

CREATE. SELL. PROFIT.

METRO[®]

CREATIVE SERVICES



BACK TO COLLEGE

Section-builders, images, ads and an infographic to capture a college audience



DINING & ENTERTAINMENT

A tantalizing spread of ads, pages and photos to satisfy food and beverage advertisers



LABOR DAY/ LABOUR DAY

Profitable section-starters, ads, images and ideas to work for you and your advertisers



MiAD Spec Ad Library PP. 45-52:

Dozens of ready-to-sell spec ads geared toward restaurant, bar and entertainment advertisers – MiAD Wizard-enabled!

Meet every advertiser's wishes with more great photos, illustrations, ideas and ads for the

Last Days of Summer

Editorial Features & Templated Special Sections:

Fall Home & Garden • Healthy Lifestyle • Think Pink • Best of the Best • August Timely Features • Games & Puzzles

END OF SUMMER



ON THE COVER:
N1808P26008C

The _____ you've been wishing for... Fill in the blank with anything from low loan rates to retail savings and special offers from a number of advertisers!

Wrap up summertime revenue with a new batch of seasonal promotions.

- Invite businesses to share their end-of-summer deals in a double-truck directory guide (20).
- A Single Sheet design showcases last-chance summer savings on seasonal merchandise like beach towels and summer fashions (28).
- A "dog days of summer photo contest" is a great way to draw traffic to your website and involve various sponsor advertisers (10).
- Find a variety of photos and illustrations perfect for creating more seasonal promotions, including ice cream cones, lakes, jet skis, boats, beach toys, sunglasses, convertibles, pools, camping and more (21, 22, 23, 29, 30, 36, 42).



COLLEGE



Ramp up back-to-college coverage with this month's bright ideas.

- Create a "campus eats takeout menu guide" using a cover design and healthier takeout tips from this month's *Themed Event Package*, promoting it to local restaurants and readers with the ads provided (04).
- An infographic page presenting "the lowdown on higher education" features facts and figures surrounding college life today for both the U.S. and Canada. The page also includes an ad perfect for a campus beauty salon (25).
- An open house promo for a local college is included in this month's *Community Calendar* (19).
- This month's photos offer plenty of options for designing additional ads to appeal to a college audience.



DINING & ENTERTAINMENT



Present dining and entertainment advertisers with a variety of options this month!

- A full-page *Marketplace* layout designed for dining and entertainment advertisers includes ads for a martini bar, nightclub, noodle house, brewery, Indian restaurant and craft cocktails (14).
- Create a special section geared toward nightlife and entertainment with a *Themed Event Package* tab cover design and promotional ads. This package contains a "hot spots" map directory to local bars, restaurants and entertainment venues. (06). Also, remember to involve restaurants in a "10 ways to enjoy healthier takeout" feature (04).
- Find dozens more ads for food, beverage and entertainment advertisers in this month's issue of *MiAD Spec Ad Library (MSAL)*.



LABOR DAY/LABOUR DAY



Make Labor Day work for you with all the elements for profit-producing promotions.

- Find ads to promote your publication's Labor Day coverage to both readers and advertisers in a *Themed Event Package*, which also includes a quick-sell feature presenting "10 ways to relax this Labor Day" from advertisers like yoga studios, bars, restaurants and spas (08).
- A Single Sheet ad for a Labor Day sale is designed for a furniture store (28).
- A smaller Labor Day sale promotion can be adopted by just about any retail advertiser, and includes a complementary directory layout for Labor Day shopping advertisers (32).
- Also find food photos perfect for Labor Day grocery and grilling promotions, including a full-page grocery store ad (38, 61).



A quick look at the many ways you can create, sell and profit from this month's content, and the perfect tool to include in your planning meetings.

FALL HOME



Get a jump on fall home improvement advertisers with images and ads from this issue.

- A Single Sheet ad encourages readers to add value to their homes with targeted home improvements to maximize home value and beauty (28).
- Create a "fall home and garden" section with this month's Themed Event Package. It includes a tab cover design, an editorial feature and a before-and-after makeover gallery perfect for home improvement advertisers to showcase their work – plus promotional ads for readers and advertisers (05).
- Upsell a home and garden shop with an individual ad design, as well as directory space in a coordinating home decorating guide (32).
- Other ads cover roofing services, lighting, custom fences and patio furnishings (02, 03).



AUGUST PROMOTIONAL OPPORTUNITIES



Here's a look at more revenue opportunities featured in August:

- Focus on kids and family with a Themed Event Package to promote this coverage to readers and advertisers, as well as a "family fun coupon guide" and editorial feature focused on choosing a daycare facility (07). Find additional related photos to complement this topic (37).
- Sports coverage this month is also focused on kids and students. Find a Themed Event Package for school sports, as well as photos and advertising (09, 32, 59).
- "Healthy Lifestyle" is the theme of this month's Templated Special Section (TSS). Find related images and ads to further monetize this topic (02, 03, 31, 32, 44, 46, 47, 69).
- Ads for top-selling advertisers this month include car care, teaching supplies, athletic footwear, truck rentals, electronics repair, apartment housing and more (02, 03).



AUGUST CUSTOMER REQUESTS

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

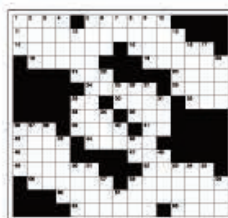


N1808P64007C



N1808P64008C

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



CLUES ACROSS

1. Abhorrence of difficulty
3. Pressure of dead body
4. One who is not a fan
5. Large oil field
6. Nationalist
7. Public safety hazard
8. Scandalous sex
9. Scandalous sex
10. Scandalous sex
11. Scandalous sex
12. Scandalous sex
13. Scandalous sex
14. Scandalous sex
15. Scandalous sex
16. Scandalous sex
17. Scandalous sex
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22. Scandalous sex
23. Scandalous sex
24. Scandalous sex
25. Scandalous sex
26. Scandalous sex
27. Scandalous sex
28. Scandalous sex
29. Scandalous sex
30. Scandalous sex
31. Scandalous sex

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



FULLY TEMPLATED SPECIAL SECTIONS (TSS)

August TSSs in Print & Online:

- FALL HOME & GARDEN • HEALTHY LIFESTYLE
- THINK PINK • BEST OF THE BEST

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



CREATE. SELL. PROFIT.



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



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

Metro Creative Graphics, Inc.

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



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



COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

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

CREATE. SELL. PROFIT.

N1808P33001C



10% Off for Teachers
It all adds up to a great school year!

Storewide Every Day

- + educational products + classroom supplies
- + bulletin board kits + storage & organization

ABC Teaching Supply

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

AD# N1808A02001C PASS 2 COL. x 5

N1808P33002C

Complete Roofing Services
for every reason & every season

We guarantee professional workmanship and quality materials, all backed by a warranty you can trust. Contact us by phone or online today to arrange your free consultation and estimate.



Quality Roofing

Stormproofing & Storm Repair Specialists

Local References Available
Licensed & Fully Insured

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

AD# N1808A02002C PASS 2 COL. x 5

N1808P33003C

Stop Shelling Out Extra Cash on Car Care



Big changes to spark plugs and detailing, we have do-it-yourself savings on everything you need to take professional care of your vehicle for a fraction of the cost!

RPM Auto Supply

Helpful in-store service
Easy online tutorials
Free part location & delivery to store
Free battery testing & tire inspections

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

AD# N1808A02003C PASS 2 COL. x 5

Carts & Parts Superstore

Shop great prices and easy financing offers on a huge selection of new and pre-owned golf carts!

Street-Legal Carts
Golf Cart Batteries
Custom Designs
Trade-Ins Welcome
Parts, Wheels & Tires
Maintenance & Repair

Golf Cart World

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

AD# N1808A02004C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

Fitness Starts at the Feet

We have the right fit for every type of activity and every type of foot!

Free Gait Analysis & Shoe Fitting
Arch Support
Wide Sizes
Corrective Insoles

Athlete's Zone Footwear

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

Stop in today to browse a great selection of styles!

AD# N1808A02005C PASS 2 COL. x 5

Entertain Without the Usual Dishes

Shop disposable baking trays, serving platters, plates, cups, utensils and more for hassle-free hosting.

Premium Partyware
99¢ & up
Every Day!

Variety Mart

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

AD# N1808A02006C PASS 2 COL. x 5

Cool Off Your Kitchen

...or any room in your home!

10% Off All Ceiling Fan Fixtures
New Through Standard Offer ends August 01, 2018. List details, terms and conditions here.

Bright Spot Lighting

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

AD# N1808A02007C PASS 2 COL. x 5

The Pediatric Ear Infection Specialists



Chronic ear infections can cause discomfort and even interfere with your child's speech development. If your child experiences recurrent ear infections that aren't responding to antibiotics, tympanostomy tubes may be the answer. To learn more, contact us today. We'll be happy to arrange a consultation for you and your child with an experienced and understanding ENT specialist.

Somersville ENT

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

AD# N1808A02008C PASS 2 COL. x 5

Get Hitched

We sell and professionally install all types of hitches and accessories to help you tow your trailer safely.

Trailer Hitches
Axle Parts
Trailer Brakes
Racks | Tow Bars
Lights

Walsh Hitch & Trailer

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

AD# N1808A02009C PASS 2 COL. x 5

N1203P46009C

N1808P34001C
N1203P46009C*O



Moving Truck Rentals & More

Move it yourself and save with our low rates!

Moving Trucks
Pickup Trucks
Trailers & Hitches
Moving Boxes & Supplies
Secure Storage Units

Call or go online anytime for a free quote or rental reservation.

Long Haul Truck Rental

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

AD# N1808A03001C PASS 2 COL. x 5 W

N1808P34002C



Free Estimates

Customize Your Car and enjoy the ride.

A&R Specialty Auto

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

Audio & electronics
Seat heaters & ventilation
Remote start systems
Window tinting & wraps
Upholstery & carpet
Wheels, tires & suspension
Convertible repair

AD# N1808A03002C PASS 2 COL. x 5 W

N1808P34003C



Bowling Here Is Half the Fun

Half-Price Pitchers Mondays • BOGO Pizzas Tuesdays
\$5 Burger & Beer Wednesdays • Karaoke Night Thursdays
DJ Every Friday & Saturday • Join a League!
Details at the front desk or online.

Alley Cat Lanes

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

AD# N1808A03003C PASS 2 COL. x 5 W

N1808P34004C

Hall's Custom Fences

Specializing in fences, gates and custom enclosures for your home or farm.

Custom Areas • No-Climb Fences
Horse Stalls • Shade & Carpets
Pet Enclosures • Property Fences
Repair Services

Call us today for a free quote!

Hall's Custom Fences

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

AD# N1808A03004C PASS 2 COL. x 5 W

N1808P34005C

Live Off Campus & In Style

Immediate Move-Ins Available

Studios | One Bedrooms | Two Bedrooms
Call today to schedule a tour!

Swimming Pool
Volleyball Court
Assigned Parking
On-Site Laundry
Central Air Conditioning
Professionally Managed
All Utilities Included

Midtown Apartments

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

AD# N1808A03005C PASS 2 COL. x 5 W

N1808P34006C
N1203P46009C*O

Ask a know-IT-all

Computer Repair & Device Repair
Screen Repair | Virus Removal
Memory Upgrades | Network Setup & Installation

Dunn Computer Repair

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

AD# N1808A03006C PASS 2 COL. x 5 W

Companion WEB + MOBILE ADS available on MCC

N1808P34007C

The Icing on Your Summer Celebrations

Custom Ice Cream Cakes
Ice Cream Sandwiches
Ice Cream Sundaes

Enjoy our delicious homemade ice cream at home by the quart or half gallon!

Ice Creamery

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

AD# N1808A03007C PASS 2 COL. x 5 W

N1808P34008C

Make Your Own PLAYGROUND

Everything to create an outdoor oasis for relaxing and entertaining.

