

CREATE. SELL. PROFIT.

# METRO

CREATIVE SERVICES



### FALL HOME IMPROVEMENT

All the elements to enhance sales with fresh product and service promotions



### NEWSPAPER WEEK

New coverage to promote your publication to readers and advertisers



### HEALTH & SUICIDE PREVENTION

A spectrum of targeted content to promote mental health awareness, medical care and more



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

Ready-to-sell small-space ads for home improvement and fall sales advertisers – MiAD enabled!

Rake in revenue with an exciting array of images, ads and ideas for moneymaking **FALL PROMOTIONS**

Editorial Features & Templated Special Sections:  
Holiday Gift Guide • Cancer Awareness & Prevention • September Timely Features

## FALL SHOPPING & ACTIVITIES



**ON THE COVER:**  
N1609P00000C

Advertisers will fall in love with this adorable image, perfect for a variety of seasonal promotions, from kidswear to garden centers, events, autumn sales and more!

### Make September all about fall sales!

- A *Marketplace* encourages readers and advertisers to celebrate autumn with ads for seasonal nursery offerings, menswear, women's fashion, department store specials and apple goodies from a bakery (13).
- An event ad featured in this month's *Community Calendar* promotes bushels of family fun at a local harvest festival (17).
- Popular banner-style ads introduce fall fashion, homemade apple cider and "gourdeous" home decor from a garden center (12).
- A larger ad invites customers to step up their shoe game with fall footwear specials (23).
- Find plentiful images to create additional autumn-themed ads and promotions for a plethora of clients featured throughout September MNS.

## FALL HOME IMPROVEMENT



### Discover fresh content to help you and your advertisers rake in your share of the booming fall home improvement industry!

- A double-sided *Single Sheet* design can be used by one advertiser offering roofing and siding services, or pair up two to share costs (41).
- Ads targeting top monthly ad prospects feature kitchen remodels and home painting (18, 19).
- Other ads include a hardware store, furniture store, lawn and garden merchandise, and yardwork services (12, 13, 23).
- Create and promote a *Local Contractors Guide* using *Themed Event Package* content (34).
- Turn to September MSAL for dozens more ads geared toward your most popular home improvement advertisers!

## NATIONAL NEWSPAPER WEEK



### Promote your own publication during National Newspaper Week, October 2-8.

- Find heading designs for National Newspaper Week, International Newspaper Carrier Day and a subscription special (29).
- Various illustrations and photos feature print, online and mobile newspaper formats and readers in a variety of settings (28, 29).
- Promote print and online subscription specials with a ready-made ad design, or take the opportunity to thank your loyal readers for their continued support (28, 29).
- Draw subscribers' attention with a shaped ad that taps into the morning coffee and newspaper tradition with a unique subscription offer (40).
- A *Single Sheet* design is also provided to further promote your publication (41).

## HEALTH & SUICIDE PREVENTION



### September is National Suicide Awareness Prevention Month, making September a timely opportunity to focus on both mental and physical health.

- Create and promote a special section geared toward suicide prevention and mental health with a *Themed Event Package* (32).
- Additional coverage of this topic includes images, headings and ads for a suicide prevention organization's hotline, sponsored PSA and counseling services (60).
- September is also Prostate Cancer and Ovarian Cancer Awareness Month (17, 71).
- Expand the focus on cancer awareness with this month's *Cancer Awareness & Prevention Templated Special Section* (47).
- Other healthcare ads cover obstetric care, flu shots and sports physicals (18, 19).

## GRANDPARENTS DAY



Help local advertisers arrange promotions related to Grandparents Day on Sunday, September 11 and throughout the month.

- Invite retail advertisers like gift shops, hardware stores and jewelry stores to advertise gift ideas for grandmothers and grandfathers using featured photos and art elements. Expand sales to service providers like salons, taxi services, day spas and more offering gift cards, and don't forget your local dining and entertainment advertisers (50, 52, 54, 55, 58, 59).
- Ready-to-present-and-sell ads are designed for Grandparents Day breakfast specials and D-I-Y gift ideas from a craft supply store (58, 59).
- Sell an assisted living center on an ad designed to appeal to grandparents and all local seniors with a *Single Sheet* design (41).



## SEPTEMBER PROMOTIONAL OPPORTUNITIES



Seal the deal with more advertisers this September with additional sales content!

- Find ample coverage to appeal to restaurant advertisers, including ads for a seafood restaurant, Italian kitchen, ramen bar, breakfast cafe and coffee shops. Also find a *Themed Event Package* for a To-Go Menu Guide (12, 18, 33, 63-66).
- See several pieces from this month's collection of Metro Retro art appearing in a *Local Treasures* shopping guide featuring directory space for multiple local advertisers (43-45).
- Use a *Hunting Season Themed Event Package* and ad for a shooting range to target local advertisers in conjunction with National Hunting & Fishing Day (12, 35, 37, 71).
- Ads for other top ad prospects featured in September include photography studios, banks, security services, art and framing centers, bedding retailers, moving services, apartments and vo-tech schools (18, 19).



## SEPTEMBER CUSTOMER REQUESTS

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



N1609P72021C

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



N1509P22012C

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

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



N1509A40001C

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

- September's TSSs in Print & Online:
- HOLIDAY GIFT GUIDE
  - CANCER AWARENESS & PREVENTION
- TSS are available by separate purchase. View them online in the MCC Editorial Library. Start growing sections revenue today. Call 800-223-1600 or e-mail [service@metro-email.com](mailto:service@metro-email.com) to order!



CREATE. SELL. PROFIT.

Like Us on Facebook  
facebook.com/  
MetroCreativeConnection

Follow Us on Twitter  
@MetroConnection

Metro Creative Graphics, Inc.

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

Make Money With Metro!

Follow Us on Instagram  
@metrocreativeconnection

COMPANION  
WEB ADS NOW  
AVAILABLE ON MCC!

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

METROFEATURE



**The Times-Tribune**

|                                                                                                                                                                                                        |                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                     |                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>ALL ACCESS SUBSCRIPTION</b><br/>A limited time offer for home-delivery subscribers to get all access to our digital content on any device you want.</p> <p><b>SUBSCRIBE TO HOME DELIVERY</b></p> | <p><b>DIGITAL ONLY SUBSCRIPTION</b><br/>Read the digital Smart Edition of the Times-Tribune on your PC or mobile device, and have 24/7 access to breaking news, local sports, events, and more at the times-tribune.com or on our mobile apps.</p> | <p><b>DIGITAL SERVICES</b><br/>Have news alerts sent to your mobile device, read the Smart Edition sign up for daily newsletters, activate your all access, order reviews, take reviews, download our mobile apps and use the latest e-coupons.</p> | <p><b>CONTACT US</b><br/>Manage your subscription, update your subscriber information, see frequently asked questions or request customer service support.</p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|

Through its "All Access" program, the *Times-Tribune* of Scranton, Pennsylvania has provided a variety of valuable reader rewards for its home-delivery subscribers.

# "All Access" Delivers Added Value to Home-Delivery Subscribers

*Times-Tribune*  
SCRANTON, PENNSYLVANIA

Over many years, the Scranton, Pennsylvania-based *Times-Tribune* has cultivated a loyal following and substantial base of home-delivery subscribers. To keep pace with the times, the newspaper — along with the other publications owned by its parent company, Times Shamrock Communications — has steadily increased and expanded its digital products. But it has taken a while for *Times-Tribune* readers and subscribers — a large percentage of which are Baby Boomers or older — to fully embrace all that the daily has to offer.

"We began charging for digital subscriptions in 2011," explains Edward Pikulski, digital audience director for Times Shamrock Communications, "which gave those subscribers access to our website, our news apps for iPad and smartphones, our 'Smart Edition' [print replica] for desktop or mobile devices and our digital archives. But about a year later, we began to see a big demand for digital access from our print subscribers. It was then that we came up with an 'All Access' plan that gives home-delivery subscribers access to our complete suite of products — as well as some very nice added-value features."

Pikulski reasons that the timing of the increased demand for the publication's digital products was no accident. Rather, it signified that *Times-Tribune* readers had grown more comfortable with technology and were ready to explore all that the newspaper has to offer.

"When we started, we weren't sure that everyone was ready to access their news on digital devices," says Pikulski. "But since then, there has been a huge migration to mobile and big changes in the ways that people consume content. Social media has driven that as well, and we are along for the ride."

In addition to getting all of the newspaper's content on every platform, "All Access" subscribers have digital access to *The*

*Washington Post*, receive special offers and discounts from more than 175 Scranton-area businesses, and are invited to take part in contests, promotions and special events designed exclusively for this group of readers. The *Times-Tribune* even created an "All Access" email club whose members receive frequent updates about newspaper-sponsored events, promotions, contests and other exclusive opportunities.

"All Access" also provides valuable opportunities to engage *Times-Tribune* readers via the newspaper's social media sites. For example, the newspaper uses its Facebook page to share news about its contests, giveaways, promotions and community events.

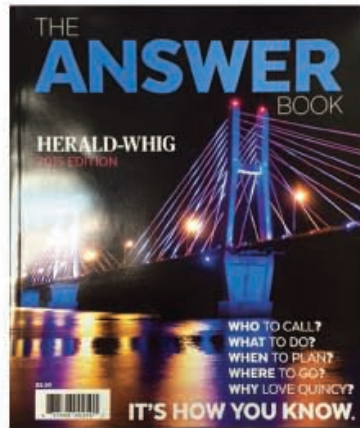
"Recent technological and lifestyle changes mean that people want to have this kind of content on a variety of platforms," says Pikulski. "As the desire for new content and engagement has increased, so has interest in our 'All Access' subscriptions."

Pikulski notes that "All Access" was in the development stage for about a year before it launched in 2012. While the original goal was to convert 10,000 home-delivery subscribers to "All Access" subscribers, the *Times-Tribune* quickly surpassed that goal. Since then, the program has grown to include 15,000 subscribers. The ultimate goal, says Pikulski, is to reach 20,000 "All Access" members — or half of the publication's total home-delivery subscribers.

"Our driving force has been creating added value for our home-delivery folks, who are the core of our business," says Pikulski. "We want what we do to be part of people's everyday lives — to become traditions — and for people to enjoy and appreciate the ways that our newspaper and our company contribute to the life of this community. Creating the 'All Access' program has been a great way for us to do that."

M (P1609BQ2001C)

## METROFEATURE



# "Answer Book" Gets Tremendous Response

The Herald-Whig  
QUINCY, ILLINOIS

■ The Herald-Whig of Quincy, Illinois is a newspaper with plenty of tradition. The result of a merger of two publications and two families whose histories date back to the early 19<sup>th</sup> century, the publication is now part of Quincy Media Inc., a multimedia company serving markets in 14 states that is still owned and operated by members of the founding families. Advertising director Tom Van Ness represents the sixth generation of his family to be involved in the running of the company and gives credit to his mother, Quincy Media's VP of Interactive, for coming up with the idea for "The Answer Book."

Launched in 2005 and published every other year, the book is big, bold and bursting with information about every facet of life in Quincy, which includes everything from its colorful history as a stop on the Underground Railroad to its hosting of the famous Lincoln-Douglas debates to rumors of its links to organized crime. Present-day information includes listings of political representatives, information about accessing municipal and social services and everything anyone in Quincy needs to know to enhance quality of life in the city.

"The content is a wonderful recruitment tool for our city," Van Ness says. "It has wide appeal and is something that everyone can use and appreciate. And the books often have special spots in people's homes and businesses. One of our big medical groups keeps them in their bathrooms and on coffee tables in waiting rooms. You know you've got something good when old copies are still around at so many local businesses."

Van Ness notes that content ideas for the first "Answer Book" came out of focus groups aimed at locals and what they wanted to know about Quincy. He recalls gaining valuable insights from a first-year student at Quincy University, whose fresh perspective on the city differed from those of

Quincy's many life-long residents. That student's experience was ultimately in the book.

With such broad input and widespread interest in "The Answer Book," it makes sense that the Herald-Whig distributes a copy to every household in Quincy. The books are placed inside poly bags with holes cut in the top and hung on the doorknobs from one end of the city to the other — a fact that ensures the product will have abundant advertising support. In 2015, Van Ness sold advertising on the poly bag for the first time and looks forward to continuing this trend in the future.

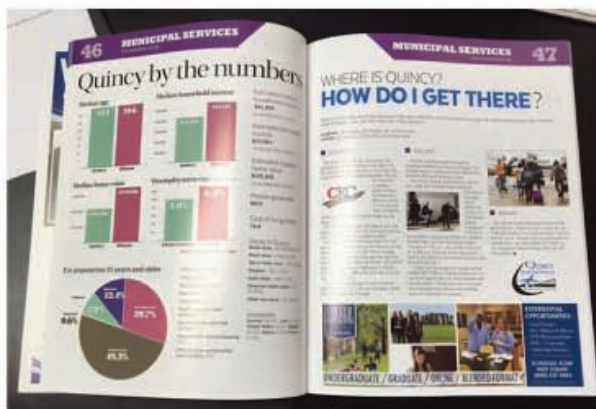
Advertising revenue from "The Answer Book" is solid, says Van Ness, and while he is pleased with the \$45,000 to \$50,000 it brings in, he is always looking to push that number north. Selling ad spots in the book is never a problem, since the sales team knows that they always sell out.

"It's not a high-pressure sale, but there is a sense of urgency for the businesses because if they hesitate to secure a spot, another business is always ready to grab it," says Van Ness. "Typically, we hit 75 percent of our budget in the first two days of selling."

For the next edition in 2017, the Herald-Whig will introduce a digital "Answer Book" that can be updated regularly to reflect changes in and around Quincy. Van Ness sees this move as part of the newspaper's effort to introduce added value features for home-delivery subscribers.

"Products like this present several different kinds of opportunities," says Van Ness. "They are ways to offer added value to subscribers, which helps us grow our home delivery numbers. But they also open doors for economic development in our region and serve to show both current and prospective residents and businesses what our community has to offer."

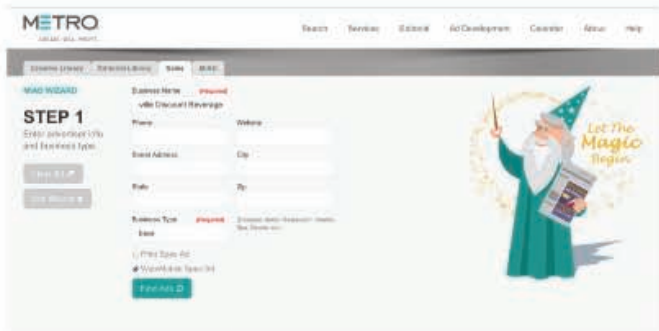
M (P1609803001C)



With its big, bold "Answer Book," the Herald-Whig of Quincy, Illinois reaches out to every household in the city with the up-to-date information every resident and business needs and wants.

For more information, contact Tom Van Ness, Advertising Manager, the Herald-Whig, Quincy, Illinois at [tvanness@whig.com](mailto:tvanness@whig.com).

METROFEATURE



With MiAD Wizard at his fingertips, Doug Hill of *The Daily Gazette* in Schenectady, New York quickly and easily produced digital ads for Glenville Discount Beverage that sold and ran within a few hours of their creation.



Many ads in MiAD have complementary digital components available along with the print version of the ad. Metro supplies the five most-used digital ad sizes so you can choose the best size for your clients' needs.



MiAD Wizard provides a presentation page that can be downloaded or emailed to your prospect.

