

CREATE. SELL. PROFIT.

# METRO

CREATIVE SERVICES



### LAST DAYS OF SUMMER

All the elements you need to max out summer sales straight through Labor Day



### BACK-TO-COLLEGE

Get advertisers on board with special sections, ad ideas, contests and more



### HEALTH & FITNESS

Must-have content to keep your finger on the pulse of wellness advertisers' needs



### MiAD Spec Ad Library PP. 73-80:

Ready-to-sell small-space ads for dining, celebration and entertainment advertisers - MiAD enabled!

Raise your revenue with creative images and ready-to-show-and-sell ads for **CHILD CARE ADVERTISERS**

## CHILD CARE



**ON THE COVER:**  
N1608P29004C

Say hello to sales from day care centers, private schools, children's art programs, craft supply stores or even a local cleaning service with this eye-catching and colorful image!

Finding the right child care solutions is a big priority for parents, and a big advertising opportunity for your publication. Find all of the elements you need to create ads and special sections for your local child care advertisers and consumers in August MNS.

- A *Themed Event Package* provides a cover for a "Day & After-School Care" special section. Find related editorial content as well as promotional campaigns for readers and advertisers (34).
- Find ready-made advertising for day care centers with a *Single Sheet* design and a smaller banner-style ad (29, 41).
- Also find ads for baby care supplies and nursery furniture, both top advertiser categories for the month of August (19).



## LAST DAYS OF SUMMER



There's still time to soak up summer revenue!

- Generate excitement with a "Last Days of Summer" *Themed Event Package* (35).
- Fill this special section with banner-style ads for "beach bod" medspa specials, a seasonal berry sale, sunglasses and frozen yogurt, as well as larger ads for camping equipment, summer sporting goods and cruise vacations (12, 18, 19).
- Find a summer carnival promotion and an end-of-summer clearance ad included in the August *Community Calendar* (17).
- Create additional ads with an abundance of seasonable photos featuring everything from swimwear, outdoor sports, beaches, summer fashion, boating and picnics to farmers' markets, sunflowers, carnivals and fairs, and more (15, 27, 31, 48, 49, 60, 61, 64).



## BACK-TO-COLLEGE TIME



Back-to-school coverage continues with content geared toward college students.

- Promote the diversity, affordability and flexibility of a community college education with a full-page ad design in time for fall registration (23).
- A *Themed Event Package* includes a cover design for a "Campus Bucks" section designed to connect students with the best deals on campus, along with promotional ads (32).
- A *Single Sheet* design for a salon includes a "back-to-beauty night" feature geared toward students, while another design touts back-to-school offerings from the mall (41).
- Include multiple sponsors and promote your own publication's e-edition in a "Back-to-College Checklist Giveaway" contest (10).



## HEALTH & FITNESS



New content to pump up health and fitness coverage is here!

- Find both a *Themed Event Package* geared toward fitness and a "Healthy Lifestyle" *Templated Special Section* (TSS) ideal for housing revenue-generating advertising (33, 47).
- A full-page *Marketplace* design includes ready-to-sell ads for nutrition counseling, a fitness center, weight loss, podiatry, supplements and health insurance (13).
- Coverage related to children's pediatric care includes photos focused on immunizations and physicals, as well as an ad promoting solutions to address childhood obesity (13, 30).
- Also find an ad for home fitness equipment and a variety of photos featuring gyms, fitness trends, personal training and more (19, 47, 61).



## LABOR DAY



Labor Day signals the unofficial end of summer and a valuable revenue opportunity for you and your advertisers.

- Begin by including a variety of advertisers in a full-page multi-advertiser layout that invites readers to "shop, dine and celebrate right here in town this holiday weekend" with ads from a restaurant, garden center, liquor store, deli, clothing store, boat dealer and menswear shop (43).
- A "Labor Day Best Workplace Contest" is another opportunity to capture sales from a variety of sponsor advertisers while capturing the attention and participation of readers (10).
- Create sponsored Labor Day salutes and holiday sale promotions with brand new art, photos and headings provided for the U.S. and Canada (58, 59, 68, 69).



## AUGUST PROMOTIONAL OPPORTUNITIES



See what else is hot in August!

- In addition to this month's grocery ad and images, find extra headings to meet the needs of your local market advertisers (66, 67).
- Fresh photo ideas feature retro rockabilly fashion and woodworking (63, 64).
- Find coverage for a growing number of solar energy advertisers (12, 14).
- Use a shaped ad to draw attention to a unique subscription promotion for your publication (40).
- Look for the fourth installment in Metro's Sudoku sponsorship series (41).
- Metro always welcomes your image and ad requests! This month, find Greek food coverage as well as a series of spa illustrations created in response to specific customer needs (12, 16, 72). Remember to send your requests to [service@metro-email.com](mailto:service@metro-email.com). We appreciate your suggestions and feedback!



## AUGUST CUSTOMER REQUESTS

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



N1607P72013C

## AUGUST 2015's MOST DOWNLOADED IMAGE & AD!



N150BP22012C

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

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



N150BA40001C

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

- August's TSSs in Print & Online:
- FALL HOME & GARDEN
  - HEALTHY LIFESTYLE
  - THINK PINK

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!



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COMPANION  
WEB ADS NOW  
AVAILABLE ON MCC!

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

METROFEATURE



By updating its promotional strategy, the *GIL Shopping News* of Platteville, Wisconsin breathed new life into a declining section.



# "Kids Today" Gets a New Look and New Life

*GIL Shopping News*  
PLATTEVILLE, WISCONSIN

■ Kid-oriented sections — particularly those that showcase photos of adorable babies and toddlers — tend to have a better-than-average track record when it comes to both survival and success. Proud parents and grandparents not only treat the sections as keepsakes, they also tend to purchase extra copies and circulate them among friends and family.

After watching the popularity of their kid-centered section dwindle over several years, the advertising team at the *Grant, Iowa Lafayette Shopping News* — which covers communities in Iowa, Wisconsin and Illinois — learned that even a "sure thing" needs to keep pace with the times to remain both viable and profitable.

Brian Stuart, the newspaper's general manager, notes that the *Shopping News'* kids' photo section and contest had been around for about eight years when it became obvious that it either needed a new life or a speedy demise.

"For a few years, the section had gotten pretty sparse and by 2014, we knew that something had to be done," Stuart recalls. "In the past, we had charged for photo submissions and people had to mail the photos to us. That's just not the way things are done anymore, so we had to make some significant changes."

Much of the inspiration for the revamped section came from the *GIL Shopping News'* Profit & Gain Committee, a group of five employees from accounting, sales and graphic design charged with creating new revenue opportunities for the publication. The overhaul of "Kids Today" was among the first projects that committee members Janice Raymond, Dolores Paulson, Tiffany Gardner, Ellen Koeller and chairperson Lisa Banfield tackled — and their efforts paid off.

Banfield says revamping the photo submission process was a first step toward updating the promotion and encouraging greater participation. The first change was to eliminate the fee for running a photo. Next, while readers were still able to

submit photos by snail mail, they also had the option to drop them off in person, submit them via email or post them to the newspaper's Facebook page. In addition, readers could submit many types of photos, from traditional portraits and group shots to photos of kids with their pets and silly family selfies.

"We set up the promotion as a Facebook contest and asked people to 'like' their favorite photos on the page," Banfield said. "Readers also had the option of mailing in a form listing their five favorite photos. The idea was to use a variety of media to reach the level of participation we were looking for — and it worked."

Prizes, were donated by "Kids Today" advertisers, which included medical providers, banks, kid-centric retailers and family-oriented restaurants.

"Since this was a photo contest, having good prizes makes a difference," said Stuart. "Especially this year, we had a lot of nice prizes donated by advertisers, such as books and puzzles from a local toy store and gift certificates from some of the restaurants."

The design of the section was another key to the success of the revamped "Kids Today." Lead designer Ellen Koeller teamed up with design colleague Melissa Salis to create bold page layouts with consistent features that were repeated throughout the eight-page tab and on all of the related promotional materials.

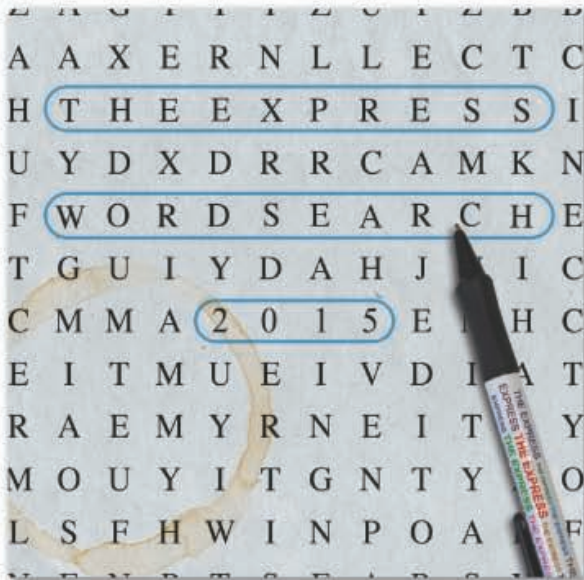
With all of these changes and a willingness to continue to tweak their strategies, Stuart and his team see a bright future for "Kids Today."

"This year, we increased revenue 30 percent over 2015 and anticipate even stronger results in 2017," Stuart says. "What we learned from this process is that we have to reach our readers the way that they want to communicate. Only then can we successfully bridge the gap between the newspaper and today's younger readers."

M (P1608BC2001C)

For more information, contact Brian Stuart, General Manager, *GIL Shopping News*, Platteville, Wisconsin at [bstuart@wcinet.com](mailto:bstuart@wcinet.com).

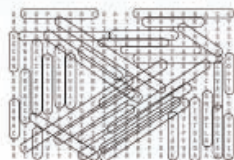
## METROFEATURE



With its 16-page tab featuring word-search puzzles devoted to sponsors' businesses, *The Express* of Lock Haven, Pennsylvania provided enormous value to its advertisers and valuable entertainment for its readers.

### DOWNLOAD METRO WORD SEARCHES

People love puzzles! That's why Metro delivers a variety of adult and kids' puzzles to you every month, including Word Search puzzles for each week of the month. In addition, look for weekly Crossword Puzzles, Word Scrambles and Crypto Fun, plus daily Metro Sudoku puzzles. Access puzzles in the MCC Editorial Library by clicking the appropriate box in the Puzzles, Games & Recipes area.



# Word-Search Tab Offers More Than Fun and Games

*The Express*  
LOCK HAVEN, PENNSYLVANIA

■ Puzzles have been well-loved features of newspapers since the early 20th century, when the *New York World* published the first crossword in 1913. As puzzles became increasingly popular, editors began placing them next to ads in an effort to generate revenue for businesses. In a twist on tradition, *The Express* of Lock Haven, Pennsylvania recently created a 16-page tabloid section, called "Express Word Search." The section was filled with word-search puzzles featuring terms related to sponsoring advertisers.

Advertising manager Trevor Evans explains that each advertiser received its own page and puzzle. The top seven inches of the page featured the puzzle and clues, while the remainder of the page was reserved for an ad. Evans and his advertising colleagues selected at least 20 search words for each advertiser, taking care to ensure that the words related to the advertiser's business. Sponsors included a mix of small-town nonprofit and for-profit organizations, from the local YMCA and United Way to area auto dealers and an assortment of local businesses.

"We had a month where we didn't have a promotion," says Evans. "So we came up with this idea by asking ourselves what people like to do and then ran with it. Everyone we asked said yes, and the only reason we didn't have greater participation is that we sold the whole thing in 10 days. If we had had more time, we would have sold a lot more."

Producing the puzzles was a breeze with the help of an online word-search generator. Evans and his team simply copied and pasted the rows of letters and clues into the right format and font.

Once the section was published, response from readers and advertisers was both immediate and positive. Evans notes that the promotion was particularly popular with the town's older residents and retirees, several of whom called in to thank the newspaper for the stash of puzzles.

"We don't usually get calls complimenting us on our promotions," Evans recalls. "But we got calls all day when the section came out. In fact, one of our advertisers told us that she was late to work that day because she was at home doing the word searches." The huge success of "Express Word Search" earned the section a regular spot on *The Express* promotions calendar, and Evans is considering publishing more than one per year.

"I know that the interest is there because half of last year's advertisers have already signed up to be in this year's section," Evans says. "If we had a larger sales team, we would definitely make it a quarterly promotion. It doesn't take readers that long to finish all the puzzles, and they are definitely interested in having as many as we can give them."

M (P1608B03001C)

For more information, contact Trevor Evans, Advertising Manager, *The Express*, Lock Haven, Pennsylvania at [tevans@lockhaven.com](mailto:tevans@lockhaven.com).

METROFEATURE

With its regular circulation promotions, *The Daily Item* of Sunbury, Pennsylvania both attracts new subscribers and provides extensive exposure for area businesses.

## Small Newspaper Scores with Circulation Boosters

*The Daily Item*  
SUNBURY, PENNSYLVANIA

■ *The Daily Item* of Sunbury, Pennsylvania is a small newspaper that gets big results from its circulation promotions. The newspaper, located in the center of the state roughly 50 miles north of Harrisburg, regularly boosts its subscription base by offering premiums that are both valuable and inviting.

"We offer all kinds of things as part of our subscription promotions," says Slade Shreck, the publication's customer service manager. "And we'll try anything once. Premiums always work, especially if they're good ones."

Among *The Daily Item's* most successful and longest-running circulation strategy was an initiative that offered four free, full-service car washes with a year-long subscription to the newspaper. The promotion ran for six-month periods over the course of two years and resulted in hundreds of new subscriptions, hundreds of clean cars and one very happy business owner.

Shreck notes that the owner of Ultimate Express Car Wash, a family-owned business with four locations in northeastern and central Pennsylvania, donated the free services in exchange for a photo and advertising on the thousands of flyers distributed by *The Daily Item*.

"The car wash is a regular advertiser with us," Shreck explains. "If we run premiums like this, we always try to use existing advertisers. We've done them with a local grocery store, restaurant, golf course and, most recently, a drive-in movie in our area."

Most of the premiums offered by the newspaper are tiered, with increasingly valuable offers for longer subscription periods. For example, one restaurant premium included a free dessert with a 13-week subscription, a free sandwich for a 26-week subscription and a full dinner for two for a one-year subscription. The drive-in movie offer topped out at free entry as well as popcorn and drinks for up to four people. In essence, subscribers received a free night on the town for the cost of subscribing to the newspaper.

Other premiums have included blankets featuring the logo of the Philadelphia Phillies and Penn State teams (a huge hit!) and tickets to baseball and basketball games.

"Circulation promotions are great deals for subscribers, especially at the one-year level," says Stuart. "But they are also great for local businesses, which get a lot of exposure through flyers, our online publication and our Facebook page."

M (P1608B04001C)

For more information, contact Slade Shreck, Customer Service Manager, *The Daily Item*, Sunbury, Pennsylvania at [sshreck@dailyitem.com](mailto:sshreck@dailyitem.com).

## METROFEATURE



# More Millennial Musings: Demographic Trends Generate Opportunities

By Jo-Ann Johnson  
Sales Consultant  
Metro Creative Graphics

■ Unbeknownst to many of us, April 2016 marked a turning point in the demographic history of the United States. That month, Millennials — defined by the U.S. Census Bureau as individuals who were between 18 and 34 years of age in 2015 — officially surpassed Baby Boomers as the largest living generation in the nation. The Millennial generation, which will expand more than any other age group as a result of immigration, is expected to top out in 2036 at a whopping 81.1 million. The Millennial generation isn't just large; its influence will extend across the globe and into every facet of life. And while the media landscape has already felt the impact of these tech-savvy social-media mavens, whose views on everything from owning property to travel to fine dining differ from those of the Baby Boomers and Gen-Xers, recent studies bring Millennials into sharper focus and point to new opportunities to provide them with the goods and services they seek.