Domicile Home Store

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

Lighting | Furniture
Cushions | Tableware
Storage | Decor & More

AD# N1808A03008C PASS 2 COL. x 5 W

N1808P34009C

Repairs While You Wait • Same-Day Tune-Ups

Never Slow Your Roll

Road Bikes | Mountain Bikes | Fat Tire Bikes
Hybrids | BMX
Folding Bikes
Cruisers | Electric Bikes | Scooters

Parish Bike Shop

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

AD# N1808A03009C PASS 2 COL. x 5 W

QUICK SELL:

N1808P04002C*-O

10 Ways to Enjoy Healthier Takeout

Ask for half-sweet beverages when ordering cafe blends containing sugar, and reduce fat content with low-fat milk or unsweetened almond or soy milk.
Coffee Shop
1234 Washington Street • Somerville Heights
000-000-0000 • www.name-newspaper.com

Request salad dressings and high-calorie sauces on the side and add them gradually to taste. You may be surprised by how little you need to enjoy great flavor!
Diner
1234 Washington Street • Somerville Heights
000-000-0000 • www.name-newspaper.com

Order extra veggies whenever possible, particularly in stir-fry, noodle and curry dishes, or as sandwich or pizza toppings.
Chinese Restaurant
1234 Washington Street • Somerville Heights
000-000-0000 • www.name-newspaper.com

Keep salsa, hot sauce, hummus, mustard and spices on hand at home to cut down on ketchup, mayonnaise and other condiments that may be high in sugar or unhealthy fats.
Mexican Restaurant
1234 Washington Street • Somerville Heights
000-000-0000 • www.name-newspaper.com

Plate a portion of your takeout meal to enjoy, and put the leftovers in the refrigerator right away to avoid overeating.
Italian Restaurant
1234 Washington Street • Somerville Heights
000-000-0000 • www.name-newspaper.com

It takes approximately 20 minutes for your brain to register that your stomach is full so eat slowly and savor every bite. Eating with chopsticks is another way to slow down your eating.
Thai Restaurant
1234 Washington Street • Somerville Heights
000-000-0000 • www.name-newspaper.com

Ask for foods to be steamed versus fried whenever possible, such as dumplings or tofu, and request brown rice instead of white.
Japanese Restaurant
1234 Washington Street • Somerville Heights
000-000-0000 • www.name-newspaper.com

Skip the soft drink, and enjoy a glass of water or unsweetened iced tea with your takeout meal.
Diner
1234 Washington Street • Somerville Heights
000-000-0000 • www.name-newspaper.com

Don't be afraid to ask restaurant staff to prepare your meal with reduced oil, sauces or cheese.
Pizzeria
1234 Washington Street • Somerville Heights
000-000-0000 • www.name-newspaper.com

Chew your food! Not only does chewing your food help slow down digestion, it also releases digestive enzymes and food particles easier to digest.
Deli
1234 Washington Street • Somerville Heights
000-000-0000 • www.name-newspaper.com

N1808P58005C

Campus Eats

Takeout Menu Guide

August 2018
A Special Supplement to
Name Newspaper

- Burgers
- Thai • Pizza
- Pasta • Sushi
- Chinese • Mexican
- Hot Subs • Breakfast
- Dessert • Late Night & Mmmore

SECTION COVER:
N1808P04001C*-O
N1808P58004C
N1808P58008C
N1808P60013C

AD# N1808A04002C 9.667 x 13
AD# N1808A04001C PASS 6 COL x 21

HEADING:
N1808P04003C*-O
Campus Eats
Takeout Menu Guide

AD# N1808A04003C 10. x 13

SELF-PROMOTION READER:

The Answer to All Your Cravings

Dozens of menus and special offers... from top takeout spots in one handy section!

Campus Eats Takeout Menu Guide
Coming Thursday, August 09
In Print & Online at name-newspaper.com/campuseats

Campus Eats

Takeout Menu Guide

A Special Section From Name Newspaper

To subscribe or renew, call 000.000.0000. Advertisers, call 000.000.0000 to reserve your space!

AD# N1808A04005C PASS 2 COL. x 5

N1808P58005C

SELF-PROMOTION ADVERTISER:

Hand Out Hundreds of Menus Instantly

Talk to an ad consultant today about appearing in our Campus Eats Takeout Menu Guide!

Call 000.000.0000 or email name@name-newspaper.com before the August 09 advertising deadline for details about this valuable opportunity.

Campus Eats

Takeout Menu Guide

A Special Section From Name Newspaper

AD# N1808A04004C PASS 2 COL. x 5

N1808P04001C*-O

Companion WEB + MOBILE ADS available on MCC

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

QUICK SELL:

N1808P05002C*-O



fall HOME & GARDEN

Before & After Home & Garden Makeover Gallery
Idea, inspiration and professional connections for your next project!

Make the most of your home improvement dollars



Transformation by **Brandt Contracting**
Specialize in kitchen and bathroom remodeling. Call us for your free consultation and estimate!
1224 Washington Street | Sarasota, FL 34237
941-557-1888 | www.brandtcontracting.com



Transformation by **Smith Kitchen & Bath**
Full Special Offer: 20% Off Your Next Project!
Call us for your free consultation and estimate!
1224 Washington Street | Sarasota, FL 34237
941-557-1888 | www.smithkitchen.com



Transformation by **Premier Landscaping**
Design | Installation | Maintenance
Call us for your free consultation and estimate!
1224 Washington Street | Sarasota, FL 34237
941-557-1888 | www.premierlandscaping.com



Transformation by **Brandt Contracting**
Specialize in kitchen and bathroom remodeling. Call us for your free consultation and estimate!
1224 Washington Street | Sarasota, FL 34237
941-557-1888 | www.brandtcontracting.com



Transformation by **Smith Kitchen & Bath**
Full Special Offer: 20% Off Your Next Project!
Call us for your free consultation and estimate!
1224 Washington Street | Sarasota, FL 34237
941-557-1888 | www.smithkitchen.com



Transformation by **Premier Landscaping**
Design | Installation | Maintenance
Call us for your free consultation and estimate!
1224 Washington Street | Sarasota, FL 34237
941-557-1888 | www.premierlandscaping.com

AD# N1808A05002C
AD# N1808A05001C

9,667 x 13
PASS 6 COL. x 21

HEADING:
N1808P05002C*-O

fall HOME & GARDEN

AD# N1808A05003C

Companion WEB + MOBILE ADS available on MCC

SELF-PROMOTION READER:

Coming Soon...
Idea, inspiration, local referrals and special offers for your best living space - inside and out!

fall HOME & GARDEN
A Special Section From **Name Newspaper**

Available August 00 in print and online at namehomeandgarden.com
Advertisers, call 000.000.0000 to reserve your space!

N1808P05002C*-O

AD# N1808A05005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

Nail Down More Jobs
Promote your business to homeowners in more than 00,000 local households, as they look for ways to enhance their living spaces in our upcoming Fall Home & Garden guide!

fall HOME & GARDEN
A Special Section From **Name Newspaper**

To learn more about print and online advertising opportunities in this widely read special section, call 000.000.0000 or email nause@namenewspaper.com before the August 00 reservation deadline. Fall Home & Garden will publish Sunday, August 00.

N1808P05002C*-O

AD# N1808A05004C PASS 2 COL. x 5



SECTION COVER:

N1808P05001C*-O

N1808P58002C

10. x 13

QUICK SELL: N1808P50003K- N1808P59004C- N1808P59006C- N1808P59003C-

HOT Spots

Your guide to local nightlife!

<p>1 Club Rio The area's hottest nightlife destination. No cover before 10pm. 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>	<p>2 Layla's Lounge Lounge cocktails craft bar. Live music every Friday & Saturday night. 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>	<p>3 Thunder Lanes Bowling Alley Bowling Lounge bar lounge. Half-price drinks every Tuesday. 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>	<p>4 Baby Grand Piano Bar Dueling pianos live music every night. 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>
<p>5 The Supper Club Enjoy dinner and a show! Full entertainment, outdoor area and more. 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>	<p>6 O'Malley's Irish Pub Live and top quality music and happy hour! 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>	<p>7 Cocktails on Washington Classic cocktails and martini bar. Live entertainment nightly. 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>	<p>8 Arca pinball live music happy hour. 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>
<p>9 The Karaoke Lounge Karaoke 3 nights a week! 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>	<p>10 Cafe Nuit Coffee and culture for all ages. Check out our great calendar online! 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>	<p>11 Stage Theater New performing Name Show. Tickets online or at the box office. 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>	<p>12 Ma Ma Live music bar lounge. 1234 Washington Street Sawyerville Heights 000-000-0000 www.riversonline.com</p>

SECTION COVER: N1808P59003C- N1808P06001C*O N1808P50003C- N1808P59004C-

August 2018
A Special Supplement to
Name Newspaper

Nightlife & Entertainment Guide

| Best New Restaurants
| Local Live Music
| Fall Concert Calendar

Bar & Club Finder Happy Hour Guide

AD# N1808A06002C 9.667 x 13
AD# N1808A06001C PASS 6 COL x 21

HEADING: N1808P06001C*O
Nightlife & Entertainment Guide

AD# N1808A06003C 10. x 13

Companion WEB + MOBILE ADS available on MCC

SELF-PROMOTION READER:

Your Guide to Going Out

Plan your next night out with our Nightlife & Entertainment Guide. This special section is filled with the latest bar, club, restaurant and entertainment news, along with local happy hour listings, live music calendars and special events to keep you entertained every night of the week.

Nightlife & Entertainment Guide

A Special Section From
Name Newspaper

Get Your Copy August 00
In Print & Online at
name.newspaper.com/nightlifeandentertainmentguide

AD# N1808A06005C PASS 2 COL x 5

SELF-PROMOTION ADVERTISER:

Create a Buzz

Advertise your nightly specials, menus or weekly events in our Nightlife & Entertainment Guide to get the word out to thousands more potential patrons!

Nightlife & Entertainment Guide

A Special Section From
Name Newspaper

Talk to an ad consultant today to reserve your ad spot at: 000.000.0000 or name@name.newspaper.com.
Advertising Deadline: August 00
Publication Date: August 00

AD# N1808A06004C PASS 2 COL x 5

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

QUICK SELL:

N1808P07001C*O



Family Fun

Coupon Guide

More fun. Less money!

<p>One Free Kid's Ticket With Paying Adult</p> <p>World Puppet Theater 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>One Free Go Kart Ride or Rock Wall Climb</p> <p>Boardwalk Amusements 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>One Free Round of Mini Golf</p> <p>Shore Mini Golf 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>BOGO 50% Off Adult or Child's Admission</p> <p>Wild Times Animal Park 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>One Free Kid's Meal With Paying Adult</p> <p>Smiles Family Restaurant 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>BOGO 50% Off Any Painting Item</p> <p>Kiln Craze Pottery Painting 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>20% Off Any Family Membership</p> <p>City Fitness & Recreation Center 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>One Free Skate Rental With Paid Rink Admission</p> <p>Riverwood Ice Skating Rink 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>

AD# N1808A07003C

10 x 13

N1808P07001C*O

N1808P43002C • N1808P42007C • N1808P42001C

QUICK SELL:



Family Fun

Coupon Guide

More fun. Less money!

