

CREATE. SELL. PROFIT.

METRO

CREATIVE SERVICES



NEWSPAPER WEEK

Features and images to capture the attention of readers, new subscribers and advertisers



HUNTING, FISHING & OUTDOORS

Pages and promotions to connect outdoor advertisers with their target audience



DISASTER PREPAREDNESS & 9-11

All the elements to create preparedness sections and advertising, and remember 9-11



MiAD Spec

Ad Library PP. 45-52:

Dozens of ready-to-sell spec ads geared toward home improvement and fall sales – MiAD Wizard-enabled!

Eye-catching images and seasonable spec ads to **Rake In the Revenue This Fall**

Editorial Features & Templated Special Sections: Holiday Gift Guide • Cancer Awareness & Prevention
Fall/Winter Sports Guide • September Timely Features • Games & Puzzles

AUTUMN ARRIVES



ON THE COVER:
N1809P21009C

Perfect for fall-themed covers and ads, think autumn specials, festivals, outdoor activities, calendars and more!

Autumn is here on September 22, and so is a wealth of content to inspire seasonal sales (65).

- Invite businesses to share their fall offerings in a "shop local for fall" double-truck directory (20).
- A Single Sheet design showcases new fall merchandise offerings from a retail advertiser (28).
- Attract food-related advertisers with appetizing images, as well as a grocery market spec ad and "souper fall recipe contest." (10, 46, 47, 61).
- Fall is also prime time for home improvement advertisers, including contractors, carpet cleaners, insulation installers and banks (02, 03).
- Find retail spec ads to spotlight fall fashions for readers and their homes (02, 03).
- Find dozens more ads for home improvement and fall sales in September MSAL!



NATIONAL NEWSPAPER WEEK



Get a jump on National Newspaper Week, October 7-13, and remember to wrap up the week-long celebration with International Newspaper Carrier Day on October 13.

- A full-page infographic design presents eye-catching facts, figures and history surrounding everyone's favorite news source, and includes a spec ad to promote a special subscription offer from your publication (25).
- Also use a Single Sheet design to promote your publication to new and returning subscribers, as well as advertisers (28).
- In addition to event headings (65), find three pages of photos to promote all aspects of your publication, from job opportunities to mobile readership, in conjunction with National Newspaper Week, Carrier Day or anytime (29-31).



HUNTING, FISHING & OUTDOORS



Target hunting, fishing and outdoor activity advertisers with a variety of options this month!

- Use a Themed Event Package featuring hunting and fishing information and resources to provide a platform for advertisers leading up to National Hunting & Fishing Day on September 22 or National Hunting & Fishing Month in October (06).
- A Hunting & Fishing Marketplace page features directory spots for multiple advertisers, as well as spec ads for a campground, fishing supply store, breakfast spot, taxidermist, hunting lodge and hunting gear retailer (14).
- In addition to a variety of hunting and fishing photos and illustrations, find photos of hiking and trail running for fall (15, 17, 39, 40, 43, 44).



DISASTER PREPAREDNESS & SEPTEMBER 11



September is National Preparedness Month, as well as anniversary of the 9-11 terrorist attacks, also known as Patriot Day (65).

- Create a Disaster Preparedness Guide using this month's Themed Event Package content, which includes a tab cover and promotional ads, as well as an emergency supply kit checklist (08).
- A Single Sheet ad for an outdoors store can also be adopted by any general merchandise retailer to advertise everyday low prices on emergency supply list essentials (28).
- General contractors can promote disaster prep services, as demonstrated with a spec ad. This advertiser can be included in a larger home improvement directory format as well (32).
- Remember September 11 with a memorial ceremony promotion and additional photos (19, 43).



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

GRANDPARENTS' DAY & SENIORS



Grandparents' Day on September 9 is an ideal time to amp up senior coverage.

