1508P66040C-◇  
SCHOOL LUNCH &



N1508P66006C-●  
MIXED POTATOES



N1508P66001C-●  
WATERMELON



N1508P66018C-●  
SLICE OF PIE WITH ICE CREAM



N1508P66007C-●  
POTATO



N1508P66019C-●  
PEACHES



N1508P66026C-●  
SCHOOL LUNCH



N1508P66004C-●  
FISH & CHIPS



N1508P66005C-●  
FISH & CHIPS



N1508P67003C\*O  
N1508P67004C\*O

# Save on Everything for Labor Day Entertaining

## Your Grilling Headquarters

Name Brand Ribeye Steak  
boneless  
**\$9.99 lb.**

Name Brand Ground Beef  
80% lean  
**\$2.99 lb.**

Name Brand Chicken Breast  
boneless  
**\$4.99 lb.**

Fresh Mahi Mahi  
skin on  
**\$10.99 lb.**

Pork Spare Ribs  
**\$1.98 lb.**

Name Brand Beef Franks  
9 oz. pkg.  
**\$2.49**

Name Brand Charcoal Briquets  
16 lb.  
**\$5.99 lb.**

Name Brand Sliced Cheese  
12 oz. variety  
**\$3.49**

Name Brand Barbecue Sauce  
16 oz.  
**99¢**

Name Brand Ketchup  
64 oz.  
**\$1.89**

Name Brand Burger Buns  
12 ct. bag  
**\$1.99**

## Fresh, Seasonal Produce

Red Roma Tomatoes  
**99¢ lb.**

Large Avocados  
**79¢ ea.**

Seedless Watermelon  
**19¢ lb.**

Fresh Pineapple  
**\$2.99 ea.**

Seedless Grapes  
**\$1.99 lb.**

Russet Potatoes  
**29¢ lb.**

Navel Oranges  
**99¢ lb.**

Tropical Mangos  
**99¢ ea.**

## Made-Fresh Deli Favorites

Deli Potato Salad  
**\$2.49 lb.**

Deli Cole Slaw  
**\$1.39 lb.**

## & More

Name Brand Potato Chips  
10 oz.  
**\$1.99**

Name Brand Microwave Popcorn  
3 ct. varieties  
**99¢**

Name Brand Tortilla Chips  
13 oz.  
**\$1.89**

Name Brand Salsa  
10 oz.  
**\$2.19**

Name Brand Pickles  
16 oz.  
**\$1.79**

Name Brand Mayonnaise  
18 oz.  
**\$1.79**

Name Brand Baked Beans  
15 oz.  
**99¢**

Name Brand Elbow Pasta  
17 oz.  
**\$1.29**

Name Brand Ice Cream  
half gallon  
**\$4.99**

Name Brand Whipped Topping  
8 oz.  
**99¢**



N1508P66001C\*O

N1508P660039C\*O

N1508P660009C\*O

N1508P660006C\*O

N1508P660025C\*O

N1508P660039C\*O

Advertisement prices good August 03-September 03, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

# Piedmont Grocery



1234 Washington Street  
Somerville Heights  
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Shop Monday-Saturday 9 a.m.-9 p.m., Sunday 10 a.m.-5 p.m.