Consider the following findings:

**1. Millennials buy more, but spend less.**

According to TD Bank's May 2016 Consumer Spending Index, while Millennials go out twice as often as Gen Xers and three times more often than Baby Boomers, they consistently spend less than older generations (except on coffee!). Today's young people are a thrifty bunch who prefer cash to credit and are always on the lookout for deals and discounts, both in print and online. Moreover, Millennials want a seamless consumer experience that allows them to move easily among smartphones, computers and brick-and-mortar retailers in their quest for both goods and services.

**2. Millennials seek others' opinions before making purchases.**

Though they may be digitally connected with friends 24/7, Millennials don't rely on their opinions when deciding how to spend money. Instead, they seek out blogs, reviews, apps and user experiences for information about products and services.

Given that Millennials are eager to read what others think about the goods and services they are considering, publications and advertisers should consider incorporating users' opinions into their editorial or advertising content.

**3. Millennials want experiences they can touch, especially when it comes to shopping and reading.** Recent market research by Accenture shows that not only does this tech-savvy generation like brick-and-mortar stores, 82 percent actually prefer them. Other research points out that newspapers remain vital and trusted information sources for Millennials and that this group responds to print newspaper ads — particularly those featuring discounts or coupons.

**4. Millennials respond to both text and images.** While not as image-oriented as their younger siblings, Millennials are drawn to stories and want images that feature people who reflect the diversity of today's world. Millennials also want to see diverse body types, people with physical disabilities and body art, and a mix of traditional and nontraditional family groups.

**5. Millennials tend to be more politically independent, less religious and less interested in marriage than older generations.** Images and content that reflect these preferences will be more effective with this generation.

**6. Millennials support corporate responsibility.** Businesses that demonstrate their efforts to make the world a better place will be in a better position to earn the loyalty of this generation. Authenticity and transparency are key factors for engaging Millennials.

The takeaway? Millennials combine a reliance on technology with a desire for authentic imagery and direct contact with the goods and services they seek. Metro's content and designs address the need for creating products that appeal to and engage this very discerning generation.

M (P1608B05001C)

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

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# Health & Wellness Promotions Offer Ample Opportunities to Increase Revenue

The health and wellness industry refers to businesses that assist consumers in maintaining a healthy lifestyle through a strong mind-body connection. It has also been described as the facilitator to the solutions needed to "look good, feel good." As such, health and wellness can encompass:

- weight control
- fitness and exercise
- eating and nutrition
- vitamins and supplements
- smoking and drug-use cessation
- anti-aging products and services
- spas
- wellness tourism
- preventative medical care
- holistic and alternative medicine

According to [statistica.com](http://statistica.com), the health and wellness industry earned more than \$3 trillion in 2013, and it's been increasing each year since. Fitness clubs alone account for nearly \$26 billion in sales, and yoga and pilates are expected to bring in an additional \$8 billion by 2017.

### Get Your Share

Metro wants you to get your share of this tremendously important category, so you'll find an extensive collection of material available to you in the MCC Libraries. Look for:

- A treasure trove of imagery, including photos, headings, graphics and backgrounds
- A wide variety of ready-to-present health and wellness spec ad layouts
- Several health and wellness print Templated Special Sections (TSS) available throughout the year (as an optional profitability tool)
- Companion online e-Sections coordinated with the print TSS (also optional)

Each of the health and wellness-related print TSS and online e-Sections are great for expanding ad sale inventory and profits. They are ready to sell and publish, with relevant and timely editorial content and ample opportunities to generate ad sales in strategic page and site positions.

Spec ads are MiAD-enabled so they can be easily created for sales presentations in both MiAD Wizard and MiAD desktop.

Call Metro's Client Relations team at 1-800-223-1600 or e-mail [service@metro-email.com](mailto:service@metro-email.com) for more info and pricing on the print Templated Special Sections, online e-Sections, or getting started with MiAD — including Wizard and desktop. **M**



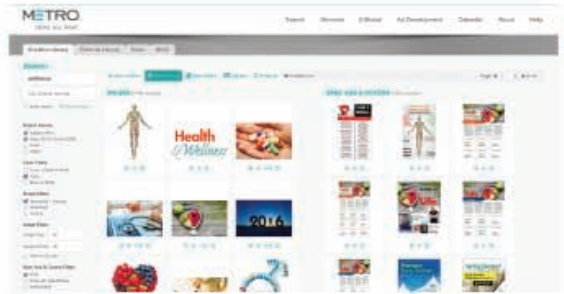
This Health & Wellness print Templated Special Section is a complete 24-page section, with cover design and in-position ad spaces. The TSS is available in QuarkXPress® or InDesign® format, and has an alternative layout with in-position spec ads to help you start selling immediately.



The companion Health & Wellness online e-Section is ready to sell and publish.



MiAD Wizard



MCC Creative Library search



Search for health and wellness topics in the MCC Creative Library, which boasts an extensive collection of timely and eye-catching images, photos, headings and backgrounds.



P1608B06001C



Appointments & walk-ins welcome



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

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

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

Many times a particular feature (sometimes referred to as a "call-out") can be made to stand out from the rest of the ad by a contrasting frame, box, oval or circle. When formulating featured items, it is necessary to determine how important a price or discount is to the advertiser and their potential customers.

**You Deserve to Look & Feel Your Best**

Turn back the clock and enjoy a more youthful appearance with the latest state-of-the-art laser procedures from the area's premier dermatologist.

**Seniors, Save 15% Off Any Single Procedure**

Call today for our complimentary consultation.

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



Features can be an in-line part of an ad's structure. Size and color can be helpful tools in calling attention to the feature without the need to shout its message.

**Fresh Seafood**

**Jumbo Flatfish \$14.95**

**Honolulu Clam Chowder \$12.95**

**Famous Lobster Rolls ONLY \$12.95**

**Fisherman's Cafe**



Multiple features in ads present unique challenges for sales and design that can be addressed with fonts, size, weight, space and color, as well as associating relevant imagery.

**Your Closet Is Your Canvas**

Perfect your wardrobe (you will) as we help you select the latest fashions, clothing, vintage pieces, prestige brands and more accessories priced up to 50% below retail. This is one sale you won't want to miss!

**Two for Tuesdays Buy One, Get One 50% Off**

**Mint Resale Boutique**  
1012 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com



**OPEN HOUSE COME ON IN!**

YOU'RE INVITED TO CHECK OUT THESE UPCOMING OPEN HOMES!



The personality and profile of the business is worth keeping in mind when formulating features in ads. In the case of this resale boutique ad, the bright red tint of the photograph is contrasted by a complementary green tint offset box that broadcasts business personality while balancing the layout and highlighting the feature.

## Good vs. Bad Ads: And Now, Our Feature Presentation

In this series, we have discussed the important roles that various elements of an ad play in relating the ad message and delivering better advertiser results. Now we'll turn our attention to features. Featured items perform a key function within an ad, potentially serving as the call to action or as an invitation to acquire a featured item or service. If there is a single thing to keep in mind when thinking about featured items within an ad, it is this: **If everything is featured, then nothing is featured.**

### What Are Featured Items?

Featured items may be recognizable products or services with a price or discount offer attached, or less obvious features that provide some form of emotional satisfaction. For example, a bar and grill ad may feature a "best burger and brew special" at a listed price, or the ad may not list an item at all, but feature a "Good Friends, Good Food, Good Times" headline. Coupled with an enticing photo, the message is the feature and call to action rolled into one.

### The Feature Landscape

If you think about an ad's space as a landscape, the role of the feature in the overall plan can come into clearer focus. If you're looking at a field of green, your eye roams uninterrupted across the landscape. Our eyes are looking for contrast for a place to linger longer. It's the red or yellow flower in the field of green, the pond or lake reflecting the trees, background hills changing the horizon or clouds in a bright blue sky that let us fully appreciate the landscape by offering features within the scene. If everything in the landscape was the same size, weight and color, there would be nothing to prevent your eyes from continuously darting from one place to another.

### Importance of Price

In many instances, a featured product or service will list a price. As a salesperson or ad designer, you are acting as your client's interpreter to translate their

offers in a manner that will get them the best result. Toward that end, you need to determine how important the price is to the advertiser as well as the consumer. As a general rule, the more upscale a client's business is, the less emphasis there tends to be on price.

Compare a discount fashion boutique to a high-end fashion boutique. People want to shop at the discount boutique because they can get the styles they want at an affordable price. If price can entice consumers to buy now, then prominently showcase that price or discount. Shoppers visit high-end boutiques because of the perceived quality, prestige and exclusivity such boutiques provide, so price isn't the first concern when designing ads for these retailers. Allow the personality of your client's business to give you design and copy clues on how to best present their features.

### Look Here!

Thanks to the popularity of email and texting, it is now common knowledge that if someone types in all CAPS, the message comes across as SHOUTING. Similarly, as we've previously discussed, the tools for making the feature stand out are images, type, weight, size, and color. You must determine if your feature needs to be that punch in the face or something a little more sedate.

### Enough is Enough?

There probably isn't a sales or graphics person who hasn't come across a client who wants to fill their ad

space with as much as they possibly can. To these advertisers, getting their money's worth means jamming two more items into their ad. This conglomeration of items has become commonplace for some business categories, including used cars, liquor stores, real estate agencies, grocery stores, and more. The challenge for sales and design teams in these instances is to educate the client on how their ad can deliver the best results while remaining loyal to the "less is more" mantra. That said, the ad designer is ultimately responsible for making sense of a crowded field. When faced with a proliferation of feature items, remember the lesson about featuring everything: you're right back in that field of green without contrast. Instead, think about highlighting some items over others. You can have a "used car of the week" box, featured "white wine specials" or similar size, color or weight separation that can change the landscape to offer a place to focus.

### Your Feature Presentation

When you consider the impact that featured items can have on the effectiveness of a given ad, you can see how vital communication between sales and production teams truly is. Use these guidelines to plan your featured items — whether it's one or one hundred — and you'll be on your way to creating more effective ads. **M**

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N1608A08001C - 10x13

An **Autumn Home** section can encompass a range of things happening in and around your readers' homes in the fall, from home improvement projects to fall gardening; interior decor to family scheduling and meals, and everything in between. Sell the multiple-advertiser Quick-Sell layout within the section or as a stand-alone ROP in your regular editions or additional home improvement sections.

Landscaper

**Autumn HOME**

2 pre-winter lawn care pointers

W

Advertiser Suggestion: Contractor

Advertiser Suggestion: Home Improvement Store

N1608A08002C - 5 col x 13  
N1608A08003C - 6 col x 21



N1608A08004C - 10x13

As another school year quickly approaches, a **Kids Health** section or pages can be your readers' guide to school checkups, fitness and nutrition, snacking alternatives and more. Think about publishing the Quick-Sell multiple-advertiser layout each week for a month or longer. Switch out the "Did You Know?" editorial each time to showcase a new informative fact. Compose a companion online version to bring the subject to your website.

**Kids Health**

Healthy snacking solutions for kids

Getting kids excited about exercise

Vaccination schedule: Pediatrician spotlight

Advertiser Suggestion: Health Food Store

Advertiser Suggestion: Kids Clothing Store

Advertiser Suggestion: Doctor

Advertiser Suggestion: Kids Fitness Classes

Advertiser Suggestion: Dent

Advertiser Suggestion: Dance Classes

**Kids Health**

Did You Know?

Advertiser Suggestion: Tumbling Gym

Advertiser Suggestion: Doctor

N1608A08005C - 5 col x 13  
N1608A08006C - 6 col x 21



N1608A08007C - 10x13

**Labor Day**, which most people consider the unofficial end of summer, is Monday, September 5. A section or series of pages will expand your opportunities to feature topics — and appropriate advertisers — your readers will look for as they try to ensure they have a happy holiday weekend. Use this section to draw attention to community parades and events, sales, family activities and more, while also saluting area workers from all local industries.

**LABOR DAY**

Celebrate working men and women

Advertiser Suggestion: Home Improvement Center

Advertiser Suggestion: Outdoor Furniture Store

N1608A08008C - 5 col x 13  
N1608A08009C - 6 col x 21



N1608A08010C - 10x13

Many areas have local elections in August, and political awareness and participation peaks in presidential election years like this one. If your region is hosting local elections, start your election season coverage with a **Vote!** section or pages now. Keep in mind that each Quick-Sell layout is available in both tab and broadsheet page sizes in MCC.

**VOTE!**

Meet the candidates

Did You Know?

Advertiser Suggestion: Department Store

Advertiser Suggestion: Community Center

N1608A08011C - 5 col x 13  
N1608A08012C - 6 col x 21

**Campus Bucks**  
NAME NEWSPAPER

Download our free mobile savings app!

Shopping & dining discount guide

Student budget planner

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

**Campus Bucks**  
How college students can cut living expenses

Book Store  
Electronics Store

Advertiser Suggestion

Grocery Store

Advertiser Suggestion

Diner

Advertiser Suggestion

Consignment Shop

Advertiser Suggestion

Hair Salon

N1608A32004C - 10x13

A **Campus Bucks** section or pages can be the perfect back-to-college vehicle for your advertisers to connect with the Millennial student demographic, especially if you create companion digital versions for mobile and Web users. Students respond to discounts, so use the section or pages to provide coupons for all types of back-to-college needs.

