

CREATE. SELL. PROFIT.

METRO[®]

CREATIVE SERVICES



HUNTING & FISHING

Target outdoor advertisers with ads and images for National Hunting & Fishing Day.



HOME IMPROVEMENT

Build revenue with content tools to frame sales from home improvement advertisers.



NATIONAL NEWSPAPER WEEK 2017

Ready-to-implement ideas for promoting your publication to advertisers and new subscribers.



MiAD Spec

Ad Library PP. 45-52:

Dozens of ready-to-sell spec ads for home improvement and fall sales advertisers – MiAD enabled!

Rake it in with dozens of images, ideas and spec ads to close more sales from

Autumn Advertisers

AUTUMN



ON THE COVER: N1709P31001C

Use bold and beautiful autumn images like this one to make sales flourish from a variety of retailers introducing fall merchandise lines or from service providers promoting seasonal special offers.

Rake in revenue from fresh seasonal opportunities presented in September MNS!

- Find ads with an autumn angle featured for two of September's top ad prospects: a community college and a local bank (09).
- A "fall marketplace" multi-advertiser layout includes directory space and ready-to-sell ads for fall home merchandise, fall fashions, footwear and farmstand offerings (14).
- This month's community calendar has an event promotion for a fall festival and market (17).
- Include multiple advertisers in a "shop locally for fall" doubletruck directory (24).
- This month's grocery ad spotlights savings on "delicious fall flavors" (65).
- Additional images abound to create more ads!



HUNTING & FISHING



Hook up advertisers with great hunting and fishing promotions to land more sales leading up to National Hunting & Fishing Day (68)!

- Two complementary *Single Sheet* designs can be printed as a double-sided piece promoting game processing and taxidermy services (33).
- Content geared toward anglers includes an ad for a fishing party boat as well as additional photos and illustrations (08, 30, 45).
- Content targeting hunters includes ads for guided hunts and a hunting supply store along with assorted images to create more ad promotions (08, 09, 34, 35, 46).
- In addition, find a *Themed Event Package* that includes a "Hunting & Fishing" cover, along with promotional ads and a quick-sell editorial piece to jump start special section sales (11).



HOME IMPROVEMENT



Autumn is prime time to put home improvement advertisers on your to-do list. Find ready-to-present spec ads for a variety of advertisers this month to close more home improvement sales.

- A full-page ad for a home improvement center promotes "floor-to-rafter savings" (38).
- Other ads are ready to present and sell to a carpet and upholstery cleaning service, paint center, painting service, builder, landscape company, and hardware store (08, 09, 14).
- A *Single Sheet* design for an "open house event" includes savings and special incentives from a furniture store (33).
- Find more than 40 additional ads featured in September MSAL for everything from gutter and air duct cleaning to remodeling and more (70-78).



NEWSPAPER WEEK



National Newspaper Week is October 1-7 this year, with International Newspaper Carrier Day falling on October 7.

- Use National Newspaper Week as an opportunity to tout home delivery subscription specials as well as print and online content offerings, as demonstrated in this month's featured spec ad promotions (39).
- Get local businesses in on the action with a contest idea that pairs prizes from a variety of advertisers with a free 12-month subscription for participants who register to win online for a chance to win (05).
- Find headings and additional artwork and photos that incorporate print, web and mobile content coverage to create more Newspaper Week promotions (28, 29).



GRANDPARENTS DAY



Grandparents Day is September 10 and presents an array of multigenerational advertising opportunities for your publication.

- Virtually any type of business can sponsor a message of thanks honoring grandparents for all they contribute to society (47).
- Another spec ad designed to promote Grandparents Day gifts can be adopted by any number of retailers, including gift shops, florists, variety stores, and grocery markets (48).
- Create a Grandparents' Brag Book with this month's Themed Event Package (12).
- Use additional images to create ads for Grandparents Day restaurant specials, craft supply stores with DIY gift ideas, bookstores, game stores, and more (47, 48, 52, 54, 55):



SEPTEMBER PROMOTIONAL OPPORTUNITIES



Make the most of September with additional spec ads and events featured in MNS!

- Generate excitement for a garden center with a "garden party" invite ad, or promote birthday sale savings from any type of retailer (40, 61).
- Other ads are designed for a gourmet market, psychotherapy services, scrapbooking sale and a wine shop (33, 40, 61).
- Get a head start on holiday sales with a Holiday Gift Guide *Templated Special Section* as well as an ad for holiday layaway (58, 61).
- A local shopping promotion can be used to tout the variety of businesses in your area (49).
- An insurance company is the perfect advertiser to sponsor a PSA for National Preparedness Month in September (17, 68).
- Target this month's top advertisers (08, 09).
- Last, but certainly not least, invite local businesses to join in remembering September 11th victims with a full-page sponsored tribute (60).



SEPTEMBER CUSTOMER REQUESTS

FIND THIS MONTH'S CUSTOMER-REQUESTED ART ON PAGE 69!



N1709P69009C

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



CLUES ACROSS

1. Eminent by training, inherent
4. Lustrous appearance
8. Organic resistance
11. Crusader
14. Female
15. In a next way
16. Siding seat
17. Solid structure
20. One
21. Total phase of assembly
24. French
25. "Mashed Potatoes" actor friend
26. Strong and tenacity
28. When master
30. Apple's light
34. Type of signal
35. Some political faction

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



FULLY TEMPLATED SPECIAL SECTIONS (TSS)

September's TSSs in Print & Online:

- HOLIDAY GIFT GUIDE
- CANCER AWARENESS & PREVENTION
- FALL & WINTER SPORTS GUIDE

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



CREATE. SELL. PROFIT.

Like Us on Facebook
facebook.com/
MetroCreativeConnection

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



Follow Us on Instagram
@metrocreativeconnection



COMPANION WEB &
MOBILE ADS NOW
AVAILABLE ON MCC!

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



Metro Photo Contest Idea Develops New Revenue

**Steubenville Herald-Star /
Weirton Daily Times, Steubenville, OH**

Readers of Steubenville's Herald-Star had a blast taking Fourth of July photos for this popular contest, resulting in ample attention for contest advertisers, as well as profits for the publication!

CREATE: Inspired by Metro's "Proud to Be an American July 4th Photo Contest" spec layout, the Herald-Star seized the opportunity to create and sell a new promotion to local businesses around the Fourth of July holiday. Local readers participated by uploading their own patriotic photos to the contest via an online entry form. Two additional contest links showcased photo entries and contest sponsors. The paper advertised the contest to readers with a promotional ad featuring contest sponsor advertisers that ran in print for 15 consecutive days.

SELL: Sales reps telemarketed this opportunity to recruit contest advertisers with affordable ad packages which included two-column by two-inch ads that ran for 15 consecutive days. In addition, each business became a contest sponsor by donating a \$25 gift certificate for the winner's prize package, while the Herald Star donated a three-day vacation.

PROFIT: While the Herald Star's goal was to secure 12 advertisers, the success of this contest exceeded expectations. The publication ended up selling 18 ads, generating over \$3,000 in revenue!

Added Plus: Publisher Tammie McIntosh's goal was to target infrequent advertisers with an affordable and repetitive advertising program. This contest helped her achieve that goal, with a majority of the ad sales coming from businesses who do not often advertise.

"Selling this contest was much easier than we originally thought it would be. The advertisers liked the idea that it was a patriotic promotion, and the timing was perfect for the Fourth of July!"

-Tammie McIntosh, Publisher

**Steubenville Herald-Star /
Weirton Daily Times**
Steubenville, OH
740-284-7327
Publisher Tammie McIntosh
tmcintosh@heraldstaronline.com



Metro Templated Special Section (TSS) Eases the Road to Revenue

Marin Independent Journal, San Rafael, CA

The Marin Independent Journal combined their own locally focused content with Metro's fully templated Senior Living TSS to generate more revenue in less time.

CREATE: When it came time to produce their annual senior section, the Marin Independent Journal turned to Metro's *Templated Special Sections* to help them create an engaging and beautifully designed Senior Living Guide. Utilizing the section template created by Metro's design team along with a variety of ready-to-run, copyright-free editorial features already in place, the Journal added several additional articles from area writers to give it a local focus, and set to work selling the section's ready-to-fill ad spots.

SELL: Since Metro's TSSs are produced in print and digital formats, the Journal was easily able to offer advertisers print and online advertising in their Senior Living Guide. Two full-page ad spots at the start of the section, as well as a full-page slot on the back cover, gave advertisers premium placement opportunities. Various ad space sizes throughout the section, including directory spots, made the section inclusive for advertisers of all budgets.

PROFIT: Advertising operations manager Diane Sartarelli reports that the section was one of the publication's bigger revenue generators and was very well received in the community.

Added Plus: The engaging, ready-to-use editorial content Metro provides with every TSS is copyright-free, so it can be easily used to develop native advertising promotions for local businesses!

"We are pleased with the Metro editorial content. I also hire writers from within our community, and we have an advertising photographer, which adds a lot to the impact of the local stories."

– Diane Sartarelli, Advertising Operations Manager

Marin Independent Journal

San Rafael, CA

415-382-7308

Advertising Operations Manager

Diane Sartarelli

dsartarelli@marinij.com

Accessing Features, Games & Puzzles in the MCC Editorial Library

The MetroCreativeConnection (MCC) Editorial Library is your go-to resource for copyright-free features, games, puzzles and recipes, as well as fully-templated sections. Take a look at these helpful features:

Search the Possibilities

Search editorial features by typing keywords or by selecting from the list of popular categories, or any combination of the two. If you type more than one word in the search window, click the *Exact Match* box to get results that contain all of your keywords. While keywords can help you get specific, clicking a category search from the *Category* scroll menu will provide you with a broader search, so you can peruse and discover informative features for all your editorial projects.

The "i's" Have It

Click the "i" below any thumbnail and you'll see the *More Info* window.

There, you can:

- Download a single feature in color or black & white
- Print (a) Preview with notes showing your name
- Add one or more items to your *Lightbox*
- E-mail File Link to a colleague

Or, Use the Thumbnail Hover. By hovering over a thumbnail preview, you can:

- Download a single feature directly in color or black & white
- Print (a) Preview with notes showing your name
- Get to the "i" *More Information* page for further options
- Add one or more items to your *Lightbox*
- E-mail File Link to a colleague

Games, Puzzles and Recipes

Metro supplies a variety of games, puzzles and recipes designed for adults and children each month. Perfect for ongoing sponsorships, these can be accessed through the check boxes under the *Games, Puzzles & Recipes* menu. Complete puzzles are provided as ready-to-use files as well as individual elements. There is one for each week of each month, and Metro Sudoku puzzles are available for each day of the year. Here are your options:

- Kids' Corner trivia, puzzles and games
- Crypto Fun
- Crossword Puzzles
- Word Searches
- Word Scrambles
- Guess Who?
- Horoscopes
- Metro Sudoku
- Recipes

Print Templated Special Sections

Expand revenue with fully templated print and digital special sections, available as a separate service option. Quickly plug in personalized spec ads to these ready-made themed sections and connect businesses with targeted audiences, or use the copyright-free editorial features to create native advertising promotions. Click the *Templated Special Sections* button to access the selection. Two or more are added to MCC each month, and each can be previewed for content.