- Create a Celebrating Grandparents special section with this month's *Themed Event Package*. It includes a cover design, promotional ads and editorial feature focused on grandparents, as well as an optional dining and gift guide and event heading specifically for Grandparents' Day (09).
- A restaurant ad for "family dining" includes a callout feature inviting readers to make their reservations for Grandparents' Day (19).
- Approach a senior center to advertise with an individual spec ad, as well as in a corresponding senior services directory layout (32).
- Another spec ad promotes assisted living services for seniors (03).



SEPTEMBER PROMOTIONAL OPPORTUNITIES



Additional events and revenue opportunities to note including the following:

- Celebrate Hispanic Heritage Month with a *Themed Event Package* (05).
- Promote National Suicide Prevention Month and World Suicide Prevention Day in September with a *Themed Event Package* that includes a suicide prevention resource guide (04, 65).
- Another *Themed Event Package* is focused on farm news and safety in time for National Farm Safety & Health Week, September 16-22 (07).
- A spec ad for a dive shop is featured this month, along with a "diver's guide" directory layout and additional photos (17, 32).
- Find an adorable ad for "happy, healthy pet care" and a corresponding directory (32).
- Other ads for top-selling advertisers this month include auction services, religious education classes, wine tasting, hot tubs, IT training programs, cruise travel and more (02, 03).



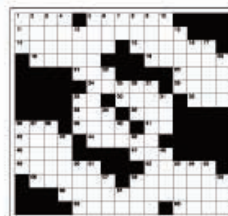
SEPTEMBER CUSTOMER REQUESTS

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



N1809P64024C

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



CLUES ACROSS

1. A person of difficulty
2. Pressure in a hot body
3. A small, round object
4. A type of fish
5. A type of fruit
6. A type of food
7. A type of drink
8. A type of game
9. A type of sport
10. A type of animal
11. A type of plant
12. A type of flower
13. A type of tree
14. A type of bird
15. A type of insect
16. A type of mammal
17. A type of reptile
18. A type of amphibian
19. A type of fish
20. A type of shellfish
21. A type of mollusk
22. A type of arachnid
23. A type of insect
24. A type of mammal
25. A type of bird
26. A type of reptile
27. A type of amphibian
28. A type of fish
29. A type of shellfish
30. A type of mollusk
31. A type of arachnid
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91. A type of fish
92. A type of shellfish
93. A type of mollusk
94. A type of arachnid
95. A type of insect
96. A type of mammal
97. A type of bird
98. A type of reptile
99. A type of amphibian
100. A type of fish

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 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](https://www.facebook.com/MetroCreativeConnection)

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

Metro Creative Graphics, Inc.

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

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



COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

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

N1809P02002C*



YOU Can Do IT

With a quality education and hands-on training from a local leader in technology learning programs and career placement, a successful future is yours for the taking.

Financial aid is available, and we offer flexible day and evening classes to fit your schedule. To speak with an admissions counselor, call 000-000-0000 today or visit us online today.

Technology Institute of Somersville

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

N1809P02001C

N1809P33002C

Roll Out a Clean New Look

After years of everyday use, even professional cleaning can't always combat the buildup of stains, bacteria, pet dander and allergens in your home's carpets and padding. If your carpeting is more than five years old, you may want to consider replacing it now...at savings of up to 60% off regular prices!

Fall Carpeting Sale
Going On Now up to
60% Off
Wall-to-Wall Carpeting
Choose from hundreds of styles, textures and colors

Next-Day Installation & Financing Plans Available

Nunez Carpets

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

N1809P02003C*

Fall In Love With Cruise Vacation Savings

Fall Specials up to **\$500 Off** Plus, Bonus On-Board Credits!

Call or visit our website to get on board with today's incredible offers for hundreds of worldwide destinations!

Epic Travel & Cruise

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

N1809P33003C

No Place Like Home. No Time Like the Present.

Lease Today & Get ONE MONTH FREE!

Spacious One- and Two-Bedroom Apartments
Pool, Fitness Center & Recreation Room
Secure & Assigned Covered Parking
Chef-Style Entertainment Kitchens
Call for your tour today!