<p>Free Ticket (1st Adult)</p> <p>World Puppet Theater 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>One Free Go Kart Ride or Rock Wall Climb</p> <p>Boardwalk Amusements 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Free Popcorn with Movie Ticket Purchase</p> <p>Marquis Movie Theater 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Free Golf</p> <p>Shore Mini Golf 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>BOGO 50% Off Adult or Child's Admission</p> <p>Wild Times Animal Park 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>\$5 Free Play Voucher</p> <p>Good Times Arcade 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Smiles Family Restaurant 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>BOGO 50% Off Any Painting Item</p> <p>Kiln Craze Pottery Painting 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Buy One, Get One Free!</p> <p>Thunder Bowling Alley 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>City Fitness & Recreation Center 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>One Free Skate Rental With Paid Rink Admission</p> <p>Riverwood Ice Skating Rink 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>BOGO 50% Off Any Admission Ticket</p> <p>Splash Water Park 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>

N1808P43007C

Factors to consider when looking for daycare facilities

Parents typically face tough decisions when choosing daycare facilities for their children. While parents often have many options, qualified facilities to choose from, they may consider a host of variables to ensure they're making the best decision for themselves and their families.



- Reputation**
Parents should look for a daycare facility with a strong reputation. This can be done by asking for referrals from friends and family, or by checking online reviews. It's also important to visit the facility and talk to the staff and other parents.
- Cost**
Daycare can be expensive, and while many parents are willing to pay for quality care, it's important to make sure the cost is reasonable. Parents should ask for a breakdown of the costs and compare it to other options in the area.
- Staff**
The quality of the staff is a key factor in choosing a daycare facility. Parents should ask about the staff's qualifications, including their education and training. It's also important to ask about the staff's turnover rate.

AD# N1808A07001C

PASS 6 COL. x 21

Your Resource for Affordable Family Fun

From free local events to coupons and special offers on family-friendly entertainment and activities, check out our Family Life section every week here in print or online at namenewspaper.com to make the most of your family time!

Advertisers, Reserve Your Spot in Our Family Fun Coupon Guide!

For details about this and other advertising opportunities, call 000.000.0000 or email names@namenews.com today.



Family Life Page A9 Every Thursday in Name Newspaper

N1808P07001C*O

AD# N1806A07003C

PASS 6 COL. x 10

HEADING: N1808P07001C*O



N1808P39007C*O

SECTION COVER:

N1808P08002C*O
N1808P08001C*O
N1808P39020C
N1808P39019C
N1808P39007C
N1808P39024C
N1808P23003C
N1808P23005C



1. Take a Coffee Break
2. Catch a Show
3. Grab a Drink
4. Try a Yoga Class
5. Let Someone Else Do the Cooking
6. Have a Laugh
7. Host a Barbecue
8. Get a Massage
9. Enjoy a Pedicure
10. Buy a Hammock

Take a Coffee Break

Cafe Blue
coffee | espresso bar
cold brew | bagels | dessert
1234 Washington Street
Somerville Heights
000-000-0000
www.somervillebiz.com

Catch a Show

Premier Theater
Check out our Labor Day weekend lineup online!
1234 Washington Street
Somerville Heights
000-000-0000
www.somervillebiz.com

Let Someone Else Do the Cooking

Old Mill Restaurant
breakfast, lunch & dinner
kids' menu | great daily specials
1234 Washington Street
Somerville Heights
000-000-0000
www.somervillebiz.com

Get a Massage

Rainforest Day Spa
\$50 New Customer Special
1234 Washington Street
Somerville Heights
000-000-0000
www.somervillebiz.com

Grab a Drink

Neighborhood Bar & Grill
craft beer | cocktails
wine | lunch | dinner
1234 Washington Street
Somerville Heights
000-000-0000
www.somervillebiz.com

Have a Laugh

The Comedy Club
Save 10% off tickets with online promo code **LABORDAY18**
1234 Washington Street
Somerville Heights
000-000-0000
www.somervillebiz.com

Enjoy a Pedicure

The Nail Spa
\$29 Mani-Pedi Special
Through September 03
1234 Washington Street
Somerville Heights
000-000-0000
www.somervillebiz.com

Try a Yoga Class

Mantra Yoga
Your first class is free!
Call or book online.
1234 Washington Street
Somerville Heights
000-000-0000
www.somervillebiz.com

Host a Barbecue

FreshFare Market
Open Labor Day 8 a.m.-4 p.m.
1234 Washington Street
Somerville Heights
000-000-0000
www.somervillebiz.com

Buy a Hammock

West Hardware
Shop a great selection of hammocks, swings, loungers & outdoor furniture!
1234 Washington Street
Somerville Heights
000-000-0000
www.somervillebiz.com

The 10 fastest growing job markets in the United States

Working professionals relocate for exciting career opportunities every day. In 2017, in an effort to determine where the most exciting opportunities may be, researchers at ConsumerAdvocate.org studied data from the Bureau of Labor Statistics, focusing on metro areas that employed at least 250,000 people. The following are the metro areas that exhibited the greatest employment growth rate from January to June of 2017.

1. Jacksonville, FL
2. Des Moines-West Des Moines, Iowa
3. Chattanooga, Tennessee-Georgia (Note: The Chattanooga metro area consists of six counties: three in southwest Tennessee and three in southwest Georgia)
4. Ft. Lauderdale-Pompano Beach-Deerfield Beach, FL
5. Dixon-Thousand Oaks-Ventura, CA
6. Fayetteville-Springdale-Rogers, AR
7. Durham-Chapel Hill, NC
8. Harrisburg-Carlisle, PA
9. Minneapolis-St. Paul-Bloomington, Minnesota-Wisconsin (Note: 15 counties in both Minnesota and Wisconsin make up this metro area)
10. North Port-Sarasota-Bradenton, FL

N1808P24002C

AD# N1808A08001C 19,334 x 13
AD# N1808A08002C 19,334 x 13

Companion WEB + MOBILE ADS available on MCC

SELF-PROMOTION ADVERTISER:

We Have Your Labor Day Weekend Covered!

From the biggest sales and special offers to events, celebrations and activity ideas we'll keep you posted on everything this holiday weekend has to offer!

The Somerville Press
In Print & Online
www.namewspaper.com

To subscribe or renew, call 000.000.0000 or go to namewspaper.com/subscribe.

N1808P39020C
N1808P39019C

AD# N1808A08004C PASS 2 COL. x 5
AD# N1808A08006C PASS 2 COL. x 5

SELF-PROMOTION READER:

Advertise for Labor Day!

Don't miss your opportunity to reach over 00,000 local readers with your holiday weekend advertising. Talk to a consultant today about the best way to present your products, services or special events in print and online!

To Advertise, Call 000.000.0000.

The Somerville Press
Advertising Sales Department
www.namewspaper.com

N1808P39020C
N1808P39019C

AD# N1808A08003C PASS 2 COL. x 5
AD# N1808A08005C PASS 2 COL. x 5

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

QUICK SELL: N1808P09001C*-O N1808P59008C-●

Fall Sports

All-Star Athletes

We'd like to take time out to recognize these outstanding student athletes for their teamwork, talent and dedication. **Good luck this season!**

Student Name
Name Position
Name School
Name Sports Team
Use space for accomplishments, season stats or coach quote here. Use space for accomplishments, season stats or coach quote here. Use space for accomplishments, season stats or coach quote here.

NAME BUSINESS

How to prevent sports injuries in young athletes



Sports are a great tool to teach young people lessons. Sports can instill a sense of team responsibility in youngsters while getting active people that oftentimes stay into adult life.

The Centers for Disease Control and Prevention roughly 55 million children participate in organized sports each year. Unfortunately, many injuries occur in youngsters while participating in sports, but the CDC notes that most of the injuries are preventable.

- Speak with your visiting athletes about measures recommended by parents, coaches or athletes, encouraging them to speak to their parents if any part of their bodies or playing sports.
- Emphasize safety during practice. All practices when developing teams need USA notes that 60 percent of organized soccer injuries are due to a lack of proper instruction during practice. Therefore, parents and coaches can emphasize safety should be a priority during practice.
- Get a sports physical. Insurance is for athletes, but that's not the whole story. Even if you have insurance, it's important to get a physical before the start of your athletic season. Parents and coaches work to avoid any type of injury.

AD# N1808A09002C 9.667 x 13
AD# N1808A09001C PASS 6 COL. x 21

SECTION COVER: N1808P09001C*-O N1808P59001C-● N1808P59002C-● N1808P59005C-●

August 2018
A Special Supplement to
Name Newspaper

Fall Sports

Your comprehensive guide to school sports in the Name Town school district

Meet the All-Star Athletes

Game & Practice Schedules

Balancing Sports & School
Injury Prevention Tips


AD# N1808A09003C 10. x 13

Fall Sports

Companion WEB + MOBILE ADS available on MCC

SELF-PROMOTION READER: N1808P59001C*-O N1808P59001C-●

Your Local School Sports Playbook



Fall Sports is your comprehensive guide to school sports in the Name Town school district. From game and practice schedules to injury prevention tips and all-star athlete profiles, catch all the info to gear up for the season in this must-see special section for students, parents and sports fans.

Fall Sports

A Special Section From Name Newspaper

Score your copy August 00!
Also online at namenewspaper.com/fallsports

AD# N1808A09005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER: N1808P59001C*-O N1808P59001C-●

Step Up Your Advertising Game



Talk to one of our experienced ad consultants today about advertising in our Fall Sports special section and other targeted opportunities to promote and build your business!

Fall Sports

A Special Section From Name Newspaper

Fall Sports Ad Reservation Deadline is August 00.
This section will publish in print and online August 00, 2018.

AD# N1808A09004C PASS 2 COL. x 5

Usage Note:

What could be better than combining two of people's favorite things: free and Fridays! A **Friday Freebies** giveaway will entice your readers to enter weekly to win the prizes sponsored by each week's advertiser. The sponsors can offer whatever they feel comfortable with presenting. We're suggesting you set up an online entry system to drive readers to your website, where they can see other offers by your advertisers. Run the contest weekly through Labor Day, or create a longer-term campaign leading up to the busy holiday season.

Friday Freebies

A Great New Giveaway Every Friday
Register Online Today!
namenewspaper.com/fridayfreebies

THIS WEEK

FREE OIL CHANGE
Plus, \$50 Toward Any Future Service
AUTO REPAIR SHOP
Must enter online at namenewspaper.com/fridayfreebies before Thursday, August 30 at 2 p.m. or while supplies last. Some restrictions apply.

Coming Soon...

 2-Hour Watersport Rental Rental Center	 Window Treatment up to \$150 Home Store
 Free Golf & Cart Rental for Two Golf Course	 Free 12-Month Membership Fitness Center
 Name Brand Tablet Electronics Store	 Bowling Party for Four Bowling Alley

N1808A10001C

Usage Note:

A **Dog Days of Summer Photo Contest** lets your readers show off pics of their adorable pets in a summer setting. It's a celebratory nod to the Dog Days of Summer, which officially occurs from July 3 through August 11. We're suggesting a cash grand prize, but you can set it up however you want. Have readers vote for their favorites on your website, publish a print section of the winners or feature a Pic of the Day with sponsorship.

DOG DAYS OF SUMMER PHOTO CONTEST

Show us how your pup has fun in the sun for a chance to win grrreat contest prizes!

Enter & Vote Online at
namenewspaper.com/dogdaysphotocontest
Now Through August 00

\$200 Grand Prize & More Ways to Win

For complete contest rules and details, go to namenewspaper.com/dogdaysphotocontest.

Thanks to our pawsitively fabulous contest sponsors!