N1508P67001C\*O  
N1508P67002C\*O

AD# N1508A67001C

PASS 6 COL x 21

AD# N1508A67002C

10 x 13

AD# N1508A67003C

PASS 6 COL x 21

AD# N1508A67004C

10 x 13





N1508P68041C\*-O



N1508P68032C\*-O



N1508P68033C\*-O



N1508P68035C\*-O



N1508P68030C\*-O



N1508P68029C\*-O



N1508P68040C\*-O



N1508P68037C\*-O



N1508P68043C\*-O  
N1508P68044C\*-O



(BACK-TO-SCHOOL TECHNOLOGY)  
N1508P68049C\*-O



N1508P68042C\*-O



(SIDEWALK SALE)  
N1508P68048C\*-O



N1508P68045C\*-O



(A WELL-ORGANIZED BACK-TO-SCHOOL)  
N1508P68046C\*-O



(SAVORY VEGETABLES)  
N1508P68047C\*-O



N1508P68020C\*-O



N1508P68006C\*-O



N1508P68009C\*-O



N1508P68036C\*-O



N1508P68027C\*-O



N1508P68026C\*-O



N1508P68008C\*-O



N1508P68004C\*-O



N1508P68002C\*-O



N1508P68003C\*-O



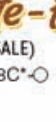
N1508P68015C\*-O



N1508P68014C\*-O



N1508P68023C\*-O



N1508P68008C\*-O



N1508P68001C\*-O



N1508P68005C\*-O



N1508P68007C\*-O



N1508P68017C\*-O



N1508P68012C\*-O



N1508P68010C\*-O



N1508P68034C\*-O



N1508P68028C\*-O



MCC KEYWORD HINT: metrobiz  
N1508P68025C\*-O



MCC KEYWORD HINT: metrobiz  
N1508P68024C\*-O



N1508P68038C\*-O



N1508P68039C\*-O





N1508P69012C-●  
QUEBEC PARLIAMENT BUILDING



N1508P69009C-●  
CHATEAU FRONTENAC



N1508P69006C-●  
ONTARIO SUNSET



N1508P69005C-●  
WEST POINT LIGHTHOUSE



N1508P69003C-●  
YUKON FIREWEED



N1508P69008C-●  
CHAIRS BY LAKE



N1508P69002C-●  
YUKON RIVER



N1508P69001C-●  
COUPLE WITH TORONTO SKYLINE IN  
BACKGROUND



N1508P69011C-●  
PEACE BRIDGE



N1508P69010C-●  
TORONTO



N1508P69007C-●  
FLOAT PLANE ON LAKE



N1508P69004C-●  
KANANASKIS COUNTRY ALBERTA



MCC KEYWORD HINT: week2

This is your illustration and copy for August 13.

## Are Your Goals SMART?

"The plans of the diligent lead to profit as surely as beams lead to poverty."  
—Proverbs 21:3

Having meaningful goals is an important part of a happy, fulfilled life. We should always have some worthy goals to work towards, both in the short-run and the long-run. If your goals are worth having, it helps to think about them systematically, and there is a nice acronym from the discipline of project management that can help in that regard. The acronym SMART stands for Specific, Measurable, Achievable, Timely, or Relevant, and Timely, Specific goals are better than vague ones. "I want to give \$10.00 to charity each week" is better than just saying you want to be more giving. Goals that can be measured are easier to keep track of. Better to keep a log of those weekly charitable contributions than to just guess at how much you've given. The goal should be both achievable and realistic. Don't try to give \$100.00 out of every paycheck to charity if you earn \$300.00 a week. And timely, your goals should be timely. That is, you should put a timeframe on your goals and it can also help if your short- and medium-term goals support your long-term goals. For instance, if one of your long-term goals is to leave a large sum of money to a favorite charity, then it will help to have short-term saving goals which support that. God wants us to be happy, and one of the ways in which we can turn good plans is to make our goals align with His. —Christopher Simon

AD# N1508A70002C PASS 2 COL. x 5.25

N1508P70005C\*  
N1508P70001C\*  
N1508P70004C\*  
N1508P70008C\*  
N1508P70004C\*

MCC KEYWORD HINT: week3

This is your illustration and copy for August 20.

## Walk or Drive? What Would Jesus Do?

"And what does the Lord require of you? To act justly and to love mercy and to walk humbly with your God."  
—Micah 6:8

It is encouraging that fewer managers are learning how to drive, or are putting off learning and somewhat less, when that judgment is probably most forerun. Many cities and towns are making their streets safer and more convenient for walking, riding a bicycle or using public transportation. Perhaps in the future many of us will need to own a car to get around. If you are going to drive, you should do it well. Driving safely and compassionately with the other people on the road says a lot about your character. I have often wondered if Jesus was around today whether he would drive a car, or perhaps ride a bike, or just walk. The New Testament portrays Jesus as frequently walking, and scholars have estimated that Jesus may have walked over 20,000 miles in his 33 years on earth. This one instance where he rode (Matthew 21) has him riding on a colt (or perhaps a donkey) into Jerusalem—a pretty humble ride for the King of Kings. Perhaps Pope Francis is right in his choice of vehicle, a used Fiat Renault which was donated to the Vatican. His need to be doing anything too fancy, and regardless of what kind of car we drive, we should all follow the rules of the road and be extra cautious around motorcycles, bicyclists, and pedestrians, all of whom are impacted by careless drivers. So buckle up, keep your eyes on the road, your hands on the wheel, and your head out of your seat! —Christopher Simon

AD# N1508A70003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for August 27.