- Templates available with or without spec ads for key advertiser targets
- Downloadable PDF available for presentation
- Marketing support materials, including a rate sheet and ads, to promote your sections to readers and advertisers
- QuarkXPress® and InDesign® file options
- Ready-to-sell advertising opportunities in full-, half- and quarter-page increments
- View the companion online *e-Edition* (available as a separate service option)
- Customizable color templates accommodate black and white or combination printing

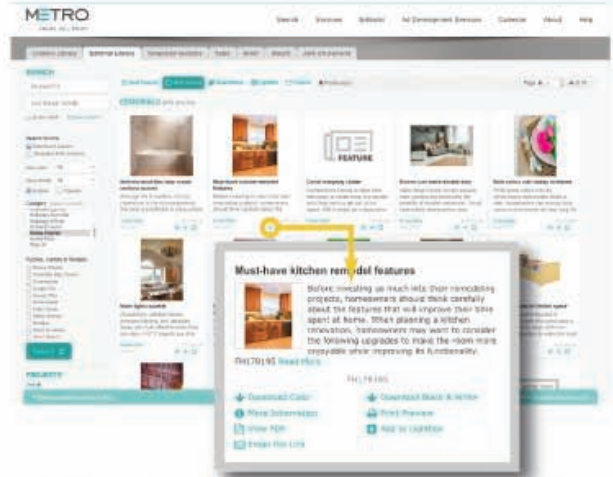
Lightbox

Similar to a "shopping cart," this feature lets you gather items you are interested in using. From the *Lightbox*, you can download your selected items. Items you place into your *Lightbox* will disappear when you download them, or remain unless you delete them, as long as you access the *Lightbox* from the same machine used to place the items.

The MCC Editorial Library is designed to get you the most out of this valuable resource. Visit metrocreativeconnection.com today! M



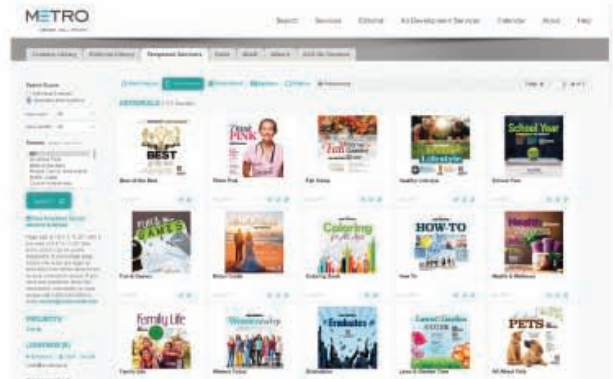
The opening screen of the Editorial Library can help you immediately navigate to the latest content.



Click the "i" below any thumbnail to bring up the *More Info* box to access download, preview, email a link to a colleague, or view the full feature.



Click the selection box of your choice under the *Puzzles, Games & Recipes* menu, alone or in concert with relevant search keywords.



Click the *Templated Special Sections* button to access the TSS. There, you can preview editions or download, based on your subscription.

P1709BD4001C





Craft Supply Store
1234 Washington Street
Somerville Heights
000-000-0000
www.namenevtabds.com



Yarn & Knitting Store
1234 Washington Street
Somerville Heights
000-000-0000
www.namenevtabds.com

<p>Art Supply Store 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>	<p>Sewing & Fabric Store 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>
<p>Coffee Lounge 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>	<p>Bookstore 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>
<p>Paint Store 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>	<p>Thrift Shop 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>
<p>Learning Center 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>	<p>Pottery Studio 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>

Usage Note:

Crafting of all types continues to gain popularity in North America. According to the Association for Creative Industries, the three top craft areas are painting and drawing; food arts crafts; and kids' crafts. A **So You Think You Can Craft? Contest** will give your readers a place to showcase their crafting expertise while gaining exposure for your advertisers and your website with an online gallery. Sell sponsorships to your contest as the beginning of a campaign that will give them exposure into the holiday season.

N1709A05001C

National Newspaper Week

Subscription & Prize Giveaway Contest

Enter Online October 1-7 to Win One of the Fabulous Prizes Featured Here, Plus a FREE 12-Month Subscription to The Somerville Press!

Enter at namenevtabds.com/contests for your chance to win!

Offer through 10/07/17 to be eligible, 5 AM EST on contest days. Terms and conditions here. See contest page for complete rules and details.



12 Lucky Winners

<p>\$25 Gift Card</p> <p>Pet Supply Store 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>	<p>\$25 Gift Card</p> <p>Coffee Shop 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>
<p>\$25 Gift Card</p> <p>Card & Gift Shop 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>	<p>\$25 Gift Card</p> <p>Variety Store 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>
<p>\$25 Gift Card</p> <p>Dry Cleaner 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>	<p>\$25 Gift Card</p> <p>Clothing Store 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>
<p>\$25 Gift Card</p> <p>Restaurant 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>	<p>\$25 Gift Card</p> <p>Grocery Store 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>
<p>\$25 Gift Card</p> <p>Toy Store 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>	<p>\$25 Gift Card</p> <p>Gas Station 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>
<p>\$25 Gift Card</p> <p>Pizza Shop 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>	<p>\$25 Gift Card</p> <p>Shoe Store 1234 Washington Street Somerville Heights 000-000-0000 www.namenevtabds.com</p>

Usage Note:

National Newspaper Week will be celebrated October 1-7 this year. A **Subscription & Prize Giveaway Contest** will be a great way to promote your publication while gaining ad exposure for your sponsors. Start your prospect list with longstanding clients and offer them an ad space discount — possibly for the upcoming holiday season or to run after the New Year — as a thank you for their continued business and for their contest sponsorship. Time the release of the contest with your National Newspaper Week tours and events.

N1709A05002C

CREATE. SELL. PROFIT.



N1709A06001C - 10x13

A good portion of the population has been fascinated with cars since the first car was introduced in the U.S. in the 1890s. A **Festival & Car Show** section or pages can be the official guide to a scheduled area show, or alter the title to feature info for local car lovers at any time. See MCC for a broadsheet full-page version of the *Quick-Sell* layout to sell separately, or include the tab version in your section.



N1709A06002C - 5 col x 13
N1709A06003C - 6 col x 21

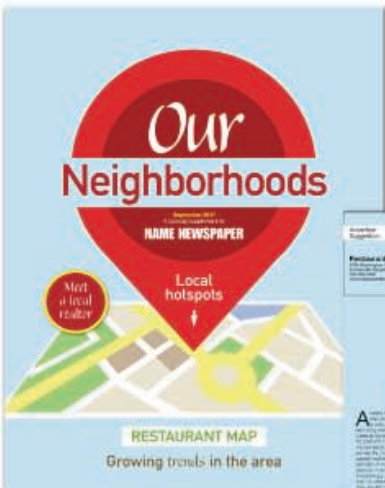


N1709A06004C - 10x13

A **Football Preview** section or pages can serve as the definitive guide to football in your area, from high school to college to professional. Partner with schools to publish the schedules of games for the entire season, and offer general, informative features on tailgating, football trivia and more. Sell the *Quick-Sell* layout — in tab or full-page sizes — for inclusion in the section or as a part of your regular ROP page editions.



N1709A06005C - 5 col x 13
N1709A06006C - 6 col x 21



N1709A06007C - 10x13

Take your existing "Welcome to the Neighborhood" section to the next level with an **Our Neighborhoods** section or pages that can go beyond info for new residents. Include city info and schedules for newcomers, but also bring in advertisers that have a history in the area — or are new to the area themselves. A full-page broadsheet version of the *Quick-Sell* layout is available in MCC.



N1709A06008C - 5 col x 13
N1709A06009C - 6 col x 21



N1709A06010C - 10x13

In much of the country, fall is a great time for outdoor events. A **Nights in the Park** section or pages can provide schedules and information on nighttime happenings for the entire family. Bring in advertisers that will supply food, beverages, blankets and coolers for park-goers. Sell the *Quick-Sell* layout as part of the section or separately for your regular ROP pages.



N1709A06011C - 5 col x 13
N1709A06012C - 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 10.



N1709A10001C - 10x13

There is an old song that has the lyrics, "Everybody's working for the weekend." Those who are not working on weekends look forward to the time off. A **Weekend Guide** section or pages can support local businesses that offer weekend fun — or weekend necessities — and can develop into a weekly supplement, both in print and digitally. Tab-sized and broadsheet full-page versions of the **Quick-Sell** layout are available on MCC.

N1709A10002C - 5 col x 13
N1709A10009C - 6 col x 21



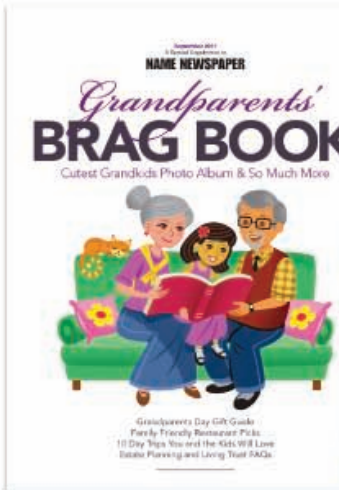
See the complete Themed Event Package for these layouts on page 11.



N1709A11001C - 10x13

National Hunting & Fishing Day is Saturday, September 23. A **Hunting & Fishing Guide** section or pages can mark the day and the fall season for hunting and fishing enthusiasts. Sell the **Quick-Sell** layout for the section or to run it in separate ROP editions, and duplicate the layout with alternate editorial from the **MCC Editorial Library** to accommodate additional sales.

N1709A11002C - 5 col x 13
N1709A11009C - 6 col x 21



See the complete Themed Event Package for these layouts on page 12.



N1709A12001C - 10x13

Grandparents Day is Sunday, September 10. Coordinate a **Grandparents' Brag Book** section or pages to give local grandparents a place to brag about their grandkids, and grandkids a place to celebrate their grandparents. See this complete **Themed Event Package** for corresponding self-promotion print, web and mobile ads for your readers and advertisers. There is a broadsheet-sized full page alternative to the **Quick-Sell** layout in MCC to sell as well.

N1709A12005C - 5 col x 13
N1709A12009C - 6 col x 21



See the complete Themed Event Package for these layouts on page 13.



N1709A13001C - 10x13

The popularity of vintage and antique item TV shows illustrate that readers are hungry for this information. Publish an **Antique & Vintage Guide** section or pages to highlight what is going on in your area, especially since these businesses are not frequent advertisers. Sell the **Quick-Sell** layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales as more ads are sold.

N1709A13002C - 5 col x 13
N1709A13009C - 6 col x 21

WHERE THE BEST LOCAL MUSIC COMES TO LIFE

Check out our concert calendar online!

Tickets Start at Just \$25
18 to Party; 21 to Drink
Register online or connect on social media for show updates, special offers and more.

CHANDELIERS

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

AD# N1709A08001C PASS 2 COL. x 5

N1709P36001C

Brighten Your Mood With Art

Studies show that a healthy dose of creative time can help reduce stress, anxiety and depression. Stop in today for hundreds of fun ways to get inspired and get started!

BOGO 50% Off Select Items This Week
Mix & Match!

Easel Street Art & Craft Supply

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

Sale ends 09.09.17. List details, terms and conditions here. See store for details.

AD# N1709A08002C PASS 2 COL. x 5

N1709P36002C

A Better Day's Work Begins With a Better Night's Sleep

Mattress Makeover Event Going On Now
Save up to 90% Off Our Top-Selling Brands & Styles
Finance Your New Mattress With No Interest for 12 Months
Get Free Delivery, Setup & Haul-Away of Your Old Mattress
Try It Free for 30 Days. Your Satisfaction is Guaranteed!

Haven Furniture & Mattress

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

AD# N1709A08003C PASS 2 COL. x 5

N1709P36003C

N1203P46009C

Mobile Device Repair
Fast. Affordable. SMART.