N1608A32005C - 5 col x 13  
N1608A32006C - 6 col x 21

**GET FIT**  
NAME NEWSPAPER

30 ways to get active today

Meet the personal trainers: free & low-cost fitness classes, fat-burning recipe guide

Market: Arts/Cs. | Trainer | Physical Therapist | Health: Food Store | Community: Bookstore | Fitness: Gym

**GET FIT** Combat-style exercise programs on the rise

Advertiser Suggestion

Sporting Goods Store

Kickboxing Gym

N1608A33004C - 10x13

Fitness is a topic that just keeps getting stronger. A **Get Fit** section or series of pages can work on any level, from DIY beginners to gyms to personal trainers. The Quick-Sell layout can be sold to run within the section or separately in any edition. It is available in both broadsheet and tab sizes in MCC. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

N1608A33005C - 5 col x 13  
N1608A33006C - 6 col x 21

**Day & After-School care**  
NAME NEWSPAPER

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

**Day & After-School care**

Questions to ask when looking for an afterschool program

How to help kids cope with anxiety

Department Store  
Toy Store  
Shoe Store

Advertiser Suggestion

Office Supply Store  
Family Restaurant  
Book Store

N1608A34004C - 10x13

Summer vacations will soon end and it's time for parents to turn their attention to **Day & After-School Care**. A section or pages would provide welcome information for what was available in your area. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

N1608A34005C - 5 col x 13  
N1608A34006C - 6 col x 21

**Last Days of SUMMER**  
NAME NEWSPAPER

"My Summer Vacation" photo contest winners

Summer sales & specials

Farmers' market schedules & recipe guide

Guide to end-of-summer sales

Home Improvement Store  
Auto Dealer

Advertiser Suggestion


Sporting Goods Store

N1608A35004C - 10x13

Fall begins Sept. 22, so there is plenty of time to hang on to the **Last Days of Summer**. A section or pages can feature info on summer clearance sales, activity guides and last-minute getaways. Sell the Quick-Sell for multiple runs between now and early September. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

N1608A35005C - 5 col x 13  
N1608A35006C - 6 col x 21



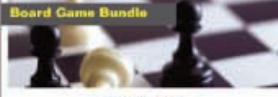
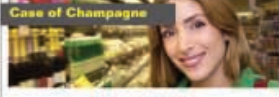
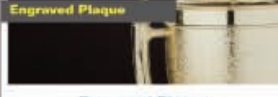





# LABOR DAY BEST WORKPLACE CONTEST



**Does your employer go above and beyond to make your place of business a great place to work? Tell us about it for your chance to win a bundle of awesome prizes for the entire office!**

**In 200 words or less, tell us what makes your workplace special by completing our online entry form at [www.name newspaper.com/contests](http://www.name newspaper.com/contests). You may also fax your entry, making sure to include your full name, address and phone number, as well as your company name, address and phone number. All entries must be received by mail or online by 5:00 p.m. August 30. Mailed entries should be addressed to Name Newspaper, Contest # 1234 Washington Street, Somersville Heights, KY 40066. Eligible companies must be located in Boone County. See contest website for complete rules and details.**

**Prizes will be furnished by the following contest sponsors:**

<b>Dessert Pastry Platter</b>  <b>Bakery</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>	<b>Photo Booth Rental</b>  <b>Party Rental Company</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>
<b>Board Game Bundle</b>  <b>Toy Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>	<b>Case of Champagne</b>  <b>Liquor Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>
<b>Engraved Plaque</b>  <b>Engraved Plaque</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>	<b>In-Office Chair Massage</b>  <b>Massage Therapy Center</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>
<b>Office Pizza Party</b>  <b>Italian Restaurant</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>	<b>Espresso Machines</b>  <b>Office Supply Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>
<b>Coffee &amp; Donuts</b>  <b>Donut Shop</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>	<b>Catered Luncheon</b>  <b>Catering Company</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>

**Usage Note:**  
This Labor Day Best Workplace Contest brings a twist to holiday weekend promotions. Nominated employers get credit for creating a great place to work, which is also great community exposure, and contest prizes go to the entire workplace as opposed to individuals. Place nomination essays online for your readers to view as well. You may even gain some new advertising prospects in the process.

N1608A10001C

# Back-to-College Checklist Giveaway

Enter online for your chance to win thousands in back-to-school supplies!



**To Enter, Register Online for Your FREE e-Edition Trial Subscription at [www.name newspaper.com/students/contest](http://www.name newspaper.com/students/contest)**

You may choose to continue your subscription at a specially discounted student rate after 6 weeks, or cancel with no charge or obligation. It's a great way to stay connected to news while you're away at school! You must be currently enrolled in an accredited college to be eligible to win. Entry deadline is August 03, 2016. Winner will be notified and announced in this publication on August 03, 2016. See contest website for complete rules and details.

**One lucky winner will win the prizes featured here from our local contest sponsors!**

<b>✓ Tablet</b>  <b>Computer Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>	<b>✓ Bath Gift Caddy</b>  <b>Pharmacy</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>
<b>✓ Rolling Suitcase</b>  <b>Luggage Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>	<b>✓ School Supplies</b>  <b>Office Supply Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>
<b>✓ Microwave</b>  <b>Appliance Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>	<b>✓ Care Package</b>  <b>Grocery Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>
<b>✓ Comforter Set</b>  <b>Linens Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>	<b>✓ Television</b>  <b>Electronics Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>
<b>✓ Bath Towels</b>  <b>Department Store</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>	<b>✓ Free Haircut</b>  <b>Beauty Salon</b> 1234 Washington Street   Somersville Heights 000-000-0000   <a href="http://www.namewebsite.com">www.namewebsite.com</a>

**Usage Note:**  
Keep your college student readership going with this Back-to-College Checklist Giveaway. We're suggesting you ask students to register online, rewarding those that do with a trial digital subscription to your publication. That way students not only get chances at winning great prizes that are appropriate for back-to-college season, but they also earn the opportunity to stay connected to their community through your publication while they are away at college. When the trial subscription is up, offer a discounted student subscription. Advertisers get targeted exposure and sales, students get prizes and subscriptions, and you get extra ad line and new subscribers!

N1608A10002C



Now close more sales like magic with

# MiAD Wizard

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

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

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

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

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

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

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



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

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

## METRO'S FILE NAMING SYSTEM AT A GLANCE

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

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

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

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

N1608P12002K.TIF

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

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

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

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1608P16006C-●

**Real Food • Real Fresh • Real Fast**  
**\$5.99 Lunch Combo Specials** *falafel | shawarma | gyro | souvlaki | kebab | hummus | dolmades | spanakopita | soup | salads & more*

**Corner Kebab**  

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

AD# N1608A12001C PASS 6 COL x 1

N1608P16003C-●

**GO FRESH!  
GO HEALTHY!  
GO GREEK!**

JOIN US FOR SANDWICHES, FLATBREADS, SOUPS, SALADS, KEBAB AND OTHER DELICIOUS DELIGHTS OF THE MEDITERRANEAN.

**NIGHTLY DINNER SPECIALS \$10.99 & UP**

**ATHENS CAFE**  

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

AD# N1608A12002C PASS 6 COL x 1

N1608P14010C-●

**Putting Solar Power Within Your Reach**

Easy Monthly Payments  
 Big Cash-Back Rebates  
 Low, Fixed Energy Costs  
 Earn money for the solar power you don't use!

**Sunrise Solar**

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

Call today to arrange your free, no-obligation solar consultation and assessment.

AD# N1608A12003C PASS 6 COL x 1

N1608P14003C-●

N1203P46009C\*-O

**Take Your Pick**  
 Blueberries • Raspberries • Blackberries  
 Mix-6-Match 6-oz. packages **3 for \$5**

**Strawberries**  
 1 lb. pkg. **\$1.99**

Stock up on your favorite fresh berries while they last!  
 TIP: Rinse and freeze extra berries for delicious blended smoothies all year.

**Addison Farms Market**

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

Prices good through 00.00.16 while supplies last.

AD# N1608A12004C PASS 6 COL x 1

N1608P150059C-●

N1203P46009C\*-O

**Beach Bod Specials**  
**BOGO 50% Off Laser Hair Removal Treatments & Packages**

**Renew Laser Cosmetic Center**

1234 Washington Street | Somersville Heights | 00-000-0000 | www.namewebsite.com

**Laser Fol Removal \$79 per session with purchase of 6-session package**

Offers good through 00.00.16 by appointment. Call for details and scheduling.

AD# N1608A12005C PASS 6 COL x 1

N1608P15009C-●

**Festival Fashion**  
 Shop all of the boho styles you love to rock!

**FREE Accessory**  
 With Purchase of \$30 or More  
 Offer good through 00.00.16 while supplies last.

**MariBella Boutique**

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

AD# N1608A12006C PASS 6 COL x 1

N1608P15010C-●

**Little Sizes. Big Personality.**

**Back-to-School Denim Event**  
**BOGO 50% Off**  
 Jeans, Shorts & Jackets  
 Now Through Sunday

**Firefly Kidswear**

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

AD# N1608A12007C PASS 6 COL x 1

N1608P36005C-●

**Bold&Beautiful**

**Pop Nail Bar** Walk-Ins Welcome

**Gel Manicure Special Only \$25** Last 2-3 weeks! Limited-time offer. List details, terms and conditions here.

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

AD# N1608A12008C PASS 6 COL x 1

N1608P66012C-●

**Try Our Classic Baskets**

**\$7.99** Fish, Chicken or Shrimp  
 craps, delicious & served with golden fries, tartar sauce & fresh cole slaw

**Midtown Diner**

**Open 24 Hours**

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

AD# N1608A12009C PASS 6 COL x 1

N1608P15006C-●

N1203P46009C\*-O

**Fresh Looks in Eyewear**  
 designer frames | prescription eyeglasses | sunglasses | contact lenses | eye exams

**Perspectives Optical**

**Designer Sunnies on Sale**  
 now starting from **\$59**

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

AD# N1608A12010C PASS 6 COL x 1



# Health, Wellness & Fitness

Your local guide to a healthy lifestyle.

## Usage Note:

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



N1608P13001C-

**Cardio Barre**  
Get your first month FREE!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Cardio Barre**  
Get your first month FREE!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Cardio Barre**  
Get your first month FREE!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

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000-000-0000  
www.namewebsite.com

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Get your first month FREE!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Cardio Barre**  
Get your first month FREE!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Fresh & Fast**  
Lunch combos under 500 calories!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Fresh & Fast**  
Lunch combos under 500 calories!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

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www.namewebsite.com

**Fresh & Fast**  
Lunch combos under 500 calories!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Athlete Boutique**  
20% off sportswear during August!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Athlete Boutique**  
20% off sportswear during August!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

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www.namewebsite.com

**Athlete Boutique**  
20% off sportswear during August!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

N1608P38004C-

**Dump the Junk For Good!**  
Overcome unhealthy cravings, and learn how to eat well for life...and enjoy it!  
**FREE Consultation** AS20 Value!  
Call or go online to schedule your complimentary initial consultation with a health and nutrition coach, and be on your way to a healthier, more satisfying lifestyle.

**Breakthrough Nutrition Center**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

**Change Looks & Feels GOOD ON YOU!**  
Jump start your body transformation with our new member package!  
13 Month All-access Membership  
Unlimited Group Fitness Classes  
Nutrition Consultation  
Personal Training Session  
Discount Pass to Kettle Health Food Store  
**Only \$49 monthly**

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

**Is Your Child's Health On the Line?**  
Statistics show that obese children are more likely to have risk factors for cardiovascular disease, diabetes and joint problems, as well as increased risk for many types of adult cancers. Healthy eating and physical activity are an important part of maintaining a healthy weight during childhood, adolescence and adulthood. For your child's health, happiness and future, it's important to start empowering these habits by checking change today. We're here to help, because we care. Visit our website today for free help lines and fun family fitness tips, or call our office to arrange a pediatric health and nutrition consultation for your child.

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

AD# N1608A13002C  
PASS 2 COL x 5

AD# N1608A13003C  
PASS 2 COL x 5  
N1608P30011C-  
N1608P36006C-  
W

N1608P47002C-

**A Little Bit Goes a Long Way**  
Premium Vitamins & Supplements for Optimal Health & Wellness  
multivitamins | joint support | sports nutrition | bone health | energy | immune support | natural pain relief | digestive aids | & more  
Questions? Ask our knowledgeable staff!

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

**Give Toenail Fungus the Boot**  
and start haunting your flip-flops!  
Call today to arrange your free consultation!

**Laser Nail Treatment**  
Quickly, safely and effectively eliminate toenail fungus. Affordable treatment starting from **\$299**

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

You Can't Put a Price on Health. But We Put an Affordable One on Quality Healthcare.  
Get Covered Today. Call for a complimentary consultation and rate quote.

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

AD# N1608A13005C  
PASS 2 COL x 5  
W

AD# N1608A13006C  
PASS 2 COL x 5  
N1608P15004C-  
AD# N1608A13007C  
PASS 2 COL x 5  
N1608P47001C-  
W

AD# N1608A13001C  
AD# N1608A13009C  
PASS 6 COL x 21  
10 x 13



N1608P14009C-●



N1608P14006C-●



N1608P14001C-●



N1608P14002C-●



N1608P14008C-●



N1608P14007C-●



N1608P14010C-●



N1608P14011C-●



N1608P14003C-●



N1608P14012C-●



N1608P14005C-●



N1608P14004C-●





N1608P15012C-●



N1608P15008C-●



N1608P15010C-●



N1608P15006C-●



N1608P15011C-●



N1608P15005C-●



N1608P15007C-●



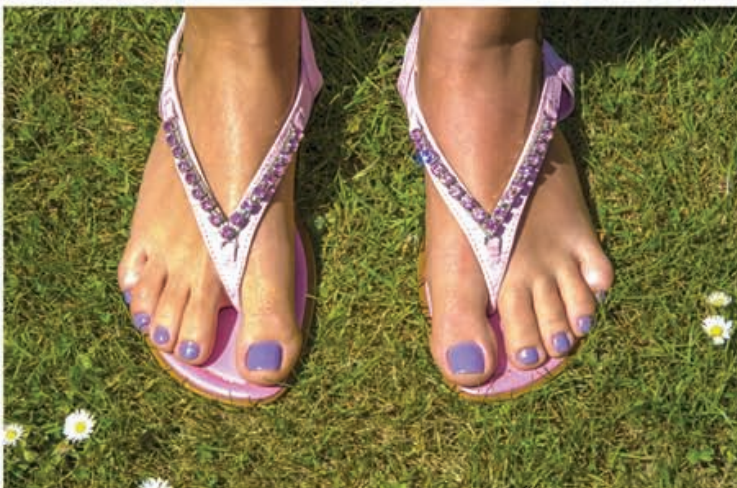
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N1608P15001C-●



N1608P15002C-●



N1608P15004C-●



N1608P15009C-●



N1608P16005C-●



N1608P16004C-●



N1608P16001C-●



N1608P16008C-●



N1608P16006C-●



N1608P16002C-●



N1608P16003C-●



N1608P16007C-●



N1608P16009C-●

N1608P15007C  
 N1608P68024C  
 N1608P48007C

N1608P17002C  
 N1608P17001C

N1608P14006C  
 N1608P27008C  
 N1608P60010C



# August

Community Calendar 2016

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 00**  
**Berry Festival**  
 Free fun for the whole family!  
 Keller Family Farm  
 10am-4pm  
[www.namewebsite.com](http://www.namewebsite.com)



**August 00**  
**Back-to-School Fashion Show**  
 Come see the latest looks for the new school year!  
 Somersville County Mall  
 2pm  
[www.namewebsite.com](http://www.namewebsite.com)



**August 00**  
**Farmers' Market**  
 Food, fun, fresh air & live music!  
 City Center Square  
 10am-3pm  
[www.namewebsite.com](http://www.namewebsite.com)

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

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

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

**SEE YOU THERE**

## Summer Carnival

Step right up for family fun!

**Food Games Rides Prizes Music Vendors & More**

**August 12-14**  
 Friday 4pm-11pm  
 Saturday 11am-11pm  
 Sunday 11am-7pm

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

FREE Admission & Parking • \$1 Game & Ride Specials for Kids

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

**August 00**  
**School Physical Clinic**  
 \$25 school & sports physicals, no appointment needed.  
 Somersville Health Clinic  
 9am-4pm  
[www.namewebsite.com](http://www.namewebsite.com)

**August 00**  
 Name Event 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**  
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[www.namewebsite.com](http://www.namewebsite.com)

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



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

**August 00**  
**Free Kayak Tours**  
 Reservations a must!  
 Ridge River Watersport Rentals  
 10am-3pm  
[www.namewebsite.com](http://www.namewebsite.com)

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

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

AD# N1608A17003C  
 PASS 6 COL. x 3

**It's BIG**

## Summer Clearance Event

summer merchandise savings up to **70% Off**

Family Apparel | Beach Gear | Accessories | Outdoor Dining | & More

Shop now for the best selection! Sale ends 08.31.16. List details, terms and conditions here.