## Raising Happy and Healthy Children

"Ye have words of mine in your hearts and never see. Adults have always complained about how difficult it is to get kids to act right, behave and to respect their elders. But there has been ample research over the last 50 years about the child-rearing practices which offer better chances of raising happy and healthy kids. The Stanford Marshmallow experiments were a set of studies which looked at delayed gratification. Children were given a marshmallow and told that if they could wait 15 minutes to eat it they would be given another marshmallow. Most of them couldn't wait, but those who could were shown to do better in school and to have a variety of better life outcomes, even years later. Studies done in the 1980s by Betty Hart and Todd Placy looked at how different social classes talked with their children and found that upper and middle class parents talked much more to their children and that this had an effect on their children's vocabularies and IQs. Finally, there is ample evidence that the things which parents do recreationally with their children, like playing sports, going to museums or concerts, and reading all continue to be enjoyed by their children into their adult years. So if you want to raise happy and healthy children, teach them how to delay gratification, talk with them as much as possible, and enjoy healthy and intellectually engaging activities with them. Be sure to include the Bible and its lessons in your activities. —Christopher Simon

AD# N1508A70004C PASS 2 COL. x 5.25

N1508P70006C\*  
N1508P70002C\*  
N1508P70001C\*  
N1508P70004C\*  
N1508P70008C\*  
N1508P70004C\*

**Sunday Potluck Supper**  
N1508P70010C\*  
N1508P70011C\*

N1508P70014C\*  
N1508P70007C\*  
N1508P70003C\*

N1508P70013C\*  
N1508P70007C\*  
N1508P70003C\*

N1508P70012C\*  
N1508P70007C\*  
N1508P70003C\*

**We're ONLINE!**  
N1508P70011C\*

MCC KEYWORD HINT: week1  
This is your illustration and copy for August 6, 2015.

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**Reconsidering Columbus**

"And their voice goes out into all the earth, their words to the ends of the world."  
—Psalm 19:4

When I was a schoolboy, in the 1960s, Christopher Columbus was celebrated as the heroic discoverer of America, and every child knew that "Columbus sailed the ocean blue in fourteen-hundred ninety-two." By the 1990s, when I was in college, history was no longer taught as if the great explorers were heroes. Their exploits were subjected to reasonable criticism, and the fact that Columbus and most other explorers, if we are to be fair, were seeking wealth and slaves took the luster off that image. It is worth noting that even in Columbus's own time his treatment of the native Americans was subject to criticism. But perhaps we shouldn't judge Columbus too harshly. In the late 1400s slavery was still a near universal practice. Columbus had a lot of "bad apples" among his crew, and some of the "goodies" Columbus encountered were hostile. Furthermore, Columbus really did see his role at least partly as spreading Christianity to a benighted race of people who he thought would make good Christians. Columbus belonged to the Franciscan third order and he took to wearing the monk's robe after his third voyage, which he returned from in chains. After successfully defending himself, he spent time in a Carthusian monastery, where he wrote a book of Prophecies which attempted to place his explorations within a larger divine plan. Columbus genuinely believed that he was doing the will of God, and so maybe this year on Columbus Day we should have a closer look at his exploits and his legacy. —Christopher Simon

AD# N1508A70001C PASS 2 COL. x 5.25

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AD# N1508A70005C PASS 6 COL. x 7

70 AUGUST 2015

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# METRO Spanish

Cada mes Metro ofrece una variedad de títulos en español, estos pueden ser encontrados en la biblioteca de imagenes de MetroCreativeConnection, usando "Spanish" como palabra clave. (Each month Metro presents a selection of Spanish headings.) (MCC Creative Library / Keyword: "Spanish" / Image Type pull-down menu: "heading")