Smartphones | Tablets | Computers | Game Consoles

Advanced Electronics

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

SCREEN REPAIRS \$79 & UP
Call ahead for fast appointment service! 90-Day Warranty on All Parts & Labor.

AD# N1709A08004C PASS 2 COL. x 5

N1709P36004C

N1203P46009C

Raising the Bar on Your Night Out

Craft Cocktails • Local Beer & Wine
Tapas • Shared Plates • Top-Tier Entertainment
No Cover • Nightly Specials

Libertad

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

AD# N1709A08005C PASS 2 COL. x 5

N1709P36005C

All the Fun. None of the Fuss.

Boating Adventures

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

Fishing Party Boat
Day Rates from \$59
All Equipment & Bait Included

AD# N1709A08006C PASS 2 COL. x 5

N1709P36008C

N1203P46009C

Refresh Your Furniture

Get back that like-new feeling with our professional steam-cleaning services. From sofas and chairs to draperies, carpets and area rugs, our all-natural cleaning solutions will sanitize and deodorize every surface for a more enjoyable, beautiful and hygienic home.

Spotless Steam Cleaning

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

AD# N1709A08007C PASS 2 COL. x 5

N1709P36007C

N1203P46009C

Get It All In One Shot

guns & ammo
knives & tools
optics | apparel
decoys & calls | camping gear | blinds & treestands

Join Us for National Hunting & Fishing Day!
Saturday, September 23

- Free Workshops
- Contests & Giveaways
- Special Offers Storewide

Vista Outdoors

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

AD# N1709A08008C PASS 2 COL. x 5

N1709P37005C

Make a Splash
The bold and beautiful colors of fall have arrived.

Name Brand Interior Latex Paint
all finishes

On Sale \$17.95 gallon
now through 10.09.17

Parsons Paints

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

AD# N1709A08009C PASS 2 COL. x 5

N1709P37004C

N1203P46009C

'Tis the Season
 Enjoy the comfort of our relaxing lodge and the experience of our seasoned guides for an unforgettable hunting adventure.
Call or go online for details and booking!



Explore Acres of Prime Hunting Ground
 Turkey | Deer | Elk | Varmints | Wild Pigs | Bear

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

AD# N1709A09001C PASS 2 COL. x 5 

We Paint With Pride



Full-Service Interior & Exterior Painting Professionals
 | Flawless Results
 | Meticulous Cleanup
 | Prompt & Professional Service

Contact us today for a free quote!

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

AD# N1709A09002C PASS 2 COL. x 5 

Register Now for Fall Classes!
 Full-time, part-time and continuing education programs are starting soon. Call, go online or stop by our admissions office to sign up before the September 09 registration deadline.




Access our course catalog online or with your mobile device here.

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


AD# N1709A09003C PASS 2 COL. x 5 

Credit Cards Out of Control?



Get the help you need to get a handle on debt. Call or go online today to chat with a certified advisor about your best options for reducing debt, consolidating payments and making a fresh start. We've helped thousands of people just like you get out of debt, and your consultation is completely confidential and free!

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

AD# N1709A09004C PASS 2 COL. x 5 

Savor the Night
 Delicious fresh seafood and Italian-inspired cuisine for your dining enjoyment.



Nightly Specials | Wine & Beer List | Kids' Menu
 Open daily at 5pm | Reservations welcome

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

AD# N1709A09005C PASS 2 COL. x 5 

The Seasoned Home Mortgage Professionals
 Apply by phone or online today for free preapproval!



First-time Homebuyer Program
 Purchase or Refinance
 Great Terms & Rates
 Personalized Service
 Free Rate Lock
 On-time Closing


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

AD# N1709A09006C PASS 2 COL. x 5 

Companion WEB + MOBILE ADS available on MCC


Building Your Business Is Our Business

Reliable & Thorough Commercial Building Expertise Since 19XX
 general construction | tenant improvements design & build | green building




Contact us today for a complimentary consultation.

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


AD# N1709A09007C PASS 2 COL. x 5 

EATING HABITS
 Can Help or Harm Your Child's Health



It's important to understand that obesity has immediate and long-term effects on children's health, putting them at greater risk for asthma, joint problems, diabetes and heart disease. If your child's weight is a growing concern, call our office or visit us online for information about our low-cost weight management and healthy lifestyle programs for children and families. We make it easy to get started, helping you sustain changes for a lifetime of better health.

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

AD# N1709A09008C PASS 2 COL. x 5 

Bringing the Living Space of Your Dreams to Life



We offer full-spectrum design-and-build services led by a licensed architect. Let us handle every phase of your project, from planning to permits, for complete convenience and peace of mind.
 License # 00000000

Get started today with a complimentary consultation!

Advanced Building & Remodeling
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

AD# N1709A09009C PASS 2 COL. x 5 

SECTION COVER:

September 2017
NAME NEWSPAPER

Weekend GUIDE

TOP FIVE

- 1 Family Fun
- 2 Dining & Nightlife
- 3 Road Trip Adventures
- 4 Shopping & Entertainment
- 5 Fitness & Outdoors

... And Much More Inside ...

AD# N1709A10001C 10. x 13

HEADING:
N1709P10001C*O

Weekend GUIDE

QUICK SELL:

Advertiser Suggestion **Restaurant**
(224 Washington Street) | Corona del Mar Heights | (949) 440-2000 | www.restaurant.com

Weekend GUIDE

Guide to Restaurant Tipping

It's time to get a little more out of the weekend by dining out. Dining out can be a welcome change from shopping, hiking or tennis. At the same time, it's a great way to spend time with family and friends. Here are some tips to help you get the most out of your dining experience.

Family-Fun Restaurants are a great choice for families. They offer a variety of activities for children, from play areas to interactive exhibits. Many also have special menus for kids.

Wine Bars are a great way to enjoy a glass of wine and some delicious food. Many wine bars also offer tastings and classes.

Sports Pub are a great way to enjoy a game of sports and some delicious food. Many sports pubs also offer live music and entertainment.

Buffet Restaurant are a great way to enjoy a variety of food and drinks. Many buffet restaurants also offer live music and entertainment.

Brunch Spot are a great way to enjoy a delicious meal and some drinks. Many brunch spots also offer live music and entertainment.

Advertiser Suggestion **Concert Venue**
1234 Washington Street | Corona del Mar Heights | (949) 440-2000 | www.concertvenue.com

AD# N1709A10002C 9.667 x 13
AD# N1709A10009C PASS 6 COL. x 21

SELF-PROMOTION READER CAMPAIGN:

Get More From Your Weekends

Looking for fresh, fun things to do? Fill your calendar with exciting events and activities with a little help from our Weekend Guide. This special section is filled with ideas and inspiration to help you make the most of every weekend, from dining and entertainment to shopping, outdoor activities and area events, plus special offers from a host of local businesses!

A Special Section From **Name Newspaper**

Weekend GUIDE

Closing Sunday, September 03
in print and online at name.com/weekendguide
Subscribe or renew today at 000.000.000 or renew@namepaper.com.

AD# N1709A10003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

Attract an Active Audience

Looking for a way to get more customers to spend their weekends with you? Our Weekend Guide is your advertising answer! Promote your business in this popular special section to reach thousands of local readers actively looking for ways to fill their weekends. Getting started is easy; talk to an ad consultant today!

A Special Section From **Name Newspaper**

Weekend GUIDE

Learn more or reserve your ad space at 000.000.0000 | name@namepaper.com
Advertising Deadline: September 03
Publication Date: September 03

AD# N1709A10006C PASS 2 COL. x 5

Your Weekend Starts Here

Looking for fresh, fun things to do? Fill your calendar with exciting events and activities with a little help from our Weekend Guide. This special section is filled with ideas and inspiration to help you make the most of every weekend, from dining and entertainment to shopping, outdoor activities and area events, plus special offers from a host of local businesses!

A Special Section From **Name Newspaper**

Weekend GUIDE

Closing Sunday, September 03
in print and online at name.com/weekendguide
Subscribe or renew today at 000.000.000 or renew@namepaper.com.

AD# N1709A10004C PASS 2 COL. x 5

Fire Up Your Weekend Biz

Looking for a way to get more customers to spend their weekends with you? Our Weekend Guide is your advertising answer! Promote your business in this popular special section to reach thousands of local readers actively looking for ways to fill their weekends. Getting started is easy; talk to an ad consultant today!

A Special Section From **Name Newspaper**

Weekend GUIDE

Learn more or reserve your ad space at 000.000.0000 | name@namepaper.com
Advertising Deadline: September 03
Publication Date: September 03

AD# N1709A10007C PASS 2 COL. x 5

Activate Your Weekend

Looking for fresh, fun things to do? Fill your calendar with exciting events and activities with a little help from our Weekend Guide. This special section is filled with ideas and inspiration to help you make the most of every weekend, from dining and entertainment to shopping, outdoor activities and area events, plus special offers from a host of local businesses!

A Special Section From **Name Newspaper**

Weekend GUIDE

Closing Sunday, September 03
in print and online at name.com/weekendguide
Subscribe or renew today at 000.000.000 or renew@namepaper.com.

AD# N1709A10005C PASS 2 COL. x 5

Make Their Weekend Plans Your Business

Looking for a way to get more customers to spend their weekends with you? Our Weekend Guide is your advertising answer! Promote your business in this popular special section to reach thousands of local readers actively looking for ways to fill their weekends. Getting started is easy; talk to an ad consultant today!

A Special Section From **Name Newspaper**

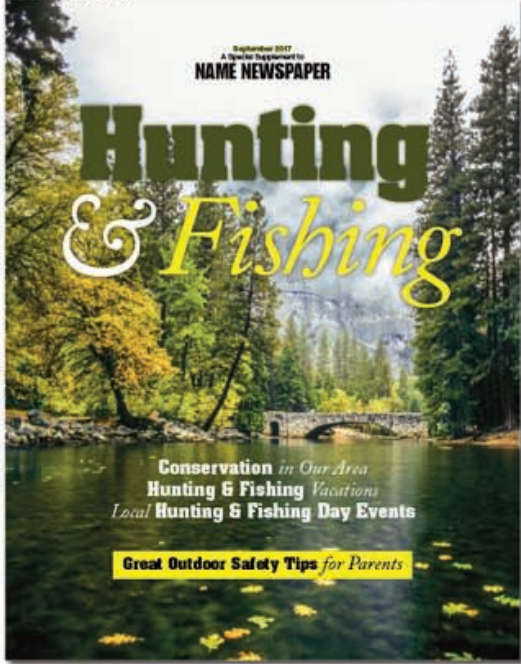
Weekend GUIDE

Learn more or reserve your ad space at 000.000.0000 | name@namepaper.com
Advertising Deadline: September 03
Publication Date: September 03

AD# N1709A10008C PASS 2 COL. x 5



SECTION COVER:



N1709P11002C*O
N1709P45001C*O

AD# N1709A11001C 10. x 13

HEADING:
N1709P11001C*O

Hunting & Fishing

QUICK SELL:

<p>Did you know?</p> <p>A voter generally determines their hunting season in many states of the United States and Canada. Depending on the region, elk, caribou, moose, and other deer species may be in season based on fall or winter. Each state/province has specific regulations concerning equipment and hunting locations. Hunting, moose, caribou and youth hunting seasons often precede general firearms seasons. Licensing is usually necessary, and licenses can typically be acquired through Department of Wildlife and Game officers and retailers. Columbia may implement tag limits. Hunters are advised to check regulatory information prior to any hunting season. When frequently hunted for sport and trophy, game meat can be purchased and enjoyed throughout the winter months.</p>	<p>Advertiser Suggestion</p> <p>Sporting Goods Store 1234 Washington Street Columbia, SC 29201 www.sportinggoods.com</p>	
	<p>Advertiser Suggestion</p> <p>Bait & Tackle Shop 1234 Washington Street Columbia, SC 29201 www.baitandtackle.com</p>	
	<p>Advertiser Suggestion</p> <p>Shooting Range 1234 Washington Street Columbia, SC 29201 www.shootingrange.com</p>	<p>Advertiser Suggestion</p> <p>License Provider 1234 Washington Street Columbia, SC 29201 www.licenseprovider.com</p>
	<p>Advertiser Suggestion</p> <p>Coffee Shop 1234 Washington Street Columbia, SC 29201 www.coffeshop.com</p>	<p>Advertiser Suggestion</p> <p>Diner 1234 Washington Street Columbia, SC 29201 www.diner.com</p>

N1709P11002C*O
N1709P45001C*O

AD# N1709A11002C 9.667 x 13
AD# N1709A11009C PASS 6 COL. x 21

READER CAMPAIGN:

Set your sights on it!
Sunday, September 00
in print and online at namenewspaper.com/huntingandfishing

Wild About Hunting & Fishing?
Make the most of hunting and fishing season with our latest special section. Hunters, anglers and outdoor enthusiasts alike will find valuable news, features and information alongside advertising and special offers from a host of local businesses.