**Grant's General Store**  
 1234 Washington Street | Somersville Heights | 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

Companion WEB ADS available on MCC

N1608P17004C

AD# N1608A17001C PASS 6 COL. x 21  
 AD# N1608A17004C 10 x 13

N1608P38001C

**Make Your Own SUMMER CAMP**

**Giant Tent Sale**  
Going On Now  
**10% to 30% Off**  
All In-Stock  
Camping Tents  
Plus, save on sleeping  
bags, air beds, cookware,  
campfires and more

Take your family  
outdoors this summer with  
the City, State and  
National Store

**VALLEY**  
Sporting Goods & Outdoors

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

AD# N1608A18001C PASS 2 COL. x 5

**Handcrafted Coffee**

Freshly  
roasted coffee  
beans, ground  
and brewed  
to order.

pour-over coffee  
cold brew  
espresso bar  
fresh pastries

**Coffee Nook**

Come hang out!  
Free wifi & plenty  
of comfy seating  
Open 6am-5pm

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

AD# N1608A18002C PASS 2 COL. x 5

N1608P38003C

N1608P38004C

**Breakfast Is Baked**  
*We have dozens of delicious ways to start your day!*

**Rise & Shine  
Breakfast Combo  
Only \$1.99**  
6-Quam Daily  
Enjoy a freshly baked  
medium roll with your choice  
of homemade doughnuts, waffles  
or breakfast pastry.

**Corner Bakery**

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

AD# N1608A18003C PASS 2 COL. x 5

N1608P38013C

**New & Used BOOKSTORE**  
buy | sell | trade

Bestsellers  
Classic Titles  
Collectible Books  
Children's Books  
Graphic Novels  
Textbooks  
Journals & Gifts

Teacher Discounts  
Free Rewards Program  
Seniors, Save 10% Every Tuesday!

**Avenue Bookstore**

1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com  
Open Tuesday-Sunday 10am-8pm

AD# N1608A18004C PASS 2 COL. x 5

**French Country Flair**

Shop cottage-chic  
styles to create a  
unique and simply  
beautiful living space.

Vintage & refinished furniture  
Decorator home accessories  
Custom furniture refinishing  
Garden & floral boutiques  
Design consultations  
Interior decorating

Now offering  
chalk-style painting  
workshops!  
Sign up online or in store today.

**Barbo**  
Home Furnishings

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

AD# N1608A18005C PASS 2 COL. x 5

N1608P38014C

N1608P38015C

**Why Wait for a Sale?**

Shop everyday low prices on everyday essentials!

up to  
**70% Off**  
Regular Retail Prices  
Every Single Day  
Fashion | furnishings | bedding | bath |  
cookware | gourmet foods | & more

**Town Discounters**

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

AD# N1608A18006C PASS 2 COL. x 5

N1608P38015C

N1203P46009C

Companion  
WEB ADS  
available  
on MCC

**Your Picture-Perfect Vacation**

Enjoy hassle-free relaxation, breathtaking views,  
fine dining and nonstop fun with our new season specials.

**Cruise Package Specials**  
Caribbean | Alaska | Hawaii  
7 nights from \$699 per person  
Plus, bonus on-board credits up to \$600!  
Limited Availability • Call or go online today to book!

**Cruise Connection Travel**

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

AD# N1608A18007C PASS 2 COL. x 5

N1608P39008C

**Trusted Parts & Service**  
for precision performance

Oil changes  
Complete  
maintenance  
Transmission &  
suspension service  
Drivetrain  
Engine rebuilds  
Tire mounting  
& balancing  
Aftermarket parts  
& installation  
Customizing  
& fabrication

90-day or 3,000-mile  
Workmanship Warranty  
standard with every repair service we perform

**Kellar Cycle**

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

AD# N1608A18008C PASS 2 COL. x 5

N1608P39007C

N1203P46009C

**swirl-it-yourself FRO YO**

Enjoy just the right portion, customized with all of your favorite toppings!

12 Delicious Daily Flavors  
19 Tasty Toppings  
Only 29¢ per ounce  
Open 11am-9pm Daily • Closed Mondays

**Yum-Yum Yogurt**

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

AD# N1608A18009C PASS 2 COL. x 5

N1608P39005C

N1608P39006C



**Equip Yourself for a Lifetime of Fitness**

Stop struggling to fit the gym into your busy schedule, and start enjoying the convenience of a home gym designed to fit your lifestyle.

**Interest-Free Financing** for 12 Months on fitness equipment purchases over \$499. Plus, **Get Free Delivery & Setup Service!** (limited offer through 8/30/16 with credit approval. See details, terms and conditions here.)

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

AD# N1608A19001C PASS 2 COL. x 5 W

N1608P38005C

**Baby Your Budget**



**Baby Essentials Sale**  
Going On Now up to **40% Off**  
Furnishings, Fashion, Nursing, Feeding, Bedding, Safety, Toys & More

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


Sale ends Sunday, August 07. List details, terms and conditions here.

Baby Gift Registry  
Affordable Layaway Plans  
Gift Cards Available

AD# N1608A19002C PASS 2 COL. x 5 W

N1608P38008C

**Dream Nurseries**



Furniture, bedding and accessories to surround your bundle of joy with comfort, security and beauty.

Affordable Financing  
Free Delivery & Setup  
Guaranteed Quality

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

AD# N1608A19003C PASS 2 COL. x 5 W

N1608P66002C

**DELICIOUS!**

Premium cold cuts  
Homestyle sides & salads  
Fresh bread delivered daily  
Classic sandwiches & pressed panini  
Imported groceries & specialty goods  
Cold drinks & freshly brewed coffee

**\$7 Lunch Combo Specials**  
Open Daily at 6AM • Try our hot breakfast sandwiches!

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

AD# N1608A19004C PASS 2 COL. x 5 W

**Enjoy a Bevy**

25 Craft Beers On Tap  
Handpicked Wine List  
Classic Cocktails | Great Food



Join us for happy hour daily 4-6pm

**Parkside Pub** f +

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

AD# N1608A19005C PASS 2 COL. x 5 W

N1608P39011C

**Great Gift Ideas**

handmade jewelry | leather goods & luxury accessories | home decor & collectibles | fragrances, bath & beauty | greeting cards & gift wrap | premium candles | photo frames & scrapbooks | gourmet edibles | fresh flowers | unique children's gifts & toys | & more

✓ Every occasion  
✓ Every budget  
✓ Everyone

**Filigree Cards & Gifts**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1608A19006C PASS 2 COL. x 5 W

N1608P39016C

**BIG SCREEN SAVINGS**

Turn your home into an entertainment oasis!

up to **\$500 Off**  
Top-of-the-Line  
Televisions & Home  
Theater Packages

Sale ends Sunday, August 07, 2016.

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

AD# N1608A19007C PASS 2 COL. x 5 W

N1608P39010C

**Summer Sports Sale**

Shop End-of-Season Clearance Savings on

Golf | Tennis | Volleyball | Watersports  
Camping | Cycling | & More

Hurry in for the best selection!  
Sale ends 08/07/16 while supplies last.

**Sports Zone** f +

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

AD# N1608A19008C PASS 2 COL. x 5 W

N1608P39009C

**All the Tools to Tackle College**

**Student Discount**  
Days Going On Now!

**SAVE 10% OFF**  
Your Total Purchase  
With Student ID

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

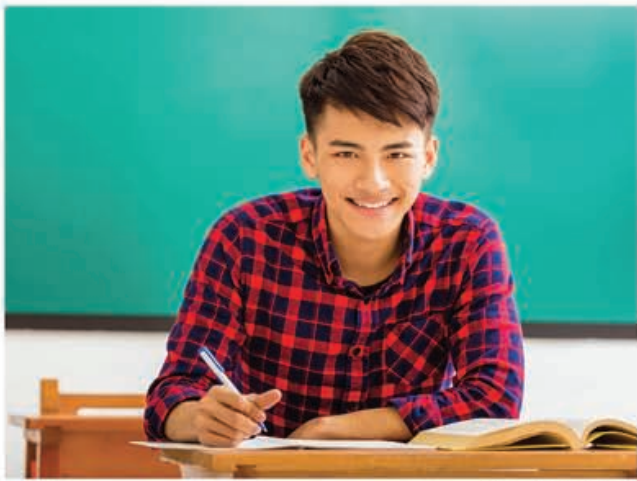
Computers & Electronics | Office Supplies | Organizing Systems | Ergonomic Desks & Chairs

**Morris Office Supply** f +

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

AD# N1608A19009C PASS 2 COL. x 5 W

Companion WEB ADS available on MCC



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N1608P20004C-●



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N1608P20009C-●



N1608P20008C-●



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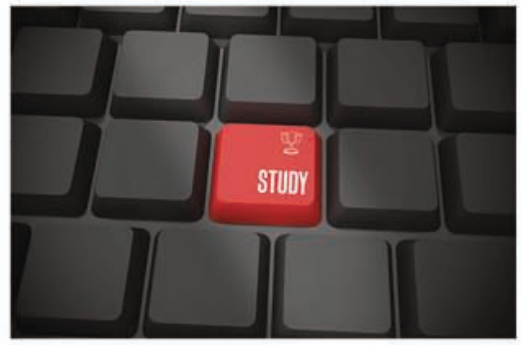
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N1608P22006C\*-O



N1608P22016C\*-O  
N1608P22017C\*-O



N1608P22009C\*-O



N1608P22014C\*-O



N1608P22005C\*-O



N1608P22012C\*-O



N1608P22010C\*-O



N1608P22018C\*-O



N1608P22013C\*-O



N1608P22011C\*-O



N1608P22002C\*-O

N1608P22003C\*-O



N1608P22001C\*-O



Learning  
Growth  
Success  
Sharing  
Encouragement  
Innovation...

As your local community college, it's our mission to make a well-rounded, quality education convenient and affordable for everyone. By combining small classes and individualized attention with flexible learning schedules, diverse course offerings and low-cost tuition, we are committed to meeting the education and enrichment goals of our community for greater career and personal success. To learn more and explore the exciting opportunities we offer, please join us for a campus tour on August 00, or call or go online for more information about enrolling in our fall semester.



N1608P20007C

N1608P23001C

N1608P21001C

N1608P21007C

N1608P20008C

Our credit and noncredit classes and programs of study include:

- Accounting
- Biology
- Business Management
- Creative Arts
- Digital Media
- Economics
- Education
- English
- Healthcare
- History
- Information Technology
- Liberal Arts
- Mathematics
- Nutrition
- Philosophy
- Sociology
- & More



Open House Campus Tours  
Tuesday, August 00 3-7pm

## Somersville Community College

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



AD# N1608A23001C

PASS 6 COL. x 21

AD# N1608A23002C

10 x 13

N1608P24004C\*-O

N1608P24002C\*-O

N1608P24003C\*-O

# Bar & Nightlife Guide

<b>Red Door Bar &amp; Grill</b> Kitchen Open Until Midnight www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>Club Altitude</b> New Shows Just Added www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>O'Reilly's Pub</b> Join Us for Acoustic Tuesdays www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>Lindy's Bar</b> Happy Hour 4-7 PM Daily www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>Stag Bar &amp; Grill</b> Live Country Music & Dancing www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000
<b>Tiki Lounge</b> Incredible Cocktail Menu www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>Mila Lounge</b> Try Our Specialty Martinis www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>Toro Lounge</b> Sangria & Tapas Specials www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>Belvedere Bar</b> Darts, Billiards & Jukebox www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>El Rio Cantina</b> \$5 Happy Hour Margaritas www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000
<b>The Rose Bar</b> Happy Hour All Day Tuesday www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>Valley Bar</b> Free Happy Hour Snacks www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>Galaxy Nightclub</b> No Cover Before 10PM www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>Club Havana</b> Salsa Every Saturday www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000	<b>Pat's Irish Pub</b> Happy Hour 4-7 PM Daily www.namewebsite.com 1234 Washington Street Somersville Heights 000-000-0000

AD# N1608A24001C 19,334 x 13



N1608P24001C-●

## Usage Suggestion:

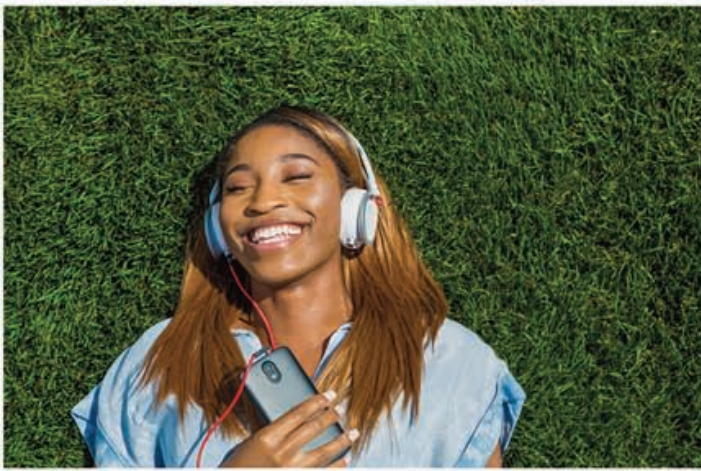
Multiple-advertiser, double truck layouts present unique opportunities for advertisers to gain more exposure while sharing the cost of appearing in color in a prime position. At the same time, they give you a full-color spread. Use the alternative headings on this page to change the focus of the layout,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

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

# Best Businesses Entertainment Guide

N1608P24005C\*-O

N1608P24006C\*-O



N1608P25001C-●



N1608P25003C-●



N1608P25008C-●



N1608P25007C-●



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N1608P28005C\*-O

N1608P28002C\*-O



# Now Enrolling!

Offering a play-based curriculum designed to make learning fun while nurturing the social, developmental and school-readiness skills kids need to succeed.

Open 6:30am-6:30pm  
Ages 12 Weeks to 5 Years  
Nutritious Lunch & Snacks  
Licensed & Certified Staff

## Rainbows Day Care

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

Call today to arrange your consultation and tour!



N1203P46009C\*-O

AD# N1608A29001C PASS 6 COL. x 3



N1608P30008C-●



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SECTION COVER:

## Campus Bucks

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

Download our free mobile savings app!

Shopping & dining discount guide

& Student budget planner

AD# N1608A32001C 10. x 13

N1608P21004C  
N1608P32001C  
N1608P36012C  
N1608P36014C

HEADING:  
N1608P32001C\*

# Campus Bucks

QUICK SELL:

## Campus Bucks

### How college students can cut living expenses

The most of college expenses is a surprise for many students. From tuition to books, from food to transportation, there are many ways to save money. This guide provides tips on how to save money on living expenses. It covers everything from buying used textbooks to finding free food. It also includes a student budget planner to help you track your spending and stay on top of your finances.

**Advertiser Suggestions:**

- Book Store**  
1234 Main Street  
12345 67890  
www.bookstore.com
- Electronics Store**  
1234 Main Street  
12345 67890  
www.electronics.com
- Grocery Store**  
1234 Main Street  
12345 67890  
www.grocery.com
- Diner**  
1234 Main Street  
12345 67890  
www.diner.com
- Consignment Shop**  
1234 Main Street  
12345 67890  
www.consignment.com
- Hair Salon**  
1234 Main Street  
12345 67890  
www.hairsalon.com

AD# N1608A32002C 9.667 x 13  
AD# N1608A32009C PASS 6 COL. x 21

N1608P21004C  
N1608P32001C

READER CAMPAIGN:

## The Best Dining Deals & More On Campus

Get the most from your student budget with our Campus Bucks guide. It's packed with discount offers from your favorite local restaurants, shops, salons and more, making it one special section you can't afford to miss!