# MiAD Wizard Works its Magic in Upstate New York

*The Daily Gazette*  
SCHENECTADY, NEW YORK

■ For advertising salesperson Doug Hill, the introduction of Metro's MiAD Wizard in early 2016 was a lucky break — one that made his job both easier and more productive. With his extensive background in newspaper advertising, including the last four years with *The Daily Gazette* of Schenectady, New York, Hill has a strong sense of what advertisers need and when they need it. But despite carrying an iPad® to every sales call, Hill still finds it challenging to show business owners what he has in mind. That hurdle, combined with his newspaper's recent decision to downsize its graphic design team, meant that, unless Hill sold customers on spec ads, there was lag time — and lost time — between sales calls and ad presentations. Then he discovered MiAD Wizard.

"For most people, it's hard to picture what their ads are going to look like without seeing them," Hill says. "I have a pretty good idea of what ads are going to look like, but MiAD Wizard allows me to show customers the actual ad layout and let them choose the images they want. That cuts out a whole big step and a lot of time."

Hill describes his experience using MiAD Wizard with a local beer distributor and beverage center as an example of the magic he has performed with Metro's newest ad design tool.

"This was an account with a digital ad running that needed updating," recalls Hill. "The customer wasn't getting enough impact with his existing ad and the ads were not the sizes that he should have had. So I did a search on Metro for beer and out came all these great ads in a variety of formats and sizes.

I chose one, uploaded the customer's information and sent it to him. He loved it, approved it and the ads were up and running that same day. Not only did it take minutes to get approval, but I was also able to upscale to the sizes that he should have been running all along. It was a great weight off my shoulders to have it all done in such a short time."

During another sales call with a farm equipment dealer interested in promoting an upcoming tractor sale, Hill was able to create, customize and sell a digital ad on the spot — and the advertiser knew exactly what his ad would like.

"If a customer picks artwork or a spec ad from Metro, you've just gotten a 'Yes,'" says Hill. "You don't have to go through the big deal of asking for the order because it's already a done deal. And you can make several seasonal ads and show customers a whole concept or campaign. They may choose one or any combination, but by showing a set of options, you're giving them something concrete to look at and think about."

While Hill now uses MiAD Wizard regularly for his current customers during weekly sales calls, he thinks it is particularly effective when meeting with prospective customers who are interested in digital advertising.

"Especially with new advertisers, I'm looking for them to say 'Yes,'" says Hill. "With MiAD Wizard and my iPad, I can say 'Let me show you how this will look as a digital ad.' Generally, we have to reformat an ad and show it to the customer again, but the Wizard eliminates a whole lot of back and forth — and that gets me closer to the 'Yes' I'm looking for."

M (P1609B04001C)

For more information, contact Doug Hill, Advertising Salesperson, *The Daily Gazette*, Schenectady, New York at [dhill@dailygazette.net](mailto:dhill@dailygazette.net).

## METROFEATURE



# Facebook is About Forging Connections

By Jo-Ann Johnson  
Sales Consultant  
Metro Creative Graphics

■ Over the past 16 years, Facebook has emerged as a force to be reckoned with. In addition to the 1.6 billion people who are active on Facebook each month, the site includes 50 million small business pages — a figure that grows each year. And for businesses large and small — including all manner of publications and media companies — Facebook has revolutionized how businesses do business.

Maximizing the value of Facebook as a marketing medium requires an appreciation of not only what the site is and does, but also how it can help publications create, sell and profit.

In the Facebook universe, engagement is everything, affecting whether content is viewed and who views it. Facebook uses an algorithm known as EdgeRank to determine which posts make it into users' newsfeeds. High-ranking posts — those seen by the most users — have three things in common. They are recent, they engage readers who are involved with other involved Facebook users and they feature brightly colored, high-quality, visually appealing images. The bottom line is that engaging Facebook posts encourage users to read and absorb the information and comment and share the posts with other involved Facebook users.

But Facebook's value goes far beyond sharing information. For publications and media companies — particularly those whose success stems from playing a vital role in the lives of their communities — Facebook and other social media sites offer essential opportunities to forge connections with readers and create buzz about special events, promotions and products.

Ed Pikulski, Digital Audience Director for Times Shamrock Communications in Scranton, Pennsylvania, notes how newspapers benefit from social media. "We use Facebook as an extension of our newspaper and as a promotional

tool to let people know what we are working on and how they can engage with us," Pikulski says. "We've done all kinds of contests and giveaways — fun things like trivia and news quizzes. It's news, but there's no reason it can't be fun as well."

Pikulski's comments reveal an important lesson about how publications can benefit from their presence on Facebook and other social media platforms. While these sites offer an array of opportunities for getting readers involved with your various communications, they need to be treated differently than other forms of audience engagement and marketing. Simply stated, Facebook, Twitter and other sites are vehicles for getting people to talk about what you have to say, including what you highlight about the local community and advertisers.

By combining new media knowledge with the essentials of high-quality digital and print ad design, publications can use Facebook and other social media sites to build an unparalleled social media presence for both themselves and their advertisers. If you are on the lookout for engaging content to bring your publication's Facebook page to life, check out Metro's Interactive Planning Calendar, which offers seasonal, continually updated information that will get people talking. The Metro Creative Connection Facebook page also offers fresh and inspiring ideas, tips and updates to bring some sparkle to your publication's Facebook page. To add visual pizzazz to your Facebook presence, Metro delivers a vast array of colorful, high-quality images with eye-catching focal points — the types of images that research shows will significantly increase the likelihood that your content will be both read and shared.

M (P1609B05001C)

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

**METRO.**  
CREATIVE GRAPHICS, INC.

Plus Business welcomes your comments and feedback. Please send comments to: [plusbiz@metro-email.com](mailto:plusbiz@metro-email.com). Plus Business is a registered trademark of Metro Creative Graphics, Inc. and is published monthly. Entire contents ©2016 Metro Creative Graphics, Inc. No part may be reproduced or published in any form without prior written consent.

# Build More Opportunities to Increase Revenue with Fall Home & Garden

According to statistica.com, the home improvement products industry will top \$345 billion this year. The Home Improvement Research Institute adds that a recovering economy with low inflation, increased employment and the lowest gas prices in a decade point to an expected 4.7% increase in home improvement sales this year.

Other forces, including the growing influence of Millennials, are also affecting home improvement sales. The Millennial Generation, which includes more than 75 million men and women between the ages of 18 and 34, have now overtaken the Baby Boomers in sheer numbers, and many Millennials are buying homes for the first time.

Here are some trends to explore when you develop your home improvement promotions:

- sustainability of products (flooring, countertops, siding)
- energy efficiency (windows, doors, roofing, insulation, appliances)
- smart home control (lighting, security, heating and cooling, sprinkler and irrigation systems)
- water conservation via new lower-use appliances (dishwasher, washers and water heaters)
- spa-like master bathrooms
- pet-friendly customizations (feeding stations, outdoor access, sleeping stations)
- multi-generational living accommodations
- indoor-outdoor living

## If You Build It, Revenue Will Come

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

- A vast selection of imagery, including photos, headings, graphics and backgrounds
- A wide variety of ready-to-present interior and exterior home improvement spec ad layouts
- Print *Templated Special Sections (TSS)* available throughout the year (as an optional profitability tool)
- Companion online *e-Sections* coordinated with the print TSS (also optional)

Each of the home-related print TSS and online e-Sections are great for expanding ad sale inventory and profits. They are ready to sell and publish, with relevant and timely editorial content and ample opportunities to generate ad sales in strategic page and site positions. Spec ads are MiAD-enabled so they can be easily created for sales presentations in both MiAD Wizard and MiAD Desktop.

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



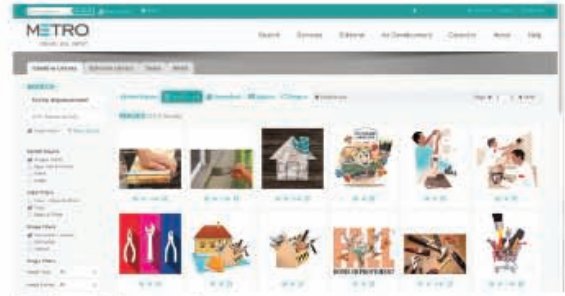
The Fall Home & Garden print *Templated Special Section* is a complete 24-page section, with cover design and in-position ad spaces. The TSS is available in QuarkXPress® or InDesign® format, and has an alternative layout with in-position spec ads to help you start selling immediately.



The companion Fall Home & Garden online e-Section is ready to sell and publish.



MiAD Wizard



MCC Creative Library search



P1609B06001C







By using similar layouts and the same type choices, this lounge campaign becomes immediately identifiable as part of a series. While individual ads contain different offers, together they deliver a more expansive message and goal from the advertiser: that the reader should visit them daily.



Each issue of Campaigns & Classified delivers multiple campaign opportunities, including a 13-time campaign. Sell it for a quarter-year, weekly campaign or schedule multiple runs in any given week, the choice is yours. Similar colors and layout makes it easy to continue the campaign with additional ads.



Successful campaigns can include multiple ad sizes plus print and digital components. Metro offers ready-to-present campaigns that can get you started.

## Good vs. Bad Ads: Winning Strategies for Campaign Selling

Publishers who speak to Metro often note their desire to sell more ad campaigns. While publishers know that **more linage equals more revenue**, they're often frustrated that their staffs don't sell ad campaigns as often as they would like. Publishers cite various reasons for the lack of sales, including the usual suspects: time, knowledge and resources. In this installment of our series, we'll define what constitutes a campaign and address some strategies for making successful campaigns.

### What is a Campaign?

An ad campaign is a series of ads designed to accomplish a specific goal. It's campaign season in the political world, and ad campaigns can be thought of in the same way that political candidates approach their campaigns. For example, political candidates make multiple stops around a given territory, often repeating the same or similar information with a goal of convincing people to vote for them. On that same note, ad campaigns typically appear multiple times and, through the power of repetition, deliver the advertiser's message with a goal of compelling consumers to choose their goods or services.

Toward that goal, a campaign can be a series of same-size ads, differently sized ads, print and digital ads or any combination thereof. Campaigns may include small teaser ads that point to a larger ad in one edition, or span multiple weeks across various platforms.

### Why Campaigns?

The justifications for campaign selling are clear:

- Advertisers gain more exposure and recognition
- Consumers gain a better understanding of what the advertiser is offering
- Campaigns generally deliver better results than one-time ads
- Campaigns offer more linage and revenue for you

### Elements of Good Campaigns

When it comes to campaigns, *same is good*.

Campaigns work because of the power of repetition. Therefore, the design of ads within a campaign should always be similar if not the same. This includes:

- Same typographic choices
- Same type of ad borders
- Same style imagery

Ads within a campaign that appear similar connect within the minds of consumers. The similar look also opens possibilities to change colors, sizes or copy headlines and messages as well as move from print to digital platforms.

### Print vs. Digital

Many publications are attempting to sell campaigns by bundling digital Web and mobile ads with print. This approach can be effective at getting advertisers the exposure they desire among the widest range of consumers. However, there are innate differences between print and digital that need to be considered when creating multiple platform campaigns.

The first difference is the call to action. Whereas print ads traditionally ask consumers to come into the brick and mortar site or call a number to make a purchase, the call to action in digital Web and mobile ads is often a "click here" suggestion. That click may deliver the viewer to more information or directly connect them to buy the goods or services at that time. Since the vast majority of small retail businesses are not currently set up to sell online, these businesses must consider including a succinct call to action in the limited space of the digital realm.

Another difference is space. Digital ads are more like billboards than print ads. That is why digital ads generally limit the message to no more than seven to 10 words. These limitations make it virtually impossible to create the exact same ad for digital and print campaigns. That makes the link within the digital ad — where you send your viewer — very important. Maybe you want to refer your digital viewers to the print ad by delivering a coupon to them when they click, or use the link to direct viewers to the information contained in the more expansive print ad. Conversely, maybe your print ads want to refer to the digital ads for more information or discount specials.

No matter the situation, consider the strengths and limitations of each platform to best reinforce the advertiser's message.

### Selling Campaigns

Advertisers are different, so each campaign needs to be developed individually. The knowledge you gain about your prospect through your initial meetings will help you develop a campaign that works for them.

Regardless of which way you decide to go with a campaign, having presentation-ready spec ads are vital to the process. An entire campaign — or at least the start of one — will have a much greater impact than a conversation about a prospective campaign.

### Metro Campaigns

In our time-crunched world, anything that helps facilitate the process can only be a good thing. Metro delivers developed campaign spec ads for print and digital in every issue. To view a selection, select Campaigns under the Ad Type menu in the MCC Creative Library, along with relevant keywords. See ads that have complementary digital spec ads by clicking the Print with Web/Mobile box under the Spec Ad Filters.

If you routinely need more campaigns, explore the possibilities MiAD® Wizard and MiAD Desktop can offer. Plus, the Campaigns and Classified service includes ready-to-go multiple-ad campaigns up to 13 weeks.

Call our Client Services Team at 800-223-1600 for more information, or e-mail [service@metro.com](mailto:service@metro.com).

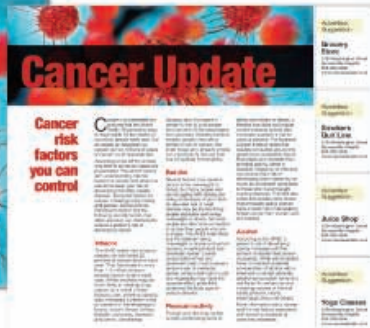
Sell more campaigns and get more results for your advertisers while increasing your revenue. You may save additional time by preparing a campaign in advance, too. **M**

CREATE. SELL. PROFIT.



N1609A08001C - 10x13

Many cancer-related events are earmarked for the last few months of the year, including Breast Cancer Awareness Month in October and Lung Cancer Awareness Month in November. Create a **Cancer Update** section that can raise awareness for all types of cancer and inform readers on the progress that is being made — especially locally — in combatting the disease. Sponsors should be quick to gather considering this important topic.



N1609A08002C - 5 col x 13  
N1609A08003C - 6 col x 21



N1609A08004C - 10x13

As autumn approaches, a **Leaf Peepers' Guide** section or pages can be your readers' guide to the best fall foliage viewing opportunities in your region. Think about publishing the Quick-Sell multiple-advertiser layout each week for a month or longer before the peak viewing time. Compose a companion online version to bring the subject to your website, inviting readers to post their leaf-peeping photos.



N1609A08005C - 5 col x 13  
N1609A08006C - 6 col x 21



N1609A08007C - 10x13

National Newspaper Week is October 3-8. Celebrate by publishing an **Anniversary Guide** to promote your publication's own history and community involvement. Sell the Quick-Sell layout to run the week before and during the event, culminating in the publishing of your section. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.



N1609A08008C - 5 col x 13  
N1609A08009C - 6 col x 21



N1609A08010C - 10x13

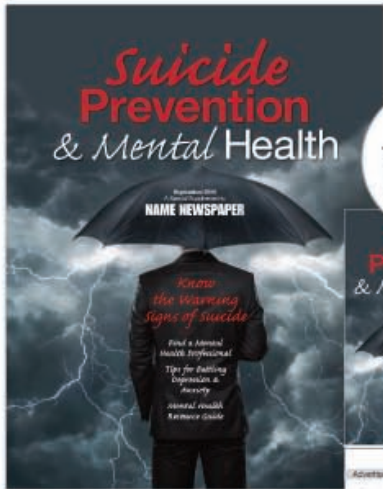
Fall begins September 22, but the holiday season will be here before you know it. Start planning now with **The Big Holiday Gift Book** section or pages. Drop the title in your holiday section schedule for release before Black Friday sales, or save it for the first week of December once the initial holiday shopping frenzy has subsided. Keep in mind that each Quick-Sell layout is available in both tab and broadsheet page sizes in MCC.



N1609A08011C - 5 col x 13  
N1609A08012C - 6 col x 21

Use these covers and ideas along with companion **Quick-Sell** layouts to jump-start your sales effort. Some **Quick-Sell** layouts contain an editorial feature to draw extra attention to your page. In addition, find contest ideas that will generate reader participation and interest.