**¡Celebra el Día del Trabajo!**  
(CELEBRATE LABOR DAY!)  
N1508P71001C\*O

**Mujer y Salud**  
(WOMEN & HEALTH)  
N1508P71010C\*O

**Artículos Deportivos**  
(SPORTING GOODS)  
N1508P71004C\*O

**Días de ESCUELA**  
(SCHOOL DAYS)  
N1508P71002C\*O

**HORARIO DE DEPORTES PARA EL OTOÑO**  
(FALL SPORTS SCHEDULE)  
N1508P71003C\*O

**Venta de Fin de Verano**  
(END-OF-SUMMER SALE)  
N1508P71008C\*O

**Material Escolar**  
(SCHOOL SUPPLIES)  
N1508P71007C\*O

**Cacería y Pesca**  
(HUNTING & FISHING)  
N1508P71009C\*O

**Compras Para el Regreso a Clases**  
(BACK-TO-SCHOOL SHOPPING)  
N1508P71006C\*O

**Increíbles AHORROS ESTE FIN DE SEMANA**  
(INCREDIBLE SAVINGS THIS WEEKEND)  
N1508P71005C\*O

# METRO Events

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

**V-J DAY**  
AUGUST 14, 1945  
N1508P71024C\*O

**NATIONAL AVIATION DAY**  
AUGUST 19  
N1508P71015C\*O

**Poets' Day**  
August 21  
N1508P71023C\*O

**WORLD BREASTFEEDING WEEK**  
AUGUST 1-7  
N1508P71026C\*O

**National Dog Day**  
August 26  
N1508P71016C\*O

**Women's Equality Day**  
August 26  
N1508P71025C\*O

**World Humanitarian Day**  
August 19  
N1508P71027C\*O

**NATIONAL Garage Sale Day**  
AUGUST 8  
N1508P71017C\*O

**NATIONAL PANINI MONTH**  
N1508P71021C\*O

**national immunization awareness month**  
N1508P71019C\*O

**international youth day**  
August 12  
N1508P71014C\*O

**WORLD WIDE WEB 25TH ANNIVERSARY**  
AUGUST 1  
N1508P71028C\*O

**National Water Quality Month**  
N1508P71022C\*O

**Children's Vision & Learning Month**  
N1508P71012C\*O

**NATIONAL NIGHT OUT**  
AUGUST 4  
N1508P71020C\*O

**INTERNATIONAL Clown Week**  
AUGUST 1-7  
N1508P71013C\*O

**BARGAIN HUNTING WEEK**  
AUGUST 3-9  
N1508P71011C\*O

**NATIONAL HOLISTIC PET DAY**  
AUGUST 30  
N1508P71018C\*O



# METRO Customer Requests

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

(MCC Images Library / Keywords: Art Subject)



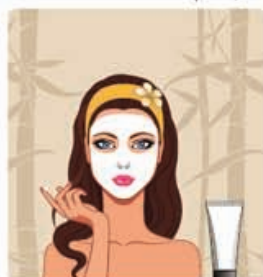
N1508P72029C\*-O  
(Saxophone Music)



N1508P72028C\*-O  
(Jazz Player)



N1508P72024C\*-O  
(Family in Swimming Pool)



N1508P72027C\*-O  
(Spa Day)



N1508P72033C\*-O  
(Spa Massage)



N1508P72031C\*-O  
(Spa)



N1508P72032C\*-O  
(Dice)



N1508P72009C\*-O  
(Four of a Kind)



N1508P72015C\*-O  
(Gem Heart)



N1508P72014C\*-O  
(Gem Club)



N1508P72013C\*-O  
(Gem Spade)



N1508P72012C\*-O  
(Gem Diamond)



N1508P72026C\*-O  
(Waiter Bringing Food)



N1508P72030C\*-O  
(Roulette Wheel)



N1508P72017C\*-O  
(Tokens)



N1508P72021C\*-O  
(Poker Chips)



N1508P72016C\*-O  
(Dice)



N1508P72022C\*-O  
(Triple Sevens)



N1508P72020C\*-O  
(Poker Chips)



N1508P72025C\*-O  
(Cartoon Pizza)



N1508P72010C\*-O  
(Triple Stars)



N1508P72019C\*-O  
(Poker Chips)



N1508P72018C\*-O  
(Bingo)



N1508P72008C\*-O  
(Roulette Wheel)



N1508P72011C\*-O  
(Triple Sevens)



N1508P72023C\*-O  
(Chef)



N1508P72001C\*-O  
(Dog Ear Fence)



N1508P72002C\*-O  
(Modified Point Fence)



N1508P72004C\*-O  
(4' High Wood Fence)



N1508P72003C\*-O  
(Spaced Dog Ear Fence)



N1508P72005C\*-O  
(Concave Picket Fence)



N1508P72006C\*-O  
(Lattice Fence)