Pet Supply Store <small>1234 Washington St. Summerville Heights 800-000-0000 www.petstore.com</small>	Doggy Day Care <small>1234 Washington St. Summerville Heights 800-000-0000 www.doggyday.com</small>	Variety Store <small>1234 Washington St. Summerville Heights 800-000-0000 www.variety.com</small>
Dog Walking Service <small>1234 Washington St. Summerville Heights 800-000-0000 www.dogwalking.com</small>	Pet Insurance Company <small>1234 Washington St. Summerville Heights 800-000-0000 www.petinsurance.com</small>	Grooming Salon <small>1234 Washington St. Summerville Heights 800-000-0000 www.grooming.com</small>
Dog Trainer <small>1234 Washington St. Summerville Heights 800-000-0000 www.dogtrainer.com</small>	Fence Company <small>1234 Washington St. Summerville Heights 800-000-0000 www.fence.com</small>	Yard Cleanup Service <small>1234 Washington St. Summerville Heights 800-000-0000 www.yardcleanup.com</small>
Pet-Friendly Restaurant <small>1234 Washington St. Summerville Heights 800-000-0000 www.petfriendly.com</small>	Photography Store <small>1234 Washington St. Summerville Heights 800-000-0000 www.photography.com</small>	Veterinarian <small>1234 Washington St. Summerville Heights 800-000-0000 www.veterinarian.com</small>

N1808A10002C



You'll find a wide selection of people in dining situations, among them Millennials, couples and families. Likewise, find a variety of restaurant ads of all types that are ready to present to your prospects.



Metro's food items are keyworded in a variety of ways to help you find exactly what you need. Looking for desserts? Sure, how about cheesecake, chocolate cake or cherry pie? Brunch? Lunch? Porterhouse Steak? Seafood? Lobster? Go with categories or get specific in your searches.

Food, Glorious Food: Get Your Slice of the Pie ... Sandwich ... Roast

Whether we eat to live or live to eat, we all share a common interest: FOOD! Metro is your go-to resource for serving up tasty solutions to satisfy every food-related advertiser need, from healthy meals to tasty indulgences and every option in between.

Restaurants

What are your advertisers asking for? Family fare? Gourmet burgers? Italian? Sure, we've got you covered. Mexican? Chinese? Japanese? Thai? Greek? You'll find images and ads for all these types of restaurants and more in the MCC Creative Library.

Enter "restaurant" plus your choice of a type of restaurant or other word that will sharpen your search (i.e., "breakfast," "lunch," "brunch," etc.) and click the Exact Match box.

Bars, Cafes & Grills, Oh My!

Bistros, cafes, bars, grills, taverns and even night clubs offer anything from finger foods to full meals. Check out a wide selection of food plates and appetizers, along with presentation-ready spec ads, to satisfy this appetite.

Supermarkets & Gourmet Shops

Meats, poultry, seafood and vegetables are available as individual items for your supermarket ads, plus a wide variety of full-page and tab-sized supermarket and grocery ads based on seasonal themes or for general anytime use.

Hint: The more precise your keywords, the easier your search. Want "hot dogs" but not "dogs that are hot"? Add "food" to your keyword search and click the Exact Match button.

Prepared Foods

One of the fastest growing trends in food today is happening in prepared foods. Supermarkets and gourmet shops are expanding their offerings to

fulfill consumer desires for ready-to-eat foods, from rotisserie chickens to chicken cutlets; marinated salmon filets to grilled tilapia; pasta, legume and bean salads to leafy greens; gluten-free to fresh and organic; and everything in between.

Food Requests

Not finding exactly what you need? We take requests! If your request has broader appeal, we will make every effort to fulfill it, then include it in future issues for everyone to enjoy. Call Metro's Client Services at 1-800-223-1600 or email your food and dining requests.

Food & Dining Library

Do you have a high demand for premium food and dining ads, and find you need more images than you are already getting? Metro's Food & Dining Library is available as an add-on subscription to satisfy this exact need.

This enhanced selection offers professionally styled, high-resolution photos of top-selling grocery items, compositions showcasing a variety of popular prepared foods, and beautifully shot restaurant and dining photos.

Call Metro's Client Services today at 1-800-223-1600 for details about this valuable resource, or e-mail us at service@metro-email.com.

Remember, if you're hungry for more revenue, Metro's food and dining resources serve up exactly what you need! **M**



From individual plates and food items to a variety of market and grocery spec ads, the MCC Creative Library can deliver what you need.



The optional Food & Dining Library offers you an even wider selection of top-selling, high-resolution photos.

Bassett Swimming Pool

Swimming Lessons - \$25
July 2 - 14 • Times 6-9 PM
with Local Instructors at 100 PM

Private Swimming Lesson - \$45
1 Lessons • 30 minutes each

Water Aerobics - \$3
Wednesday 7:15 PM - Thursday 6:15 PM

Night Swim - \$3
Every other Friday 7 PM - 12 AM • 75 guests

Hours: 1-7 PM Monday • 1-9 PM Tuesday, Wednesday, Thursday • 1-6 PM Friday, Saturday, Sunday
Costs: Daily All Ages \$3 • Fundraiser \$30 for 10 punches • Passes: Single \$45, Family \$90
Phone: 402-834-3131 • 1, covered pool north of I-68 Hwy 20

TOWN & COUNTRY MARKET
501 S. 17th St., NE • 68103 • Hours: 8:30 AM - 6:00 PM • 24 hr. deli

PRODUCE:
Bananas \$1.99/lb
Cucumbers \$1.99/lb
Green Beans \$1.99/lb
Lettuce \$1.99/lb
Onions \$1.99/lb
Potatoes \$1.99/lb
Spinach \$1.99/lb
Tomatoes \$1.99/lb
Zucchini \$1.99/lb

MEAT SPECIALS:
Boneless Skinless Chicken Breast \$1.99/lb
Ground Beef 80/20 \$1.99/lb
Pork Tenderloin \$1.99/lb
Sirloin Steaks \$1.99/lb
Top Sirloin Steaks \$1.99/lb

DAIRY:
Cheddar Cheese 1/2 lb \$1.99
Milk 1/2 Gallon \$1.99
Yogurt 6 oz \$1.99

BAKERY:
Banana Bread \$1.99
Cinnamon Rolls \$1.99
Pretzels \$1.99
Sandwich Bread \$1.99
Sour Dough Bread \$1.99
Whole Wheat Bread \$1.99

PHONE: 402-834-3131

OPEN:
Monday - Saturday 8:30 AM - 6:00 PM
Sunday 10:00 AM - 5:00 PM
24 hr. deli

Naper Cafe & Lounge
NAPER, NEBRASKA
Cafe Hours: Sunday - Thursday, Closing at 8:30 PM
Friday & Saturday Closing at 9:30 PM
Open Daily at 8:00 AM
Phone: 402-832-5272 • Terry Sechjen, Proprietor

Friday Special
Ribeye Steak
Served with choice of potato, soup, & salad bar

June 17 • 10AM-1PM
Father's Day Buffet

Outstanding Deals On Great Equipment!
Planting time is here, breakdowns can ruin your day. Don't worry, just call and we'll be on our way!

PLAINS

John Deere Dealer • 30717 43rd St • Nebraska, NE 68003
Make an Inspection Appointment 402-587-1800 or 800-723-2260

MetroCreativeConnection.com (MCC) a Game Changer for Local Newspaper

Springview Herald, Springview, NE

Time-saving online creative resources from Metro help this local paper maintain great relationships with area advertisers.

CREATE: Since 2012, the Springview Herald has utilized Metro illustrations and spec ads to help meet the advertising demands of their local business community. Since moving their Metro access from CD to online, they have found MCC's user-friendly features and setup to be invaluable in saving time and developing ads for all types of advertisers, from grocers and tire centers to area banks and farm supply businesses.

SELL: The Springview Herald staff sells ads to clients both in person and on the phone. Editor Amy Johnson feels that their person-to-person approach to sales fosters a connection between the publication and their local advertisers. In many cases, they put together ad campaigns using Metro spec ads and present them to potential clients, along with a copy of their most recent issue, so advertisers can see firsthand the potential for their business. Ms. Johnson reports that the ad campaigns are often an easy sell, as advertisers love seeing these attractive ads already personalized with their name in them.

PROFIT: The newspaper has a number of consistent weekly and biweekly advertisers, as well as seasonal and monthly clients. While the area is small, their advertisers are faithful. The Springfield Herald is committed to helping their advertisers grow and remain vital businesses within the region by building awareness and creating eye-catching ads. Their ability to do this is beneficial to the publication and their advertisers, as well as the local community.

Added Plus: The Springview Herald also uses Metro games, puzzles and editorial features in their publication!

"The site is so interactive and easy to use. I honestly feel that the use of Metro in our daily regimen has increased productivity and the quality of the work we put out weekly in our newspaper."

- Amy Johnson, Editor

Springview Herald
P.O. Box 369
Springview, NE 68778
Editor Amy Johnson
amy@springviewherald.com

Metro Seen *Content in Action*

Take a look at some of the ways Metro images and photos can bring your special section covers to life!

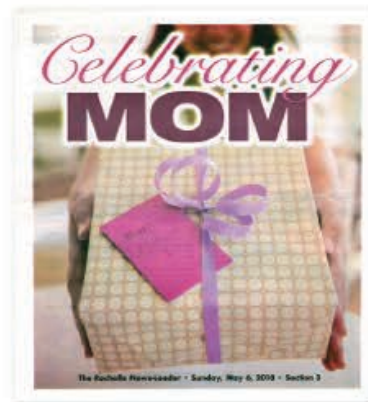
From holidays to home improvement and targeted demographics, these publications found what they needed in the **Creative Library of MetroCreativeConnection.com**.



As Seen In
Daily Journal
Kankakee, IL



As Seen In
Kankakee Valley Publishing
DeMotte, IN



As Seen In
The Rochelle News-Leader
Rochelle, IL



As Seen In
The Morning Sentinel
Centralia, IL; Mt. Vernon, IL



As Seen In
The Rochelle News-Leader
& The Olge County Life
Rochelle, IL

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

N1808P59007C-
N1808P46004C-

Bar & Restaurant Guide

Register online at namenewspaper.com/newsletters to hear about local dining and nightlife news, events, openings and special offers.

Usage Note:

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



Restaurant Amelle
\$29 Early-Bird Special 4-6:30
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
\$29 Early-Bird Special 4-6:30
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
\$29 Early-Bird Special 4-6:30
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
\$29 Early-Bird Special 4-6:30
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
\$29 Early-Bird Special 4-6:30
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
\$29 Early-Bird Special 4-6:30
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Vibe Lounge
Try Our Special Summer Cocktails
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Vibe Lounge
Try Our Special Summer Cocktails
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Vibe Lounge
Try Our Special Summer Cocktails
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Vibe Lounge
Try Our Special Summer Cocktails
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Vibe Lounge
Try Our Special Summer Cocktails
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Vibe Lounge
Try Our Special Summer Cocktails
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Zed's Bar & Grill
\$5 Happy Hour 4-7 Daily
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Zed's Bar & Grill
\$5 Happy Hour 4-7 Daily
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Zed's Bar & Grill
\$5 Happy Hour 4-7 Daily
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Zed's Bar & Grill
\$5 Happy Hour 4-7 Daily
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Zed's Bar & Grill
\$5 Happy Hour 4-7 Daily
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Zed's Bar & Grill
\$5 Happy Hour 4-7 Daily
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

N1808P45001C-

Local & Craft Beers

Happy Hour 4-6 Daily
\$1 Off Pints
\$3 Off Pitchers

20 Beers On Tap
Over 50 Bottles
Tasting Flights
Food Trucks Nightly

TiVa Tuesdays
Bingo Wednesdays
Free Board Game Library

Compass Brewing

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

NOODLE HOUSE

DELICIOUS SPECIALTY NOODLES
AND TRADITIONAL CHINESE CUISINE.

JOIN US FOR DIM
SUM BRUNCH EVERY
SATURDAY & SUNDAY!

ONLINE ORDERING
AVAILABLE FOR
TAKEOUT & DELIVERY

Now Serving Beer & Wine

TASTE OF CHINA

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

Martini Lounge

Classic Cocktails
Specialty Martinis

Live Music Nightly
Dinner & Appetizers

Twist

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

AD# N1808A14004C
PASS 2 COL. x 5
N1808P58003C-
AD# N1808A14003C
PASS 2 COL. x 5
N1808P60013C-

AD# N1808A14002C
PASS 2 COL. x 5

N1808P58008C-

Savory Indian Specialties

Enjoy the rich flavors and variety of our delicious grill meats and vegetables, homemade sauces and oven-baked naan breads. All of our fresh dishes can be prepared as a meal or as an appetizer as you like them for maximum enjoyment!