Hunting & Fishing
A Special Section From
NAME NEWSPAPER
Subscribe or renew at 000.000.0000 or namenewspaper.com.

N1709P11002C*O

AD# N1709A11003C PASS 2 COL. x 5

Set your sights on it!
Sunday, September 00
in print and online at namenewspaper.com/huntingandfishing

Gear Up for Hunting & Fishing Season
Make the most of hunting and fishing season with our latest special section. Hunters, anglers and outdoor enthusiasts alike will find valuable news, features and information alongside advertising and special offers from a host of local businesses.

Hunting & Fishing
A Special Section From
NAME NEWSPAPER
Subscribe or renew at 000.000.0000 or namenewspaper.com.

AD# N1709A11004C PASS 2 COL. x 5

Set your sights on it!
Sunday, September 00
in print and online at namenewspaper.com/huntingandfishing

Catch the Latest Hunting & Fishing News
Make the most of hunting and fishing season with our latest special section. Hunters, anglers and outdoor enthusiasts alike will find valuable news, features and information alongside advertising and special offers from a host of local businesses.

Hunting & Fishing
A Special Section From
NAME NEWSPAPER
Subscribe or renew at 000.000.0000 or namenewspaper.com.

AD# N1709A11005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

Call 000.000.0000 or email name@namenewspaper.com today!
Advertising Deadline: September 00
Publication Date: September 00

Targeted Advertising for Outdoorism
Set your sights on more business when you advertise in our Hunting & Fishing special section. This themed supplement is filled with valuable features for hunting, fishing and outdoor enthusiasts, making it the ideal place to run your related product and service promotions. To learn more or reserve your spot, talk to an ad consultant today.

Hunting & Fishing
A Special Section From
NAME NEWSPAPER

N1709P11002C*O

AD# N1709A11006C PASS 2 COL. x 5

Call 000.000.0000 or email name@namenewspaper.com today!
Advertising Deadline: September 00
Publication Date: September 00

Reel In More Sales
Set your sights on more business when you advertise in our Hunting & Fishing special section. This themed supplement is filled with valuable features for hunting, fishing and outdoor enthusiasts, making it the ideal place to run your related product and service promotions. To learn more or reserve your spot, talk to an ad consultant today.

Hunting & Fishing
A Special Section From
NAME NEWSPAPER

AD# N1709A11007C PASS 2 COL. x 5

Call 000.000.0000 or email name@namenewspaper.com today!
Advertising Deadline: September 00
Publication Date: September 00

Catch More Customers
Set your sights on more business when you advertise in our Hunting & Fishing special section. This themed supplement is filled with valuable features for hunting, fishing and outdoor enthusiasts, making it the ideal place to run your related product and service promotions. To learn more or reserve your spot, talk to an ad consultant today.

Hunting & Fishing
A Special Section From
NAME NEWSPAPER

AD# N1709A11008C PASS 2 COL. x 5

Companion
WEB + MOBILE
ADS available
on MCC

SECTION COVER:

N1709P12001C*O

N1709P47002C*O

September 2017
A Special Supplement to
NAME NEWSPAPER

Grandparents' BRAG BOOK

Cutest Grandkids Photo Album & So Much More

Grandparents Day Gift Guide
Family-Friendly Restaurant Picks
10 Day Trips You and the Kids Will Love
Estate Planning and Living Trust FAQs

AD# N1709A12001C 10. x 13

HEADING:
N1709P12001C*O

Grandparents' BRAG BOOK

SELF-PROMOTION READER CAMPAIGN:

N1709P47002C*O

N1709P12001C*O

Crazy About Your Grandkids?

You don't want to miss our upcoming Grandparents Brag Book! This special section celebrates the special bond between grandparents and grandkids, featuring great ideas for creating quality time, as well as special offers on activities you can enjoy together. Plus, you can participate in this special section's Cutest Grandkids Photo Album by going online and submitting your photos today!

Look for your copy Sunday, September 00 in print and online at namenewspaper.com/grandparentsbragbook

Grandparents' BRAG BOOK

A Special Section From **Name Newspaper**

AD# N1709A12003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

N1709P47002C*O

N1709P12001C*O

A New Way to Reach Local Seniors

Advertise to local grandparents and those who love them in our upcoming Grandparents' Brag Book. Just in time for Grandparents Day, this special section is filled with features to attract grandparents and parents alike, making it a great place to promote your products and services to both generations.

To learn more or reserve your ad space in this special section, contact us today! 000.000.0000 | names@namenewspaper.com
Advertising Deadline: September 00
Publication Date: September 00

Grandparents' BRAG BOOK

A Special Section From **Name Newspaper**

AD# N1709A12006C PASS 2 COL. x 5

Celebrating Grandparenthood

You don't want to miss our upcoming Grandparents' Brag Book! This special section celebrates the special bond between grandparents and grandkids, featuring great ideas for creating quality time, as well as special offers on activities you can enjoy together. Plus, you can participate in this special section's Cutest Grandkids Photo Album by going online and submitting your photos today!

Look for your copy Sunday, September 00 in print and online at namenewspaper.com/grandparentsbragbook

Grandparents' BRAG BOOK

A Special Section From **Name Newspaper**

AD# N1709A12004C PASS 2 COL. x 5

Advertise for Grandparents Day

Advertise to local grandparents and those who love them in our upcoming Grandparents' Brag Book. Just in time for Grandparents Day, this special section is filled with features to attract grandparents and parents alike, making it a great place to promote your products and services to both generations.

To learn more or reserve your ad space in this special section, contact us today! 000.000.0000 | names@namenewspaper.com
Advertising Deadline: September 00
Publication Date: September 00

Grandparents' BRAG BOOK

A Special Section From **Name Newspaper**

AD# N1709A12007C PASS 2 COL. x 5

QUICK SELL:

N1709P12001C*O

N1709P47002C*O

Grandparents' BRAG BOOK

The health benefits of grandparent-grandchild relationships

Author Suggestion: Family Diner, Photo Shop, Florist, Card & Gift Shop, Craft Store

Advertiser Suggestion: Department Store

AD# N1709A12002C 9.667 x 13
AD# N1709A12009C PASS 6 COL. x 21

For Grandparents & Their Loved Ones

You don't want to miss our upcoming Grandparents' Brag Book! This special section celebrates the special bond between grandparents and grandkids, featuring great ideas for creating quality time, as well as special offers on activities you can enjoy together. Plus, you can participate in this special section's Cutest Grandkids Photo Album by going online and submitting your photos today!

Look for your copy Sunday, September 00 in print and online at namenewspaper.com/grandparentsbragbook

Grandparents' BRAG BOOK

A Special Section From **Name Newspaper**

AD# N1709A12005C PASS 2 COL. x 5

Targeted Advertising for Boomers & Beyond

Advertise to local grandparents and those who love them in our upcoming Grandparents' Brag Book. Just in time for Grandparents Day, this special section is filled with features to attract grandparents and parents alike, making it a great place to promote your products and services to both generations.

To learn more or reserve your ad space in this special section, contact us today! 000.000.0000 | names@namenewspaper.com
Advertising Deadline: September 00
Publication Date: September 00

Grandparents' BRAG BOOK

A Special Section From **Name Newspaper**

AD# N1709A12008C PASS 2 COL. x 5



SECTION COVER:

N1709P13003C*-O



N1709P41007A-●

N1702P48009C-●

N1709P13001C-●

AD# N1709A13001C 10. x 13

HEADING:
N1709P13002C*-O

Antique & Vintage GUIDE

QUICK SELL:

N1709P13003C*-O



Contemplating antiques? Here's how to buy

As you contemplate these items, you may be wondering how to buy them. Here are some tips to help you make the most of your antique shopping experience. ...

Advertiser Suggestion

Antique Shop
1234 Main Street
Somerville, MA 02148
www.123antiques.com

Advertiser Suggestion

Diner
1234 Main Street
Somerville, MA 02148
www.123diner.com

Advertiser Suggestion

Estate Sale
1234 Main Street
Somerville, MA 02148
www.123estate.com

Advertiser Suggestion

Bank
1234 Main Street
Somerville, MA 02148
www.123bank.com

Advertiser Suggestion

Antique Shop
1234 Main Street
Somerville, MA 02148
www.123antiques.com

Advertiser Suggestion

Farmers' Market
1234 Main Street
Somerville, MA 02148
www.123farmers.com

AD# N1709A13002C 9.667 x 13

AD# N1709A13009C PASS 6 COL x 21

READER CAMPAIGN:

O-C-030081-16071LN



AD# N1709A13003C PASS 2 COL x 5

ADVERTISER CAMPAIGN:

O-C-030081-16071LN



AD# N1709A13006C PASS 2 COL x 5



AD# N1709A13004C PASS 2 COL x 5



AD# N1709A13007C PASS 2 COL x 5



AD# N1709A13005C PASS 2 COL x 5



AD# N1709A13008C PASS 2 COL x 5



N1709P25028C*-0

Fall Marketplace

Your guide to the season's best shopping, services and special offers!

Usage Note:

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

Garden Grill
Try our new fall menu!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Garden Grill
Try our new fall menu!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Garden Grill
Try our new fall menu!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Garden Grill
Try our new fall menu!
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www.namewebsite.com

Garden Grill
Try our new fall menu!
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000-000-0000
www.namewebsite.com

Salon Bella
Book your fall makeover today!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Bella
Book your fall makeover today!
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Core Heating & Cooling
FREE Furnace Inspections
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FREE Furnace Inspections
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www.namewebsite.com



AD# N1709A14002C
PASS 2 COL. x 5

Your Yard Work ReLEAF Team
Complete landscaping services for fall and all year.

moving | mowing | edging | sodding | seeding | irrigation | cleanup | pest control | fertilizing | & more

New Customers Save 20% Off Your First Service
Call today for your free estimate!

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

See You in September!
We're welcoming back fall with savings on all in-stock merchandise, including new arrivals!
Save on the latest boot styles, mesh-have athletic looks, specialty footwear and more.

10% Off All Footwear Styles All Month Long men | women | kids

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

AD# N1709A14005C
PASS 2 COL. x 5

AD# N1709A14001C
AD# N1709A14008C

Feather Your Nest for Fall
Reward yourself for your hard work in 2017!