### Campus Bucks

A Special Section From  
**NAME NEWSPAPER**

Arriving Sunday, August 00  
In Print & Online at [namenewspaper.com/campusbucks](http://namenewspaper.com/campusbucks)

AD# N1608A32003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

## Get Your Slice of Student Spending

Put your products, services and special offers in the spotlight with our Campus Bucks guide, a special print and online section designed to connect college students with the best deals on campus! For more information about advertising in this popular special section, contact your sales rep today.

### Campus Bucks

A Special Section From  
**NAME NEWSPAPER**

Issue Date: August 00 Advertising Deadline: August 00  
To advertise: Call 000.000.0000 Email [names@namenewspaper.com](mailto:names@namenewspaper.com)

AD# N1608A32004C PASS 2 COL. x 5

N1608P36012C  
N1608P32001C

## The Best Beauty Deals & More On Campus

Get the most from your student budget with our Campus Bucks guide. It's packed with discount offers from your favorite local restaurants, shops, salons and more, making it one special section you can't afford to miss!

### Campus Bucks

A Special Section From  
**NAME NEWSPAPER**

Arriving Sunday, August 00  
In Print & Online at [namenewspaper.com/campusbucks](http://namenewspaper.com/campusbucks)

AD# N1608A32005C PASS 2 COL. x 5

## Attract More Campus Clients

Put your products, services and special offers in the spotlight with our Campus Bucks guide, a special print and online section designed to connect college students with the best deals on campus! For more information about advertising in this popular special section, contact your sales rep today.

### Campus Bucks

A Special Section From  
**NAME NEWSPAPER**

Issue Date: August 00 Advertising Deadline: August 00  
To advertise: Call 000.000.0000 Email [names@namenewspaper.com](mailto:names@namenewspaper.com)

AD# N1608A32006C PASS 2 COL. x 5

N1608P36009C  
N1608P32001C

## The Best Shopping Deals & More On Campus

Get the most from your student budget with our Campus Bucks guide. It's packed with discount offers from your favorite local restaurants, shops, salons and more, making it one special section you can't afford to miss!

### Campus Bucks

A Special Section From  
**NAME NEWSPAPER**

Arriving Sunday, August 00  
In Print & Online at [namenewspaper.com/campusbucks](http://namenewspaper.com/campusbucks)

AD# N1608A32007C PASS 2 COL. x 5

## Bring More Student Shoppers to Your Door

Put your products, services and special offers in the spotlight with our Campus Bucks guide, a special print and online section designed to connect college students with the best deals on campus! For more information about advertising in this popular special section, contact your sales rep today.

### Campus Bucks

A Special Section From  
**NAME NEWSPAPER**

Issue Date: August 00 Advertising Deadline: August 00  
To advertise: Call 000.000.0000 Email [names@namenewspaper.com](mailto:names@namenewspaper.com)

AD# N1608A32008C PASS 2 COL. x 5

N1608P36014C  
N1608P32001C

Companion WEB ADS available on MCC

SECTION COVER:

N1608P33001C\*O

**GETFIT**  
August 2016  
A Special Supplement to  
NAME NEWSPAPER

**30** ways to get active today

Meet the personal trainers  
Free & low-cost fitness classes  
Fat-burning recipe guide

AD# N1608A33001C 10. x 13

HEADING:  
N1608P33001C\*O

QUICK SELL:

<p><b>Advertiser Suggestion</b></p> <p><b>Martial Arts Co.</b> 1234 Main Street 555-555-5555 www.martialarts.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Trainer</b> 1234 Main Street 555-555-5555 www.trainer.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Physical Therapist</b> 1234 Main Street 555-555-5555 www.physicaltherapist.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Health Food Store</b> 1234 Main Street 555-555-5555 www.healthfoodstore.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Community Sports League</b> 1234 Main Street 555-555-5555 www.communitysportsleague.com</p>	<p><b>Advertiser Suggestion</b></p> <p><b>Boxing Gym</b> 1234 Main Street 555-555-5555 www.boxinggym.com</p>
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N1608P33001C\*O

**GETFIT** Combat-style exercise programs on the rise

**Advertiser Suggestion**

**Sporting Goods Store**  
1234 Main Street  
555-555-5555  
www.sportinggoodsstore.com

**Advertiser Suggestion**

**Kickboxing Gym**  
1234 Main Street  
555-555-5555  
www.kickboxinggym.com

AD# N1608A33002C 9.667 x 13  
AD# N1608A33009C PASS 6 COL. x 21

READER CAMPAIGN:



**Ready to Lose the Weight?**

Our Get Fit special section is the first step toward your weight-loss and fitness goals. From personal trainer profiles to metabolism-boosting activities, fat-burning recipes and more, this guide is loaded with ways to jump-start your healthy, active lifestyle!

**GETFIT** A Special Section From NAME NEWSPAPER

Look for it Sunday, August 00  
In Print & Online at [namenewspaper.com/getfit](http://namenewspaper.com/getfit)

AD# N1608A33003C PASS 2 COL. x 5



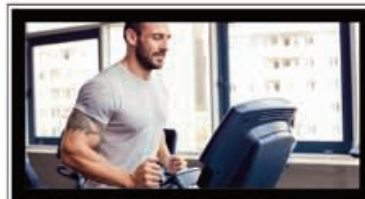
**Ready to Push Yourself?**

Our Get Fit special section is the first step toward your weight-loss and fitness goals. From personal trainer profiles to metabolism-boosting activities, fat-burning recipes and more, this guide is loaded with ways to jump-start your healthy, active lifestyle!

**GETFIT** A Special Section From NAME NEWSPAPER

Look for it Sunday, August 00  
In Print & Online at [namenewspaper.com/getfit](http://namenewspaper.com/getfit)

AD# N1608A33005C PASS 2 COL. x 5



**Ready for a New Start?**

Our Get Fit special section is the first step toward your weight-loss and fitness goals. From personal trainer profiles to metabolism-boosting activities, fat-burning recipes and more, this guide is loaded with ways to jump-start your healthy, active lifestyle!

**GETFIT** A Special Section From NAME NEWSPAPER

Look for it Sunday, August 00  
In Print & Online at [namenewspaper.com/getfit](http://namenewspaper.com/getfit)

AD# N1608A33007C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:



**Show Them What You've Got!**

Get the brand exposure you need to build a successful business in the fitness industry with targeted and effective advertising in our Get Fit guide. This special section will promote your products and services to more than 00,000 households, alongside themed editorial features designed to motivate and inspire active, healthy lifestyle changes.

**GETFIT** A Special Section From NAME NEWSPAPER

Issue Date: August 00 | Advertising Deadline: August 00  
Contact an ad consultant today to reserve your spot!  
Call 000.000.0000 Email [namename@namenewspaper.com](mailto:namename@namenewspaper.com)

AD# N1608A33004C PASS 2 COL. x 5



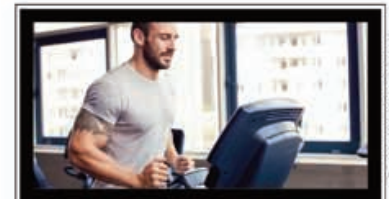
**Connect With More Clients**

Get the brand exposure you need to build a successful business in the fitness industry with targeted and effective advertising in our Get Fit guide. This special section will promote your products and services to more than 00,000 households, alongside themed editorial features designed to motivate and inspire active, healthy lifestyle changes.

**GETFIT** A Special Section From NAME NEWSPAPER

Issue Date: August 00 | Advertising Deadline: August 00  
Contact an ad consultant today to reserve your spot!  
Call 000.000.0000 Email [namename@namenewspaper.com](mailto:namename@namenewspaper.com)

AD# N1608A33006C PASS 2 COL. x 5



**Fitness Advertising That Gets Results**

Get the brand exposure you need to build a successful business in the fitness industry with targeted and effective advertising in our Get Fit guide. This special section will promote your products and services to more than 00,000 households, alongside themed editorial features designed to motivate and inspire active, healthy lifestyle changes.

**GETFIT** A Special Section From NAME NEWSPAPER

Issue Date: August 00 | Advertising Deadline: August 00  
Contact an ad consultant today to reserve your spot!  
Call 000.000.0000 Email [namename@namenewspaper.com](mailto:namename@namenewspaper.com)

AD# N1608A33008C PASS 2 COL. x 5



SECTION COVER:

# Day & After-School care

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

Tips for choosing the right child care facility  
After-school program guide  
How to help kids cope with anxiety

AD# N1608A34001C 10. x 13

N1608P37007C

N1608P34001C\*  
N1608P37005C  
N1608P37015C

READER CAMPAIGN:

## Pair With the Best Child Care

Our Day & After-School Care special section is your comprehensive guide to trusted local child care programs. From choosing the right facility to helping kids cope with anxiety and other adjustment challenges, this section is filled with research and expert advice to help you make the informed choices that are best for your little ones.

Issue Date: Sunday, August 08  
In Print & Online at [name.com/newspecial/dayandafterschoolcare](http://name.com/newspecial/dayandafterschoolcare)

**Day & After-School care**  
A Special Section From **NAME NEWSPAPER**

AD# N1608A34003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

## Where Readers Turn for Trusted Child Care

Parents who want the best for their children turn to our Day & After-School Care guide for trusted research, advice, news and advertising. It's the perfect place to promote your kid-friendly products and services to local parents in more than 100,000 area households!

Day & After-School **care** A Special Section From **NAME NEWSPAPER**

Issue Date: August 08 Advertising Deadline: August 08  
To learn more about this valuable advertising opportunity, call 900.000.0000 or Email [namesales@name.com](mailto:namesales@name.com)

AD# N1608A34004C PASS 2 COL. x 5

N1608P37007C

N1608P34001C\*

## Because You Want the Best for Your Kids

Our Day & After-School Care special section is your comprehensive guide to trusted local child care programs. From choosing the right facility to helping kids cope with anxiety and other adjustment challenges, this section is filled with research and expert advice to help you make the informed choices that are best for your little ones.

Issue Date: Sunday, August 08  
In Print & Online at [name.com/newspecial/dayandafterschoolcare](http://name.com/newspecial/dayandafterschoolcare)

**Day & After-School care**  
A Special Section From **NAME NEWSPAPER**

AD# N1608A34005C PASS 2 COL. x 5

## Secure Your Ad Spot Today!

Parents who want the best for their children turn to our Day & After-School Care guide for trusted research, advice, news and advertising. It's the perfect place to promote your kid-friendly products and services to local parents in more than 100,000 area households!

Day & After-School **care** A Special Section From **NAME NEWSPAPER**

Issue Date: August 08 Advertising Deadline: August 08  
To learn more about this valuable advertising opportunity, call 900.000.0000 or Email [namesales@name.com](mailto:namesales@name.com)

AD# N1608A34006C PASS 2 COL. x 5

N1608P37009C

N1608P34001C\*

QUICK SELL:

# Day & After-School care

What are the benefits of a quality program for your child? Quality care should not only be fun, but it should also be safe and healthy. Quality care should be a place where your child can learn, grow and thrive. Quality care should be a place where your child can make friends and build self-esteem. Quality care should be a place where your child can explore their interests and passions. Quality care should be a place where your child can learn to respect others and follow rules. Quality care should be a place where your child can learn to solve problems and think creatively. Quality care should be a place where your child can learn to be confident and independent. Quality care should be a place where your child can learn to be kind and compassionate. Quality care should be a place where your child can learn to be resilient and brave. Quality care should be a place where your child can learn to be happy and healthy.

What are the benefits available to the parent? Quality care should be a place where your child can learn, grow and thrive. Quality care should be a place where your child can make friends and build self-esteem. Quality care should be a place where your child can explore their interests and passions. Quality care should be a place where your child can learn to respect others and follow rules. Quality care should be a place where your child can learn to solve problems and think creatively. Quality care should be a place where your child can learn to be confident and independent. Quality care should be a place where your child can learn to be kind and compassionate. Quality care should be a place where your child can learn to be resilient and brave. Quality care should be a place where your child can learn to be happy and healthy.

What is the program schedule? Quality care should be a place where your child can learn, grow and thrive. Quality care should be a place where your child can make friends and build self-esteem. Quality care should be a place where your child can explore their interests and passions. Quality care should be a place where your child can learn to respect others and follow rules. Quality care should be a place where your child can learn to solve problems and think creatively. Quality care should be a place where your child can learn to be confident and independent. Quality care should be a place where your child can learn to be kind and compassionate. Quality care should be a place where your child can learn to be resilient and brave. Quality care should be a place where your child can learn to be happy and healthy.

Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
Department Store 1234 Main Street 555-1234 <a href="http://www.departmentstore.com">www.departmentstore.com</a>	Toy Store 1234 Main Street 555-1234 <a href="http://www.toystore.com">www.toystore.com</a>	Shoe Store 1234 Main Street 555-1234 <a href="http://www.shoestore.com">www.shoestore.com</a>
Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
Office Supply Store 1234 Main Street 555-1234 <a href="http://www.officesupply.com">www.officesupply.com</a>	Family Restaurant 1234 Main Street 555-1234 <a href="http://www.familyrestaurant.com">www.familyrestaurant.com</a>	Book Store 1234 Main Street 555-1234 <a href="http://www.bookstore.com">www.bookstore.com</a>

AD# N1608A34002C 9.667 x 13  
AD# N1608A34009C PASS 6 COL. x 21

N1608P37005C  
N1608P34001C\*

N1608P37015C  
N1608P37007C

## We Did the Research. You Make the Choice!

Our Day & After-School Care special section is your comprehensive guide to trusted local child care programs. From choosing the right facility to helping kids cope with anxiety and other adjustment challenges, this section is filled with research and expert advice to help you make the informed choices that are best for your little ones.

Issue Date: Sunday, August 08  
In Print & Online at [name.com/newspecial/dayandafterschoolcare](http://name.com/newspecial/dayandafterschoolcare)

**Day & After-School care**  
A Special Section From **NAME NEWSPAPER**

AD# N1608A34007C PASS 2 COL. x 5

## Advertise to More Local Parents

Parents who want the best for their children turn to our Day & After-School Care guide for trusted research, advice, news and advertising. It's the perfect place to promote your kid-friendly products and services to local parents in more than 100,000 area households!

Day & After-School **care** A Special Section From **NAME NEWSPAPER**

Issue Date: August 08 Advertising Deadline: August 08  
To learn more about this valuable advertising opportunity, call 900.000.0000 or Email [namesales@name.com](mailto:namesales@name.com)

AD# N1608A34008C PASS 2 COL. x 5

N1608P37005C

N1608P34001C\*



These valuable packages give you what you need to plan and publicize sections to take advantage of timely seasonal and event happenings during the month. Each provides a heading, print, Web and mobile ad campaigns for readers and advertisers, a ready-made cover design and a Quick-Sell multiple advertiser page.

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

**Last Days of SUMMER**

August 00  
A Special Section From  
**NAME NEWSPAPER**

"My Summer Vacation" photo contest winners

Summer sales & specials

Farmers' market schedules & recipe guide

AD# N1608A35001C 10. x 13

N1608P35002C\*O

N1608P66027C\*O  
N1608P66024C\*O

READER CAMPAIGN:

**Stretch Your Summer**

There's still plenty of summer left to enjoy, so make the most of it with our Last Days of Summer guide. This special section delivers the goods on local events, end-of-summer shopping, outdoor activities, refreshing recipes and more to make every day count!

Coming Soon!  
Sunday, August 00  
In Print & Online  
at [namenewspaper.com/lastdaysosummer](http://namenewspaper.com/lastdaysosummer)  
Advertising Deadline: August 00

**Last Days of SUMMER**  
A Special Section From  
**NAME NEWSPAPER**

AD# N1608A35003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

**Pair Up With Great Summer Advertising**

Promote your seasonal products and services before the sun goes down on summer! Our Last Days of Summer guide targets readers who want to make the most of summer's final days, making it the perfect place to advertise everything from activities, events, dining, entertainment, vacation packages, cosmetic services and more.