Treeline Park Apartments

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

N1809P33004C



Meeting the highest standards of quality and customer service since 2007.

Detailed & Professional Home Painting Contractor

pressure washing
interior & exterior painting
residential & commercial
drywall & stucco
wallpaper removal & hanging
popcorn ceiling removal
deck & fence staining

Hanson Family Painting

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

N1809P33005C

A business built on hard work. A reputation built on quality.

Complete Commercial & Residential Building Services
Over 25 years of experience
Great local references | Satisfaction guaranteed

Contact us anytime for a free consultation and estimate!

Summit Building

Licensed
000000000
Fully Insured & Bonded

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

N1809P33006C

Companion WEB + MOBILE ADS available on MCC

Thank Goodness It's Fall

Time to show off your favorite new looks!

BOGO 50% Off Scarves & Sweaters
This Week Only. While good. September 00-00, 2018. List details, terms and conditions here.



Looksie Boutique

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

N1809P33007C



The Nuts, Bolts & Beyond for a Picture-Perfect Home

tools | hardware | equipment | building plumbing | electrical | husbandry paint center | locksmith | decorating center
OPEN 7 DAYS

Everyday Low Prices & Unbeatable Service

ABC Hardware & Building Supply

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

N1809P33008C

N1809P33009C

Stay Warm All Season

Fall Hot Tub Clearance up to **50% Off** Name Brand Hot Tubs & Spas

Shop now for the best selection! Sale ends 02.09.19. List details, terms and conditions here. List details, terms and conditions here.

Showroom Open Tuesday-Saturday 10am - 7pm, Sunday 11am - 5pm Shop Online 24/7



Denner Pool & Spa

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

N1203P46093C*

N1809P34001C



Estate Sale & Auction Services

Whether you're downsizing or managing the final arrangements of a loved one's estate, let us handle every aspect of your sale, from organization to cleanup. We have the knowledge and experience to ensure each home's contents are accurately priced to expedite dispersal while preserving value.

For a consultation and estimate, please call 000-000-0000. To browse upcoming estate sales and auctions in your area, please visit us online.

PRICE

Estate Sales & Auctions   

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

AD# N1809A03001C PASS 2 COL. x 5 

N1809P34002C

Freshen Up Your Bedroom

White Sale Savings up to 40% Off

pillows • sheets • duvets
comforters • blankets
mattress covers •
protectors • quilts •
throws • bedskirts & more

Sale ends Sunday
September 10, 2018. List
prices, terms and conditions
here. List prices, terms and
conditions here.

Linens & More

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

AD# N1809A03002C PASS 2 COL. x 5 

N1809P34003C

Home In On Quality & Value

Enjoy custom designs, energy-efficient features and friendly financing on a brand-new, top-quality manufactured home. Call or visit us online today to find out how easy it is to make the move to a more affordable and more beautiful home!



Manufactured Home Models

\$59,995
Lot rents from \$60 a month!

Joy

Manufactured Homes   

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

AD# N1809A03003C PASS 2 COL. x 5 

N1809P34006C



Spots? Dander? Pet Odors?

Fast-drying steam cleaning. Non-toxic & safe for kids & pets. Slow-releaser stain guard.

Call Today! 800-456-7890

Call Now to Save 20% Off Professional Carpet Cleaning and eliminate bacteria, dust mites, stains, odors and allergens for a fresher, safer and more beautiful home.

Next Level Carpet Cleaning



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

AD# N1809A03004C PASS 2 COL. x 5 

N1809P34007C



Worried About Mom?

Assisted living can offer comfort and peace of mind for both you and aging loved ones. Our residents enjoy private apartments with easy access to all of the services they need and daily activities, as well as the mental and emotional benefits of socializing with peers. To learn more or arrange a tour, we invite you to contact us by phone or online today.