Save 15% Instantly When You Sign Up for Our Free Rewards Program at Any Register

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

Your Fall Fix
up to 30% Off Home Improvement Essentials

Save on tools, hardware, fixtures, paint supplies, building materials and more to make your to-do list disappear!

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

PASS 6 COL. x 21
10 x 13

Back-to-Fall Style
We've stocked the most beautiful fabrics of fall for your shopping enjoyment!
Great colors & patterns
New tops & sweaters | premium denim | women skirts & blouses
knitwear | jewelry

FREE Deluxe Lip Color or Nail Polish
With Purchase Through September 15 While Supplies Last

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

AD# N1709A14003C
PASS 2 COL. x 5
N1709P22005C-0

AD# N1709A14006C
PASS 2 COL. x 5
N1709P23008C-0

Orchard-Fresh Flavors
Get your fill of fall!
Fresh Fruits & Vegetables
Seasonal Baked Goods
Homemade preserves & Fresh Flowers

1/2 Bushel of Apples
Jugoslavija Red Delicious
Honeycrisp Golden Delicious
\$8.99

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

AD# N1709A14004C
PASS 2 COL. x 5
N1709P22007C-0

AD# N1709A14007C
PASS 2 COL. x 5
N1203P46009C-0



N1709P15001C-●



N1709P15002C-●



N1709P15004C-●



N1709P15009C-●



N1709P15005C-●



N1709P15003C-●



N1709P15007C-●



N1709P15008C-●



N1709P15006C-●



N1709P16001C-●



N1709P16002C-●



N1709P16005C-●



N1709P16006C-●



N1709P16004C-●



N1709P16003C-●



N1709P17003C-●



N1709P17002C-●



N1709P17008C-●



N1709P17005C-●



N1709P17007C-●



N1709P17001C-●



N1709P17006C-●



N1709P17004C-●



N1709P18006C-●



N1709P18007C-●



N1709P18004C-●



N1709P18003C-●



N1709P18001C-●



N1709P18008C-●



N1709P18005C-●



N1709P18002C-●



N1709P18009C-●

N1709P15003C-
N1709P15004C-
N1709P46001C-

N1709P19002C*-O

N1709P19001C*-O

N1709P37001C-
N1709P32008C-
N1709P15008C-

N1709P30003C-

AD# N1709A19003C
PASS 6 COL x 3

Community Calendar
September

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



September 00
Hunting & Fishing Expo
The latest gear, free workshops & more!
Somerville Convention Center
10 am - 7 pm
www.namewebsite.com

September 00
Name Event 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.
Name Event Location
0:00am-0:00pm
www.namewebsite.com



September 00
Farmers' Market
Local foods
Live Music | Family fun
Downtown Main Street
9 am - 3 pm
www.namewebsite.com

September 00
Name Event 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.
Name Event Location
0:00am-0:00pm
www.namewebsite.com



September 00
Craft Fair
Shop over 30 art & craft vendors!
Somerville Middle School
9 am - 4 pm
www.namewebsite.com

September 00
Name Event 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.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

SEE YOU THERE

Seasonal Crafts by Local Artisans
Cider, Donuts & Bake Sale
Kids' Crafts & Games
Hayride & Petting Zoo

Fall Festival & Market
Saturday, September 00 • 11am - 5pm
Free Admission & Parking

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



September 00
Classic Car Show
Free & fun for the whole family!
Downtown Main Street
9 am - 3 pm
www.namewebsite.com

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

September 00
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www.namewebsite.com

September 00
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Ideas, inspiration & special offers!
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AD# N1709A19002C
PASS 3 COL x 7
N1709P19004C-
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N1709P32004 C-
N1709P21026C*-O

N1709P32004 C-

N1709P21026C*-O

Companion WEB + MOBILE ADS available on MCC

September is National Preparedness Month

Planning ahead can make a life-saving difference in the event of a natural disaster or emergency. Do to ready.gov for a comprehensive list of emergency preparedness tips, and put these three tasks at the top of your to-do list.

1. Develop and communicate a family emergency plan.
2. Put together a "go bag" to take with you in the event of an evacuation.
3. Create a 7-day emergency supply kit for your home.

ARE YOU READY?

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Somerville Heights
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www.namewebsite.com

AD# N1709A19001C PASS 6 COL x 21
AD# N1709A19004C 10 x 13



N1709P20008C-●



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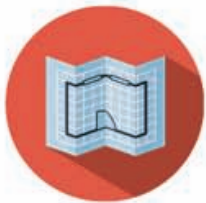
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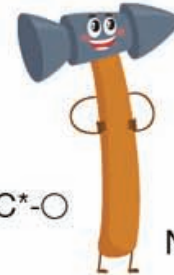
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N1709P24005C*O

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

Back-to-Fall Specials Everything for Thanksgiving

N1709P24002C*O

N1709P24003C*O



N1709P25020C*-○



N1709P25019C*-○



N1709P25018C*-○



N1709P25026C*-○

N1709P25027C*-○



N1709P25017C*-○



N1709P25016C*-○



N1709P25015C*-○



N1709P25013C*-○



N1709P25014C*-○



N1709P25012C*-○



N1709P25029C*-○



N1709P25008C*-○



N1709P25005C*-○



N1709P25009C*-○



N1709P25006C*-○



N1709P25007C*-○



N1709P25001C*-○



N1709P25010C*-○



N1709P25003C*-○



N1709P25011C*-○



N1709P25025C*-○



N1709P25002C*-○



N1709P25028C*-○



N1709P25004C*-○



N1709P25024C*-○



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N1709P26003C-●



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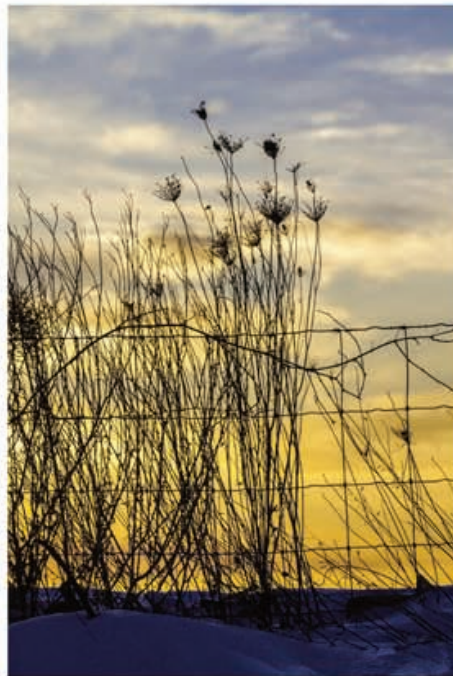
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N1709P35008C
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Showcasing the Art of the Hunt





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N1709P35004C

N1209P46009C
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We will individually tag, cut, grind and wrap your catch in freezer-safe vacuum-sealed packaging, so you can enjoy fresh, all-natural game anytime.

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N1709P34005C

N1209P46009C

N1709P16004C

OPEN HOUSE EVENT

Saturday, September 00
10 a.m. - 7 p.m.

up to **50% OFF** Beautiful Furniture & Home Accessories for Every Room
bedrooms | living rooms | dining sets | lighting wall art | accent pieces | area rugs | & more

PLUS Free Refreshments + Free Interior Decorating Consultations + Free Raffles & Door Prizes

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N1709P16006C

Scrapbooking SALE

Starting This Saturday Through September 00

up to **50% OFF** Albums + Sheet Protectors + Trimmers + Adhesives + Paper + Markers + Stickers + Templates + Embellishments

Get set for Halloween and the holidays!
View our free online scrapbooking tutorial to get inspired and get started today.

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Floor-to-Rafter SAVINGS

Fall Home Improvement Sale

Now Through Sunday
storewide savings up to
50% OFF

Tools | Hardware | Plumbing
Electrical | Fixtures | Paint
Lumber | Cabinetry | Framing
Roofing | Outdoors | & More



N1709P38001C*O

Helpful Answers to Your Home Improvement Questions
Low Prices on Tool & Equipment Rentals
Contractor Accounts Welcome
In-Store Demo Workshops

Store Hours: Monday-Saturday 7 a.m.-6 p.m., Sunday 9 a.m.-4 p.m.

Jenson

Hardware & Building Supply

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Sale runs September 00-00, 2017. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

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AD# N1709A38002C 10 x 13

N1709P28010C-0



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October 1-7

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During National Newspaper Week!

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Special thanks to our dedicated carriers for delivering the news to our readers, rain or shine!

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Saturday,
September 00
10am - 4pm

Special Discounts • In-Store Demos
Raffles & Giveaways • Refreshments
& New Fall Arrivals

Party Favor
\$5 Off
YOUR PURCHASE
OF \$10 OR MORE

Saturday, September 00 Only With
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N1709P40001C

Stock-Up Wine Sale

Announcing some of our biggest wine values of the year!

**Incredible Inventory of Wines for Every Budget
Friendly & Knowledgeable Service**

<p>Name Brand Sauvignon Blanc \$17.95 750 ml (reg. \$22.95)</p> <p><small>Notes: List wine description and awards here. List wine description and awards here.</small></p>	<p>Name Brand Pinot Grigio \$12.95 750 ml (reg. \$15.95)</p> <p><small>Notes: List wine description and awards here. List wine description and awards here.</small></p>	<p>Name Brand Chardonnay \$15.95 750 ml (reg. \$19.95)</p> <p><small>Notes: List wine description and awards here. List wine description and awards here.</small></p>	<p>Name Brand Albarino \$12.95 750 ml (reg. \$15.95)</p> <p><small>Notes: List wine description and awards here. List wine description and awards here.</small></p>
<p>Name Brand Cabernet Sauvignon \$17.95 750 ml (reg. \$22.95)</p> <p><small>Notes: List wine description and awards here. List wine description and awards here.</small></p>	<p>Name Brand Pinot Noir \$12.95 750 ml (reg. \$15.95)</p> <p><small>Notes: List wine description and awards here. List wine description and awards here.</small></p>	<p>Name Brand Red Blend \$15.95 750 ml (reg. \$19.95)</p> <p><small>Notes: List wine description and awards here. List wine description and awards here.</small></p>	<p>Name Brand Zinfandel \$12.95 750 ml (reg. \$15.95)</p> <p><small>Notes: List wine description and awards here. List wine description and awards here.</small></p>

Sale Ends Sunday, September 00, 2017.

Delivery Available • 10% Discount on Wine by the Case
Sign up online or follow us on social media for in-store tastings, special events and exclusive offers.