**Last Days of SUMMER**  
A Special Section From  
**NAME NEWSPAPER**

Issue Date: August 00 | Advertising Deadline: August 00  
To learn more about this valuable advertising opportunity, Call 000.000.0000 Or Email [namename@namenewspaper.com](mailto:namename@namenewspaper.com)

AD# N1608A35004C PASS 2 COL. x 5

N1608P35002C\*O

N1608P37010C\*O

HEADING:  
N1608P35001C\*O

**Last Days of SUMMER**

**Find the Best Summer Sales & More**

There's still plenty of summer left to enjoy, so make the most of it with our Last Days of Summer guide. This special section delivers the goods on local events, end-of-summer shopping, outdoor activities, refreshing recipes and more to make every day count!

**Last Days of SUMMER**  
A Special Section From  
**NAME NEWSPAPER**

Coming Soon!  
Sunday, August 00  
In Print & Online  
at [namenewspaper.com/lastdaysosummer](http://namenewspaper.com/lastdaysosummer)  
Advertising Deadline: August 00

AD# N1608A35005C PASS 2 COL. x 5

**Make End-of-Summer Sales Count**

Promote your seasonal products and services before the sun goes down on summer! Our Last Days of Summer guide targets readers who want to make the most of summer's final days, making it the perfect place to advertise everything from summer clearance sales to activities, events, dining, entertainment, vacation packages, cosmetic services and more.

**Last Days of SUMMER**  
A Special Section From  
**NAME NEWSPAPER**

Issue Date: August 00 | Advertising Deadline: August 00  
To learn more about this valuable advertising opportunity, Call 000.000.0000 or Email [namename@namenewspaper.com](mailto:namename@namenewspaper.com)

AD# N1608A35006C PASS 2 COL. x 5

N1608P37011C\*O

N1608P35002C\*O

QUICK SELL:

**Last Days of SUMMER**

Guide to end-of-summer sales

Advertiser Suggestion

Gift Supply Store  
1234 Washington Street  
000.000.0000  
[www.namesite.com](http://www.namesite.com)

Advertiser Suggestion

Spa  
1234 Washington Street  
000.000.0000  
[www.namesite.com](http://www.namesite.com)

Advertiser Suggestion

Travel Agent  
1234 Washington Street  
000.000.0000  
[www.namesite.com](http://www.namesite.com)

Advertiser Suggestion

Grocery Store  
1234 Washington Street  
000.000.0000  
[www.namesite.com](http://www.namesite.com)

Advertiser Suggestion

Home Improvement Store  
1234 Washington Street  
000.000.0000  
[www.namesite.com](http://www.namesite.com)

Advertiser Suggestion

Auto Dealer  
1234 Washington Street  
000.000.0000  
[www.namesite.com](http://www.namesite.com)

Advertiser Suggestion

Sporting Goods Store  
1234 Washington Street | 000.000.0000 | [www.namesite.com](http://www.namesite.com)

AD# N1608A35002C 9.667 x 13  
AD# N1608A35009C PASS 6 COL. x 21

N1608P27005C\*O

**The Best of Summer Is Yet to Come**

There's still plenty of summer left to enjoy, so make the most of it with our Last Days of Summer guide. This special section delivers the goods on local events, end-of-summer shopping, outdoor activities, refreshing recipes and more to make every day count!

**Last Days of SUMMER**  
A Special Section From  
**NAME NEWSPAPER**

Coming Soon!  
Sunday, August 00  
In Print & Online  
at [namenewspaper.com/lastdaysosummer](http://namenewspaper.com/lastdaysosummer)  
Advertising Deadline: August 00

AD# N1608A35007C PASS 2 COL. x 5

**Last Chance to Advertise**

Promote your seasonal products and services before the sun goes down on summer! Our Last Days of Summer guide targets readers who want to make the most of summer's final days, making it the perfect place to advertise everything from summer clearance sales to activities, events, dining, entertainment, vacation packages, cosmetic services and more.

**Last Days of SUMMER**  
A Special Section From  
**NAME NEWSPAPER**

Issue Date: August 00 | Advertising Deadline: August 00  
To learn more about this valuable advertising opportunity, Call 000.000.0000 or Email [namename@namenewspaper.com](mailto:namename@namenewspaper.com)

AD# N1608A35008C PASS 2 COL. x 5

N1608P37006C\*O

N1608P35002C\*O

Companion WEB ADS available on MCC



N1608P36015C-●



N1608P36014C-●



N1608P36001C-●



N1608P36006C-●



N1608P36008C-●



N1608P36009C-●



N1608P36010C-●



N1608P36004C-●



N1608P36002C-●



N1608P36012C-●



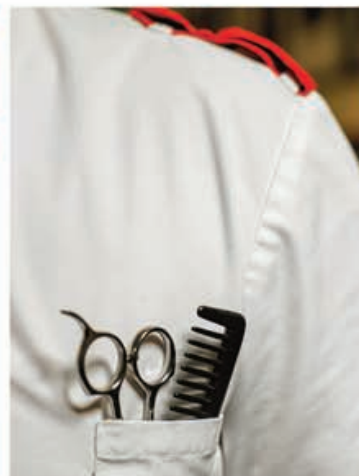
N1608P36007C-●



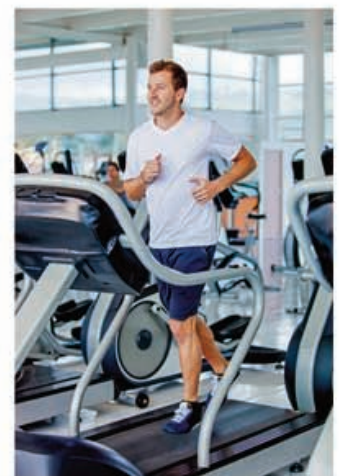
N1608P36013C-●



N1608P36005C-●



N1608P36003C-●



N1608P36011C-●



N1608P37012C-●



N1608P37001C-●



N1608P37007C-●



N1608P37013C-●



N1608P37014C-●



N1608P37004C-●



N1608P37005C-●



N1608P37006C-●



N1608P37009C-●



N1608P37011C-●



N1608P37008C-●



N1608P37003C-●



N1608P37015C-●



N1608P37010C-●



N1608P37002C-●



N1608P38013C-●



N1608P38007C-●



N1608P38009C-●



N1608P38014C-●



N1608P38003C-●



N1608P38001C-●



N1608P38011C-●



N1608P38002C-●



N1608P38006C-●



N1608P38005C-●



N1608P38016C-●



N1608P38015C-●



N1608P38004C-●



N1608P38012C-●



N1608P38010C-●



N1608P38008C-●





N1608P39009C-●



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N1608P39006C-●



N1608P39002C-●



N1608P39010C-●



N1608P39013C-●



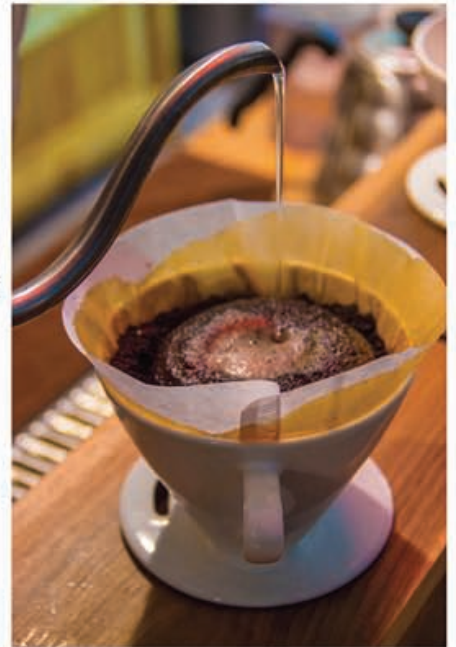
N1608P39001C-●



N1608P39014C-●



N1608P39011C-●



N1608P39012C-●



N1608P39008C-●



N1608P39016C-●



N1608P39015C-●



N1608P39003C-●



N1608P39005C-●



N1608P39004C-●



N1608P29003C

## Your Child's Happy Place



**Come Say Hello!**  
**Open House**  
**Saturday, August 00**  
**10am-2pm**

Putting a smile on your child's face is what we do best. That's because we fill every day with a variety of stimulating activities that combine fun and learning to help your child develop socially and emotionally, while laying the groundwork for success in school.

**Fun, Safe & Educational Child Care**  
Ages 6 months to 5 years  
Open weekdays 6:30am-6:30pm  
Nutritious lunches & wholesome snacks  
Music, arts, movement & outdoor play  
Storytelling & language development  
Certified & caring CPR-trained staff

**Apple Tree Child Care**  
1234 Washington Street • Somersville Heights  
000-000-0000 • [www.namewebsite.com](http://www.namewebsite.com)

Stop by with your child to tour our center, meet our teachers and enjoy complimentary refreshments. If you can't attend our Open House, call anytime to register or arrange a meeting with our program coordinator.

AD# N1608A41001C    8.5 x 11

N1608P29004C

## Flaunt Your Fabulous



**Back-to-Beauty Night**  
**Thursday, August 00**  
**6-9 PM**

Get the awe-inspiring looks you love, fresh from the pages of your favorite magazines. Our head-to-toe beauty pros have what it takes to expertly execute the latest style trends and bring out your beauty to the fullest!

**Cutting-Edge Beauty**  
Expert hair design  
Classic & creative color  
Gel manicures & pedicures  
Acrylics & nail art  
Eyebrow shaping & waxing  
Airbrush tanning & makeup

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

We're giving a warm welcome back to Name College students with complimentary refreshments, mani spa treatments, hairstyling and makeup workshops, raffles and giveaways!  
RSVP to 000.000.0000 or [email@namewebsite.com](mailto:email@namewebsite.com) to get on the guest list.

AD# N1608A41002C    8.5 x 11

N1608P31008C

note.

## It's Back-to-School Time at the Mall



Find everything you need to head back to school in style.

Special Offers In Stores Now!

- ✓ Name Brand Backpacks  
**Name Luggage Store**
- ✓ Color Highlights or Tips From \$49  
**Name Hair Salon**
- ✓ Designer Denim in Every Fit  
**Name Department Store**
- ✓ School Uniform Basics  
**Name Kidswear Store**
- ✓ Affordable Jewelry & Accessory Trends  
**Name Accessories Store**

- ✓ Fabulous First-Day Fashions  
**Name Fashion Boutique**
- ✓ 99¢ School Supply Specials  
**Name Variety Store**
- ✓ Name Brand Athletic Wear  
**Name Sporting Goods Store**
- ✓ Strappy Sandals to Pall Boots  
**Name Footwear Store**
- ✓ Makeup & Beauty Must-Haves  
**Name Beauty Supply Store**

...and the list goes on!

**What's Happening at the Mall?**  
Fashion, fun & so much more!  
Back-to-School Fashion Show  
Thursday, August 00 at 7 PM  
Food Court Fridays 4-9 PM  
Dinner specials, live music & prizes  
Summer Sidewalk Sale Clearance  
August 00-00

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

Mail Hours: Monday-Saturday 10am-6pm, Sunday 11am-7pm

AD# N1608A41003C    8.5 x 11

N1608P41004C

## Now Open for Winter



Host your birthday party or special event here!

**Open Skating | Ice Hockey | Figure Skating Lessons | Skate Rentals | Snack Bar | Lockers**

**Winter Hours**  
Sunday-Thursday 9 a.m.-7 p.m.  
Friday & Saturday 10 a.m.-9 p.m.

SUDOKU

Fun By The Numbers

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

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

ANSWERS:  
[Grid of numbers]

WEEKLY PUZZLE SPONSORED BY:

## Somersville Skate Arena

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

AD# N1608A41004C    8.5 x 11

Usage Note: You can use Metro puzzles and games to offer campaign sponsorship opportunities to advertisers. Here, see winter sponsorship of a Metro Sudoku puzzle for an ice skating rink. Metro has provided layouts for the remaining of the four seasons in past issues, which are available on MCC.



N1608P42017C-●



N1608P42015C-●



N1608P42014C-●



N1608P42013C\*-○



N1608P42018C-●



N1608P42003C\*-○



N1608P42002C\*-○



N1608P42001C\*-○



N1608P42004C\*-○



N1608P42019C-●



N1608P42009C\*-○



N1608P42007C\*-○



N1608P42006C\*-○



N1608P42020C-●



N1608P42008C\*-○



N1608P42005C\*-○



N1608P42010C\*-○



N1608P42016C-●



N1608P42012C\*-○



N1608P42011C\*-○

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

**Celebrate This Labor Day!**

Your hardworking local merchants invite you to shop, dine and celebrate right here in town this holiday weekend!



N1608P58015C\*O

N1608P43001C\*O

**Fibers Menswear**

**Labor Day Weekend Sale**  
Saturday | Sunday | Monday  
storewide savings up to **50% Off**

Save on premium denim, new fashions, footwear and more!

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

N1608P59012C\*O

**Boutique Alyssa**

**End-of-Summer Clearance Going On Now!**

Save through Labor Day on your favorite swimwear, dresses, accessories and summer fashions!

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

N1608P31003C\*O

**Driftwood Deli**

Fresh & Delicious

Open Labor Day

Enjoy a hassle-free barbecue with our ready-to-serve homestyle sides and salads!

Potato Salad	Macaroni Salad	Cole Slaw
\$2.99 lb.	\$3.99 lb.	\$3.19 lb.

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

N1608P66009C\*O

N1608P66008C\*O

N1608P66010C\*O

AD# N1608A43002C

PASS 3 COL. x 4

N1608P66013C\*O

**KEG & CORK LIQUORS**

NAME BRAND PREMIUM BEER 6-PACK VARIETIES **\$6.99**

NAME BRAND VODKA 750 ML. **\$14.99**

NAME BRAND CHARDONNAY 750 ML. **\$5.99**

STOCK UP FOR LABOR DAY CELEBRATIONS!

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

AD# N1608A43003C

PASS 3 COL. x 4

N1608P26011C\*O

**Somersville Rescue Zoo**

**Free Child Admission**

With Purchase of Adult Admission Now Through Labor Day One the other someone per paid adult admission.

Check out our new and expanded aviary and reptile exhibits!

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

AD# N1608A43004C

PASS 3 COL. x 4

**Amici's Restaurant**

**Labor Day Weekend Special**  
Large Pizza & Pitcher of Soda Only **\$12.99**

Wood-fired Pizza | Homemade Pasta | Fresh Salads | Italian Grill

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

N1608P36012C\*O

**Capital Marine**

**Labor Day End-of-Summer Blowout**

Save on Our Entire Inventory of New & Used Boats This Weekend!

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

N1608P64007C\*O

N1203P46009C\*O

**Daisy's Garden Center**

**Summer Inventory Clearance**

Starting This Saturday of MMW up to **60% Off**

Flowers | plants | pottery | planting aids | garden tools | water features | & more

Shop early for the best selection!

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

N1608P64009C\*O

**"SHOP LOCAL" SUPPORT**

The Labor Day holiday can be a potentially powerful theme to boost local advertisers at the unofficial last weekend of summer. Use this page to help them reach consumers looking for their holiday weekend needs. There is also an alternative tab size available in MCC. Promoting local patronage is more than an economic necessity in many areas; it has become a source of community pride. Look for two additional "shop local" pages each month for a variety of advertiser categories, so you can keep a local campaign going. Many have companion Web ads ready to present for combo package buys, too.