(MCC Creative Library /Print Ad Type: Quick Sell Page or Bonus Ideas/Covers)



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



N1609A32004C - 10x13

A recent article in *The New York Times* reported unsettling news from the National Center for Health Statistics: suicides are up considerably over the past decade. The U.S. lists the suicide rate at 13 per 100,000 people, while it is 15 per 100,000 in Canada. A **Suicide Prevention & Mental Health** section or pages can raise awareness among readers and advertisers concerning these important community subjects.

N1609A32005C - 5 col x 13  
N1609A32006C - 6 col x 21



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



N1609A33004C - 10x13

Whether your region calls it "carry-out," "take-out" or "take-away," a **To-Go Menu Guide** section or series of pages will become the go-to resource for your readers looking to order food for pick-up or delivery. Publish a mobile-friendly version for your smartphone subscribers, too. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

N1609A33005C - 5 col x 13  
N1609A33006C - 6 col x 21



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



N1609A34004C - 10x13

With a **Local Contractors** section or pages, you're presenting something online aggregators can't: locally-based contractors at your readers' fingertips. Slide this section in with your scheduled fall home improvement sections to grab additional linage and revenue. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

N1609A34005C - 5 col x 13  
N1609A34006C - 6 col x 21



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



N1609A35004C - 10x13

Publish a **Hunting Season** section or pages to coincide with National Hunting & Fishing Day on September 24. The beginning of hunting season varies by region, so include the information your readers will need for license procurement and legal game seasons. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

N1609A35005C - 5 col x 13  
N1609A35006C - 6 col x 21



# 10 Days of Restaurant Giveaways

Register Online for Our Free Weekly Foodie Report to Be Automatically Entered to Win. 10 Lucky Winners Will Receive Dinner for Two at One of These Great Local Restaurants! Go to [namenewspaper.com/contests](http://namenewspaper.com/contests) for details and entry.

Our free weekly **Foodie Report** delivers the latest restaurant news, reviews, openings and specials to your inbox, keeping you up to date on the local restaurant scene!

Enter by 5 p.m. September 03, 2016 to be eligible to win. List details, terms and conditions here. See contest page for complete contest rules and details.



**Japanese Restaurant**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



**Fine Dining Restaurant**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



**Italian Restaurant**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



**Seafood Restaurant**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



**Family Restaurant**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



**Thai Restaurant**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



**Brunch Restaurant**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



**Mexican Restaurant**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



**Steakhouse**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



**Greek Restaurant**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)

N1609A10001C

## Usage Note:

Got foodies? Government stats indicate that meals eaten away from home have steadily increased over the past few decades. This **10 Days of Restaurant Giveaways** can put you in touch with your foodie readers and provide a boost to local restaurants at the same time. If you create monthly food and restaurant newsletters or updated Web areas, capture e-mail addresses as part of your entry requirements.

# TROPHY CATCH PHOTO CONTEST

Share your best hunting and fishing photos for a chance to win big prizes from our featured contest sponsors!

Look for the **Winners Here!**  
**National Hunting & Fishing Day**  
Saturday, September 24

To enter, submit your photos with caption online at [namenewspaper.com/contests](http://namenewspaper.com/contests) or mail them to the address below. Mailed photos cannot be returned. All entries must be received by September 03, 2016 and selected photos will be featured in this publication. Winners will be notified by phone September 03, 2016. List details, terms and conditions here. See website for complete contest rules, details and prizes.  
**Mailed Entries May Be Sent to:**  
The Somersville Press  
Attn: Contests  
1234 Washington Street  
Somersville Heights, KY 00000  
Be sure to include your full name, address, phone number, email and caption on the back of the photograph. Mailed photos will not be returned.



## Usage Note:

National Hunting & Fishing Day is Saturday, September 24. Plan this **Trophy Catch Photo Contest** to coincide with the event. Photo contests are great because you can create print sections and web pages with reader-generated content throughout the contest and beyond with the winning entries. By focusing on hunting and fishing, your prospect list of potential sponsors can gain extra exposure for a wide variety of local merchandise and service advertisers that specialize in outfitting and serving hunters and fishermen.

**Sporting Goods Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Gun Shop**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Outdoors Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Bait & Tackle Shop**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Fishing Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Hunting Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Taxidermy Studio**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Meat Processor**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Charter Boat**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

**Hunting Lodge**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

N1609A10002C



Now close more sales like magic with

# MiAD Wizard

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

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

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

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

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

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

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



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

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

## METRO'S FILE NAMING SYSTEM AT A GLANCE

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

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

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

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

N1609P12002K.TIF

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

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

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

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1609P36011C-●

# Your Afternoon Pick-Me-Up



**Caffy Hour**  
2-4 PM Daily  
\$1 Off Hot or Iced Coffee  
\$2 Off Specialty Drinks  
Baked Good Specials

## Coffee Corner



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

AD# N1609A12001C PASS 6 COL x 1

N1609P30005C-●

# Everybody Starts Somewhere

Start your total body transformation with us today.  
**One Month Free • \$0 Initiation Fees**



# Total Training Fitness

Limited-time offer for new members through 09.09.16. Call, go online or stop in to register and claim your free membership month.



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

AD# N1609A12002C PASS 6 COL x 1

N1609P48006C-●

# Better Selfies Start Here!



cut & color | eyelash extensions | brow design | waxing | tanning

**New Clients SAVE 25%!**

## Salon Mia

Call, go online or stop in for details and booking.

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



AD# N1609A12003C PASS 6 COL x 1

N1609P66012C-●

N1203P46009C\*-○



**Homemade Apple Cider**  
\$3.99 32-oz. jug  
\$5.99 64-oz. jug

# The Flavor of Fall

All natural, freshly pressed, and available for a limited time only!

## Orchard Farms



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

AD# N1609A12004C PASS 6 COL x 1

N1609P31007C-●

# Fall Furniture SALE

Starting Saturday  
up to **40% Off**

Sale ends September 30, 2016. List details, terms and conditions here.

Couches | Living Rooms | Sleeper Sofas |  
Bedroom Sets | Mattresses | Dinettes |  
Entertainment Centers | Lighting | & More



## Estilo Furniture

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



AD# N1609A12005C PASS 6 COL x 1

N1609P26009C-●

N1203P46009C\*-○



# Girls' Night In?

*We've got you covered!*

spa beauty kits | mani & pedi essentials | hair color | snacks & beverages | candy & ice cream

## Del's Pharmacy

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



AD# N1609A12006C PASS 6 COL x 1

N1609P21009C-●

# Make It Gourdeous

Decorative Gourds • **3 for \$3**  
Fresh Pumpkins • **29¢ lb.**  
Fall Floral Bouquets • **\$5.99 & up**  
Advertised prices good through 09.09.16. List details, terms and conditions here.

## Bella Garden Center

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



AD# N1609A12007C PASS 6 COL x 1

N1609P15003C-●

# Fall Fashion Is Here

Fall head over heels for the latest looks!

## Barnes Department Store

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

AD# N1609A12008C PASS 6 COL x 1

N1609P37001C-●

Improve your firearm skills at our indoor shooting range, open to the public all year!



# Take Your Best Shot

**Beginners Welcome** Pistol & Rifle Ranges  
Private & Group Instruction

## Maplewood Shooting Range

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

AD# N1609A12009C PASS 6 COL x 1

N1609P37006C-●



# We Come In Handy

Great Selection | Low Prices | Helpful Service | Convenient Location | Open 7 Days

## Total Hardware & Building Supply

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



AD# N1609A12010C PASS 6 COL x 1

N1609P13001C\*-O

# WELCOME TO FALL

**Nina's Nails**  
NEW Fall Colors  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Nina's Nails**  
NEW Fall Colors  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Nina's Nails**  
NEW Fall Colors  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Nina's Nails**  
NEW Fall Colors  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Nina's Nails**  
NEW Fall Colors  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Nina's Nails**  
NEW Fall Colors  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Clark's Bar & Grill**  
Try Our New Fall Menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Clark's Bar & Grill**  
Try Our New Fall Menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Clark's Bar & Grill**  
Try Our New Fall Menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Clark's Bar & Grill**  
Try Our New Fall Menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Clark's Bar & Grill**  
Try Our New Fall Menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Clark's Bar & Grill**  
Try Our New Fall Menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Fall Preview Sale Going On Now  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Fall Preview Sale Going On Now  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Fall Preview Sale Going On Now  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Fall Preview Sale Going On Now  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Fall Preview Sale Going On Now  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
Fall Preview Sale Going On Now  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

## Usage Note:

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

Companion  
WEB ADS  
available  
on MCC

AD# N1609A13002C  
PASS 2 COL. x 5

## Fall Has Arrived!

We have everything you need to bring home that festive feeling of fall.



Pumpkins  
Sunflowers  
Hay Bales  
Ornamental  
Corns  
Fall Wreaths  
Potted Mums  
Decorative  
Gourds  
Baked Goods  
Apple Cider  
Open 7 Days

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

**Pumpkin Painting Party**  
Saturday, October 1  
10am-12 noon.  
Details in store or online.  
f t

AD# N1609A13005C  
PASS 2 COL. x 5

## It's Apple Season!

Enjoy your seasonal favorites while they last.

Baked Fresh Daily!  
Apple Cinnamon Muffins  
Caramel Covered Apples  
Apple Crumb Cake  
Apple Turnovers  
Fresh Apple Pie

facebook Take home a jar of our homemade apple butter!

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

AD# N1609A13001C PASS 6 COL. x 21

AD# N1609A13008C 10 x 13

N1609P22003C\*-O

Shop a fresh collection of must-have sweaters, coats, denim, dresses, outerwear and accessories for the new fall season.

## The Look of Fall

New Fall Fashion Arrivals  
10% Off All Weekend  
Offer good September 0000-2000.

## Style Nook

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

Fit Your Style.  
Fit Your Budget.

New Fall Fashion Arrivals Now In Store!

Bestselling Denim | Structured Sweaters  
Everyday Flannels | Long-Sleeve Tees  
Hats & Accessories | Premium Leather Goods

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

AD# N1609A13004C  
PASS 2 COL. x 5  
N1609P16008C  
AD# N1609A13003C  
PASS 2 COL. x 5  
N1609P15010C

N1609P62004C

## Back-to-Fall Sale

Sale Starts Saturday! Save through Thursday, September 00.

up to 40% Off Storewide

Fall Fashions & Outerwear for the Whole Family  
Boots & Footwear for Men, Women & Kids  
Coatdresses, Flannel Sheets & Bedding  
New Home Furnishings & Accessories

**Town General Store**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

## Leave Fall Yardwork to Us

Offering low prices on a full spectrum of quality lawn and garden care services for fall and all year.

- Leaf Removal | Yard Cleanup | Mulch & Snow Planning | Tree Trimming | Stump Removal | Deer Resistant Applications | Lighting & Irrigation

Now Offering Gutter Cleaning Service! Call today for your free estimate.

**Clem's Landscaping**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
Fully Insured

AD# N1609A13007C  
PASS 2 COL. x 5  
N1609P31008C  
AD# N1609A13006C  
PASS 2 COL. x 5  
N1609P15001C  
N1609P20006C



N1609P14005C-●



N1609P14008C-●



N1609P14001C-●



N1609P14002C-●



N1609P14009C-●



N1609P14007C-●



N1609P14004C-●



N1609P14011C-●



N1609P14006C-●



N1609P14003C-●



N1609P14010C-●



N1609P14012C-●





N1609P15006C-●



N1609P15008C-●



N1609P15011C-●



N1609P15003C-●



N1609P15010C-●



N1609P15004C-●



N1609P15007C-●



N1609P15012C-●



N1609P15009C-●



N1609P15002C-●



N1609P15005C-●



N1609P15001C-●



N1609P16010C-●



N1609P16009C-●



N1609P16001C-●



N1609P16004C-●



N1609P16005C-●



N1609P16002C-●



N1609P16012C-●



N1609P16008C-●



N1609P16006C-●



N1609P16003C-●



N1609P16011C-●



N1609P16007C-●

N1609P66004C  
N1609P20009C  
N1609P20002C

N1609P17002C  
N1609P17001C

N1609P25004C  
N1609P38003C  
N1609P39009C

N1609P49003C

AD# N1609A17003C  
PASS 6 COL x 3



# September

Community Calendar 2016

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



**September 00**  
**Pet Expo**  
Free doggy bag for every attendee!  
Carson Dog Park  
9am-12 noon  
www.namewebsite.com

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

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



**September 00**  
**Art Show**  
Free Admission  
Somerville College  
4pm-9pm  
www.namewebsite.com

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

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



**September 00**  
**Open House**  
Explore our technical & career programs!  
Somerville  
Vo Tech School  
11am-4pm  
www.namewebsite.com

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

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



## Your Health Means Everything

Protect it with regular screenings and exams from a local leader in men's healthcare.

September is Prostate Cancer Awareness Month. Schedule your comprehensive health exam today, and learn how the latest prostate cancer screening guidelines affect you.

### Somerville Medical Center

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

AD# N1609A17001C PASS 6 COL x 21  
AD# N1609A17004C 10 x 13

**SEE YOU THERE**

**Saturday, September 24**  
11am-4pm

## Harvest Festival

*Bushels of fall fun for the whole family!*  
Hayrides • Games • Kids' Crafts • Petting Zoo  
Pumpkin Patch • Apple Picking • Bounce Zone  
Apple Cider • Fresh Donuts

### Orchard View Farms

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

**FREE EVENT**

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

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

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

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

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

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

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



**September 00**  
**Outdoorsman Expo**  
Discount tickets now online!  
Somerville Convention Center  
6am-8pm  
www.namewebsite.com

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

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

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

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

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

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

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

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

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

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

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

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

**September 24**  
**Harvest Festival**  
Fall fun for the whole family!  
Orchard View Farms  
11am-4pm  
www.namewebsite.com

Companion WEB ADS available on MCC

AD# N1609A17002C  
PASS 3 COL x 7

N1609P20007C

N1609P37004C

N1609P21002C  
N1609P25010C

**Love Where You LIVE**

Ask about our fall move-in specials!

Central Air Conditioning  
New Appliance  
Granite Countertops  
Walk-in Closets  
Swimming Pool & Spa  
Fitness Center  
On-site Laundry  
Covered Parking

**Newly Remodeled Units!**  
One Bedroom from \$1,199  
Two Bedrooms from \$1,599

Surround yourself with the luxury apartment feel and sought-after community amenities that make Village Green Apartments the area's best place to call home.

**Village Green Apartments**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1609A18001C PASS 2 COL. x 5

N1609P39007C

**Treat Yourself to a New Kitchen**

Call or stop by our showroom today to schedule your free in-home design consultation!

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

**Complete Kitchen Packages on sale from \$9,999**

Limited time offer. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**Kitchen Depot**

AD# N1609A18002C PASS 2 COL. x 5

N1609P39008C

**Move Yourself & SAVE**

Pay only for what you need with our convenient and affordable moving supplies and services.

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

Moving Truck Rental  
Moving Boxes & Supplies  
Hourly Moving Labor  
Self-Storage Rentals

AD# N1609A18003C PASS 2 COL. x 5

N1609P39001C

N1203P46009C

**Bible Study**  
*Enrich Your Life!*

Find a deeper connection to faith and community through our Bible study programs for teens and adults.

Join us this week! Tuesdays at 7 pm  
Wednesdays at 2 pm | Thursdays at 7 pm

**St. Andrew's Church**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1609A18004C PASS 2 COL. x 5

N1609P39002C

**Education to Put Your Career in Gear**

**Automotive Technology**

Carpentry & Construction  
Cosmetology | Culinary Arts  
Electrical | Healthcare | HVAC  
Information Technology  
Landscape Design  
Law & Public Safety  
Theater Arts  
Veterinary Science  
Welding & more

We offer an exciting variety of career and technical training programs for high school students and adults, designed to drive real-world success.