The Wine Rack

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N1709P40003C



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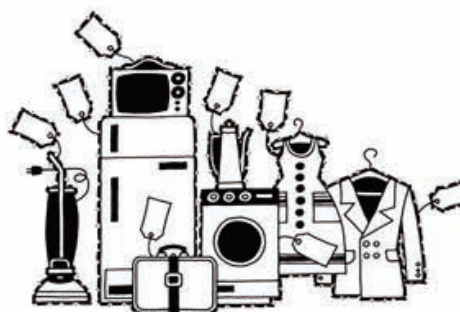


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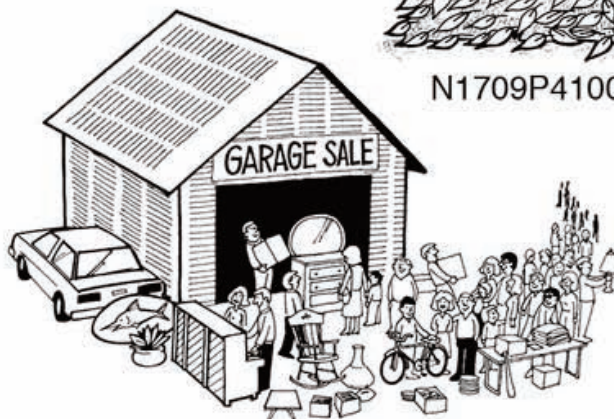
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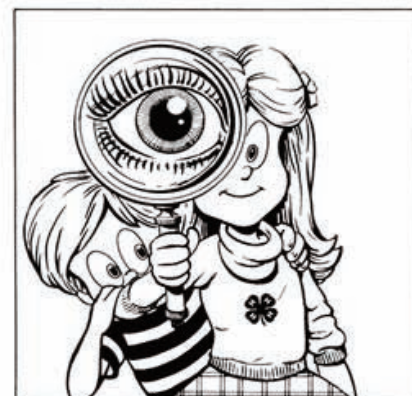
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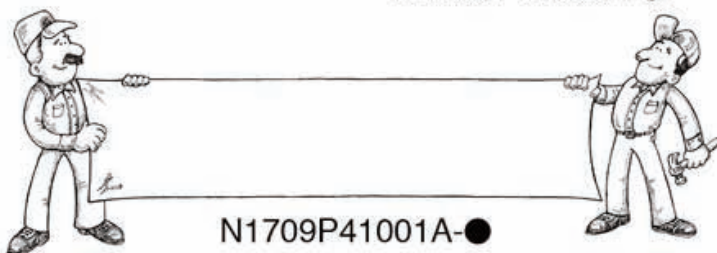
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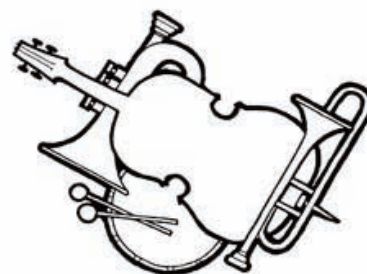
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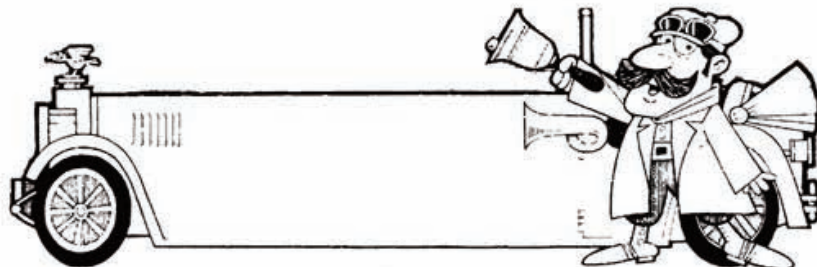
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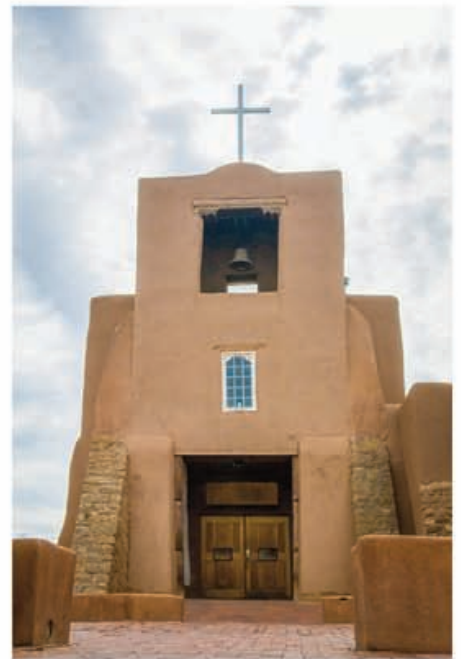
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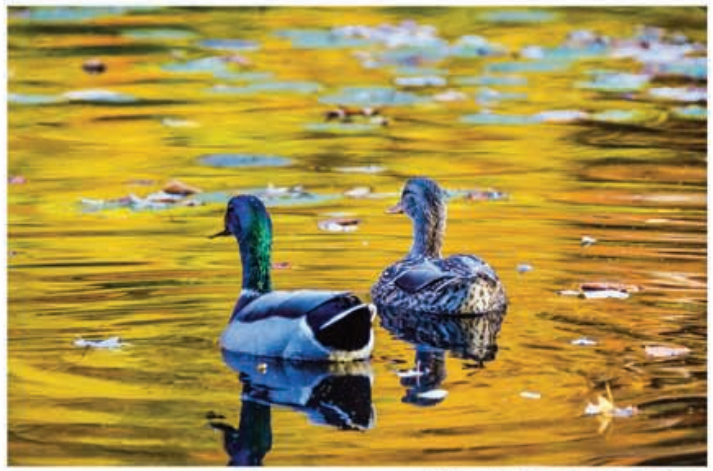
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Grandparents Are Special

We'd like to take a moment to recognize the dedicated grandmothers and grandfathers whose love is felt by so many. By passing on their experience, wisdom and caring, they make the world a better place today and for future generations.

Somerville Senior Center
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Thank You & Happy Grandparents Day!

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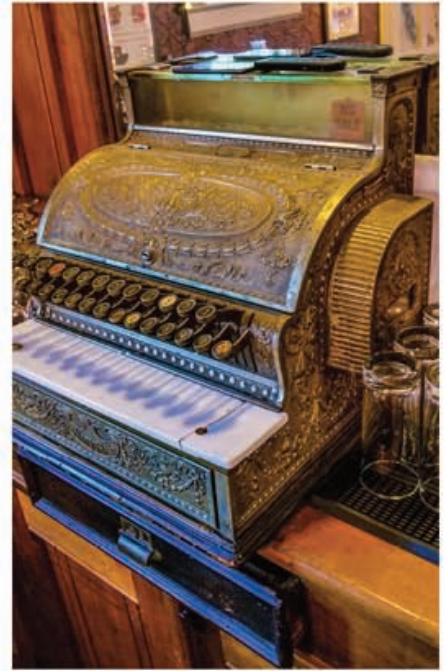
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N1709P48005C-●



*For all the times they've made you feel special,
make sure they feel special on Grandparents Day.*

**Remember Your Grandparents!
Sunday, September 10**

- Flowers
- Candy
- Cards • Gifts

Central Market

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AD# N1709A48001C PASS 6 COL. x 3



N1709P490006C-●



N1709P490005C-●



N1709P490002C-●



N1709P490001C-●



N1709P490004C-●



N1709P490003C-●



N1709P49007C*-○



N1709P49009C*-○



N1709P49008C*-○



N1709P49016C*-○



N1709P49011C*-○



N1709P49021C*-○
N1709P49023C*-○



N1709P49012C*-○



N1709P49010C*-○



N1709P49013C*-○



N1709P49022C*-○



N1709P49014C*-○
N1709P49015C*-○



N1709P49017C*-○



N1709P49019C*-○
N1709P49020C*-○



N1709P49018C*-○



Keep it fresh by supporting the independent local merchants who make our community unique!

Sponsored by

The Name Town Small Business Association

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

Downtown Name Town

- farm-to-table restaurants
- boutique shopping
- craft cocktails
- local beers
- wine bars
- artisan baked goods & coffee
- & so much more

AD# N1709A49001C PASS & COL. x 3



N1709P50009C-●



N1709P50001C-●



N1709P50004C-●

Usage Notes:

Use these backgrounds to help promote services and merchandise for the beginning of fall sales, home improvement, nautical and marine advertisers, National Newspaper Week, 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)



N1709P50008C-●



N1709P50002C-●



N1709P50005C-●



N1709P50007C-●



N1709P50003C-●



N1709P50006C-●

N1709P51001C-



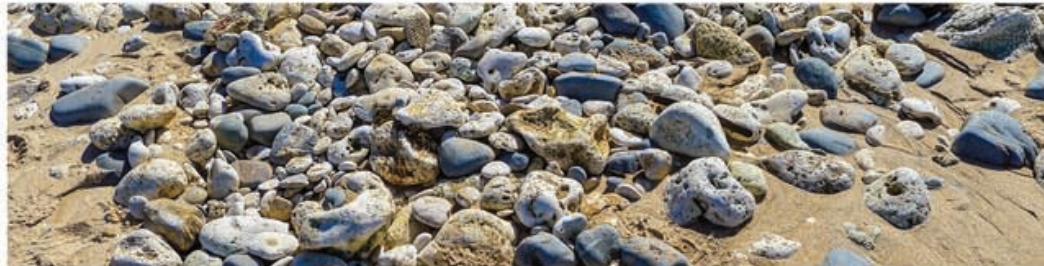
**Usage
Suggestions:**

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 a variety of promotions for fall, back-to-school, building materials, vineyard tour ads ... and more.

N1709P51002C-



N1709P51003C-



N1709P51004C-



N1709P51005C-



N1709P51006C-





N1709P52022C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1709P52004C*-O
 N1709P52013C*-O
 (SPANISH VERSION)

PASS 2 COL. x 5.25



N1709P52023C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1709P52005C*-O
 N1709P52014C*-O
 (SPANISH VERSION)

PASS 2 COL. x 5.25



N1709P52019C*-O
 (BACKGROUND ONLY)
 N1709P52001C*-O
 N1709P52010C*-O
 (SPANISH VERSION)

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



Gifts for Grandparents Day
 N1709P52024C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1709P52006C*-O
 N1709P52015C*-O
 (SPANISH VERSION)

PASS 2 COL. x 5.25



Autumn Arrivals for the Home
 N1709P52025C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1709P52007C*-O
 N1709P52016C*-O
 (SPANISH VERSION)

PASS 2 COL. x 5.25



Yard Sale
 N1709P52020C*-O
 (BACKGROUND ONLY)
 N1709P52002C*-O
 N1709P52011C*-O
 (SPANISH VERSION)

PASS 1 COL. x 5.25



Hunting Season Specials
 N1709P52026*-O
 (BACKGROUND ONLY-METROBIZ)
 N1709P52008*-O
 N1709P52017*-O
 (SPANISH VERSION)

PASS 2 COL. x 5.25



Focused On Our Community
 N1709P52027*-O
 (BACKGROUND ONLY-METROBIZ)
 N1709P52009*-O
 N1709P52018*-O
 (SPANISH VERSION)

PASS 2 COL. x 5.25



GUN SHOW
 N1709P52021C*-O
 (BACKGROUND ONLY)
 N1709P52003C*-O
 N1709P52012C*-O
 (SPANISH VERSION)

PASS 1 COL. x 5.25



MCC KEYWORD HINT: Painting Service
N1709P53007C-●



MCC KEYWORD HINT: Restaurant
N1709P53008C-●



MCC KEYWORD HINT: Florist
N1709P53009C-●



MCC KEYWORD HINT: Realtor
N1709P53010C-●



MCC KEYWORD HINT: Wine Bar
N1709P53011C-●



MCC KEYWORD HINT: Party Planner
N1709P53012C-●

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.