AD# N1608A43005C

AD# N1608A43006C

AD# N1608A43007C

AD# N1608A43008C

AD# N1608A43009C

AD# N1608A43001C PASS 6 COL. x 21  
AD# N1608A43010C 10 x 13



N1608P44001A-●



N1608P44003A-●



N1608P44002A-●



N1608P44008A-●



N1608P44011A-●



N1608P44012A-●



N1608P44007A-●



N1608P44014A-●



N1608P44013A-●



N1608P44005A-●



N1608P44006A-●



N1608P44010A-●



N1608P44004A-●



N1608P44009A-●



N1608P45005A-●



N1608P45004A-●



N1608P45010A-●



N1608P45001A-●



N1608P45002A-●



N1608P45013A-●



N1608P45009A-●



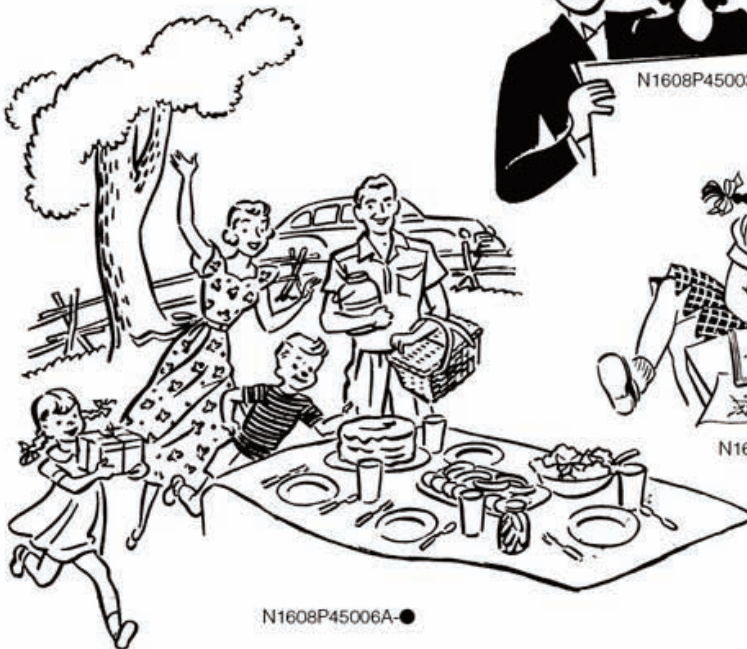
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N1608P45003A-●



N1608P45011A-●



N1608P45006A-●



N1608P45012A-●



N1608P45008A-●

Bonus images available in the MCC Creative Library:



N1608P46001C-●



N1608P46003C-●



N1608P46005C-●



N1608P46006C-●



N1608P46003C-●



N1608P46004C-●

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

Want to **grow your special sections program and ad sales**, starting now? With Metro's fully templated print sections, you can (online versions also available). These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion ads to invite advertisers to

participate in your section are also included in the package. Adapt the ads for online use to promote the upcoming online version of the section. View this month's **Fall Home & Garden** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call **800-223-1600** or email [service@metro-email.com](mailto:service@metro-email.com) to **order** and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



Bonus images available in the MCC Creative Library:



N1608P47004C-●



N1608P47006C-●



N1608P47005C-●



N1608P47003C-●



N1608P47002C-●



N1608P47001C-●

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

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

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

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



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



N1608P48015C-●



N1608P48010C-●



N1608P48004C-●



N1608P48012C-●



N1608P48013C-●



N1608P48006C-●



N1608P48003C-●



N1608P48011C-●



N1608P48009C-●



N1608P48007C-●



N1608P48002C-●



N1608P48008C-●



N1608P48001C-●



N1608P48005C-●



N1608P48014C-●



N1608P49002C-●



N1608P49008C-●



N1608P49006C-●



N1608P49009C-●



N1608P49007C-●



N1608P49001C-●



N1608P49011C-●



N1608P49004C-●



N1608P49003C-●



N1608P49012C-●



N1608P49010C-●



N1608P49005C-●



N1608P49015C-●



N1608P49014C-●



N1608P49013C-●

### Usage Notes:

Use these backgrounds to help promote seasonal events, services and merchandise, including election season, Dog Days of Summer, back-to-school, Labor Day, home improvement and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

(MCC Creative Library / Image Type: Background)



N1608P50005C-●



N1608P50009C-●



N1608P50004C-●



N1608P50007C-●  
N1608P50008C-●



N1608P50003C-●



N1608P50006C-●



N1608P50001C-●



N1608P50002C-●



N1608P50010C-●

N1608P51001C



### Usage Suggestions:

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for rustic home decor, back to school, summer clearances, gardening, estate planning ...and more.

N1608P51002C



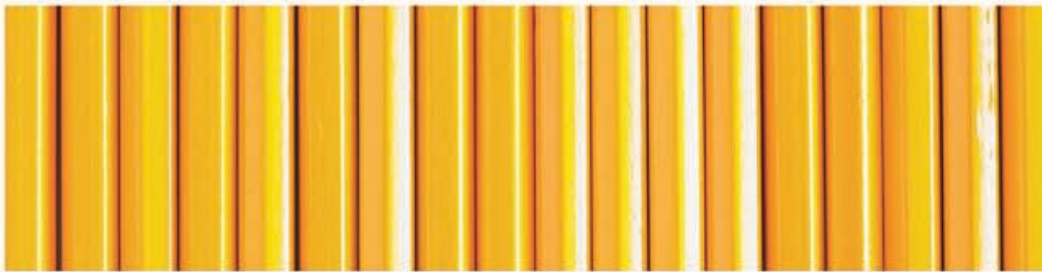
N1608P51003C



N1608P51004C



N1608P51005C



N1608P51006C





N1608P52014C\*-O



N1608P52017C\*-O



N1608P52006C\*-O



N1608P52005C\*-O



N1608P52016C\*-O



N1608P52013C\*-O



N1608P52007C\*-O



N1608P52008C\*-O



N1608P52012C\*-O



N1608P52015C\*-O



N1608P52011C\*-O



N1608P52010C\*-O



N1608P52009C\*-O



N1608P52003C\*-O



N1608P52001C\*-O



N1608P52020C\*-O  
N1608P52022C\*-O



N1608P52018C\*-O  
N1608P52023C\*-O



N1608P52019C\*-O  
N1608P52021C\*-O



N1608P52002C\*-O



N1608P52004C\*-O



N1608P53004C\*-O



N1608P53003C\*-O



N1608P53007C\*-O



N1608P53008C\*-O



N1608P53005C\*-O



N1608P53006C\*-O



N1608P53009C\*-O



N1608P53002C\*-O



N1608P53001C\*-O

### Usage Note:

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

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

**After-School Care**

N1608P54023C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1608P54004C\*-O  
N1608P54013C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**School Supply Savings**

N1608P54024C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1608P54005C\*-O  
N1608P54014C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**Earn Extra Credit!**

N1608P54019C\*-O  
(BACKGROUND ONLY)  
N1608P54001C\*-O  
N1608P54010C\*-O  
(SPANISH VERSION)

PASS 1 COL. x 5.25

**Cool Deals for Dog Days**

N1608P54025C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1608P54006C\*-O  
N1608P54015C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**OPEN for Labor Day**

N1608P54027C\*-O  
N1608P54026C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1608P54007C\*-O  
N1608P54016C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**LABOR DAY EVENT**

N1608P54021C\*-O  
N1608P54020C\*-O  
(BACKGROUND ONLY)  
N1608P54002C\*-O  
N1608P54011C\*-O  
(SPANISH VERSION)

PASS 1 COL. x 5.25

**Shore Real Estate**

N1608P54028C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1608P54008C\*-O  
N1608P54017C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**Election Preview**

N1608P54030C\*-O  
N1608P54029C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1608P54009C\*-O  
N1608P54018C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**Summer Rentals**

N1608P54022C\*-O  
(BACKGROUND ONLY)  
N1608P54003C\*-O  
N1608P54012C\*-O  
(SPANISH VERSION)

PASS 1 COL. x 5.25





**MCC KEYWORD HINT:** Child Care Center  
N1608P55007C-●



**MCC KEYWORD HINT:** Ophthalmologist  
N1608P55008C-●



**MCC KEYWORD HINT:** Financial Advisor  
N1608P55009C-●



**MCC KEYWORD HINT:** Sports Coach  
N1608P55010C-●



**MCC KEYWORD HINT:** Skate & Surf Shop  
N1608P55011C-●



**MCC KEYWORD HINT:** Academic Tutor  
N1608P55012C-●

### Usage Note:

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

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

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

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

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



N1608P55001C\*-○



N1608P55002C\*-○



N1608P55003C\*-○



N1608P55004C\*-○



N1608P55005C\*-○



N1608P55006C\*-○



MCC KEYWORDS: ICON SET, ELECTION  
N1608S56004C\*-O



MCC KEYWORDS: ICON SET, COLLEGE  
N1608S56002C\*-O



MCC KEYWORDS: ICON SET, DOGS  
N1608S56003C\*-O



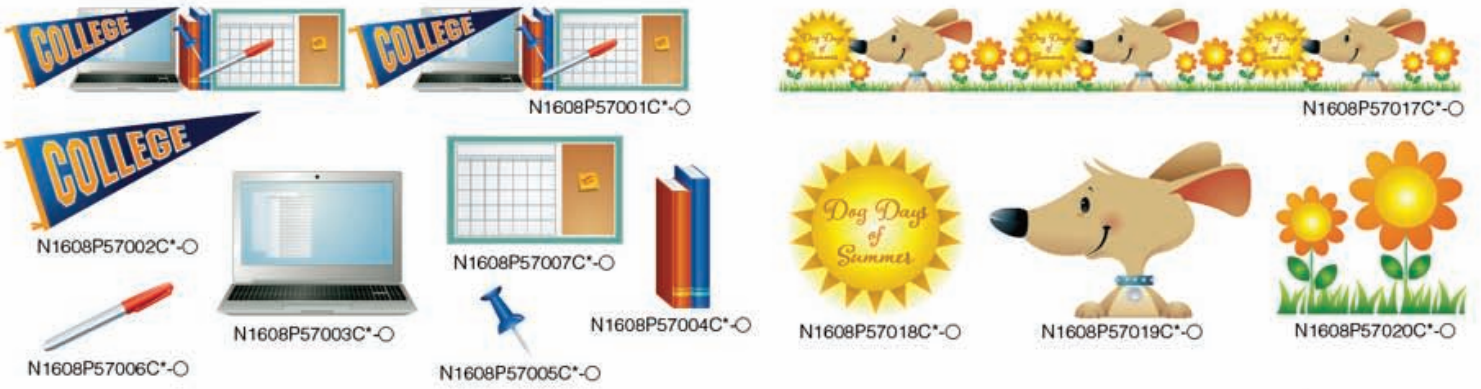
MCC KEYWORDS: ICON SET, SUMMER  
N1608S56006C\*-O



MCC KEYWORDS: ICON SET, HOT DOGS  
N1608S56005C\*-O



MCC KEYWORDS: ICON SET, CATS  
N1608S56001C\*-O



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



MCC KEYWORDS: ICON SET, BACK TO SCHOOL  
N1608S57042C\*-O



N1608P58001C\*-O



N1608P58006C\*-O



N1608P58005C\*-O



N1608P58008C\*-O



N1608P58010C\*-O



N1608P58003C\*-O



N1608P58002C\*-O



N1608P58004C\*-O



N1608P58007C\*-O



N1608P58009C\*-O



N1608P58011C\*-O  
N1608P58012C\*-O



N1608P58019C\*-O



N1608P58018C\*-O



N1608P58017C\*-O



N1608P58016C\*-O



N1608P58015C\*-O  
N1608P58020C\*-O



N1608P58013C\*-O  
N1608P58014C\*-O



N1608P59012C-●



N1608P59010C-●



N1608P59001C-●



N1608P59003C-●



N1608P59002C-●



N1608P59011C-●



N1608P59007C-●



N1608P59005C-●



N1608P59009C-●



N1608P59004C-●



N1608P59006C-●



N1608P59008C-●



N1608P60004C-●



N1608P60003C-●



N1608P60006C-●



N1608P60007C-●



N1608P60012C-●



N1608P60008C-●



N1608P60009C-●



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N1608P60001C-●



N1608P60011C-●



N1608P60010C-●



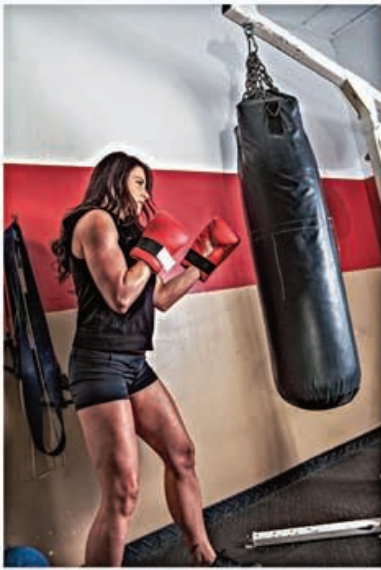
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N1608P61009C-●