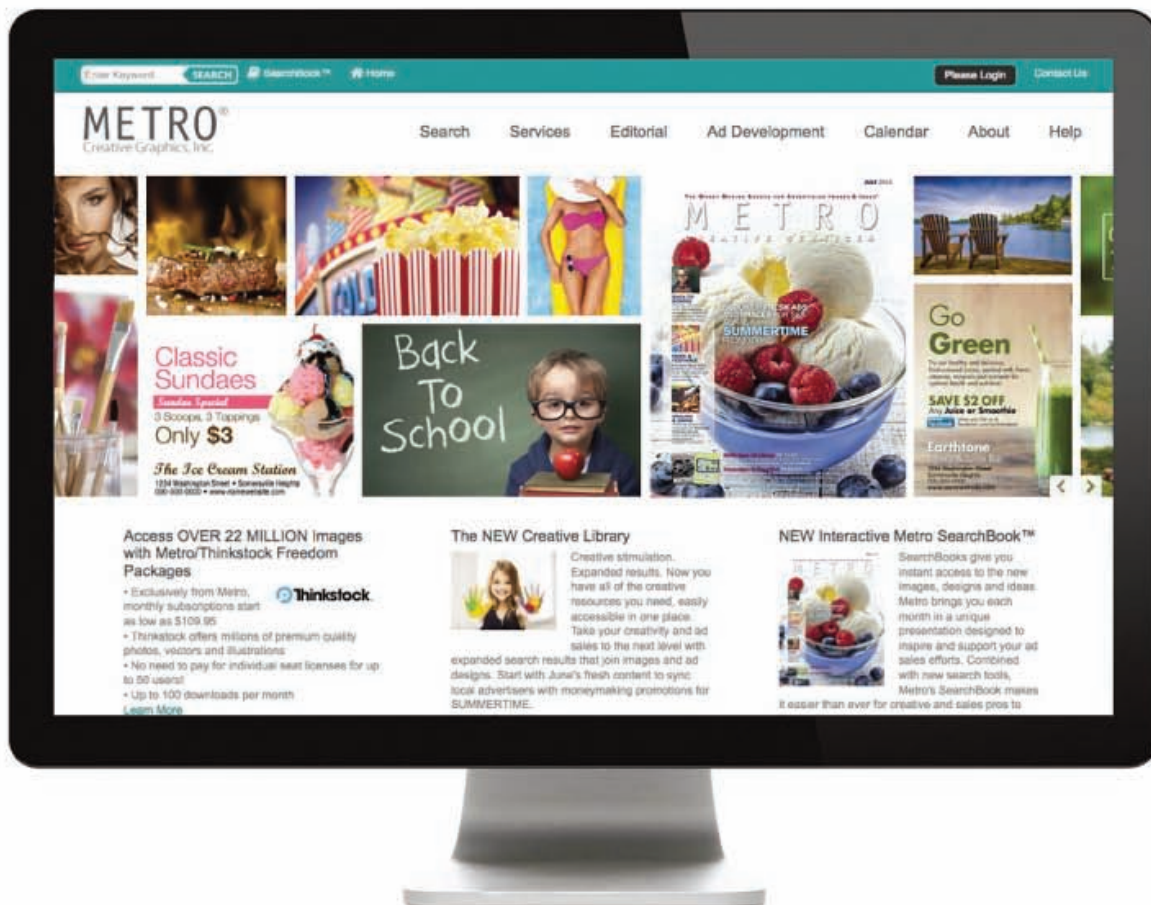


N1508P72007C\*-O  
(Convex Spaced Fence)



# The NEW Metro Creative Connection

## More Intuitive. Streamlined. Inspirational.



We've redesigned our Web experience to help you make even more money with easier access to Metro's creative imagery and compelling ad solutions. Our innovative, interactive *SearchBook™* is a new paradigm for accessing the latest Metro content. Intuitive navigation leads you to ideal search results. New image and design screens will inspire better ads that deliver better results. We've linked print, Web and mobile ads so you can build effective multi-platform campaigns. *And more...*

### **SearchBooks give you instant access.**

Images, designs and ideas in a unique presentation designed to inspire.

Metro brings you new material each month to support your ad sales efforts. Our new SearchBooks, combined with new search tools, make it easier than ever for creative and sales pros to find and use art, photo and design resources that will be effective and profitable for your advertisers.

### **Creative stimulation. Expanded results.**

All of the resources you need, easily accessed and all in one place.

Take your creativity and ad sales to the next level with expanded search results that join images and ad designs. Helpful HoverLinks display preview and download options and let you access similar and related material that logically expands your results.

### **Forward thinking. Ahead of the curve.**

Ready to meet the needs of your most demanding advertisers.

Today's advertisers are looking for help with their marketing and cross-platform media efforts. Find Multi-Platform Ad Packages that deliver complete campaigns including print, Web and mobile in the new Creative Library. You now have coordinating ads for your top advertiser categories that can be easily customized and presented.

Take a tour now and experience all of the incredible improvements and new designs we've developed just for you.

[newmcctour.com](http://newmcctour.com)





PP. 01-72

### METRO NEWSPAPER SERVICE

August MNS offers a sunny array of selling opportunities for end-of-summer sales and activities, back-to-college and back-to-school needs, Labor Day weekend sales and activities, shop local focus, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 73-80

### MIAD SPEC AD LIBRARY

Smaller-space advertisers are the foundation of your ad sales. Garner more perennial revenue with spec ads for Dining, Entertaining and Celebrations advertisers. Presented in this book and available as an online e-Edition, MIAD Spec Ad Library is your best resource for closing more small-space ad sales.



JULY Issue  
PP. 81-93

PP. 81-93

### CAMPAIGNS & CLASSIFIED

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

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