N1709P53001C*-○



N1709P53002C*-○



N1709P53003C*-○



N1709P53004C*-○



N1709P53005C*-○



N1709P53006C*-○





N1709P55009C*-O



N1709P55008C*-O



N1709P55007C*-O



N1709P55005C*-O



N1709P55006C*-O



N1709P55003C*-O



N1709P55004C*-O



N1709P55001C*-O



N1709P55002C*-O



MCC KEYWORDS: ICON SET, AUTUMN
N1709S56001C*-O



MCC KEYWORDS: ICON SET, AUTUMN, TREES
N1709S56002C*-O



MCC KEYWORDS: ICON SET, FISHING
N1709S56003C*-O



MCC KEYWORDS: ICON SET, WEDDINGS
N1709S56006C*-O



MCC KEYWORDS: ICON SET, HUNTING
N1709S56005C*-O



MCC KEYWORDS: ICON SET, GOLF
N1709S56004C*-O



N1709P57024C*-O



N1709P57027C*-O



N1709P57026C*-O



N1709P57025C*-O



N1709P57028C*-O



N1709P57029C*-O



N1709P57031C*-O



N1709P57030C*-O



N1709P57032C*-O



N1709P57033C*-O



N1709P57034C*-O



N1709P57035C*-O



N1709P57036C*-O



N1709P57037C*-O



N1709P57038C*-O



N1709P57039C*-O



N1709P57001C*-O



N1709P57002C*-O



N1709P57003C*-O



N1709P57004C*-O



N1709P57020C*-O



N1709P57021C*-O



N1709P57022C*-O



N1709P57023C*-O



N1709P57005C*-O



N1709P57007C*-O



N1709P57006C*-O



N1709P57008C*-O



N1709P57009C*-O



N1709P57011C*-O



N1709P57013C*-O



N1709P57010C*-O



N1709P57012C*-O



MCC KEYWORDS: ICON SET, AUTUMN
N1709S57040C*-O



N1709P57014C*-O



N1709P57015C*-O



N1709P57016C*-O



N1709P57017C*-O



N1709P57018C*-O



N1709P57019C*-O

Bonus images available in the MCC Creative Library:



N1709P5805C-●



N1709P5802C-●



N1709P5806C-●



N1709P5801C-●



N1709P5803C-●



N1709P5804C-●

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 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:



N1709P59001C-●



N1709P59003C-●



N1709P59002C-●



N1709P59006C-●



N1709P59005C-●



N1709P59004C-●

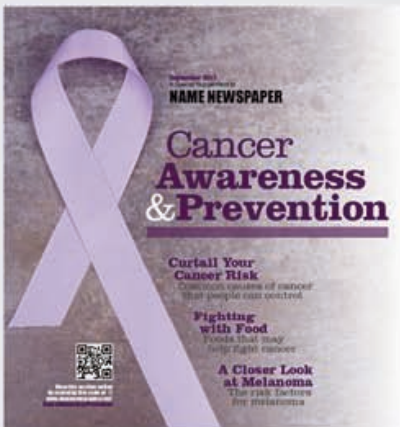
Fully Templated Special Sections & Collateral Material *Present. Sell. Print.*

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



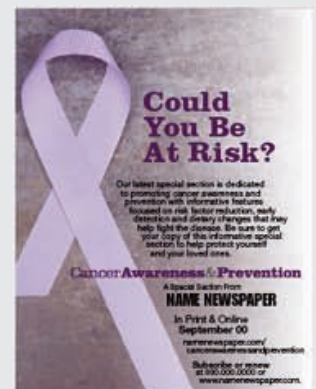
TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5

N1709P60001C-C

09.11.01

Remembering Those Who Lost Their Lives *And* the Loved Ones They Left Behind

Although 16 years have passed, we remember the events of September 11, 2001 as if they happened yesterday. On this day of mourning and remembrance, we pause to pay tribute to the police, firefighters and first responders who made the ultimate sacrifice to save others and to all of the September 11th victims whose lives were cut short. Their memories live on in our hearts and our history, and we wish their loved ones comfort and peace at this difficult time and always.

We Will Always Remember.

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www.namewebsite.com

Name Sponsor

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Somerville Heights
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www.namewebsite.com

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www.namewebsite.com

Name Sponsor

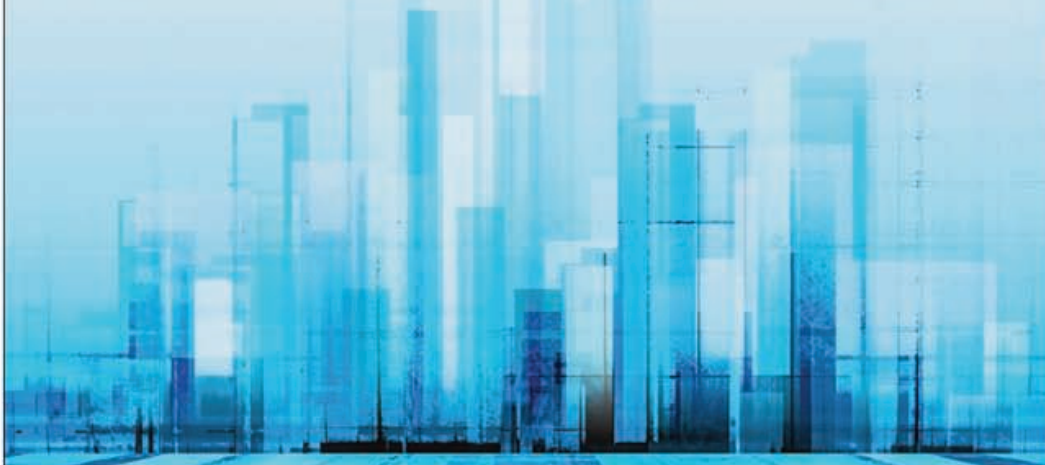
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www.namewebsite.com

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Somerville Heights
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Name Sponsor

1234 Washington Street
Somerville Heights
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www.namewebsite.com



N1709P60002C-C

N1709P43001C-C

AD# N1709A60001C

PASS 6 COL. x 10

AD# N1709A60002C

10 x 13

N1709P61002C-0

SHO- HO- HOP

Now With Holiday Layaway

Get to the best selection of gifts before the holiday shopping rush! Our layaway plans make it easier and more affordable to shop for the holidays with interest-free payment plans on anything in the store.

Great Gifts for Everyone on Your List!

home | fashion | jewelry | electronics | toys | & more

Discount Department Store

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

AD# N1709A61001C PASS 3 COL. x 10

N1709P61001C-0

Depressed?
Anxious?
Overwhelmed?

Let's Talk

Your First Appointment Is Free!

Call or complete an online contact form for your free phone consultation, and see how the guidance of a licensed psychotherapist can help you feel better, manage stress and exert more control over your life and future.

Mary Edwards, LCSW

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

N1709P16003C-0

AD# N1709A61002C PASS 3 COL. x 10

N1709P66004C-0

Gourmet Artisan Market

In-Store Tastings & Cooking Demos

See our calendar in store or online for details.



Specialty Groceries
Imported Cheeses
Cured Meats
Infused Olive Oils
Flavored Vinegars
Fresh Breads
Unique Dips & Spreads
Gourmet Prepared Foods
Handcrafted Desserts

Ask about our catering services!

Open Monday-Friday 10am - 7pm, Saturday & Sunday 11am - 4pm

Boulevard Market

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



AD# N1709A61003C PASS 3 COL. x 10

N1709P66005C-0

It's Our Birthday SALE

Because happy shoppers are our best gift!

20% Off Storewide All Week
September 00-00, 2017

Shop In for Free Cupcakes, Bubbles & Birthday Surprises
Friday, September 00

General Department Store

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



AD# N1709A61004C PASS 3 COL. x 10

N1709P43007C-0



N1709P62010C*-O



N1709P62013C*-O



N1709P62012C*-O



N1709P62009C*-O



N1709P62002C*-O



N1709P62007C*-O
N1709P62008C*-O



N1709P62003C*-O



N1709P62001C*-O



N1709P62011C*-O



N1709P62006C*-O



N1709P62005C*-O



N1709P62004C*-O



(APPLE PICKING TIME)
N1709P62016C*-O



(HAVE A GREAT LABOR DAY)
N1709P62015C*-O



(A HARVEST OF FLAVORS)
N1709P62014C*-O



(HUNTING TROPHIES)
N1709P62017C*-O



N1709P63001C-●
CANADIAN FLAG



N1709P63006C-●
SILVERTIP GOLF COURSE



N1709P63003C-●
MAPLE LEAF



N1709P63004C-●
HORSES, ALBERTA



N1709P63002C-●
LABOUR DAY



N1709P63008C-●
CHAIRS ON LAKE



N1709P63007C-●
SEAWALK



N1709P63005C-●
TORONTO SKYLINE



N1709P64021C-●
WHITE WINE



N1709P64010C-●
RICE



N1709P64006C-●
FRENCH TOAST



N1709P64015C-●
CHICKEN WINGS



N1709P64016C-●
KEY LIME PIE



N1709P64020C-●
GYRO



N1709P64003C-●
MUSHROOMS



N1709P64022C-●
WINE BOTTLE



N1709P64011C-●
PISTACHIO PUDDING



N1709P64023C-●
CHICKEN POT PIE



N1709P64019C-●
PIZZA



N1709P64001C-●
ORGANIC CARROTS



N1709P64036C-◇
GYRO



N1709P64033C-◇
SUSHI



N1709P64029C-◇
BREAKFAST



N1709P64005C-●
FRENCH TOAST



N1709P64027C-◇
MUSHROOM



N1709P64024C-◇
MUSHROOMS



N1709P64028C-◇
FRENCH TOAST



N1709P64018C-●
PIZZA



N1709P64012C-●
SUSHI



N1709P64026C-◇
MUSHROOMS



N1709P64025C-◇
MUSHROOMS



N1709P64030C-◇
BREAKFAST



N1709P64014C-●
CHICKEN



N1709P64008C-●
BREAKFAST



N1709P64031C-◇
RICE



N1709P64039C-◇
ICE CREAM CONE



N1709P64040C-◇
ICE CREAM CONE



N1709P64032C-◇
RICE



N1709P64038C-◇
VANILLA CHIP ICE CREAM



N1709P64035C-◇
KEY LIME PIE



N1709P64004C-●
MUSHROOMS



N1709P64034C-◇
ROASTED CHICKEN



N1709P64002C-●
ASSORTED TOMATOES



N1709P64017C-●
PIZZA



N1709P64007C-●
SLICE OF PIZZA



N1709P64037C-◇
ICE CREAM SHAKE



N1709P64013C-●
ROASTED POTATOES



N1709P64009C-●
EGGS & BACON

N1709P64001C-●
 N1709P64002C-●
 N1709P64004C-●
 N1709P66004C-●



Save on Delicious Fall Flavors

N1709P66002C-●
 N1709P66003C-●
 N1709P66007C-●
 N1709P66008C-●



Seasonal Fruits & Vegetables

Granny Smith Apples \$1.29 lb.	Bunch Carrots 79¢ lb.
Crowns of Broccoli \$1.49 lb.	Russet Potatoes 59¢ lb.

Wholesome Meats, Poultry, Seafood & Dairy

New York Strip Steak all natural \$6.99 lb.	Boneless Chicken Breasts thinly sliced \$4.99 lb.
Filet of Mahi Mahi freshly caught \$5.99 lb.	Name Brand Eggs free range \$2.99 doz.

Quality Name Brand Groceries

Name Brand Snack Chips 00 oz. varieties 2 for \$5	Name Brand Frozen Dinners 00 oz. varieties 3 for \$10
Name Brand Pasta 00 oz. varieties \$1.19	Name Brand Pasta Sauces 00 oz. varieties \$2.79

Bakery-Fresh Breads & Desserts

Challah Bread \$1.99	Assorted Donuts \$4.99 doz.
Bakery Rolls 3 for \$1	Coffee Rings \$2.99

Register Online or In Store for Our **FREE** Recipe & Rewards Clubs!