To explore our full range of program and get started, call or visit us online today!

**Moore Technical School**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1609A18005C PASS 2 COL. x 5

N1609P39009C

**ADVERTISING & DESIGN EXPERTISE**

to put the focus on your business

Make your business thrive with targeted and effective exposure in the place more people turn and trust for local news and advertising.

Contact us today to speak with an ad consultant about the best way to maximize sales during the upcoming holiday season.

**The Somersville Press**  
In Print & Online  
000.000.0000  
www.namewebsite.com

AD# N1609A18006C PASS 2 COL. x 5

N1609P39012C

Companion WEB ADS available on MCC

**Trusted Care for Your Little Miracle**

We combine state-of-the-art comprehensive care with a personalized and compassionate touch to help you feel your best through every stage of pregnancy.

**New Patients Welcome**

Call today to speak with a patient care coordinator about scheduling your appointment with our experienced team of physicians.

**Somersville Ob/Gyn Associates**  
www.namewebsite.com  
1234 Washington Street  
Somersville Heights  
000-000-0000

AD# N1609A18007C PASS 2 COL. x 5

N1203P46009C

**Keeping You at the Top of Your Game**

Comprehensive family medicine services from a friendly and knowledgeable focus of physicians.  
Sports Physicals | Injury Treatment | Imaging Services | Physical Therapy | Annual Exams  
Nutrition Counseling | Concussion Management

Call to schedule your fall sports physical today!

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

AD# N1609A18008C PASS 2 COL. x 5

N1609P39010C

Enjoy our delicious locally roasted coffee by the cup or by the pound.

**OPEN DAILY at 6AM**

**The Roast With the Most**

coffee bar | boutique | eatery | bakery | with

**NEW Refillable Cold Brew Growlers**

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

AD# N1609A18009C PASS 2 COL. x 5

N1609P38010C

**The Portrait Specialists**

business portraits  
family portraits  
children's portraits  
pet portraits  
graduation portraits  
engagement portraits

Present yourself in the best light with heirloom-quality professional portrait photography.

Book your holiday sitting today!

**Profiles Photography**

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

AD# N1609A19001C PASS 2 COL. x 5

**Designer Office Furniture**

Inspire confidence with a polished and professional look for your workplace.

Ask about our affordable leasing and financing programs! We offer complimentary design consultations and delivery service for your convenience.

**Preston Office Supply**

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

AD# N1609A19002C PASS 2 COL. x 5

**Surround Yourself With Beauty**

We also offer a huge selection of tabletop and wall frames, as well as expert custom framing service!

**ready-to-display Framed Prints**  
affordably priced from **\$14.95**  
Dozens of Unique Styles

**James Art & Framing**

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

AD# N1609A19003C PASS 2 COL. x 5

**Wild About the Outdoors?**

We have all you need to get up close and personal with nature!

**Wildlife Watching Event**  
Going On Now up to 30% Off  
**Binoculars & Optics**

Sale ends September 02, 2016. List details, terms and conditions here. List details, terms and conditions here.

**Summit Sports & Outdoors**

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

AD# N1609A19004C PASS 2 COL. x 5

**Sleep Like a Dream**

It's time to get cozy with big savings on our most comfortable bedding.

**Semiannual Bedding Sale**  
Going On Now up to **50% Off**  
Sheets | Comforters | Pillows | Blankets | Duvets | Mattress Covers | & More

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

AD# N1609A19005C PASS 2 COL. x 5

**Put On a Fall Coat**

Give your home a fresh new look for one low price!

**Special Offer • Painting Bundle**  
+ Gallon Interior Latex Paint  
+ Paint Roller & Covers  
+ Paint Tray + Paint Brush + Painters' Tape  
**Only \$39** A \$55 Value!

**Central Hardware & Paint**

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

AD# N1609A19006C PASS 2 COL. x 5

**SECURITY**

We offer a full range of security and courtesy patrol services to keep your community, business or property protected.

To learn more about services and competitive prices, please give us a call today.

**Professional Security On Demand**

corporate security | event security  
courtesy patrols | loss prevention | personal protection

**Belvine Security Services**

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

AD# N1609A19007C PASS 2 COL. x 5

**Personalized Banking in the neighborhood**

Get Free Checking & Online Bill Payment With Direct Deposit! Call, come in or visit us online today for details or to open your account.

Bank where people care about what matters most to you. For more than 60 years, we've been helping our neighbors meet their goals with quality banking products like safe mortgage lending, affordable education loans, retirement savings and more. To learn more about what we can do for you, stop by today and enjoy a complimentary cup of coffee with one of our friendly banking professionals. We look forward to getting to know you!

**Somersville Community Bank**

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

AD# N1609A19008C PASS 2 COL. x 5

**Don't Miss a Step This Flu Season**

Did you know that antibodies which protect against influenza take about two weeks to develop in the body after vaccination? That's why it's better to vaccinate children early in the fall, before flu season is in full swing.

Call or stop in today for a fast and easy flu shot, no appointment needed!

**Kramer Pediatrics**

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

AD# N1609A19009C PASS 2 COL. x 5

Companion WEB ADS available on MCC



N1609P20009C-●



N1609P20005C-●



N1609P20004C-●



N1609P20002C-●



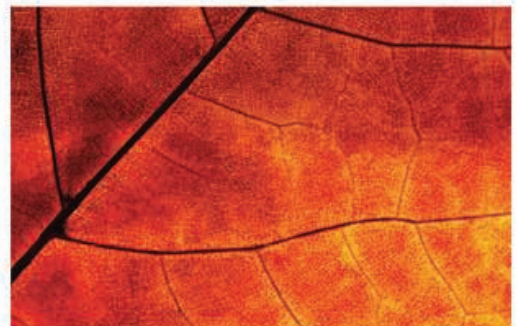
N1609P20008C-●



N1609P20003C-●



N1609P20010C-●



N1609P20001C-●



N1609P20007C-●



N1609P20006C-●



N1609P21001C-●



N1609P21002C-●



N1609P21006C-●



N1609P21007C-●



N1609P21009C-●



N1609P21004C-●



N1609P21010C-●



N1609P21008C-●



N1609P21003C-●



N1609P21005C-●



N1609P22010C-●  
N1609P22011C-●



N1609P22001C\*-○



N1609P22004C\*-○  
N1609P22005C\*-○



N1609P22008C\*-○



N1609P22003C\*-○



N1609P22025C\*-○



N1609P22021C\*-○



N1609P22012C\*-○



N1609P22024C\*-○



N1609P22019C\*-○



N1609P22022C\*-○



N1609P22018C\*-○



N1609P22016C\*-○



N1609P22015C\*-○



N1609P22013C\*-○



N1609P22009C\*-○



N1609P22017C\*-○



N1609P22020C\*-○



N1609P22023C\*-○



N1609P22014C\*-○



N1609P22007C\*-○



N1609P22006C\*-○



N1609P22002C-●



N1609P23001C\*0

# Rake It In *at Our* Fall Lawn & Garden Sale

Starting This Saturday  
Doors open at 9am  
Bag big bargains to spruce  
up your landscape  
for fall!

**Super Buys**  
available while supplies last

**Name Brand  
Lawn &  
Leaf Bags**  
12 count, 30 gallon  
**\$4.95**  
reg. \$7.99

**20% Off**  
Entire Stock  
**Name Brand  
Rakes &  
Garden Tools**  
reg. \$1.99-\$3.99

**Potted  
Mums**  
assorted 12" colors  
**Only \$5**

**Name Brand  
Leaf Blower/Vacuum**  
electric 12 amp 350 CFM  
**\$89.99**  
reg. \$119.99

## Central Hardware

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



Sale ends September 03, 2016.  
List details, terms and conditions  
here. List details, terms and  
conditions here.

AD# N1609A23001C PASS 6 COL x 10

N1609P31005C-0

N1203P46009C\*0

# Step Up Your Shoe Game *for Fall*

Stock your closet with fresh and fabulous footwear fashions, from on-trend ankle booties to urban athletic styles and beyond. We have the latest and greatest looks from your favorite brands on sale all week!

**Sneaker  
Savings**  
Up to 30% Off  
Top-Selling  
Styles

Low Prices on  
**High  
Heels**  
Styles Starting  
at Only  
**\$19.95**

**BOGO  
BOOTS**  
Buy One Pair,  
Get a Second  
Pair 50% Off

Sale ends Sunday, September 03, 2016. Advertised savings on select styles. List details, terms and conditions here.

## Moxie Shoes

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



AD# N1609A23002C PASS 6 COL x 10

N1609P16011C-0

N1609P24004C\*-O

N1609P24005C\*-O

N1609P24006C\*-O

# Fall Sales & Specials

catch them while you can!

**Timson Garden Center**  
2 for \$10 Potted Mums

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

**Steam Team**  
\$99 Fall Carpet Cleaning Special

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

**Spotless Dry Cleaning**  
10% Off Seasonal Storage

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

**Carson Footwear**  
15% Off All Boots

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

**Image Salon**  
\$79 Cut & Color Special

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

**Perks Coffee**  
\$3 Pumpkin Lattes

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

**Spa Bella**  
\$49 Pumpkin Facial

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

**Grant Landscaping**  
\$99 Yard Cleanup Special

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

**Binder Books**  
2 for \$5 Used Paperbacks

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

**Nines Clothiers**  
Sweater Weather Sale

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

**Jumpers Kidswear**  
Giant Outerwear Sale

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

**Lydia's Linens**  
Fall Bed & Bath Makeover Sale

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

**Platinum Beauty Supply**  
Fall Beauty Event Going On Now

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

**Central Hardware**  
Shop Fall Home Improvement Specials

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

**Tiki Tanning**  
\$25 Unlimited Monthly Tanning

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

AD# N1609A24001C 19.334 x 13



N1609P24001C-●

## Usage Suggestion:

Multiple-advertiser, double truck layouts present unique opportunities for advertisers to gain more exposure while sharing the cost of appearing in color in a prime position.

At the same time, they give you a full-color spread. Use the alternative headings on this page to change the focus of the layout, and don't forget to repurpose the content for your Web site.

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

# Shop for Fall

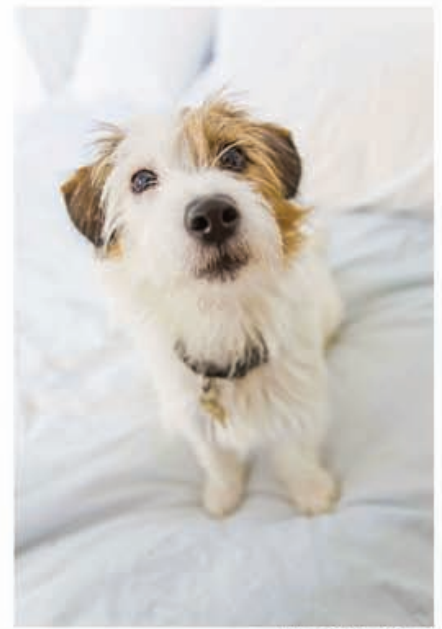
N1609P24002C\*-O

# Best of Fall

N1609P24003C\*-O



N1609P25003C-●



N1609P25004C-●



N1609P25006C-●



N1609P25009C-●



N1609P25005C-●



N1609P25007C-●



N1609P25008C-●



N1609P25010C-●



N1609P25002C-●



N1609P25001C-●



N1609P26004C-●



N1609P26003C-●



N1609P26001C-●



N1609P26010C-●



N1609P26009C-●



N1609P26002C-●



N1609P26007C-●



N1609P26008C-●



N1609P26006C-●



N1609P26005C-●



N1609P27004C-●



N1609P27002C-●



N1609P27001C-●



N1609P27005C-●



N1609P27010C-●



N1609P27007C-●



N1609P27009C-●



N1609P27008C-●



N1609P27006C-●



N1609P27003C-●



N1609P28007C-●



N1609P28003C-●



N1609P28004C-●



N1609P28005C-●



N1609P28008C-●



N1609P28001C-●



N1609P28006C-●



N1609P28002C-●



N1609P28020C\*-○



N1609P28021C\*-○



N1609P28019C\*-○



N1609P28009C\*-○



N1609P28010C\*-○



N1609P28012C\*-○



N1609P28011C\*-○



N1609P28022C\*-○

N1609P28023C\*-○



N1609P28013C\*-○  
N1609P28014C\*-○



N1609P28015C\*-○



IT'S NATIONAL NEWSPAPER WEEK!  
N1609P28016C\*-○  
N1609P28017C\*-○



N1609P28018C\*-○

# Thanks to Our Loyal Subscribers

Fetching you the local stories and developments that matter most is what we do best, and we couldn't do it without your valued readership. Thank you for your support!

Make sure you're enjoying all of your subscriber perks! Go to [namenewspaper.com/subscriberbenefits](http://namenewspaper.com/subscriberbenefits) today.

## The Somersville Press

In Print & Online • Subscribe Today & Save!  
000-000-0000 • [www.namewebsite.com](http://www.namewebsite.com)

AD# N1609A28001C PASS 6 COL. x 3



N1609P29002C-●



N1609P29001C-●



N1609P29004C-●



N1609P29008C-●



N1609P29007C-●



N1609P29003C-●



N1609P29009C\*○  
N1609P29010C\*○



N1609P29006C-●

  
**Subscription  
Special**

N1609P29013C\*○

International   
**Newspaper  
Carrier Day**  
October 8

N1609P29011C\*○  
N1609P29012C\*○



N1609P29005C-●

N1609P29007C-●

**Your Local News  
Just the Way You Like It**

**Home Delivery Subscription Special**  
Includes Free eEdition Access!  
**\$9.99** monthly  
Thursday-Sunday Delivery | Add \$3 for 7-Day Delivery  
Introductory rate special. List details, terms and conditions here. List details, terms and conditions here.

**eEdition Only  
\$4.99** monthly  
Introductory rate special. List details, terms and conditions here. List details, terms and conditions here.

**The Somersville Press**  
In Print, Online & Mobile | Subscribe Today & Save!  
**000-000-0000 | www.namewebsite.com**

AD# N1609A29001C PASS 6 COL. x 3



N1609P30007C-●



N1609P30006C-●



N1609P30003C-●



N1609P30001C-●



N1609P30009C-●



N1609P30004C-●



N1609P30005C-●



N1609P30008C-●



N1609P30011C-●



N1609P30002C-●



N1609P30010C-●



N1609P30012C-●





N1609P31004C-●



N1609P31006C-●



N1609P31012C-●



N1609P31005C-●



N1609P31008C-●



N1609P31011C-●



N1609P31009C-●



N1609P31010C-●



N1609P31001C-●



N1609P31002C-●



N1609P31003C-●



N1609P31007C-●

SECTION COVER:

*Suicide Prevention & Mental Health*

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

Know the Warning Signs of Suicide

Find a Mental Health Professional

Tips for Battling Depression & Anxiety

Mental Health Resource Guide

AD# N1609A32001C

10. x 13

N1609P32001C

N1609P32002C\*

READER CAMPAIGN:

*Facing Mental Health Challenges Together*

Suicide is the third leading cause of death among young people, and greater awareness of suicide prevention resources is key to helping individuals cope with suicidal thoughts before it's too late. Our Suicide Prevention & Mental Health special section is a resource and information guide for those affected by suicide and mental health challenges like depression and anxiety. Look for your copy here and online, and join us in the fight to encourage awareness, erase the stigma and embrace help.

*Suicide Prevention & Mental Health*

A Special Section From  
**NAME NEWSPAPER**

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

AD# N1609A32003C

PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

*Be a Piece of the Solution*

Our upcoming *Suicide Prevention & Mental Health* special section is an opportunity to raise awareness of both suicide prevention and your role in promoting mental health in our community. For more information about participating in this important special section as an advertiser or sponsor, contact your sales rep today.