Lunch Buffet Daily
11:00-3:00
\$8.99

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

Good Times & Great Drink Specials

The Best Local DJs • Nightly Drink Specials
Ladies' Night Every Thursday • Newer & Cover Starts 10PM

Club Enigma

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

Craft Cuisine & Cocktails

An innovative combination of fresh foods and flavors for a dining and drinking experience like no other.

Dinner | Cocktails
Small Plates | Wine & Beer
Late Night | Weekend Brunch

AD# N1808A14006C
PASS 2 COL. x 5
N1808P59004C-
AD# N1808A14007C
PASS 2 COL. x 5
N1808P59003C-
N1808P60015C-

AD# N1808A14005C
PASS 2 COL. x 5

AD# N1808A14001C PASS 6 COL. x 21
AD# N1808A14008C 10 x 13



N1808P15001C-●



N1808P15007C-●



N1808P15005C-●



N1808P15004C-●



N1808P15008C-●



N1808P15006C-●



N1808P15003C-●



N1808P15002C-●



N1808P16006C-●



N1808P16005C-●



N1808P16008C-●



N1808P16001C-●



N1808P16003C-●



N1808P16002C-●



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N1808P17024C*-○



N1808P17023C*-○



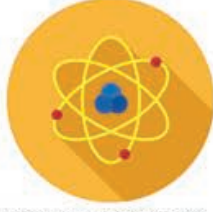
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N1808P17019C*-○



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N1808P17017C*-○



N1808P17016C*-○



N1808P17015C*-○



N1808P17014C*-○



N1808P17008C*-○



N1808P17001C*-○



N1808P17010C*-○



N1808P17009C*-○



N1808P17012C*-○



N1808P17013C*-○



N1808P17026C*-○



N1808P17005C*-○



N1808P17007C*-○



N1808P17011C*-○



N1808P17002C*-○



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N1808P17030C*-○



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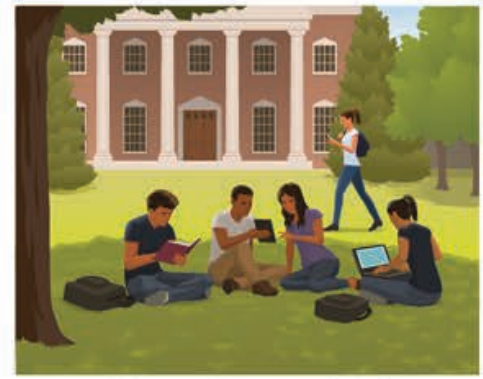


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N1808P18004C*-O



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N1808P18017C*-O



N1808P18002C*-O



N1808P18005C*-O



N1808P18016C*-O



N1808P18018C*-O

N1808P23003C-
N1808P60040C-
N1808P21006C-
N1808P19002C-
N1808P19001C-
N1808P15005C-
N1808P31001C-
N1808P45001C-
N1808P22002C-
AD# N1808A19003C-
PASS 6 COL. x 3



Community Calendar
AUGUST

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
Open House
Free & open to the public!
Event details here.
Somerville
Community College
11am - 7pm
www.namewebsite.com

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

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

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



August 00
Craft Beer Festival
\$25 tasting tickets online
now! Event details here.
Downtown
Brewers' Guild
11am - 6pm
www.namewebsite.com

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



August 00
Free Fitness in the Park
Boot camp, yoga, dance &
more! Event details here.
Event details here. Event
details here.
Pine Ridge Park
9am-12 noon
www.namewebsite.com

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

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

Open House

Opportunity is knocking...come explore our full program offerings!

Meet instructors, chat with an admissions advisor, and learn more about our degree, certificate and continuing education programs.

SEE YOU THERE

Friday, August 00 • 11am - 7pm
Free Admission & Parking • Open to Everyone

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

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



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

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

August 00
Pet Expo
Free admission for pets &
people! Event details here.
Event details here. Event
details here. Event details
here. Event details here.
Pine Ridge Park
10am - 2pm
www.namewebsite.com

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

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



August 00
Karaoke Contest
Register online for free entry!
Event details here. Event
details here. Event details
here. Event details here.
Event details here. Event
details here.
Murphy's Pub
7-30pm
www.namewebsite.com

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

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



August 00
Farmers' Market
Dozens of vendors, live
music & more! Event details
here. Event details here.
Downtown
Main Street
10am - 3pm
www.namewebsite.com

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

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

Family-Friendly Lawn Care

We keep your yard safe and enjoyable for every member of the family!

complete lawn maintenance
custom blend fertilizer
targeted weed solutions
insect, tick & lawn disease treatments

Call for your free estimate or a maintenance program quote!

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

Companion WEB + MOBILE ADS available on MCC

Full Insured

AD# N1808A19001C PASS 6 COL. x 21
AD# N1808A19004C 10 x 13

AD# N1808A19002C
PASS 3 COL. x 7
N1808P15007C-
N1808P19003C-
N1808P24006C-
N1808P27008C-
N1808P59009C-

N1808P20005C*-O
N1808P20002C*-O

N1808P20003C*-O

Sundown-on-Summer Specials

Catch these savings while you still can!

Fashion Footwear

Summer Clearance
up to 50% Off
Styles for the Whole Family
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Zippy Carpet Cleaning

Steam Cleaning
2 Rooms for \$79
Call for details and booking!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Palms Family Resort

Stay 2 Nights,
Get 1 Night FREE
Call for details and booking!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Sprinkles Ice Cream

Buy One,
Get One FREE
Cones, Cups & Sundaes
through 00.00.18 only!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Dash Clothing Outlet

up to 70% Off
Summer Fashions for the
Whole Family Shop now for
the best selection!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

The Pool Emporium

Pool Care Clearance
up to 60% Off
chemicals | parts | accessories
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Ray's Furniture

Patio Furniture Clearance
up to 60% Off
dining sets, seating & more
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Marine Life Boats

0% APR Financing
available now
on new 2018 models
Stop by the showroom for details!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

The Book Nook

Summer Reading Sale
20% Off All Titles
now through 00.00.18
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Greenleaf Garden Center

Garden Clearance
up to 50% Off
plants, tools, pottery & more
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Splash Water Park

BOGO 50% Off
Full-Day Admission
children or adults
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Central Hardware

Summer Merchandise
Clearance Event
Fire pits on sale from \$14.99!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

AD# N1808A20001C 19.334 x 13



N1808P20001C-●

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)

Last Chance to Save! End-of-Summer Savings

N1808P20004C*-O

N1808P20006C*-O



N1808P21003C-●



N1808P21002C-●



N1808P21001C-●



N1808P21006C-●



N1808P21004C-●



N1808P21005C-●



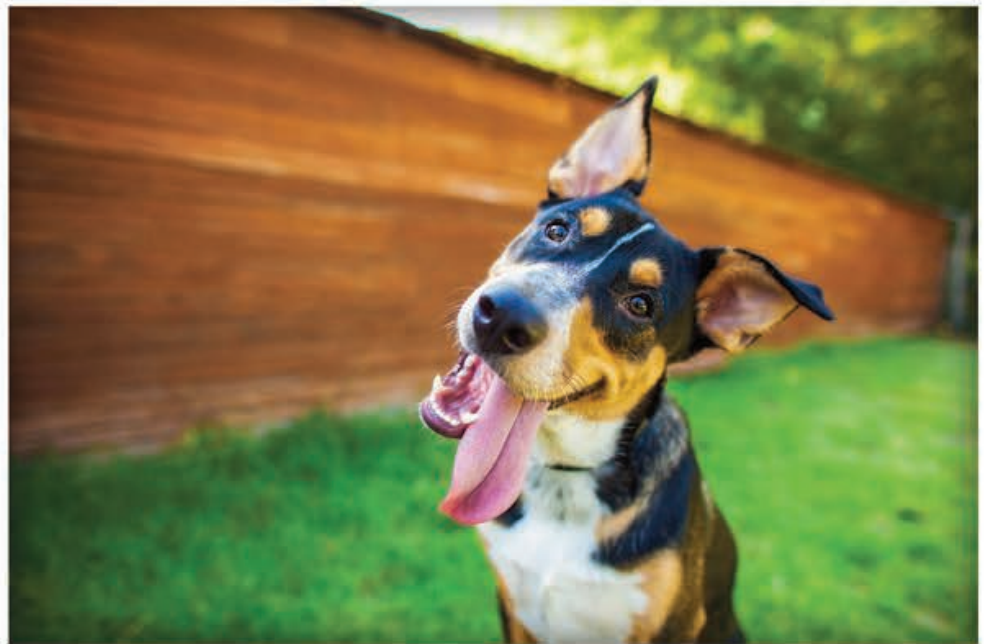
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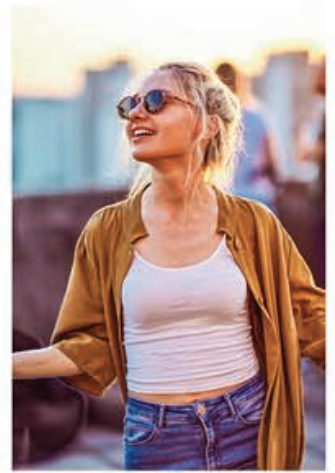
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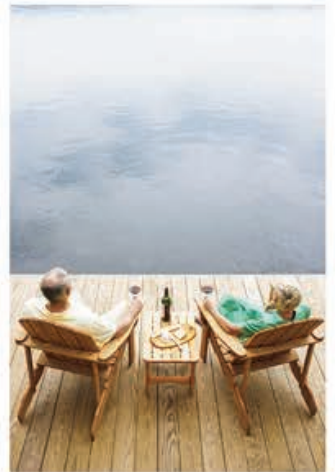
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N1808P24001C-●



N1808P24004C-●



N1808P24008C-●



N1808P24003C-●



N1808P24005C-●

The Lowdown on Higher Education

A quick look at some facts and figures surrounding college life today.



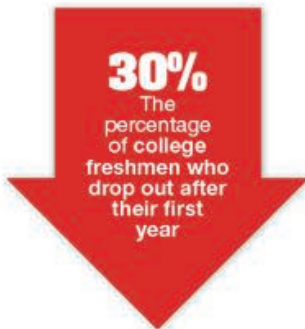
N1808P25002C*-O

N1808P25001C*-O

19.9 MILLION

The number of students attending American colleges and universities

N1808P25003C*-O



N1808P25004C*-O

Business

The most popular college major



The estimated worth of a bachelor's degree over a lifetime

\$1.3 TRILLION

Total student loan debt in the U.S.

N1808P25007C*-O

Greek Life

750,000

The number of undergraduates in North America belonging to a fraternity or sorority

123

The number of fraternities and sororities in North America

N1808P25006C*-O



Frozen Yogurt

The most commonly ordered food among college students

17 Hours a Week
The number of hours college students spend preparing for classes



8 to 10 Hours a Day
The number of hours college students spend on cell phones and social media

N1808P25006C*-O

<<< 114 SQ FT >>>

The average size of a college dorm room

Sources: U.S. Department of Education, North American Interscholastic Conference, National Retail Federation 2016, Baylor University, United States Census Bureau, Georgetown Center on Education and the Workforce, National Center for Education Statistics, OneHub, Pew Research

AD# N1808A25003C
PASS 6 COL. x 3

N1808P24001C



Perfect Your Look

Walk-ins welcome • Book online!

haircuts for women & men | creative color & blowouts | hairpin styling | hair extensions | manicures & pedicures | waxing & brow shaping | skin-correcting facials

Salon Imago

Best stylists on campus!