ValShop Grocery Mart



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

Advertised offers good September 00-00, 2017. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

N1203P46009C-●-O

AD# N1709A65001C PASS 6 COL. x 21
 AD# N1709A65002C 10 x 13



N1709P66011C-●
WINE BOTTLE



N1709P66006C-●
FIGS



N1709P66013C-●
FIGS



N1709P66005C-●
HUMMUS & PITA CHIPS



N1709P66016C-●
CHICKEN



N1709P66003C-●
HOMEMADE BREAD



N1709P66004C-●
FRUITS, OLIVES & CHEESE



N1709P66002C-●
PECAN PIE



N1709P66007C-●
ROASTED POTATOES



N1709P66009C-●
BISCUITS



N1709P66014C-●
LINGUINE WITH SHRIMP



N1709P66001C-●
CHICKEN



N1709P66015C-●
MASHED POTATOES



N1709P66017C-●
PIZZA



N1709P66008C-●
BOWL OF CHILI



N1709P66010C-●
STEAK & ASPARAGUS



N1709P66012C-●
RAW STEAK

MCC KEYWORD HINT: week2

This is your illustration and copy for September 14, 2017.

In Praise of Poverty



When Jesus brought us the word of God in 2013, he chose the name Francis as his papal name because, as he said, Saint Francis "is the man of peace, the man who loves and protects animals," adding "I would like a church that is poor and for the poor." Poverty may seem a strange thing when so many prefer higher standards of living and when many good people around the world work with determination to end poverty. But voluntary poverty for the sake of higher values is a noble virtue, while destitute poverty that is forced on one is often a very degrading thing. Children who are born into poverty rarely get the good education they need, so we nothing of healthy food, clean water, and opportunities for exercise. Most people who choose poverty as a way of life have already received a good education, and their health is probably suffering from having too much rather than too little to eat. They choose poverty to help the poor. Mother Teresa claimed that poverty makes us free from the management of material things and the worries that they bring. Poverty, when chosen freely, can bring joy and single-minded devotion to what really matters. One way to get there, so to speak, closer to the blessed poverty is to simply give more. As Mother Teresa often said, we should give until it hurts. — Christopher Simon

"Blessed are you who are poor for you are the kingdom of God."
— Luke 6:20 NIV

AD# N1709A67002C PASS 2 COL. x 5.25

N1709P67008C*
N1709P67004C*
N1709P67007C*
N1709P67003C*

MCC KEYWORD HINT: week3

This is your illustration and copy for September 21, 2017.

In Praise of Nature



The changing seasons together wonder. The plants and animals that fill the earth seem to respond perfectly to whatever nature sends their way. As the days of Spring grow longer and warmer, the plants put forth their leaves and buds, eager to draw energy from the sun and grow into what will become Summer's bounty. With Autumn's arrival, the days shorten and the harvest is reaped, and plants begin to drop their leaves, nature's way of providing fertilizer for one year's crop. The sap runs and nature prepares for the period of dormancy that is Winter, when animals seek their dens and people too seem to hibernate, staying indoors more and slowing down a bit. Then is something beautiful in the changing seasons that inspires us to praise the God who made this ever-changing world. And who is God that made our world just so? We can sometimes wonder when nature seems uncaring and harsh, when hurricanes wash our homes out to sea, or when droughts cause famine. Nature is certainly a mixed bag when it comes to human affairs, and yet it seems so kind and generous most of the time, providing food and sustenance for all God's creatures, and providing each a beautiful place to call home. — Christopher Simon

"How many are your works, Lord! In wisdom you made them all, the earth is full of your creatures."
— Psalm 104:24 NIV

AD# N1709A67003C PASS 2 COL. x 5.25

N1709P67007C*
N1709P67003C*

MCC KEYWORD HINT: week4

This is your illustration and copy for September 28, 2017.

Effective Altruism



Altruism, the unselfish concern for others, is hard-wired into most of us. We feel an instinctive pull to help others in distress, especially those who are most vulnerable. Even those who don't have this altruism built into them can learn to be altruistic, and it demonstrably benefits them to do so. Many of us choose to be altruistic by giving to charity or donating our time. Effective altruism is the attempt to bring our rational, analytic minds to bear on our compassionate impulses. Not all giving is equal, and while people are certainly free to give when and where they choose, if we are trying to reduce suffering, we should look at where our giving will have the most benefit. The National Philanthropic Trust reports that American give over \$373 billion in 2015. The World Health Organization reports that over 9 million children under the age of five die each year, and that approximately 70% of these deaths could be prevented with simple interventions. Clean water, adequate nutrition, access to medical care and simple preventive measures such as mosquito netting could prevent many of these deaths. The next time you open your wallet (and your heart) to give, think about where that money is going. A good place to evaluate charities and to help you be a more effective altruist is the Charity Navigator at charitynavigator.org. — Christopher Simon

"Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms."
— 1 Peter 4:10 NIV

AD# N1709A67004C PASS 2 COL. x 5.25

N1709P67005C*
N1709P67001C*



N1709P67014C*
N1709P67013C*



N1709P67013C*



N1709P67009C*
N1709P67010C*

N1709P67006C*
N1709P67002C*



N1709P67011C*



N1709P67015C*

MCC KEYWORD HINT: week1

This is your illustration and copy for September 7, 2017.

How to Be a Better Lover



To love others, you must first love yourself. This starts with accepting yourself, faults and all, and gently coaching and taking care of yourself. Our primary responsibility is to take care of ourselves. A person whose mental or physical health is seriously impaired will not be able to care for others, so it is vital that we maximize our own health and well-being. Tending to one's own happiness is also important, because with a sense of joy in our life, we have something worth giving to others, and indeed, others will be drawn to us. People are naturally drawn to happy healthy people. Besides being happy and healthy, we should strive to have an open heart that is filled with loving kindness and compassion for everyone. This can be difficult, as many people are admittedly hard to love. But by having an open heart that truly desires to love everyone, your kindness and compassion will be mirrored in others. The focus or goal of the person in front of you is more easily turned around by a gentle smile than by scowling back at them. This is, after all, the purpose of our lives, to love, and to love without limits. — Christopher Simon

"Finally, all of you, be like-minded, be sympathetic, love one another, be kind, merciful, and humble. Do not envy and do not boast about your achievements."
— 1 Peter 3:8-9 NIV

AD# N1709A67001C PASS 2 COL. x 5.25

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

NAME SPONSOR

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NAME SPONSOR

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NAME SPONSOR

NAME SPONSOR

N1709P67012C*

AD# N1709A67005C PASS 6 COL. x 7



(FALL HOME)
N1709P68006C*O



(AUTHENTIC FOODS)
N1709P68008C*O



(FALL IS HERE!)
N1709P68007C*O



(LATINO FESTIVAL)
N1709P68010C*O



(HUNTING)
N1709P68002C*O



(FURNITURE SALE)
N1709P68004C*O



(COMMUNITY RESOURCE GUIDE)
N1709P68005C*O



(FISHING)
N1709P68003C*O



(GARDENING GUIDE)
N1709P68001C*O



(HISPANIC HERITAGE CELEBRATION)
N1709P68009C*O

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).



September 8-10
N1709P68011C*O



SEPTEMBER 23
N1709P68019C*O
N1709P68020C*O



SEPTEMBER 11
N1709P68028C*O



N1709P68024C*O



September 27
N1709P68034C*O
N1709P68035C*O



N1709P68026C*O



N1709P68018C*O



N1709P68021C*O



N1709P68014C*O



SEPTEMBER 2, 1945
N1709P68032C*O



September 3-9
N1709P68027C*O



N1709P68033C*O



N1709P68017C*O



N1709P68029C*O



N1709P68015C*O



N1709P68016C*O



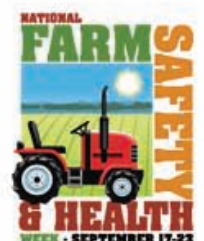
N1709P68025C*O



SEPTEMBER 15
N1709P68022C*O
N1709P68023C*O



SEPTEMBER 4-10
N1709P68030C*O
N1709P68031C*O



SEPTEMBER 17-23
N1709P68012C*O
N1709P68013C*O



N1709P69007C*-O
(Applying Joint Compound)



N1709P69014 C*-O
N1709P69015C*-O
(Zero Turn Mower)



N1709P69017C*-O
(Vietnamese Beef Pho Soup)



N1709P69009C*-O
N1709P69010C*-O
(Pickleball)



N1709P69003C*-O
(Calf With Horns)



N1709P69004C*-O
(Calf Without Horns)



N1709P69008C*-O
(Mechanic Oil Change)



N1709P69011C*-O
(Softball Heart)



N1709P69012C*-O
(Softball Icon)



N1709P69006C*-O
(Grandmother Baking Cookies with Grandkids)



N1709P69001C*-O
(Ladies' Room Urgent)



N1709P69002C*-O
(Men's Room Urgent)



N1709P69016C*-O
(Boy On A Divingboard)



N1709P69013C*-O
(Propane Truck)



N1709P69005C*-O
(Family Apple Picking)

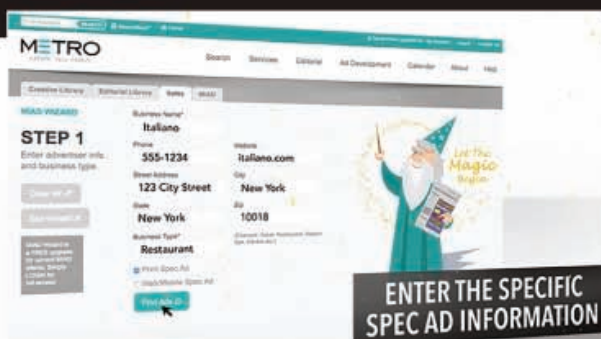


Now close more sales like magic with

MiAD Wizard

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

STEP
1



MiAD® Wizard success stories are already rolling in!

Sales blitz sells
\$104,500
in ad contracts

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

STEP
2



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

STEP
3



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.

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

Get started today! Call 800-223-1600 or send e-mail to service@metro-email.com



METRO NEWSPAPER SERVICE

You'll "fall" for September MNS sales opportunities with valuable ready-to-sell coverage for fall, Nat'l Grandparents Day, Hunting & Fishing, Nat'l Newspaper Week, Shop Local and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with September's MSAL spec ads for Home Improvement and Fall Sales advertisers. Presented in this book and available to view online in the MSAL SearchBook™, every ad is also available in MiAD Wizard so you can immediately personalize ads to present and close more sales.



JULY Issue
PP. 53-65

CAMPAIGNS & CLASSIFIED

Harvest third quarter sales with a ready-to-present mix of multiple-ad campaign selling, timely and seasonal spring-to-summer 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

PRSR STD
US POSTAGE
PAID
SOUTHERN, MD
PERMIT 4205



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

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

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

Visit metrocreativeconnection.com, email service@metro-email.com or call Client Services at 800.223.1600.



Create. Sell. **ROUND UP THOUSANDS** in HOLIDAY Profits.

Metro's 2017 Holiday Advertising Service is the ultimate resource for developing moneymaking Christmas and New Year's advertising, greetings and special projects. By equipping your creative and sales teams with hundreds of all-new ads, images, copy and design components, and ready-to-sell sections — plus access to all ads in MiAD Wizard — this annual service is guaranteed to help you create, sell and generate thousands in profits!

Features:

- Quick-Sell formats for multiple advertisers
- Advertiser-specific ads and images
- Online SearchBook®
- Dynamic cover designs

- Color and black-and-white versions for every image
- QuarkXPress® and InDesign® formats
- BONUS: FREE Access to MiAD® WIZARD**



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