*Suicide Prevention & Mental Health*

A Special Section From  
**NAME NEWSPAPER**

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

AD# N1609A32004C

PASS 2 COL. x 5

N1609P36004C

N1609P32002C\*

HEADING:  
N1609P32003C\*

# Suicide Prevention

**STOP**

**SUICIDE**

*The Power Is in Our Hands*

Suicide is the third leading cause of death among young people, and greater awareness of suicide prevention resources is key to helping individuals cope with suicidal thoughts before it's too late. Our Suicide Prevention & Mental Health special section is a resource and information guide for those affected by suicide and mental health challenges like depression and anxiety. Look for your copy here and online, and join us in the fight to encourage awareness, erase the stigma and embrace help.

*Suicide Prevention & Mental Health*

A Special Section From  
**NAME NEWSPAPER**

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

AD# N1609A32005C

PASS 2 COL. x 5

**STOP**

**SUICIDE**

*Show Your Support for Suicide Prevention*

Our upcoming *Suicide Prevention & Mental Health* special section is an opportunity to raise awareness of both suicide prevention and your role in promoting mental health in our community. For more information about participating in this important special section as an advertiser or sponsor, contact your sales rep today.

*Suicide Prevention & Mental Health*

A Special Section From  
**NAME NEWSPAPER**

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

AD# N1609A32006C

PASS 2 COL. x 5

N1609P36006C

N1609P32002C\*

QUICK SELL:

*Suicide Prevention & Mental Health*

**Exploring depression**

**Community Center**

**Medical Group**

**Therapist**

**Helpline 000-000-0000**

1234 Washington Street | Commerce City, Heights | 000.000.0000 | [www.namenewspaper.com](http://www.namenewspaper.com)

N1609P32001C

N1609P32002C\*

**suicide**

**depression**

**death**

**hopeless**

**despair**

**hopelessness**

**A Local Guide to Mental Health Resources**

Suicide is the third leading cause of death among young people, and greater awareness of suicide prevention resources is key to helping individuals cope with suicidal thoughts before it's too late. Our Suicide Prevention & Mental Health special section is a resource and information guide for those affected by suicide and mental health challenges like depression and anxiety. Look for your copy here and online, and join us in the fight to encourage awareness, erase the stigma and embrace help.

*Suicide Prevention & Mental Health*

A Special Section From  
**NAME NEWSPAPER**

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

AD# N1609A32007C

PASS 2 COL. x 5

**suicide**

**depression**

**death**

**hopeless**

**despair**

**hopelessness**

**spread the Word About Your Mental Health Services**

Our upcoming *Suicide Prevention & Mental Health* special section is an opportunity to raise awareness of both suicide prevention and your role in promoting mental health in our community. For more information about participating in this important special section as an advertiser or sponsor, contact your sales rep today.

*Suicide Prevention & Mental Health*

A Special Section From  
**NAME NEWSPAPER**

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

AD# N1609A32008C

PASS 2 COL. x 5

N1609P36007C

N1609P32002C\*

Companion WEB ADS available on MCC

SECTION COVER:

N1609P33002C\*

N1609P33001C

N1609P36012C

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

**Local Menus for Every Appetite**

Coupons & Special Offers  
Chef's Choice Favorites

Food online

AD# N1609A33001C 10. x 13

HEADING:  
N1609P33002C\*

**To-Go menu guide**

QUICK SELL:

|                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion |
| Restaurant            | Restaurant            | Restaurant            | Restaurant            | Restaurant            | Restaurant            |

**Practice take-out food safety**

Doing so is making a difference that could save lives. According to a recent study, one in five take-out meals are not safe to eat. The National Food Safety Inspection Service (FDA) has issued a new set of guidelines for food handlers to help prevent foodborne illness. The guidelines include: Wash hands often, use hand sanitizer, wear clean clothes, use clean linens, use clean dishes, use clean equipment, use clean storage, use clean containers, use clean transport, use clean delivery, use clean service, use clean return, use clean disposal, use clean recycling, use clean composting, use clean energy, use clean water, use clean air, use clean soil, use clean food, use clean feed, use clean fiber, use clean fuel, use clean power, use clean information, use clean communication, use clean transportation, use clean technology, use clean innovation, use clean leadership, use clean vision, use clean mission, use clean values, use clean culture, use clean behavior, use clean attitude, use clean mindset, use clean perspective, use clean worldview, use clean philosophy, use clean ideology, use clean belief system, use clean religion, use clean spirituality, use clean ethics, use clean morality, use clean law, use clean justice, use clean equity, use clean freedom, use clean peace, use clean harmony, use clean unity, use clean solidarity, use clean cooperation, use clean assistance, use clean support, use clean encouragement, use clean inspiration, use clean motivation, use clean empowerment, use clean enablement, use clean facilitation, use clean assistance, use clean support, use clean encouragement, use clean inspiration, use clean motivation, use clean empowerment, use clean enablement, use clean facilitation.

Take-out food needs to be handled and stored safely to prevent illness.

N1609P33002C\*

N1609P33001C

|                                                                            |                                                                            |
|----------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Advertiser Suggestion                                                      | Advertiser Suggestion                                                      |
| Restaurant                                                                 | Restaurant                                                                 |
| 1234 Main Street<br>City, State, Zip<br>555-555-5555<br>www.restaurant.com | 1234 Main Street<br>City, State, Zip<br>555-555-5555<br>www.restaurant.com |
| AD# N1609A33002C                                                           | 9.667 x 13                                                                 |
| AD# N1609A33009C                                                           | PASS 6 COL. x 21                                                           |

READER CAMPAIGN:

**What's for Dinner?**

**To-Go menu guide**  
A Special Section From  
**NAME NEWSPAPER**

Our upcoming To-Go Menu Guide has the answer for every appetite. Browse takeout menus and special offers from more than 100 local restaurants, from ethnic cuisine to pizza, sandwiches, classic American fare and so much more!

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

AD# N1609A33003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

**Grow Your Takeout Business**

**To-Go menu guide**  
A Special Section From  
**NAME NEWSPAPER**

Deliver your menu offerings to more doors in our To-Go Menu Guide. This popular pullout and online section will serve as the go-to guide for more than 100,000 local households!

Contact us today to advertise!  
Issue Date: September 00  
Advertising Deadline: September 00  
Call 000.000.0000 • Email [namenewspaper.com](mailto:namenewspaper.com)

AD# N1609A33004C PASS 2 COL. x 5

**Satisfy Your Cravings, From Pizza to Pad Thai!**

**To-Go menu guide**  
A Special section from  
**NAME NEWSPAPER**

Our upcoming To-Go Menu Guide has the answer for every appetite. Browse takeout menus and special offers from more than 100 local restaurants, from ethnic cuisine to pizza, sandwiches, classic American fare and so much more!

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

AD# N1609A33005C PASS 2 COL. x 5

**Make Your Menu Stand Out**

**To-Go menu guide**  
A Special section from  
**NAME NEWSPAPER**

Deliver your menu offerings to more doors in our To-Go Menu Guide. This popular pullout and online section will serve as the go-to guide for more than 100,000 local households!

Contact us today to advertise!  
Issue Date: September 00  
Advertising Deadline: September 00  
Call 000.000.0000 • Email [namenewspaper.com](mailto:namenewspaper.com)

AD# N1609A33006C PASS 2 COL. x 5

**Your Go-To To-Go Guide**

**To-Go menu guide**  
A Special Section from  
**NAME NEWSPAPER**

Our upcoming To-Go Menu Guide has the answer for every appetite. Browse takeout menus and special offers from more than 100 local restaurants, from ethnic cuisine to pizza, sandwiches, classic American fare and so much more!

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

AD# N1609A33007C PASS 2 COL. x 5

**Make Mouths Water**

**To-Go menu guide**  
A Special Section from  
**NAME NEWSPAPER**

Deliver your menu offerings to more doors in our To-Go Menu Guide. This popular pullout and online section will serve as the go-to guide for more than 100,000 local households!

Contact us today to advertise!  
Issue Date: September 00  
Advertising Deadline: September 00  
Call 000.000.0000 • Email [namenewspaper.com](mailto:namenewspaper.com)

AD# N1609A33008C PASS 2 COL. x 5

Companion WEB ADS available on MCC

SECTION COVER:

N1609P34002C\*  
N1609P37008C  
N1609P34001C

**Local** September 2016  
A Special Section From  
**NAME NEWSPAPER**

# Contractors

**How to Hire a Contractor**  
**Fall Project Showcase**  
**Contractor Q&A**

AD# N1609A34001C 10. x 13

HEADING:  
N1609P34002C\*  
N1609P34002C\*

# Local Contractors

QUICK SELL:

## Local Contractors

### What to look for during roof inspections

**Contractor**  
1234 Washington Street  
12345678901234  
www.contractor.com

**Roofing & Siding Co.**  
1234 Washington Street  
12345678901234  
www.roofingandsiding.com

**Hardware Store**  
1234 Washington Street  
12345678901234  
www.hardwarestore.com

**Home Goods Store**  
1234 Washington Street  
12345678901234  
www.homegoodsstore.com

**Home Improvement Store**  
1234 Washington Street  
12345678901234  
www.homeimprovement.com

**Plumber**  
1234 Washington Street  
12345678901234  
www.plumber.com

AD# N1609A34002C 9.667 x 13  
AD# N1609A34009C PASS 6 COL. x 21

READER CAMPAIGN:

**Lay the Foundation for a Successful Project**

Choosing the right contractor for the job is the first and most important step in your major home improvement projects. Ensure the pro you pick is qualified, trustworthy and reliable with a little help from our Local Contractors guide. This special section is filled with advice on how to hire the right contractor, so you can choose wisely and protect your investment.

Issue Date: Sunday, September 00  
In Print & Online at [name.newspaper.com/localcontractors](http://name.newspaper.com/localcontractors)

**Local NAME NEWSPAPER Contractors**

AD# N1609A34003C PASS 2 COL. x 5

**Step One: Hire the Right Contractor**

Choosing the right contractor for the job is the first and most important step in your major home improvement projects. Ensure the pro you pick is qualified, trustworthy and reliable with a little help from our Local Contractors guide. This special section is filled with advice on how to hire the right contractor, so you can choose wisely and protect your investment.

Issue Date: Sunday, September 00  
In Print & Online at [name.newspaper.com/localcontractors](http://name.newspaper.com/localcontractors)

**Local NAME NEWSPAPER Contractors**

AD# N1609A34005C PASS 2 COL. x 5

**Connect With Qualified Local Contractors**

Choosing the right contractor for the job is the first and most important step in your major home improvement projects. Ensure the pro you pick is qualified, trustworthy and reliable with a little help from our Local Contractors guide. This special section is filled with advice on how to hire the right contractor, so you can choose wisely and protect your investment.

Issue Date: Sunday, September 00  
In Print & Online at [name.newspaper.com/localcontractors](http://name.newspaper.com/localcontractors)

**Local NAME NEWSPAPER Contractors**

AD# N1609A34007C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

**Looking to Build Your Business?**

Connecting with new potential clients is key to helping your business thrive. Our Local Contractors special section is the ideal forum for promoting your products and services to a local audience of more than 20,000 households as they prepare to take on fall projects.

To learn more about this valuable advertising opportunity, contact your sales rep today!  
Call 000.000.0000 Email [name@name.newspaper.com](mailto:name@name.newspaper.com)  
Issue Date: September 00  
Advertising Deadline: September 00

**Local NAME NEWSPAPER Contractors**

AD# N1609A34004C PASS 2 COL. x 5

**Introduce Yourself to New Clients**

Connecting with new potential clients is key to helping your business thrive. Our Local Contractors special section is the ideal forum for promoting your products and services to a local audience of more than 20,000 households as they prepare to take on fall projects.

To learn more about this valuable advertising opportunity, contact your sales rep today!  
Call 000.000.0000 Email [name@name.newspaper.com](mailto:name@name.newspaper.com)  
Issue Date: September 00  
Advertising Deadline: September 00

**Local NAME NEWSPAPER Contractors**

AD# N1609A34006C PASS 2 COL. x 5

**Showcase Your Skills in Our Local Contractors Guide**

Connecting with new potential clients is key to helping your business thrive. Our Local Contractors special section is the ideal forum for promoting your products and services to a local audience of more than 20,000 households as they prepare to take on fall projects.

To learn more about this valuable advertising opportunity, contact your sales rep today!  
Call 000.000.0000 Email [name@name.newspaper.com](mailto:name@name.newspaper.com)  
Issue Date: September 00  
Advertising Deadline: September 00

**Local NAME NEWSPAPER Contractors**

AD# N1609A34008C PASS 2 COL. x 5

Companion WEB ADS available on MCC

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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:



N1609P35001C\*O

N1609P37002C

N1609P37011C

AD# N1609A35001C 10. x 13

HEADING:  
N1609P35002C\*O

# Hunting Season

QUICK SELL:



N1609P35009C\*O

N1609P37011C

|                                                                             |                                                                                    |                                                                    |                                                                      |                                                                       |                                                                    |
|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------|
| Advertiser Suggestion                                                       | Advertiser Suggestion                                                              | Advertiser Suggestion                                              | Advertiser Suggestion                                                | Advertiser Suggestion                                                 | Advertiser Suggestion                                              |
| Medical Group<br>1234 Washington Street<br>555.555.5555<br>www.medicall.com | Sporting Goods Store<br>1234 Washington Street<br>555.555.5555<br>www.sporting.com | Doctor<br>1234 Washington Street<br>555.555.5555<br>www.doctor.com | Butcher<br>1234 Washington Street<br>555.555.5555<br>www.butcher.com | Gun Shop<br>1234 Washington Street<br>555.555.5555<br>www.gunshop.com | Dealer<br>1234 Washington Street<br>555.555.5555<br>www.dealer.com |

Advertiser Suggestion: **Sporting Goods Store**  
1234 Washington Street | 555.555.5555 | www.sporting.com

AD# N1609A35002C 9.667 x 13  
AD# N1609A35009C PASS 6 COL. x 21

READER CAMPAIGN:



AD# N1609A35003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:



AD# N1609A35004C PASS 2 COL. x 5



AD# N1609A35005C PASS 2 COL. x 5



AD# N1609A35006C PASS 2 COL. x 5

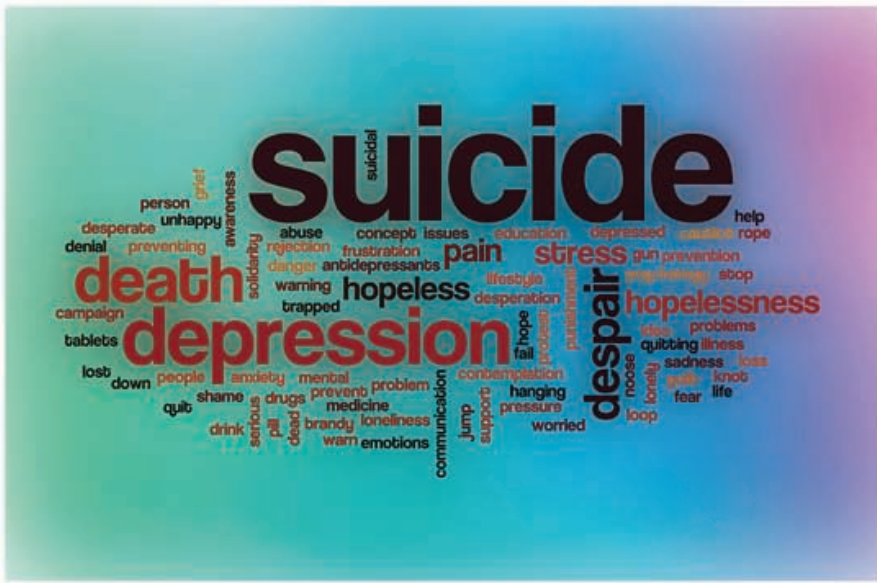


AD# N1609A35007C PASS 2 COL. x 5



AD# N1609A35008C PASS 2 COL. x 5





N1609P36007C-●



N1609P36010C-●



N1609P36004C-●



N1609P36006C-●



N1609P36008C-●



N1609P36014C-●



N1609P36009C-●



N1609P36012C-●



N1609P36003C-●



N1609P36002C-●



N1609P36001C-●



N1609P36005C-●



N1609P36011C-●



N1609P36013C-●



N1609P37008C-●



N1609P37006C-●



N1609P37002C-●



N1609P37003C-●



N1609P37011C-●



N1609P37010C-●



N1609P37005C-●



N1609P37004C-●



N1609P37009C-●



N1609P37012C-●



N1609P37007C-●



N1609P37001C-●



N1609P38010C-●



N1609P38003C-●



N1609P38013C-●



N1609P38001C-●



N1609P38006C-●



N1609P38015C-●



N1609P38005C-●



N1609P38011C-●



N1609P38012C-●



N1609P38004C-●



N1609P38009C-●



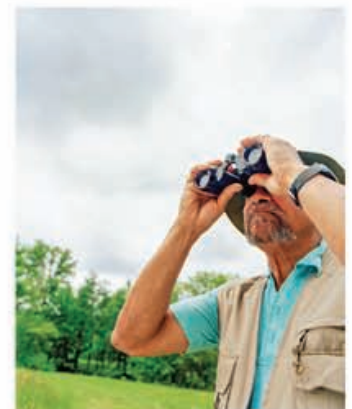
N1609P38007C-●



N1609P38008C-●



N1609P38014C-●



N1609P38002C-●





N1609P39014C-●



N1609P39008C-●



N1609P39004C-●



N1609P39009C-●



N1609P39005C-●



N1609P39007C-●



N1609P39002C-●



N1609P39001C-●



N1609P39013C-●



N1609P39006C-●



N1609P39003C-●



N1609P39012C-●



N1609P39011C-●



N1609P39010C-●

# Promote Premium Placement Opportunities With Metro AdScaPes

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

## Usage Note:

Use this Adscapes shaped specialty ad to draw attention to a subscription promotion or create a start to a campaign for a coffee house. The ad's unique positioning and shape are sure to draw extra attention for your advertiser while gaining premium pricing for you. Introduce a new advertiser with the shaped ad and sell additional smaller-space ads to publish throughout your edition to keep the advertiser's name top-of-mind for readers.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

The main body of text is a dense block of illegible characters, likely representing the content of the ad being promoted.

Companion WEB ADS available on MCC

Nothing goes better with your morning coffee than your local paper.

N1609A40001C

## The Somersville Press

In Print & Online | Subscribe by phone or online today! 000.000.000 | www.namewebsite.com

# See What's Brewing

Subscribe During National Newspaper Week for a Special Rate & a Free \$10 Gift Card to Name Coffee Shop! Offer good October 2-8, 2016.

AD# N1609A40001C PASS 6 COL x 21

N1609P81012C



## Is Your Roof Ready for Winter?

**Free Roof Inspections**  
Don't wait until it's too late. Call now to arrange your complimentary inspection from the roofing experts, and address potential problems before winter storms wreak havoc on your home. We specialize in shingle, flat and tile roofs, offering competitive rates, quality workmanship and a warranty you can trust.



**Fall Special**  
**SAVE \$500 OFF**  
**Any Roof or Siding Job**  
Minimum \$3,000. Call for details & estimate today. List details, terms and conditions here.

100% Financing Available | All Work Guaranteed  
Call to arrange your free in-home estimate!  
Reroofing + Leak Detection + Roof Repair + Gutters & Leaders + Vinyl Siding

Fully Insured & Bonded  
XX License# 000000



### Quality Roofing & Siding

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

AD# N1609A41001C 8.5 x 11

FRONT

N1609P310111C



## Beautify & Protect Your Home With New Siding

Fall is the best time to upgrade your home with new maintenance-free vinyl siding. Not only will it protect and enhance the look of your home, our energy-efficient vinyl siding will also help keep your home warm all winter and reduce energy costs. Contact us today to arrange your free, no-pressure consultation and estimate, and have your new siding installed before Old Man Winter arrives!

**Fall Special**  
**Save \$500 Off**  
**Any Roof or Siding Job**

Minimum \$3,000. Call for details & estimate.

### Quality Roofing & Siding

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

100% Financing Available  
All Work Guaranteed  
Call to arrange your free in-home estimate!

Vinyl Siding + Reroofing + Leak Detection + Roof Repair + Gutters & Leaders

Fully Insured & Bonded  
XY License# 000000



Insured & Bonded

AD# N1609A41002C 8.5 x 11

BACK

N1203P46009C

N1609P49003C  
N1609P48004C

## Go to the Local Source!

News | Information  
Events | Shopping  
Community | & More



Subscribe Today  
Call 000.000.0000  
from 9:00-12:00 on weekdays 9:00-11:00

Go to  
namewebsite.com/  
subscribe  
along with our other offers!  
Offer valid October 8, 2016

**National Newspaper Week**  
**Subscription Special**  
**12 Weeks for \$12**

Includes free unlimited digital access.  
Satisfaction Guaranteed; Cancel Anytime!  
Special introductory rate for Thursday-Sunday home delivery. List other details, terms and conditions here. List other details, terms and conditions here.

**The Somersville Press**  
Local News & So Much More!  
In Print & Online  
000.000.0000 • www.namewebsite.com

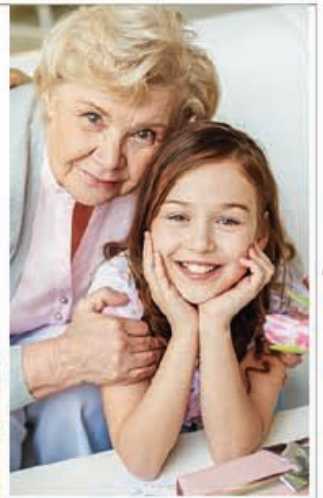
AD# N1609A41003C 8.5 x 11

N1609P48010C

N1609P6909P58001C  
N1609P26091N

## Leave Your Worries Behind!

Private Apartments | Housekeeping Service  
Restaurant-Style Meals | Social Activities  
24-Hour Emergency Response...



**Learn More Today**  
Call or go online today to schedule your consultation and tour with one of our friendly team members, always available to lend a helping hand when you need it.



**All for One Fixed Monthly Price!**  
Compare your current monthly living expenses with the fixed cost of carefree living at Maple Ridge Village, and the value is easy to appreciate! Plus, you'll enjoy the great company of friendly neighbors; engaging community activities; healthy, delicious dining; convenient scheduled transportation; and 24-hour staff for your peace of mind.

### Maple Ridge Village

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

AD# N1609A41004C 8.5 x 11

N1609P59003C



N1609P42005C-●



N1609P4202C-●



N1609P42024C\*-○



N1609P42023C\*-○



N1609P42003C-●



N1609P42018C\*-○  
N1609P42019C\*-○ N1609P42020C\*-○



N1609P42012C\*-○  
N1609P42013C\*-○



N1609P42025C\*-○



N1609P42004C-●



N1609P42001C-●



N1609P42011C\*-○



N1609P42008C\*-○



N1609P42006C\*-○



N1609P42007C\*-○



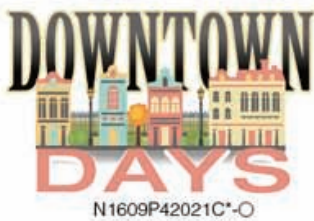
N1609P42014C\*-○  
N1609P42015C\*-○



N1609P42009C\*-○



N1609P42010C\*-○



N1609P42021C\*-○



N1609P42022C\*-○



N1609P42017C\*-○



N1609P42016C\*-○

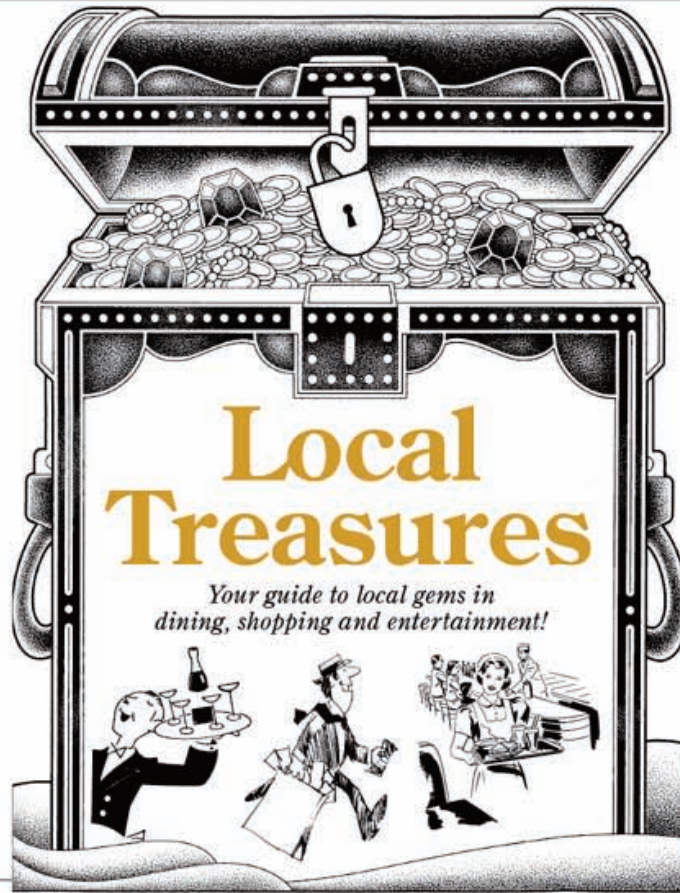
Support for area businesses is fundamental for a strong community and the foundation of every publication's ad revenue. This valuable content is designed to position your paper as the champion of local businesses, and therefore allow you to take the lead with "shop local" advertising.

## "SHOP LOCAL" SUPPORT

This **Local Treasures** multiple-advertiser layout can be a powerful theme to boost local advertisers now and any time of the year. Run this page to help them reach consumers all through the fall season. There is also an alternative tab size available in MCC.

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

N1609P45014A-  
N1609P45015A-  
N1609P45010A-  
N1609P45006A-



### Seasons Cafe

Try our \$9.99 daily blue plate special!

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

### The Mail Room

Shipping, printing, copies, presentations & more

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

### Petals Florist

Friendly service & local delivery

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

### Silver Platter Restaurant

Your host for fine dining & special events since 19XX

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

### Handy Hardware

Good old-fashioned service since 19XX

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

### Miller Menswear

Personalized service & on-site alterations

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

### Occasions Couture

bridals | proms special occasions

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

### Night Owl Lounge

Live musical entertainment nightly

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

### Fingerpaint Gallery

Showcasing talented local artists

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

### The Book Nook

new & used books in-store cafe

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

### Gemstone Jewelers

Your trusted local jeweler since 19XX

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

### Farmhouse Antiques

Stop in and say hello!

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

AD# N1609A43001C

PASS 6 COL x 21

AD# N1609A43002C

10 x 13



N1609P44013A-●



N1609P44008A-●



N1609P44009A-●



N1609P44003A-●



N1609P44006A-●



N1609P44007A-●



N1609P44012A-●



N1609P44010A-●



N1609P44002A-●



N1609P44005A-●



N1609P44011A-●



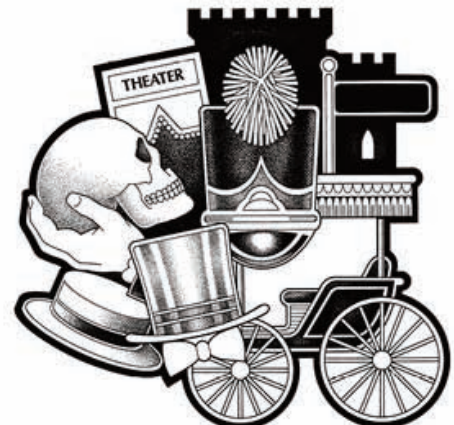
N1609P44001A-●



N1609P44014A-●



N1609P44004A-●



N1609P44015A-●

Over 100 years of providing premium content makes Metro's archive one of the deepest and richest in existence. Now you can access some of the best from years past to use in your creative design work.

(MCC Creative Library / Image Type: Retro)



N1609P45005A-●



N1609P45007A-●



N1609P45009A-●



N1609P45015A-●



N1609P45011A-●



N1609P45008A-●



N1609P45013A-●



N1609P45006A-●



N1609P45010A-●



N1609P45004A-●



N1609P45001A-●



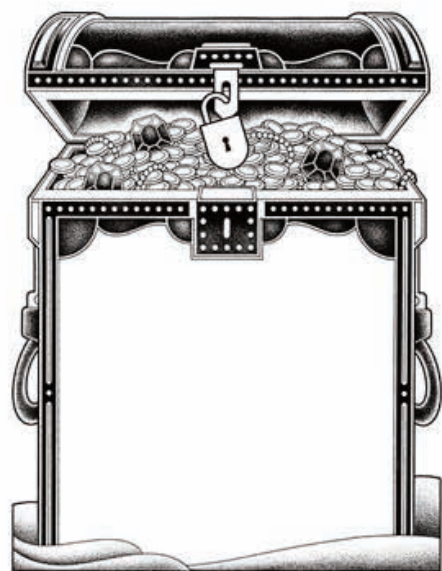
N1609P45003A-●



N1609P45002A-●



N1609P45012A-●



N1609P45014A-●

Bonus images available in the MCC Creative Library:



N1609P46001C-●



N1609P46003C-●



N1609P46005C-●



N1609P46004C-●



N1609P46002C-●

## 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 **Holiday Gift Guide** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call **800-223-1600** or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



Bonus images available in the MCC Creative Library:



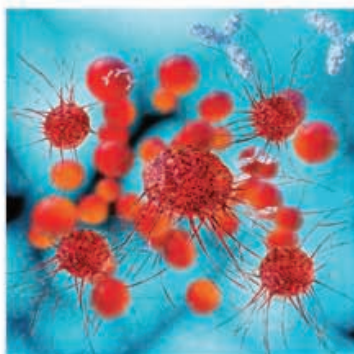
N1609P47001C-●



N1609P47002C-●



N1609P47005C-●



N1609P47004C-●



N1609P47003C-●

## 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 **Cancer Awareness & Prevention** Templated Special Sections package in the MCC Editorial Library. Like what you see? Call 800-223-1600 or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!