10% Student Discount
on all services with your Name College ID

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

AD# N1808A25001C PASS 6 COL. x 21

AD# N1808A25002C 10 x 13

AD# N1808A25004C PASS 6 COL. x 21

AD# N1808A25005C 10 x 13



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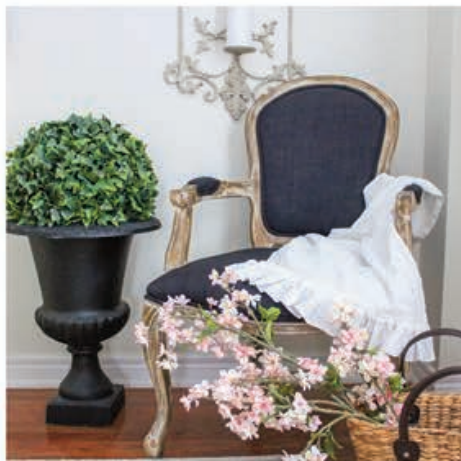
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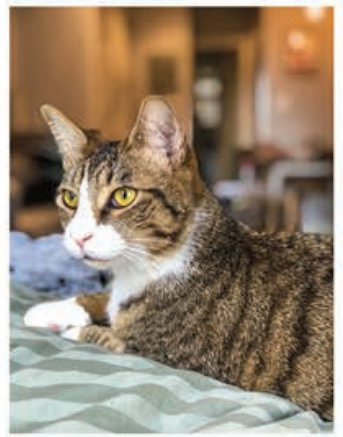
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N1808P29010C*-O



N1808P29009C*-O



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N1808P29007C*-O



N1808P30008C*-O



N1808P30007C*-O



N1808P30006C*-O



N1808P30005C*-O



N1808P30004C*-O



N1808P30001C*-O



N1808P30003C*-O



N1808P30002C*-O



N1808P30015C*-O



N1808P30014C*-O



N1808P30010C*-O



N1808P30011C*-O



N1808P30012C*-O



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N1808P30021C-●



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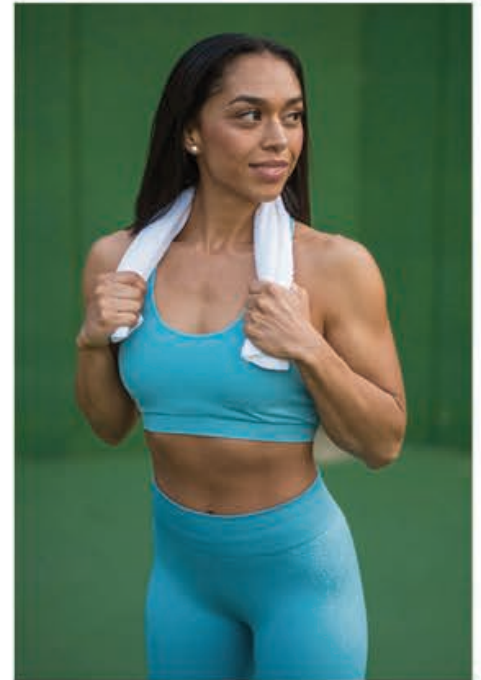
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N1808P31001C-●



N1808P31007C-●



N1808P31008C-●

N1808P26004C



Home & Garden Show

Unique gifts, furniture and home accents to enhance your living space inside and out.

New, vintage & upcycled merchandise
Custom furniture refinishing services
Indoor & outdoor container gardens
Fresh flowers, plants & bouquets
Local artisan goods



La V Boutique

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

AD# N1808A32001C PASS 3 COL. x 10

Home Decorating Guide

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1808A32002C
PASS 3 COL. x 10

N1808P26006C

You Can Do It. We Can Help.

Your one-stop clinic for medically supervised weight-loss, laser beauty and med-spa services.



weight-loss programs
bioidentical hormones
dermal fillers
laser hair removal
anti-aging skin care

\$25 New C Special
Health Conc
Recipe Guide
& 12 Injec
Call today to
this limited-

Active Lifestyle Guide

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Advertiser

Transformation Med Spa

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

AD# N1808A32003C PASS 3 COL. x 10

AD# N1808A32004C
PASS 3 COL. x 10

N1808P31005C

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

N1808P59005C



We Treat Sports Injuries



Players' Guide

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

Sprains and strains to broken bones, bumps and bruises, we offer immediate medical care for sports-related injuries, no appointment needed.

Open 7 days a week
Walk-in care 8am - 8pm
On-site labs & digital x-rays
All major insurance plans welcome

Somersville Medical Center

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

AD# N1808A32005C PASS 3 COL. x 10

AD# N1808A32006C
PASS 3 COL. x 10

N1808P40012C

N1808P66005C

N1203P46009C



Take Off This Labor Day

...up to 50% Storewide!

Saturday through Monday
September 1-3, 2018

General Variety Store

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

AD# N1808A32007C PASS 3 COL. x 10
AD# N1808A32009C PASS 3 COL. x 10



Shop Labor Day

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1808A32008C
PASS 3 COL. x 10

AD# N1808A32010C
PASS 3 COL. x 10



N1808P33006C-●



N1808P33001C-●



N1808P33003C-●



N1808P33009C-●



N1808P33008C-●



N1808P33002C-●



N1808P33007C-●



N1808P33005C-●



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N1808P34004C-●



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N1808P34005C-●



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N1808P35002C-●



N1808P35006C-●



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N1808P36004C-●



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N1808P36003C-●



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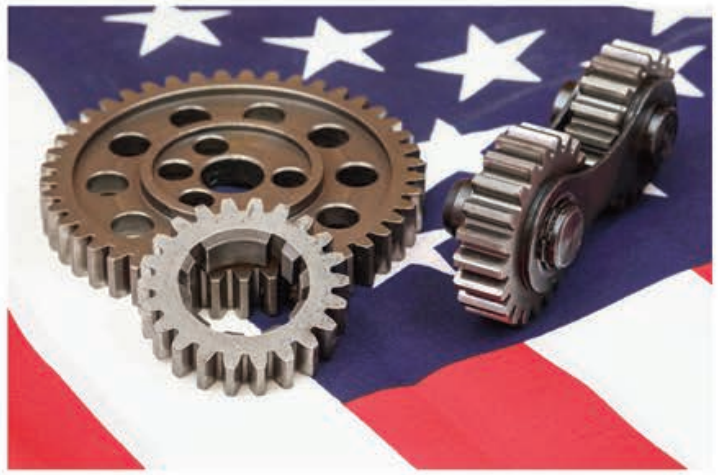
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N1808P38008C-●



N1808P38006C-●



N1808P39022C-●



N1808P39023C-●



N1808P39024C-●



N1808P39021C-●



N1808P39010C*-○



N1808P39013C*-○



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N1808P39011C*-○



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N1808P40008C*-○



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N1808P41014K-●



N1808P41023A-●



N1808P41015K-●



N1808P41016K-●



N1808P41024A-●

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



N1808P41012A-●



N1808P41022A-●



N1808P41007A-●



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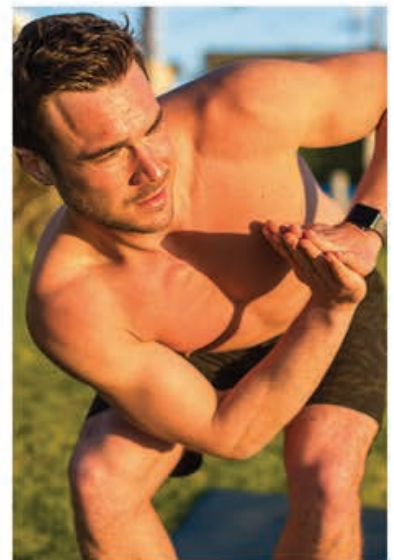
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N1808P45005C-●



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N1808P45003C-●



N1808P46007C-●



N1808P46005C-●



N1808P46002C-●



N1808P46003C-●



N1808P46001C-●



N1808P46006C-●



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N1808P46004C-●



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N1808P47007C-●



N1808P47004C-●



N1808P47006C-●



N1808P47003C-●



N1808P47008C-●



N1808P47002C-●



N1808P47001C-●



N1808P48015C*-○



N1808P48011C*-○



N1808P48017C*-○



N1808P48014C*-○



N1808P48018C*-○



N1808P48013C*-○



N1808P48001C*-○



N1808P48020C*-○



N1808P48004C*-○



N1808P48019C*-○



N1808P48009C*-○



N1808P48012C*-○



N1808P48007C*-○



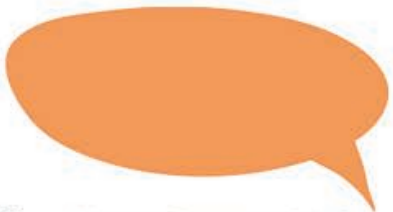
N1808P48016C*-○



N1808P48003C*-○



N1808P48008C*-○



N1808P48010C*-○



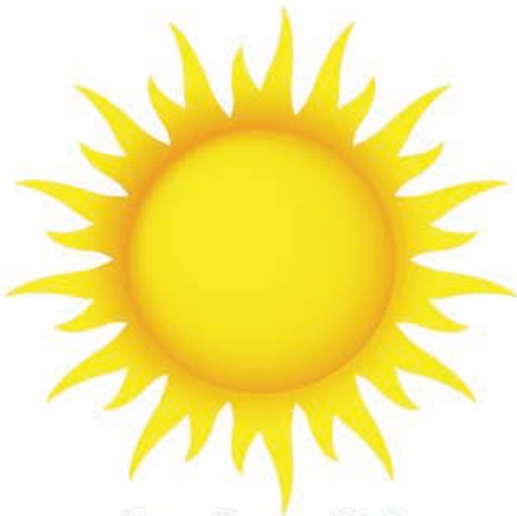
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N1808P48005C*-○



N1808P48002C*-○



N1808P49004C*-O



N1808P49001C*-O



N1808P49002C*-O



N1808P49012C*-O



N1808P49010C*-O



N1808P49006C*-O



N1808P49007C*-O



N1808P49009C*-O



N1808P49011C*-O



N1808P49003C*-O



N1808P49005C*-O



N1808P49008C*-O



N1808P50001C-●

Usage Notes:

Use these backgrounds to help promote services and merchandise for Dog Days of Summer, end-of-summer sales, concerts, craft beer, Labor Day (U.S. and Canada) 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)



N1808P50002C-●



N1808P50003C-●



N1808P50005C-●

N1808P50006C-● 



N1808P50007C-●



N1808P50008C-●



N1808P50009C-●



N1808P50010C-●



N1808P50011C-●

N1808P51001C-



**Usage
Suggestions:**

Use these banner-style photos as backgrounds or page headers for all types of ads and pages in print and online for end-of-summer themes, back to college, summer food harvests, craft beer, pre-fall preparations ... and more.

N1808P51002C-



N1808P51003C-



N1808P51004C-



N1808P51005C-



N1808P51006C-



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

DEALS FOR YOUR DORM

N1808P52023C*-O
(BACKGROUND ONLY-METROBIZ)
N1808P52004C*-O
N1808P52013C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

Cool Stuff FOR DOG DAYS

N1808P52024C*-O
(BACKGROUND ONLY-METROBIZ)
N1808P52005C*-O
N1808P52014C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

Party Here!

N1808P52019C*-O
(BACKGROUND ONLY)
N1808P52001C*-O
N1808P52010C*-O
(SPANISH VERSION)

PASS 1 COL. x 5.25

BEACH CAFE

N1808P52025C*-O
(BACKGROUND ONLY-METROBIZ)
N1808P52006C*-O
N1808P52015C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

THE PROJECT PROS

N1808P52026C*-O
(BACKGROUND ONLY-METROBIZ)
N1808P52007C*-O
N1808P52016C*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

OPEN LABOR DAY!

N1808P52021C*-O
N1808P52020C*-O
(BACKGROUND ONLY)
N1808P52002C*-O
N1808P52011C*-O
(SPANISH VERSION)

PASS 1 COL. x 5.25

How Sweet It Is!