N1608P61007C-●



N1608P61008C-●



N1608P61002C-●



N1608P61003C-●



N1608P61011C-●



N1608P61001C-●



N1608P61005C-●



N1608P61004C-●



N1608P61010C-●



N1608P62006C



N1608P62005C



N1608P62008C



N1608P62009C



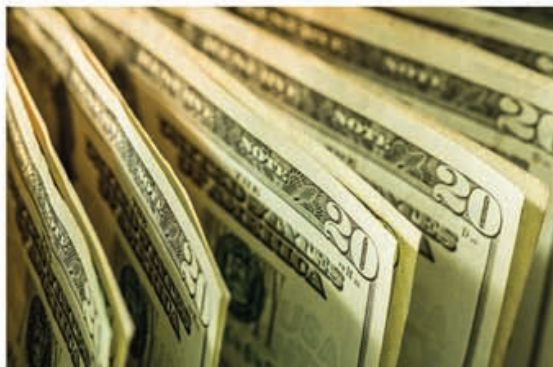
N1608P62003C



N1608P62004C



N1608P62001C



N1608P62002C



N1608P62007C





N1608P63004C-●



N1608P63003C-●



N1608P63001C-●



N1608P63002C-●



N1608P63005C-●



N1608P63010C-●



N1608P63006C-●



N1608P63008C-●



N1608P63009C-●



N1608P63012C-●



N1608P63011C-●



N1608P63007C-●



N1608P64009C-●



N1608P64008C-●



N1608P64012C-●



N1608P64002C-●



N1608P64001C-●



N1608P64003C-●



N1608P64006C-●



N1608P64005C-●



N1608P64004C-●



N1608P64011C-●



N1608P64010C-●



N1608P64007C-●



N1608P65041C\*-O



N1608P65037C\*-O  
N1608P65038C\*-O



N1608P65042C\*-O



N1608P65036C\*-O



N1608P65039C\*-O



N1608P65020C\*-O



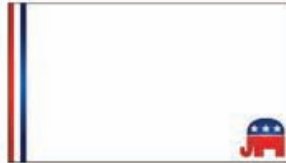
N1608P65013C\*-O



N1608P65040C-●



MCC KEYWORD HINT: metrobiz  
N1608P65009C\*-O



MCC KEYWORD HINT: metrobiz  
N1608P65011C\*-O



N1608P65031C\*-O



N1608P65019C\*-O



N1608P65029C\*-O



N1608P65030C\*-O



N1608P65027C\*-O



N1608P65028C\*-O



N1608P65032C\*-O



N1608P65021C\*-O



N1608P65024C\*-O



N1608P65023C\*-O



N1608P65012C\*-O



N1608P65010C\*-O



N1608P65016C\*-O



N1608P65018C\*-O



N1608P65017C\*-O



N1608P65026C\*-O



N1608P65025C\*-O



N1608P65014C\*-O



N1608P65015C\*-O

**Vote responsibly!**

**Step #1**  
Become an informed citizen.

**Step #2**  
Cast an informed ballot!



N1608P65043C\*-O



N1608P65004C\*-O



N1608P65008C\*-O



N1608P65003C\*-O



**VOTE**  
N1608P65022C\*-O



N1608P65044C\*-O



N1608P65001C\*-O



N1608P65005C\*-O



N1608P65002C\*-O



N1608P65006C\*-O



N1608P65035C\*-O



N1608P65034C\*-O



N1608P65033C\*-O



N1608P66010C-●  
COLE SLAW



N1608P66009C-●  
POTATO SALAD



N1608P66008C-●  
MACARONI SALAD



N1608P66007C-●  
NECTARINES



N1608P66015C-●  
HEALTHY LUNCH SNACK



N1608P66003C-●  
SANDWICH



N1608P66028C-◇  
MACARONI & POTATO SALAD, COLE SLAW



N1608P66017C-◇  
POTATOES



N1608P66005C-●  
ORANGE CREAMSICLE



N1608P66018C-◇  
ASSORTED POTATOES



N1608P66020C-◇  
SWEET POTATOES



N1608P66002C-●  
SANDWICH



N1608P66022C-◇  
PLATE OF BACON



N1608P66025C-◇  
SPANISH ONIONS



N1608P66019C-◇  
RED BLISS POTATOES



N1608P66006C-●  
ORANGE CREAMSICLE



N1608P66014C-●  
SLICED WATERMELON



N1608P66021C-◇  
PLATE OF BACON



N1608P66027C-◇  
CUCUMBERS



N1608P66013C-●  
ASSORTED BOTTLED BEER



N1608P66012C-●  
FISH & CHIPS



N1608P66023C-◇  
EGGS & BACON



N1608P66024C-◇  
PEACHES



N1608P66026C-◇  
BLACK PLUMS



N1608P66001C-●  
RASPBERRY ICE POPS



N1608P66011C-●  
FISH & CHIPS



N1608P66029C-◇  
BEER

N1608P66030C-◇  
ASSORTED BEERS



N1608P66016C-◇  
JAR OF PEANUTS



N1608P66004C-●  
ASSORTED NUTS

N1608P66019C-◇ N1608P66027C-◇

N1608P66024C-◇ N1608P66026C-◇ N1608P66025C-◇

# A Fresh Perspective on Food



Local • Organic • Healthy • Affordable

Yellow Peaches 99¢ lb.	Vine-Ripened Tomatoes 59¢ lb.	Red Cherries \$1.89 lb.	Seedless Watermelons \$1.99 ea.	Hothouse Cucumbers 99¢ ea.
Fresh Plums \$1.19 lb.	Red Potatoes 19¢ lb.	Broccoli Florets \$1.59 lb.	Green Asparagus \$1.79 lb.	White Mushrooms \$1.89 lb.

Name Brand All-Natural Cereals  
assorted 14 oz. varieties  
**2 for \$5**

Name Brand Frozen Fruit Pops  
assorted 14 oz. varieties  
**\$2.29**

Name Brand Bulk Coffee  
select varieties  
**\$5.99 lb.**

Name Brand Multivitamins  
60-count varieties  
**\$9.99**

Name Brand Organic Eggs  
dozen extra-large  
**\$3.99**

Name Brand All-Natural Chicken Breast  
thin-sliced  
**\$1.99 lb.**

## Spectrum Health Foods

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

Shop Monday-Friday 8am-8pm, Saturday & Sunday 8am-6pm  
Advertised offers good August 09-00, 2016. List details, terms and conditions here.  
List details, terms and conditions here. List details, terms and conditions here.

Stay connected for great recipe ideas, special offers, events and more!



AD# N1608A67001C

PASS 6 COL. x 10

Your Local **Fresh Food Market**

N1608P67004C\*-○

# Grocery SPECIALS

N1608P67002C\*-○

# ON SALE

This Week

N1608P67003C\*-○

# A Fresh Perspective on Food

N1608P67001C\*-○



N1608P68015C\*-O



N1608P68014C\*-O



N1608P68016C\*-O



N1608P68018C\*-O



N1608P68019C\*-O



N1608P68011C\*-O  
N1608P68012C\*-O



N1608P68001C\*-O



N1608P68003C\*-O



N1608P68002C\*-O



N1608P68004C\*-O



N1608P68007C\*-O



N1608P68005C\*-O



N1608P68008C\*-O



N1608P68006C\*-O



N1608P68017C\*-O



N1608P68009C\*-O



N1608P68010C\*-O



(FAMILY SUMMER FUN)  
N1608P68023C\*-O



(BACK-TO-SCHOOL TIME)  
N1608P68022C\*-O



(SUMMER DELIGHTS)  
N1608P68021C\*-O



(TO YOUR BBQ'S!)  
N1608P68020C\*-O



N1608P69011C-●  
 LABOUR DAY



N1608P69010C-●  
 END OF SUMMER, LAKE MANITOBA



N1608P69012C-●  
 HAPPY LABOUR DAY



N1608P69007C-●  
 CANDIED APPLES



N1608P69008C-●  
 CORN ON THE COB



N1608P69001C-●  
 CORN ON THE COB



N1608P69005C-●  
 CARAMEL & JELLY APPLES



N1608P69004C-●  
 YUKON GOLD DISCOVERY DAY



N1608P69009C-●  
 ST. JOHN, NEW BRUNSWICK



N1608P69002C-●  
 AIR SHOW



N1608P69003C-●  
 AIR SHOW



N1608P69006C-●  
 KAYAKING ON LAKE

MCC KEYWORD HINT: week2

This is your illustration and copy for August 11, 2016.

N1608P70008C\*  
N1608P70004C\*  
N1608P70002C\*

### True Confessions

"When I kept about my heart, I would stay through my prayers of day long, for day and night your hand was heavy on me, my strength was sapped as in the heat of summer. Then I acknowledged my sin to you and did not cover up my iniquity."  
—Psalm 32:3-6

A confession, to be genuine and true, is usually something which is awkward for us to admit because it reflects poorly on our character, and something for which others may not forgive us. The more truth and release which are easy to confess and easy to forgive are window-dressing on the true confession. The true confession is the actual window we see and which says to others, as it were, "take a look at the real me. This is the horrible thing that I did, or failed to do, or merely thought, and I am ashamed." Shame is not something which we praise or advocate much to our modern culture, but when we confess our deepest and darkest sins we are probably be ashamed, and perhaps that is the mark of a true confession. One should face the prospects of confession with fear and trembling, and not expect that one will be forgiven immediately, if even a confession which leaves you in the eyes of others is probably a more genuine one than one which makes you look good. We should also be wary of the confession which seeks to say as if it goes along, or offers embarrassing circumstances for what we did. A good confession is honest, painful, and while accompanied by a certain amount of shame it's also likely to be cathartic.  
—Christopher Simon

AD# N1608A70002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for August 18, 2016.

N1608P70006C\*  
N1608P70002C\*  
N1608P70003C\*

### Comfort and Belief

"Although you have not seen him, you love him, and even though you do not see him now, you believe in him and you give glory with an inexpressible and glorious joy, for you are receiving the end result of your faith, the salvation of your souls."  
—Hebrews 11:1

Recently, I heard a preacher at a funeral remark that "he don't believe because it's comforting, but we are comforted because we believe." This was a bit of a phrase and certainly comforting words for a funeral, where we are all hoping that we will see our dearly departed again. But this line of phrase is also good advice for those of us who don't want to be too much about what we believe, and want to believe things because they are true rather than simply because they are comforting. It's easy to fall into the trap of believing things which are easy to believe to be true or because we fear the alternative, and it's tempting to view a lot of religious beliefs as being regarded into one or the other of these camps. So the real question becomes what we are justified in believing, and in the realm of religion, where the subject matter clearly transcends the realm of experience, we must rely on faith. As Saint Paul rightly noted, "Faith is confidence in what we hope for and assurance about what we do not see." (Hebrews 11:1) Many times of life require this leap of faith. Every marriage and every marriage starts with a leap of faith which hopes, but cannot know in advance, that things will work out well. Likewise, when we invest our money or invest our time in a religious endeavor, we are hoping that those investments will pay off. When it comes to believing in God and the afterlife, we cannot know with certainty, but our faith gives us confidence, and in that there is a great comfort. — Christopher Simon

AD# N1608A70003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

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N1608P70007C\*  
N1608P70003C\*  
N1608P70004C\*

### On Being Humble

"Such things a person has, but the truly great person has."  
—Proverbs 10:3-4

When we all know that self-praise irritates, or to quote Jesus, "those who exalt themselves will be humbled, and those who humble themselves will be exalted." (Matthew 23:12 NKJV) This is an subtle observation, and one which has many applications to life. Jesus made this statement while pointing out how religious leaders or teachers often desire to be exalted by fancy titles and seats of honor. Little has changed in two thousand years; people still like fancy titles and "seats of honor" (e.g., the corner office). Perhaps we are hard-wired to respond to hierarchies and pecking orders, and we all know people who just can't stand it if they aren't the top dog. Jesus' statement appears to be a recommendation to humble ourselves so that others will then exalt us, and in the social realm, this frequently happens—we praise others graciously because of their humility. But the more important lesson here concerns the spiritual realm, in the Kingdom of Heaven, he who is least among you will be the most exalted. Pope Francis is frequently praised for his genuine humility, just as his namesake St. Francis was, among his the nickname "The Poor Man" or the little poor man. There is no better example of this than that of God himself, for example when he walked to disciples' feet (John 13). So humble yourself, and graciously allow to put others first, seeing them as better than yourself. — Christopher Simon

AD# N1608A70004C PASS 2 COL. x 5.25

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N1608P70011C\*  
N1608P70010C\*  
N1608P70012C\*  
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N1608P70012C\*  
N1608P70013C\*

MCC KEYWORD HINT: week1

This is your illustration and copy for August 4, 2016.

N1608P70009C\*  
N1608P70005C\*  
N1608P70006C\*  
N1608P70007C\*  
N1608P70008C\*  
N1608P70009C\*  
N1608P70010C\*  
N1608P70011C\*  
N1608P70012C\*  
N1608P70013C\*  
N1608P70014C\*

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AD# N1608A70005C PASS 6 COL. x 7

### Bound for Adventure

"I have been consistency on the shore, I have been in danger from rivers, in danger from hazards, in danger from my fellow Jews, in danger from Gentiles, in danger in the city, in danger at sea, and in danger from false believers."  
—2 Corinthians 11:26 NKJV

Humans are made for adventure. We all love a good adventure story, and if you are a student of history, you know that humans beings have been seeking adventure from the dawn of history, and probably before, if the prehistoric cave paintings are any indication. What prompts one person to set off on foot over the range of mountains and another to fashion a boat or raft and set off across the ocean must be some sort of innate wanderlust. Whatever it is, we all have a hankering for adventure. This can be satisfied in big or small ways. Sometimes we set off on a path through the woods in our own backyard or decide to take our bicycle somewhere we've never been. Other times we opt for the adventure vacation, perhaps hiking in a remote wilderness or exploring an unfamiliar city. Of course the notion of adventure is relative. What one person considers wildly adventurous another may consider child's play. In any case, we should all indulge our spirit of adventure—safely, of course. It's not for nothing that the Bible is filled with great stories of adventure, from Noah's ark to Paul's shipwreck in the Mediterranean. God favors the bold. — Christopher Simon

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(HAPPY LABOR DAY)  
N1608P71004C\*O



(FALL REGISTRATION)  
N1608P71009C\*O



(END OF SUMMER SALE)  
N1608P71005C\*O



Lista de Útiles Escolares  
(SCHOOL SUPPLY CHECK LIST)  
N1608P71007C\*O



(LABOR DAY DISCOUNTS)  
N1608P71003C\*O



(BACK TO COLLEGE)  
N1608P71006C\*O



(FALL SPORTS TRYOUTS)  
N1608P71010C\*O



(BACK TO SCHOOL)  
N1608P71008C\*O



(WOMEN'S WELLNESS)  
N1608P71002C\*O



(CONSIGNMENT SHOP)  
N1608P71001C\*O

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(MCC Creative Library / Keyword: Event / Image Type: heading).



AUGUST 7-13  
N1608P71011C\*O  
N1608P71012C\*O



AUGUST 19  
N1608P71040C\*O  
N1608P71041C\*O



Week August 1-7  
N1608P71038C\*O  
N1608P71039C\*O



N1608P71037C\*O



AUGUST 2  
N1608P71031C\*O  
N1608P71032C\*O



N1608P71026C\*O



August 6  
N1608P71029C\*O  
N1608P71030C\*O



AUGUST 26  
N1608P71022C\*O  
N1608P71023C\*O



AUGUST 12  
N1608P71020C\*O  
N1608P71021C\*O



AUGUST 4  
N1608P71016C\*O  
N1608P71017C\*O



AUGUST 26  
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N1608P71036C\*O



AUGUST 30  
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N1608P71025C\*O



N1608P71015C\*O



AUGUST 7  
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N1608P71028C\*O



AUGUST 15  
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N1608P71014C\*O



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N1608P71034C\*O



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AUGUST 1-7  
N1608P71018C\*O  
N1608P71019C\*O



N1608P72013C-●  
(Sea Turtle)



N1608P72012C-●  
(Sea Turtle)



N1608P72011C-●  
(Sea Turtle)



N1608P72023C-●  
(Medical Gloves)



N1608P72022C-●  
(Bare Feet)



N1608P72003C\*-○  
(Lotus Flower)



N1608P72005C\*-○  
(Rose Petals)



N1608P72001C\*-○  
(Facial Bowl & Cream)



N1608P72004C\*-○  
(Hot Rocks)



N1608P72006C\*-○  
(Towels)



N1608P72002C\*-○  
(Massage Oils)



N1608P72021C\*-○  
(Soapbox Derby Car)



N1608P72007C\*-○  
(Moisturizing Creams)



N1608P72010C\*-○  
(Facial)



N1608P72009C\*-○  
(Bath Crystals)



N1608P72008C\*-○  
(Candles)



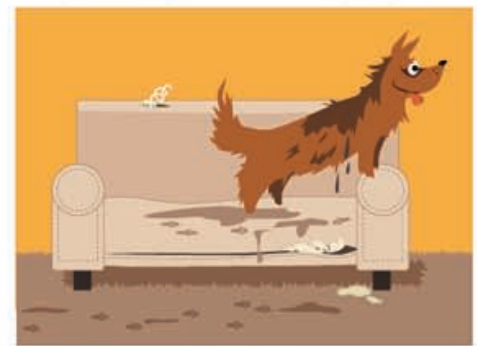
N1608P72015C\*-○  
(Catering)



N1608P72014C\*-○  
(Boxer)



N1608P72018C\*-○  
(Locked Lock)



N1608P72024C\*-○  
(Muddy Dog)



N1608P72016C\*-○  
N1608P72017C\*-○  
(Father & Son Playing Catch)



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PP. 73-80

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81-93

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