TSS COVER



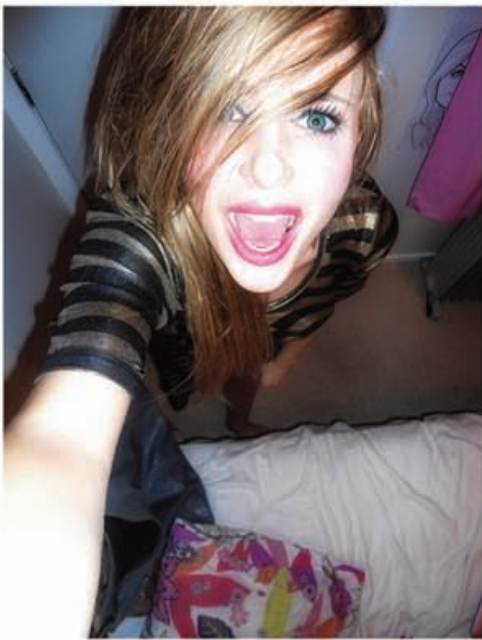
8.5 x 11 SALES SHEET



PASS 2 COL x 5



PASS 2 COL x 5



N1609P48006C-●



N1609P48005C-●



N1609P48001C-●



N1609P48002C-●



N1609P48009C-●



N1609P48003C-●



N1609P48007C-●



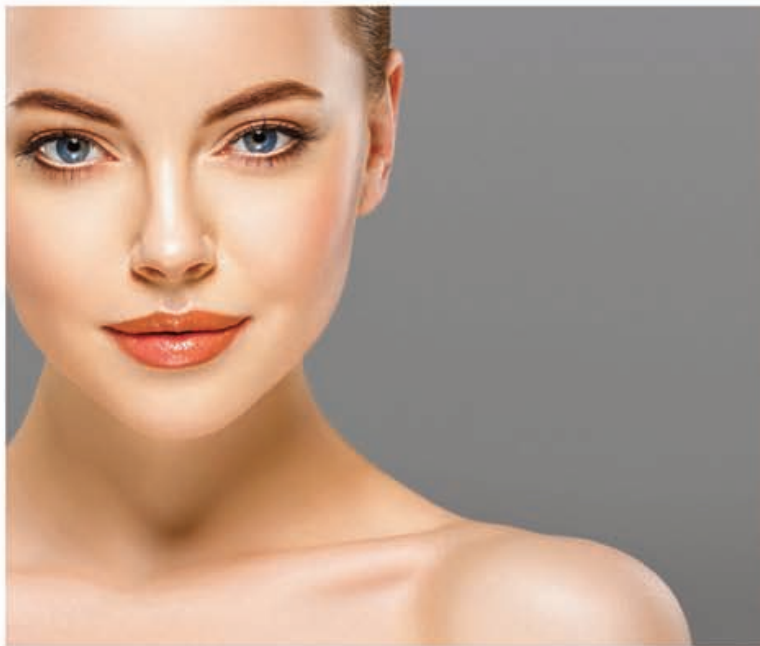
N1609P48004C-●



N1609P48008C-●



N1609P48010C-●



N1609P49010C-●



N1609P49011C-●



N1609P49003C-●



N1609P49004C-●



N1609P49005C-●



N1609P49002C-●



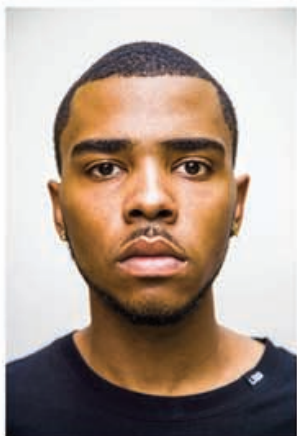
N1609P49012C-●



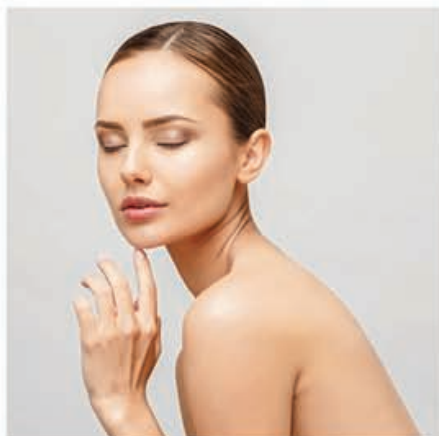
N1609P49008C-●



N1609P49007C-●



N1609P49001C-●



N1609P49006C-●



N1609P49009C-●



N1609P50001C-●

### Usage Notes:

Use these backgrounds to help promote seasonal events, services and merchandise, including fall, back to school, Grandparents Day, hunting season 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)



N1609P50002C-●



N1609P50004C-●



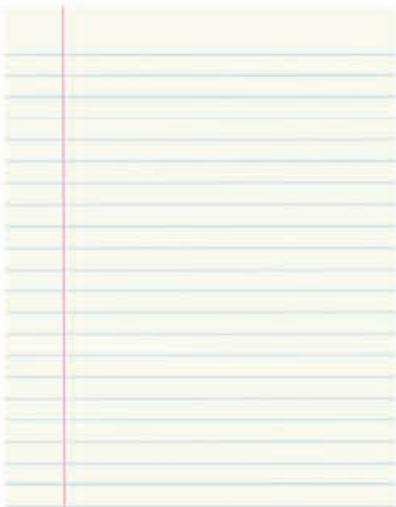
N1609P50003C-●



N1609P50005C-●



N1609P50006C-●



N1609P50008C-●



N1609P50007C-●



N1609P50010C-●

N1609P51001C



N1609P51002C



N1609P51003C



N1609P51004C



N1609P51005C



N1609P51006C



### Usage Suggestions:

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for home improvement, interior design, stone and countertop suppliers, fall getaways, electronics ... and more.



N1609P52020C\*-O



N1609P52019C\*-O



N1609P52016C\*-O



N1609P52014C\*-O



N1609P52018C\*-O



N1609P52005C\*-O



N1609P52013C\*-O



N1609P52007C\*-O



N1609P52009C\*-O



N1609P52001C\*-O



N1609P52015C\*-O



N1609P52006C\*-O



N1609P52002C\*-O



N1609P52003C\*-O



N1609P52011C\*-O



N1609P52008C\*-O



N1609P52017C\*-O



N1609P52004C\*-O



N1609P52012C\*-O



N1609P52010C\*-O



N1609P53001C\*-O



N1609P53005C\*-O



N1609P53003C\*-O



N1609P53004C\*-O



N1609P53002C\*-O



N1609P53009C\*-O



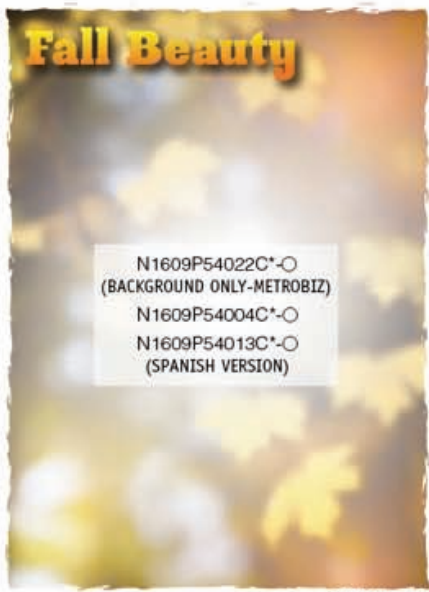
N1609P53006C\*-O



N1609P53007C\*-O



N1609P53008C\*-O



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25

**Usage Note:**

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

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



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25





MCC KEYWORD HINT: Cosmetic Surgery Center  
N1609P55007C-●



MCC KEYWORD HINT: Medspa  
N1609P55008C-●



MCC KEYWORD HINT: Tattoo Artist  
N1609P55009C-●



MCC KEYWORD HINT: Landscaper  
N1609P55010C-●



MCC KEYWORD HINT: Nutritionist  
N1609P55011C-●



MCC KEYWORD HINT: Optician  
N1609P55012C-●

### 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.



N1609P55001C\*-○



N1609P55002C\*-○



N1609P55003C\*-○



N1609P55004C\*-○



N1609P55005C\*-○



N1609P55006C\*-○



MCC KEYWORDS: ICON SET, AUTUMN  
N1609S56001C\*-O



MCC KEYWORDS: ICON SET, FALL HOME IMPROVEMENT  
N1609S56002C\*-O



MCC KEYWORDS: ICON SET, HUNTING  
N1609S56003C\*-O



MCC KEYWORDS: ICON SET, VEGETABLES  
N1609S56006C\*-O



MCC KEYWORDS: ICON SET, SHOPPING  
N1609S56005C\*-O



MCC KEYWORDS: ICON SET, SHOP LOCAL, EAT LOCAL  
N1609S56004C\*-O



N1609P57020C\*-O



N1609P57021C\*-O



N1609P57022C\*-O



N1609P57023C\*-O



N1609P57024C\*-O



N1609P57025C\*-O



N1609P57026C\*-O



N1609P57027C\*-O



N1609P57028C\*-O



N1609P57030C\*-O



N1609P57029C\*-O



N1609P57031C\*-O



N1609P57032C\*-O



N1609P57033C\*-O



N1609P57034C\*-O



N1609P57001C\*-O



N1609P57002C\*-O



N1609P57003C\*-O



N1609P57004C\*-O



N1609P57014C\*-O



N1609P57015C\*-O



N1609P57017C\*-O



N1609P57018C\*-O



N1609P57016C\*-O



N1609P57005C\*-O



N1609P57006C\*-O



N1609P57007C\*-O



N1609P57008C\*-O



N1609P57009C\*-O



N1609P57010C\*-O



N1609P57011C\*-O



N1609P57012C\*-O



N1609P57013C\*-O

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



MCC KEYWORDS: ICON SET, AUTUMN  
N1609S57035C\*-O



N1609P58004C-●



N1609P58005C-●



N1609P58001C-●



N1609P58003C-●



N1609P58002C-●



N1609P58009C\*-○



N1609P58010C\*-○



N1609P58006C-●



N1609P58016C\*-○  
N1609P58017C\*-○



N1609P58014C\*-○



N1609P58015C\*-○

**Celebrating  
Grandparents**

N1609P58013C\*-○

**Grandparents Day**  
September 11

N1609P58011C\*-○  
N1609P58012C\*-○



N1609P58007C\*-○  
N1609P58008C\*-○

N1609P66011C-●



Grandparents Day  
**Breakfast  
Specials**



**Free Coffee**  
for Grandparents  
**Sunday, September 11**

**\$2.99 Kids'**  
Breakfast Menu

**\$4.99 Senior**  
Breakfast Menu

Try our famous Belgian  
waffles or our new waffle  
breakfast sandwich!



**Carousel Diner**

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

AD# N1609A58001C PASS 6 COL. x 3

N1209P46009C\*-○



N1609P59005C-●



N1609P59004C-●



N1609P59003C-●



N1609P59002C-●



N1609P59006C-●



N1609P59016C\*-○



N1609P59007C\*-○



N1609P59011C\*-○



N1609P59013C\*-○



N1609P59008C\*-○



N1609P59009C\*-○



N1609P59001C-●



N1609P59010C\*-○



N1609P59014C\*-○



N1609P59015C\*-○



N1609P59012C\*-○



## Because Grandparents Are a Special Gift...

scrapbooking supplies | photo frames |  
collectible handprint kits | specialty baking  
& candy making | jewelry making & beading  
| needlepoint kits | & so much more

Honor them with a thoughtful  
gift of your own on Grandparents Day.

### Stitch Craft Supply

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



AD# N1609A59001C PASS 6 COL. x 3



N1609P60003C-●



N1609P60002C-●



N1609P60004C-●



N1609P60001C-●



N1609P60005C-●

**SUICIDE**  
**Prevention**  
**HELPLINE**

N1609P60007C\*○

**Suicide Prevention**  
**Awareness**  
**Month**

N1609P60006C\*○

**SUICIDE**  
**Prevention**  
**HELPLINE**  
**000.000.0000**

**Name**  
**Organization**

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

If you or someone you know is depressed or having suicidal thoughts, we are here with immediate crisis counseling, resource referrals, hope and help.

AD# N1609A60001C PASS 2 COL. x 4

**Suicide Prevention**  
**Awareness**  
**Month**

Suicide takes tens of thousands of lives each year, and affects thousands more who are left behind. Oftentimes, the stigma surrounding suicide prevents people from talking about it and seeking the help they need to survive and recover. That's why suicide prevention starts with each of us. Participating in awareness activities, volunteering or reaching out to somebody who you think may be depressed are all ways you can help during Suicide Prevention Month and every day.

If you are in crisis, call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255).

**Name**  
**Sponsor**

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

AD# N1609A60002C PASS 2 COL. x 4

**Depression?**  
Anxiety? Grief? Despair?

Call **000.000.0000**

Free Initial Consultation  
No judgement. No stigma.  
Just the help you need to  
feel like yourself again.

**Outreach**  
**Counseling**  
**Center**

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

AD# N1609A60003C PASS 2 COL. x 4



N1609P61011C-●



N1609P61010C-●



N1609P61005C-●



N1609P61003C-●



N1609P61004C-●



N1609P61007C-●



N1609P61009C-●



N1609P61008C-●



N1609P61012C-●



N1609P61002C-●



N1609P61013C-●



N1609P61001C-●



N1609P61006C-●



N1609P62012C-●



N1609P62007C-●



N1609P62008C-●



N1609P62006C-●



N1609P62010C-●



N1609P62004C-●



N1609P62001C-●



N1609P62002C-●



N1609P62003C-●



N1609P62011C-●



N1609P62009C-●



N1609P62005C-●





N1609P63005C-●



N1609P63009C-●



N1609P63004C-●



N1609P63002C-●



N1609P63006C-●



N1609P63003C-●



N1609P63010C-●



N1609P63007C-●



N1609P63008C-●



N1609P63001C-●



N1609P63023C\*-○  
N1609P63024C\*-○



N1609P63015C\*-○  
(Spanish Food - Paella)



N1609P63011C\*-○  
(American Food - Rib Steak)



N1609P63014C\*-○  
(Mexican Food - Tacos & Rice)



N1609P63013C\*-○  
(French Food - Coq Au Vin)



N1609P63012C\*-○  
(Chinese Food - General Tso Chicken)



N1609P63026C\*-○



N1609P63021C\*-○



N1609P63020C\*-○



N1609P63019C\*-○



N1609P63018C\*-○



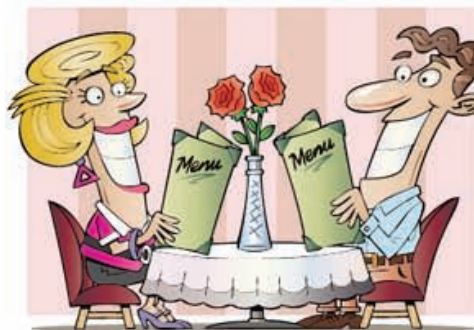
N1609P63016C\*-○



N1609P63017C\*-○



N1609P63027C\*-○



N1609P63022C\*-○



N1609P63025C\*-○



N1609P64001C-●



N1609P64009C-●



N1609P64005C-●



N1609P64008C-●



N1609P64004C-●



N1609P64003C-●



N1609P64007C-●



N1609P64010C-●



N1609P64015C\*-○  
(Thai Food - Chicken Pad Thai)



N1609P64036C\*-○



N1609P64035C\*-○



N1609P64006C-●



N1609P64002C-●



N1609P64014C\*-○  
(Japanese Food - Sushi)



N1609P64031C\*-○



N1609P64030C\*-○



N1609P64029C\*-○



N1609P64016C\*-○



N1609P64028C\*-○



N1609P64025C\*-○



N1609P64013C\*-○  
(Italian Food - Penne Alla Vodka)



N1609P64027C\*-○



N1609P64026C\*-○



N1609P64017C\*-○



N1609P64024C\*-○



N1609P64023C\*-○



N1609P64019C\*-○



N1609P64012C\*-○  
(Indian Food - Mutter Paneer)



N1609P64020C\*-○



N1609P64018C\*-○



N1609P64022C\*-○



N1609P64021C\*-○



N1609P64011C\*-○  
(Greek Food - Gyro)



N1609P64034C\*-○



N1609P64033C\*-○



N1609P64032C\*-○

Great mornings  
served here!



Senior  
Specials  
& Kids'  
Menu

**Breakfast Specials**

Served with fresh juice or bottomless coffee

- Bacon & Eggs**  
served any style with  
your choice of toast  
& potatoes  
**\$4.99**
- Eggs Benedict**  
your choice of spinach  
or ham served with  
potatoes  
**\$5.99**
- Belgian Waffles**  
served with berries,  
cream & fresh  
fruit salad  
**\$3.99**
- Muffin of the Day**  
served warm with  
butter & homemade  
jam  
**\$1.99**
- Buttermilk Pancakes**  
served with your choice  
of bacon or sausage  
**\$3.99**



Sunrise  
Cafe

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



Open Daily at 6AM

AD# N1609A65001C PASS 3 COL. x 10

N1609P63001C

N1609P66023C

N1609P66027C

N1203P46009C

Indulge in our  
mouthwatering  
ramen, prepared  
from scratch and  
slow-cooked in  
the classic  
tradition.