N1808P52027*-O
(BACKGROUND ONLY-METROBIZ)
N1808P52008*-O
N1808P52017*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

Labor Day Event

N1808P52029*-O
N1808P52028*-O
(BACKGROUND ONLY-METROBIZ)
N1808P52009*-O
N1808P52018*-O
(SPANISH VERSION)

PASS 2 COL. x 5.25

Rentals

N1808P52022C*-O
(BACKGROUND ONLY)
N1808P52003C*-O
N1808P52012C*-O
(SPANISH VERSION)

PASS 1 COL. x 5.25



MCC KEYWORD HINT: Brewery
N1808P53007C-●



MCC KEYWORD HINT: Cocktail Bar
N1808P53008C-●



MCC KEYWORD HINT: Contractor
N1808P53009C-●



MCC KEYWORD HINT: Optical Store
N1808P53010C-●



MCC KEYWORD HINT: Laundromat
N1808P53011C-●



MCC KEYWORD HINT: Family Resort
N1808P53012C-●

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.



N1808P53001C*-○



N1808P53002C*-○



N1808P53003C*-○



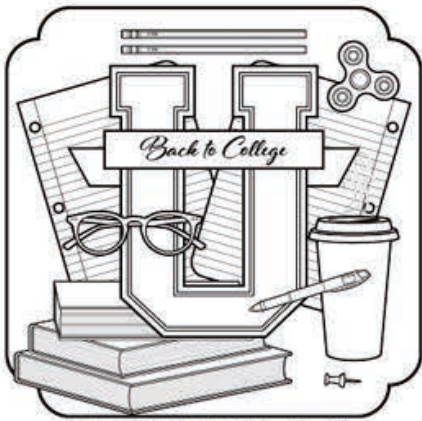
N1808P53004C*-○



N1808P53005C*-○



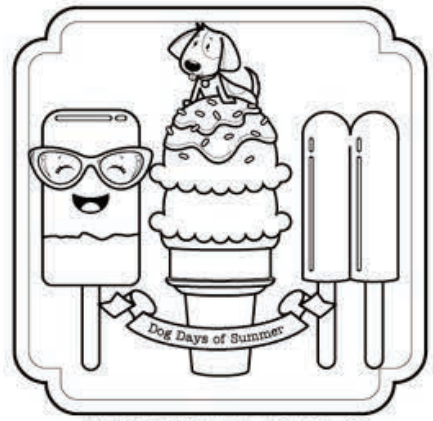
N1808P53006C*-○



N1808P54011A*-○



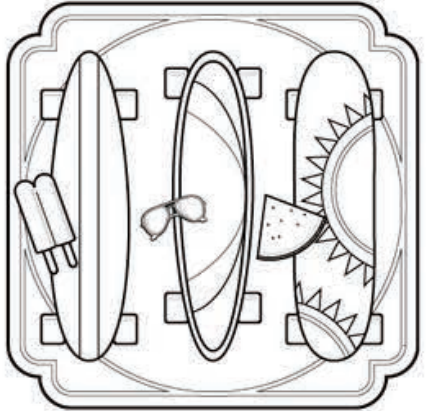
N1808P54012A*-○



N1808P54013A*-○



N1808P54014A*-○ 



N1808P54015A*-○



N1808P54016A*-○



N1808P54008C*-○ 



N1808P54002C*-○



N1808P54010C*-○



N1808P54009C*-○



N1808P54007C*-○ 



N1808P54001C*-○



N1808P54006C*-○ 



N1808P54005C*-○



N1808P54004C*-○



N1808P54003C*-○



N1808P55007C*-O



N1808P55005C*-O



N1808P55008C*-O



N1808P55003C*-O



N1808P55009C*-O



N1808P55006C*-O



N1808P55001C*-O



N1808P55004C*-O



N1808P55002C*-O



MCC KEYWORD: ICON SET, Popcorn
N1808S56006C*-O



MCC KEYWORD: ICON SET,
Bakery
N1808S56001C*-O



MCC KEYWORD: ICON SET,
Batteries
N1808S56002C*-O



MCC KEYWORD: ICON SET,
Ice Pops
N1808S56005C*-O



MCC KEYWORD: ICON SET,
Beauty Heads
N1808S56004C*-O



MCC KEYWORD: ICON SET,
Cows
N1808S56003C*-O



N1808P57018C*-○



N1808P57022C*-○



N1808P57027C*-○ 🇨🇦



N1808P57031C*-○

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



N1808P57001C*-○



N1808P57005C*-○



N1808P57009C*-○ 🇨🇦



N1808P57014C*-○



MCC KEYWORDS: ICON SET, SUMMER
N1808S57035C*-○



N1808P58009C-●



N1808P58002C-●



N1808P58004C-●



N1808P58006C-●



N1808P58007C-●



N1808P58003C-●



N1808P58001C-●



N1808P58008C-●



N1808P58005C-●



N1808P59004C-●



N1808P59006C-●



N1808P59009C-●



N1808P59007C-●



N1808P59003C-●



N1808P59001C-●



N1808P59002C-●



N1808P59008C-●



N1808P59005C-●



N1808P60016C-●
ICE CREAM SANDWICH



N1808P60017C-●
ICE CREAM SANDWICH



N1808P60021C-●
S'MORES



N1808P60004C-●
APPLE PIE



N1808P60003C-●
LEMON MERINGUE



N1808P60015C-●
SALAD



N1808P60009C-●
BOTTLES OF BEER



N1808P60014C-●
WATERMELON



N1808P60008C-●
RASPBERRY PUDDING



N1808P60019C-●
WAFFLES



N1808P60007C-●
ROASTED POTATOES



N1808P60040C-◇
SLICED WATERMELON



N1808P60032C-◇
BASIL



N1808P60027C-◇
POTATOES



N1808P60031C-◇
PUDDING



N1808P60033C-◇
CHIVES



N1808P60036C-◇
LO MEIN



N1808P60038C-◇
BOTTLE OF BEER



N1808P60042C-◇
LEMONADE

N1808P38005C-

N1808P38006C-

N1808P61001C+O



1.89 lb.
80% Lean Ground Beef

1.99 lb.
Tender Pork Spare Ribs

7.99 lb.
Boneless Beef Rib Eye

3.99 lb.
Boneless Chicken Breast

3.99 lb.
Beef Loin Top Sirloin

2.19 lb.
Vine-Ripened Tomatoes

99¢ lb.
Yellow or Red Onions

1.19 lb.
Fresh-Picked Strawberries

2.49 lb.
Seedless Watermelon

3 for \$1
Corn on the Cob

1.99
Name Brand Beef Franks
assorted 4 oz. flavors
ValueMart Grocery

1.29
Name Brand Hamburger & Hot Dog Buns
1/2 count, assorted 1/2 assortment
ValueMart Grocery

2.99
Name Brand Veggie Burgers
1/2 count, assorted
ValueMart Grocery

99¢
Name Brand 2-Liter Soda
assorted flavors
ValueMart Grocery

2 for \$3
Name Brand Snack Chips
assorted 3.5 oz. varieties
ValueMart Grocery

2.49
Name Brand Salad Dressings
assorted 10 oz. varieties
ValueMart Grocery

Deli Sides & Bakery Desserts Made Fresh Daily
Pick some up today!



ValueMart Grocery

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

Open Labor Day for Your Convenience
Monday, September 3 | 8 a.m.-3 p.m.

AD# N1808A61001C PASS 6 COL. x 21

AD# N1808A61002C 10 x 13

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



N1808P62001C-●



N1808P62003C-●



N1808P62002C-●



N1808P62004C-●



N1808P62012C*-○



N1808P62010C*-○



N1808P62011C*-○



N1808P62005C*-○
N1808P62007C*-○

N1808P62006C*-○
N1808P62008C*-○



N1808P62009C*-○



N1808P62003C*-○



N1808P62014C*-○

The Happiest Shoppers...



...ARE LOCAL SHOPPERS!

N1808P62015C*-○
N1808P62016C*-○

MCC KEYWORD HINT: week1

This is your copy and illustration for August 2, 2018.

Incarnation

*"The Word became flesh and made his dwelling among us."
-John 1:14 NIV*



The doctrine of the incarnation in Christianity refers to the notion that God became man in the person of Jesus, and thereby became embodied. We sometimes forget that God had a human body. Catholics should be reminded of this every time they look at a crucifix. There is indeed a body there! The incarnation is pregnant with meaning and significance, including the fact that Mary was literally pregnant with Jesus and that He had to be born just like every other person. And everything that a born man should do. As St. Thomas Aquinas so eloquently put it: "While what came and passed on some into the world we know not, but 'tis commonly so may matter to get out of it." Among other things, the incarnation means that God undertakes our physical suffering. It also means that our bodies are something we share with God. We use our senses to taste and see the goodness of the Lord, and to imagine what Jesus experienced. An interesting way to make the story of the Bible more real is to imagine what the experience was like that a being described whether it is Jesus having his last meal with his disciples, or Paul being shipwrecked in the Mediterranean. We often something important when we think of ourselves as only minds or spirits that happen to be in a body. We are essentially embodied creatures, and so is our God. -Christopher Simon

N1808P63010C*
N1808P63005C*
O

AD# N1808A63001C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week2

This is your copy and illustration for August 9, 2018.

The Christian Household

*"I desire to see another out of heaven for Christ."
-Hebrews 12:28*



The New Testament provides a number of cues or instructions for how Christian households should function. Martin Luther coined the term "household" (literally, "household"), a summary or table of the specific actions which each member of the household should carry out, and he included this list in his small catechism. Ephesians 5:2-6 is perhaps the most complete list of duties, spelling out the way that husbands and wives should treat each other, as well as parents and children and masters and slaves. To modern ears, much of this advice may seem not only archaic, but perhaps even insulting, given that slavery is almost universally condemned and we don't usually expect wives to be "subject to their husbands." But understood in their historical context, these instructions are revolutionary, setting

husbands to love their wives as they do their own bodies (Ephesians 5:28), and telling women to treat their husbands and to stay choosing them (Ephesians 5:9). The marriage instructions are applicable today to the employer-employee relationship. Children are instructed to obey their parents, but parents, and particularly fathers (the traditional disciplinarian) are told to not provoke their children, and to raise them "in the discipline and instruction of the Lord" (Ephesians 6:4). A shorter summary of these household codes can be found in Colossians 3:18-4. Study these passages and consider honestly whether you are following these instructions. - Christopher Simon

N1808P63009C*
N1808P63004C*
O

AD# N1808A63002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your copy and illustration for August 16, 2018.

Against the Philosophers

*"The knowledge puffeth up, while his talk is not gotten as they ought to know that whereas Jesus God is risen by God."
-1st Corinthians 8:1-3 NIV*



Philosophy or intellectual inquiry and criticism, has its place in a well-rounded mind, and is not society as well. The philosophical analysis often induces to experience and creation in the spiritual realm. The French philosopher Rene Descartes perhaps put it best: "The heart has its reasons, which reason does not know. We did it in a thousand things. It is the heart which experiences God and not the reason. This, then, is faith: God felt by the heart, not by the reason." Pascal is famous for his work in mathematics and philosophy, but he had a brush with death at the age of 38, which convinced him of his religious views. The experience occurred when he was pulling the carriage over the side of a bridge. Pascal has chosen from the carriage and wasn't badly hurt, but the carriage being generally over the edge of the bridge. A few weeks after this experience, Pascal had a religious vision, which he recorded on parchment and kept with him always. Some say he died and which was only discovered upon his death. The parchment said "The God of Abraham, God of Isaac, God of Jacob, not of the philosophers and the scholars. I will not forget the word, Amen." Pascal met with the creation and direct experience are often superior to reason. The Irish philosopher and bishop, George Berkeley, said of philosophers "We have five senses that and then complete our content." Philosophers as you will but learn from your heart as well as from your mind. - Christopher Simon

N1808P63006C*
N1808P63001C*
O

AD# N1808A63005C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your copy and illustration for August 23, 2018.

Love and Belonging

*"Two are better than one, because they have a good return for their labor. If either of them falls down, one can help the other up. But two alone will fall, and one will not be able to help the other up."
-Proverbs 4:9-10 NIV*



Abraham Maslow's hierarchy of needs, the need to be loved and to belong has underpins between our physiological needs and our need to self-actualize. Love and belonging are these purely physical and partly spiritual. We are social animals, animals who are built to function best in groups and also don't do well when cut off from others. Humans such as cynicism help create bonds between mothers and their children and between loving partners, which perhaps explains why humans are such when we are separated from our loved ones. But in addition to the physical aspects of belonging, there is something inherently spiritual about love and belonging. We are inherently connected to others by something bigger, i.e., love and compassion. We fulfill the need for love and belonging through our

friendships, through our families and through community. Unfortunately, modern lifestyles often require people to move away from their friends and families for work, and although phones and computers can help us to stay connected, they can also lead to social isolation. Loneliness, social anxiety and depression are a serious problem in most modern societies, and we do well to remember that love and belonging are central to both a healthy society and to the individuals that make up society. Nurture your relationships with family, friends, and partners. - Christopher Simon

N1808P63008C*
N1808P63003C*
O

AD# N1808A63003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week5

This is your copy and illustration for August 30, 2018.

Being True to Yourself

*"Whoso works in integrity with mankind, his reward shall be found out."
-Isaiah 62:10 NIV*



Our connection with our friends and families is so important that we are sometimes tempted to hide the truth about ourselves to hide the truth from others. We fear that if others know who we really are, their love will be withdrawn. This is not an unfounded fear, since others sometimes do withdraw their love, but a love based on lies, or based on incomplete information is hardly worth being called love. Genuine connection with others requires having the courage to be true to yourself and to let others know who you really are. There is always a risk that others will withdraw their love, or reject us for who we really are, and that is the vulnerability of intimacy. We make ourselves vulnerable when we declare ourselves, telling others our deepest and perhaps darkest secrets exposes us to their criticism and perhaps even to rejection and humiliation, but being true to ourselves is the only way to authenticity, and to a genuine connection with others. - Christopher Simon

N1808P63007C*
N1808P63002C*
O

AD# N1808A63004C PASS 2 COL. x 5.25



FAITH LOVE HOPE

N1808P63014C*
O

Church Rummage Sale

N1808P63015C*
O

COME IN & ENJOY THE AC!

N1808P63016C*
O

NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR

NAME SPONSOR

AD# N1808A63006C PASS 6 COL. x 7



N1808P64014C*-O
(Tired Woman at Computer)



N1808P64012C*-O
N1808P64013C*-O
(Senior Expo)



N1808P64005C*-O
N1808P64006C*-O
(Couple at Restaurant)



N1808P64010C*-O
N1808P64009C*-O
(Home Delivered Newspaper on Steps)



N1808P64008C*-O
(Beer Keg)



N1808P64018C*-O
(Gin)



N1808P64024C*-O
(Blue Curacao)



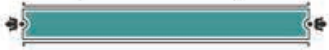
N1808P64017C*-O
(Vodka)



N1808P64007C*-O
(Waitress)



N1808P64002C*-O
(Decorative Element)



N1808P64003C*-O
(Decorative Element)



N1808P64025C*-O
(Tequila)



N1808P64015C*-O
(Whiskey)



N1808P64020C*-O
(Spiced Rum)



N1808P64016C*-O
(Red Wine)



N1808P64019C*-O
(Cognac)



N1808P64004C*-O
(Decorative Element)



N1808P64001C*-O
(Decorative Element)



N1808P64026C*-O
(Beer)



N1808P64023C*-O
(Scotch)



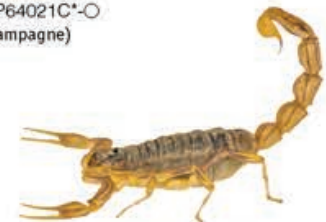
N1808P64021C*-O
(Champagne)



N1808P64022C*-O
(Bourbon)



N1808P64011C*-O
(Daycare Banner)



N1808P64027C*-O
(Scorpion)

**DESCUENTOS
INCREÍBLES**
(INCREDIBLE DISCOUNTS)
N1808P65009C*○

**Lista de
Útiles
Escolares**
(SCHOOL SUPPLIES LIST)
N1808P65008C*○

**Feliz
REGRESO
AL COLEGIO**
(HAPPY BACK TO SCHOOL)
N1808P65007C*○

**VENTA
de ARTICULOS
DEPORTIVOS**
(SPORTING GOODS SALE)
N1808P65010C*○

**Feliz Día
del Trabajo**
(HAPPY LABOR DAY)
N1808P65005C*○

ABIERTO
(OPEN)
N1808P65003C*○

CERRADO
(CLOSED)
N1808P65004C*○

**Gran Venta de Fin
de Verano**
(HUGE END-OF-SUMMER SALE)
N1808P65002C*○

**Eventos
DE AGOSTO**
(AUGUST EVENTS)
N1808P65001C*○

**Saludamos
a Todos los
Trabajadores**
(A SALUTE TO WORKERS)
N1808P65006C*○

**World
Lung
Cancer
Day** August 1
N1808P65036C*○
N1808P65037C*○

**National
Mustard
Day** August 4
N1808P65012C*○
N1808P65013C*○

**WORLD
HUMANITARIAN
DAY** AUGUST 19
N1808P65034C*○
N1808P65035C*○

**National
Lighthouse
Day** August 7
N1808P65027C*○
N1808P65028C*○

**NATIONAL
COAST
GUARD
DAY**
AUGUST 4
N1808P65016C*○
N1808P65017C*○

**NATIONAL
Garage
Sale
Day** AUGUST 11
N1808P65020C*○
N1808P65021C*○

**NATIONAL
Relaxation
Day** AUGUST 15
N1808P65029C*○
N1808P65030C*○

**NATIONAL
WATERMELON
DAY**
AUGUST 3
N1808P65032C*○
N1808P65033C*○

**National
Holistic Pet
Day** August 30
N1808P65022C*○
N1808P65023C*○

**NATIONAL
ICE CREAM SANDWICH
DAY** AUGUST 2
N1808P65024C*○
N1808P65025C*○

**NATIONAL
DOG
DAY** AUGUST 26
N1808P65018C*○
N1808P65019C*○

**NATIONAL
WATER
QUALITY
MONTH**
N1808P65031C*○

**NATIONAL
BOWLING DAY** AUGUST 11
N1808P65014C*○
N1808P65015C*○

**Children's
Vision & Learning
Month**
N1808P65011C*○

**national
immunization
awareness
month**
N1808P65026C*○



N1808P66003C-●
ADIRONDACK CHAIR ON LAKE



N1808P66005C-●
CANADIAN BALLOONS



N1808P66001C-●
LIGHTHOUSE, PEGGY'S COVE



N1808P66002C-●
SUNSET OVERLOOKING ST. JOHN'S



N1808P66008C-●
LAKE



N1808P66007C-●
GRIZZLY BEAR



N1808P66006C-●
MAN FLY FISHING IN REVELSTOKE



N1808P66004C-●
RED ROCK CANYON



N1808P67017C*-O



N1808P67016C*-O



N1808P67014C*-O



N1808P67014C*-O



N1808P67019C*-O



N1808P67020C*-O



N1808P67001C*-O



LABOUR DAY

CANADA



N1808P67003C*-O



N1808P67002C*-O



N1808P67007C*-O



N1808P67009C*-O



N1808P67012C*-O



LABOUR DAY SAVINGS!

N1808P67021C*-O



LABOUR DAY

CANADA



N1808P67008C*-O



N1808P67005C*-O



N1808P67015C*-O



N1808P67024C*-O



N1808P67022C*-O



N1808P67033C*-O

N1808P67034C*-O



N1808P67023C*-O



HAPPY LABOUR DAY

N1808P67035A*-O



N1808P67018C*-O



N1808P67029C*-O

N1808P67030C*-O



N1808P67031C*-O



N1808P67013C*-O



N1808P67011C*-O



N1808P67032C*-O



(ARE YOU READY FOR BACK-TO-SCHOOL?)

N1808P67027C*-O



(IT'S REGISTRATION TIME!)

N1808P67028C*-O



(ALL YOU NEED FOR A MEMORABLE CORN ROAST)

N1808P67026C*-O



(ALL-YOU-CAN-EAT LOCAL TREATS)

N1808P67025C*-O

Bonus images available in the MCC Creative Library:



N1808P68005C-●



N1808P68001C-●



N1808P68006C-●



N1808P68004C-●



N1808P68003C-●



N1808P68002C-●

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

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

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

View this month's Templated Special Sections packages in the MCC Editorial Library. If you like what you see, call 800-223-1600 or email service@metro-email.com to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5

Bonus images available in the MCC Creative Library:



N1808P69005C-●



N1808P69002C-●



N1808P69004C-●



N1808P69003C-●



N1808P69001C-●

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TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



Present. Sell. Profit.

With the latest Holiday Advertising Collection from METRO!

Metro's 2018 Holiday Advertising Service is the ultimate resource for developing moneymaking Christmas and New Year's advertising, greetings and special projects. By equipping your creative and sales teams with hundreds of all-new ads, images, copy and design components, and ready-to-sell sections — plus access to all ads in MiAD Wizard — this annual service is guaranteed to help you create, sell and generate thousands in profits!



Included: **THREE READY-TO-SELL HOLIDAY SECTIONS**

Three bonus sections — "Home for the Holidays," a youth-market Coloring Book and the 2018 edition of Itsy the Elf, a section that embeds your advertisers within the story — are accessible in the MCC Editorial Library.

Features:

Quick-sell multi-advertiser formats offer options for every advertiser budget

Advertiser-specific ads and images target your most popular local businesses

Online SearchBook® to view and access your content in the digital realm

Dynamic cover designs inspire special pages and sections

Color and black-and-white versions of every image and ad expand design and print options

QuarkXPress® and **InDesign®** formats are available for all ad files

BONUS: FREE Access to MiAD® WIZARD & Desktop Personalize all Holiday ads in seconds to create presentation-ready spec ads and close more sales



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METRO NEWSPAPER SERVICE

August MNS is a transition month, and you'll be ready to take advantage of all the seasonal sales opportunities with coverage of the end of summer, back to college, child care, Labor Day and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

MiAD SPEC AD LIBRARY

Expand your prospect presentation options with August's MSAL spec ads for Dining & Entertainment and Home Entertaining advertisers. Presented in this book and available to view online in the MSAL SearchBook®, ads are also available in MiAD Wizard so you can immediately personalize them to present and close more sales.



JULY
ISSUE
PP.
53-65

CAMPAIGNS & CLASSIFIED

Capitalize on third quarter sales opportunities with a ready-to-present mix of multiple-ad campaign selling, timely and seasonal summer-to-fall auto layouts, recruitment, real estate, self-promo ads and Web ads. Campaigns & Classified is presented quarterly in this book and online as a Search-Book.



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

Cater to your community's calendar-driven activities, popular trends and top-selling interests — weddings, home improvement, real estate, automobiles, holidays, and more — with ready-to-sell Metro Special Sections. Local advertisers will jump to capture their market share.

- 24-page, beautifully designed, fully templated print sections are ready-to-sell — saving valuable production time
- Magazine-quality articles with relevant, motivating content
- Fresh, eye-catching imagery
- Wealth of ad positions and size options
- PLUS, accompanying sales sheets and promotional ads help to generate pre-special section excitement
- Increase your profitability — coordinate your print sections with mobile-responsive e-Sections

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