A Feast  
for the Senses

Try our tasty  
Japanese tapas  
or rice bowls!  
Now serving  
beer, wine  
& sake!

**Ramen Bowls**

- Made to Order!
- + Savory Pork or Vegan Broth
  - + Healthy, Fresh Vegetables
  - + Homemade Noodles
  - + Chicken, Beef, Tofu or Shrimp

Ramen Room

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

AD# N1609A65002C PASS 3 COL. x 10

N1609P63010C

Italian  
Kitchen &  
Pasta Bar



Two-for-One  
Pasta Tuesdays  
Half-Price Wine  
Wednesdays  
\$29 Family-Style  
Sunday Supper

Authentic  
Italian Cuisine  
Wood-Fired Artisan Pizza  
Daily Lunch & Dinner Specials  
20 Homemade Pasta Specialties

Cucina

Reservations welcome  
Closed Mondays

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



AD# N1609A65003C PASS 3 COL. x 10

N1609P66008C



Ocean-Fresh  
Favorites

A destination for  
seafood lovers, we  
offer unparalleled  
quality and flavor in  
sustainable fish and  
raw bar specialties.

- Fresh Fish
- Raw Bar
- Fish Tacos
- Clam Chowder
- Fish & Chips
- Seafood Market
- Beer, Wine & Cocktails

Clamshell Cafe

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



AD# N1609A65004C PASS 3 COL. x 10



N1609P66014C-●  
BOTTLE OF WINE



N1609P66013C-●  
APPLE CIDER



N1609P66012C-●  
APPLE CIDER & APPLES



N1609P66008C-●  
OYSTERS



N1609P66009C-●  
OYSTERS



N1609P66010C-●  
WAFFLES



N1609P66011C-●  
WAFFLES



N1609P66001C-●  
BROCCOLINI



N1609P66002C-●  
ASPARAGUS



N1609P66005C-●  
ORGANIC APPLES



N1609P66016C-●  
POURING A GLASS OF WINE



N1609P66021C-◇  
PLATE OF OYSTERS



N1609P66026C-◇  
SWEET POTATOES



N1609P66022C-◇  
BREAKFAST



N1609P66003C-●  
ORGANIC RASPBERRIES



N1609P66015C-●  
WINE BOTTLES



N1609P66025C-◇  
POTATOES



N1609P66024C-◇  
RED POTATOES



N1609P66020C-◇  
AVOCADOS



N1609P66018C-●  
CHICKEN POT PIE



N1609P66006C-●  
PASTA PLATE



N1609P66027C-◇  
WAFFLES



N1609P66023C-◇  
BREAKFAST PLATE



N1609P66004C-●  
ORGANIC APPLES



N1609P66007C-●  
OYSTERS



N1609P66029C-◇  
NACHOS & GUACAMOLE



N1609P66019C-◇  
BUNCH OF CARROTS



N1609P66028C-◇  
BOWL OF RICE



N1609P66017C-●  
CHICKEN POT PIE

**SIMPLE.  
NATURAL.  
BETTER.**



Shop everyday low prices  
on fresh produce and  
quality groceries.

- Local & Organic Fruit & Vegetables
- Fresh Fish & Meat Market
- All-Natural Eggs & Dairy
- Non-GMO Groceries & Snacks
- Premium Cold Cuts & House Salads
- Freshly Baked Breads & Desserts
- Vegan & Gluten-Free Specialty Items
- Vitamins & Supplements

**Save  
\$5 Off**

**Your Purchase  
of \$25 or More**

Offer valid with coupon September 00-01,  
2016. List details, terms and conditions here.  
List details, terms and conditions here.

**Central Market**  
1234 Washington Street  
000-000-0000 | www.namewebsite.com

**Save  
\$10 Off**

**Your Purchase  
of \$50 or More**

Offer valid with coupon September 00-01,  
2016. List details, terms and conditions here.  
List details, terms and conditions here.

**Central Market**  
1234 Washington Street  
000-000-0000 | www.namewebsite.com

Open Monday-Saturday 8 a.m.-8 p.m.  
Sunday 8 a.m.-6 p.m.



**Central Market**

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

N1609P67004C

N1203P46009C

AD# N1609A67001C PASS 6 COL. x 10

**Grocery** &  
Convenience Mart

N1609P67003C\*-O

**GROCERY  
COUPON  
SPECIALS**



N1609P67001C\*-O

**Natural Food**  
Market

N1609P67002C\*-O



N1609P68014C\*-O  
(Bard on the Beach Shakespeare Festival)



N1609P68015C\*-O  
(Bard on the Beach Shakespeare Festival)



N1609P68004C\*-O



N1609P68006C\*-O



N1609P68003C\*-O



N1609P68018C\*-O



N1609P68017C\*-O



N1609P68016C\*-O



N1609P68005C\*-O



N1609P68001C\*-O



N1609P68011C\*-O



(LET'S SIGN UP!)  
N1609P68008C\*-O



N1609P68002C\*-O



N1609P68012C\*-O



N1609P68013C\*-O



(HUNTERS, ARE YOU READY?)  
N1609P68007C\*-O



(FALL HARVEST)  
N1609P68009C\*-O



(WORKERS, TAKE A BREAK)  
N1609P68010C\*-O



N1609P69011C-●  
SAINT PACOME, QUEBEC



N1609P69004C-●  
THE MASTERS



N1609P69008C-●  
TORONTO WATERFRONT



N1609P69006C-●  
JACQUES CARTIER, MONTREAL



N1609P69005C-●  
VILLA IN MT TREMBLANT, QUEBEC



N1609P69010C-●  
SCENIC FOOTPATH



N1609P69007C-●



N1609P69002C-●



N1609P69003C-●  
LAKE OF THE WOODS, ONTARIO



N1609P69001C-●  
MT TREMBLANT, QUEBEC



N1609P69012C-●  
PINE FOREST, BANFF NATIONAL PARK



N1609P69009C-●  
MAPLE LEAF

**MCC KEYWORD HINT: week1**

This is your illustration and copy for September 1, 2016.

**Hasty Judgements**



It is almost always a mistake to jump to conclusions about other people's motives. We may think that someone is doing something for the worst of reasons, but we really do not and cannot know with certainty why people do the things they do. Concluding our own motives and judging ourselves can often be valuable for our own spiritual progress, but judging others is almost always a mistake because we simply can't know someone else's motives. So why do we do it? Why can we so quickly judge other people? Perhaps part of the reason is simply that to get along with others we have to be in tune with what others are thinking and feeling. We can't be blind to the fact that other people have feelings and motives for doing what they do. But by judging others charitably, and assuming the best of them rather than the worst, we usually get along much better. In fact, sometimes the charitable judgment becomes a self-fulfilling prophecy. So if you are going to be heavy in making judgments about others, at least be heavy in making charitable judgments. All it takes is a bit of kindness, empathy, and perhaps a desire to get others to act with kindness, empathy and a smile of their own.  
—Christopher Simon

*"Do not judge, or you too will be judged. For in the same way you judge others, you will be judged, and with the measure you use, it will be measured to you."  
—Matthew 7:1-2 NIV*

AD# N1609A70002C PASS 2 COL. x 5.25

N1609P70007C\*-O  
N1609P70002C\*-O

**MCC KEYWORD HINT: week2**

This is your illustration and copy for September 8, 2016.

**Guarding Our Tongues**



While it may be a cliché to say that everyone has their own opinion, the fact that dissent often arises from this diversity of opinion is worth noting, and worth being something about. Being well-informed about social or political affairs may be a virtue in certain circles, but not if it makes us opinionated and difficult to be around. Even the best of friends and close families can sometimes be divided by strongly expressed opinions. It can be difficult to hear others expressing opinions which run counter to our own, especially in matters of faith and morals, and it requires a strong will in those circumstances to hold our tongue, but the person who is quick to vent the opinions of the opinionated comes across as opinionated himself. As the saying goes, it's better to hold your tongue and be thought a fool than to open your mouth and remove all doubt. So realize that we all have opinions, and when we are asked for ours it makes sense to give it, but others' opinions are usually best left unaid.  
—Christopher Simon

*"Those who guard their mouths and their tongues keep themselves from sinning."  
—Proverbs 21:23 NIV*

AD# N1609A70001C PASS 2 COL. x 5.25

N1609P70006C\*-O  
N1609P70001C\*-O

**MCC KEYWORD HINT: week3**

This is your illustration and copy for September 15, 2016.

**Our Brother Jesus**



Saint Augustine refers, in one of his sermons, to Jesus as "our brother" and reminds us that Jesus became our brother out of mutual goodness. If Jesus is the son of God and we call God our father then it follows logically that Jesus is our brother. God is both our spiritual and metaphysical father because he is the source of our existence. God's choosing to come to earth and put on human flesh in the person of Jesus makes him our brother in the metaphysical sense that we share the same physical constitution, and the teachings of Jesus, as recorded in the Gospels, make him our spiritual brother. Jesus speaks so convincingly to us in the spiritual realm because he is truly human and truly divine, and he reminds us that we all have the spark of the divine within us—the kingdom of heaven is within us (Luke 17:21). But he also tells us that those who bear the word of God and put it into practice are his brothers (Luke 8:21). So remember that you have a brother in heaven who is also close at hand, ready to help to ease of trouble and a sure guide on our journey home. Brother Jesus, keep us in your care and guide us to our heavenly home.  
—Christopher Simon

*"Think of our whole world people. Holy and true who are made fully one of the same family. In Jesus is our father in all these brothers and sisters."  
—11th verse 2:11 NIV*

AD# N1609A70005C PASS 2 COL. x 5.25

N1609P70010C\*-O  
N1609P70005C\*-O

**MCC KEYWORD HINT: week4**

This is your illustration and copy for September 22, 2016.

**Living in Harmony with Others**



We all know at least one person who seems to get along with everyone, the person who always has a smile on his or her face and who seems to have a close word for everyone. What we should learn from them is that people who are the most you are to them. In other words, kindness is contagious, and people act as mirrors for other people's reactions. Good public speakers know that it's easy to get a crowd riled up, or riled down, because we are emotional creatures who mirror the reactions of those around us. Modern neuroscientists have discovered that we have "mirror neurons" which trigger emotional responses in ourselves after seeing them in others. The practical impact of this is that it's easy to improve our world by simply relating others with loving kindness and trying to live in harmony with those around us. When those around us are friendly and warm our kindness this is quite easy, but it becomes considerably more difficult when those around us are angry or hostile, especially if they are attacking us. In that case we have to make a conscious effort to overcome what our bodies and bodies are prompting us to do and to turn our words into friendly grins.  
—Christopher Simon

*"Who shows who persons you like and do not like. Rightly with their who opinion, mirror with their who mirror. Live in harmony with our neighbor."  
—Romans 12:14-15 NIV*

AD# N1609A70003C PASS 2 COL. x 5.25

N1609P70008C\*-O  
N1609P70003C\*-O

**MCC KEYWORD HINT: week5**

This is your illustration and copy for September 29, 2016.

**Low People in High Places**



A person's position in society or in an organization doesn't always correlate with his or her moral stature. The CEO of the company is sometimes a jerk while the cleaning lady or the guy who runs the mailroom may be the nicest person you'll ever meet. The ambition which it takes to get to high places may injure some people to not concern or treat others poorly, whereas the person who does the so-called "menial" work may realize that she serves others and thus act accordingly. There is a spiritual lesson here which it behooves us to pay attention to. That is, we should be willing to do menial work and also be willing to associate with "lowly" people. People who work in the caring professions (doctors, nurses, teachers and social workers, among others) know that everyone has their cross to bear, and even the lowliest among us have a story to tell. So take time to hear their story and don't be afraid to associate with the lowly. Angels have been known to come among us in the form of weeping strangers.  
—Christopher Simon

*"Do not be proud, but do willing to associate with people of low position. Do not be arrogant."  
—Romans 12:16 NIV*

AD# N1609A70004C PASS 2 COL. x 5.25

N1609P70009C\*-O  
N1609P70004C\*-O



N1609P70011C\*-O



N1609P70012C\*-O



N1609P70013C\*-O



N1609P70015C\*-O



N1609P70014C\*-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 | NAME SPONSOR |

AD# N1609A70006C PASS 6 COL. x 7

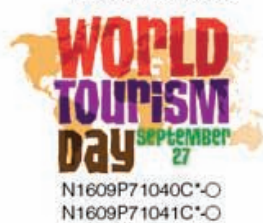
N1609P70016C\*-O





**METRO** Events  
CREATE. SELL. PROFIT.

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





N1609P72039C\*-O



N1609P72038C\*-O



N1609P72037C\*-O



N1609P72035C\*-O



N1609P72034C\*-O



N1609P72033C\*-O



N1609P72015C\*-O



N1609P72016C\*-O



N1609P72021C\*-O



N1609P72032C\*-O



N1609P72031C\*-O



N1609P72030C\*-O



N1609P72029C\*-O



N1609P72028C\*-O



N1609P72017C\*-O



N1609P72018C\*-O



N1609P72027C\*-O



N1609P72026C\*-O



N1609P72025C\*-O



N1609P72024C\*-O



N1609P72023C\*-O



N1609P72022C\*-O



N1609P72019C\*-O



N1609P72020C\*-O



N1609P72036C\*-O



N1609P72012C\*-O  
(Tablet Computer)



N1609P72011C\*-O  
(HDTV)



N1609P72013C\*-O  
N1609P72014C\*-O  
(Smartphone)



N1609P72007C\*-O  
(Service Dog)



N1609P72002C\*-O  
(Braille Book)



N1609P72003C\*-O  
(Hearing Aid)



N1609P72006C\*-O  
(Sunglasses)



N1609P72010C\*-O  
(Service Dog)



N1609P72008C\*-O  
N1609P72009C\*-O  
(Blind Man with Service Dog)



N1609P72005C\*-O  
(Disabled Person Placard)



N1609P72004C\*-O  
(White Cane)

N1609P72001C\*-O  
(Prosthetic leg)

# METRO SPECIAL SECTIONS CAN BE THE **FINANCIAL STAR** OF YOUR NEWSPAPER



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 monthly 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
- Up your profitability — coordinate your print sections with mobile-responsive e-Sections



Reap the rewards of catering to your community's passions – get a **FREE Metro Special Section** of your choice TODAY!

- Call **800-223-1600** or email [service@metro-email.com](mailto:service@metro-email.com)

**METRO**<sup>®</sup>  
CREATIVE GRAPHICS, INC.

CREATE. SELL. PROFIT.



PP. 01-72

### METRO NEWSPAPER SERVICE

September MNS is filled with ready-to-sell sales opportunities for fall, Grandparents Day, dining & entertaining, Hunting & Fishing Day, shop local, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 73-80

### MiAD SPEC AD LIBRARY

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



JULY  
Issue  
PP.  
81-93

### CAMPAIGNS & CLASSIFIED

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

# METRO

CREATIVE GRAPHICS, INC.

519 Eighth Avenue  
New York, NY 10018

PRSR7 STD  
US POSTAGE  
PAID  
SOUTHERN, MD  
PERMIT 4205



Now close more sales like magic with **MiAD Wizard**

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

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

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

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

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

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

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



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

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

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

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

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

**800.223.1600**  
[metrocreativeconnection.com](http://metrocreativeconnection.com)  
[service@metro-email.com](mailto:service@metro-email.com)