Bellair Village



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

AD# N1809A03005C PASS 2 COL. x 5 

N1809P34009C



Savor an Award-Winning Lineup of Great Wines

Wine & Cheese Pairing Class
Saturday, September 08
Register online today!

Ask about our wine club!
Tastings & Tours Thursday-Sunday
Live Music & Special Events
Check out our online events calendar for details.


Wisteria Winery

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


AD# N1809A03006C PASS 2 COL. x 5 

N1809P34005C



Create a More Comfortable & Energy-Efficient Home

Start saving money on heating costs this winter with fast and affordable insulation service from the pros.




Mattison Insulation

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

- Loose-fill fiberglass
- & cellulose insulation
- Licensed & professional installers
- Fully insured & bonded
- Satisfaction guaranteed

Call for your free estimate!

AD# N1809A03007C PASS 2 COL. x 5 

N1809P24002C

Nail Down a Great Rate



Home Improvement Loan 5.89% APR*

Fixed Rate for 36 Months
No application fees
No prepayment penalties
Or ask about introductory rates as low as 2.99% APR** on a home equity line of credit!

*List terms and conditions here. List terms and conditions here.
** List terms and conditions here. List terms and conditions here. List terms and conditions here.

First Bank Savings & Loan


  

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

Apply today, and start building a better future by investing in the comfort and value of your home.

AD# N1809A03008C PASS 2 COL. x 5 

N1809P63013C






Enroll Now for Religious Education Classes


Deepen your child's connection to God and church with a religious education program designed to teach kids core Catholic concepts and values in a warm and welcoming classroom environment surrounded by friends and supportive teachers.

To register your child for fall classes, please call or visit us online before September 08.

St. Matthew's Church

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

AD# N1809A03009C PASS 2 COL. x 5 

Companion WEB + MOBILE ADS available on MCC

N1809P44005C • N1809P44009C •

N1809P44005C • N1809P44009C •



SUICIDE Prevention Resource Guide

Each year, nearly 45,000 people die by suicide. If you or someone you know is struggling with suicidal thoughts, help is available.

CRISIS HELP

National Suicide Prevention Lifeline
800.273.8255
To contact the Crisis Text Line, text **TALK** to **741741**.

Walk to Prevent Suicide Saturday, September 08
Register online today at namewebsite.com

Warning signs of suicide

In June of 2018, the deaths by suicide of two high-profile celebrities generated widespread attention. Within days of one another, fashion designer Kate Spade and television host and author Anthony Bourdain took their own lives.

The deaths of Spade and Bourdain prompted many to inquire about suicide. In cases like these, any signs that might have been indicators of a suicidal thought should have been noticed. According to the American Foundation for Suicide Prevention, the signs that people who take their own lives often share include:

- Talking about suicide or death
- Giving away prized possessions
- Aggression
- Hopelessness

Depression and anxiety are two conditions most commonly associated with suicide. But the AFSP notes that mood swings may have been experienced with these conditions and actively manage them on an ongoing basis. Unexplained depression and anxiety, as well as prolonged or uncharacteristic mood swings, include a person's risk for suicide. That's why it's so important for people who are struggling with depression, anxiety, or other mental health issues to promptly address their own issues or those of a loved one.

Speech: The AFSP notes that people who take their own lives may have shared during a prior conversation signs that they were suicidal. These signs include talking about suicide, death, or death threats. They may also have been talking about suicide, death, or death threats in a way that was not suicidal. People who take their own lives may also have been talking about suicide, death, or death threats in a way that was not suicidal. People who take their own lives may also have been talking about suicide, death, or death threats in a way that was not suicidal.

Behavior: Behavior especially behavior that can be traced to a suicidal event, such as a suicidal thought, is another potential indicator that a person is having suicidal thoughts. Such behaviors include:

- Increased use of alcohol or drugs
- Looking for ways to hurt their face, such as scratching their face or neck
- Withdrawing from activities
- Isolating from family and friends
- Leaving their home or car
- Visiting or calling people to say goodbye
- Giving away prized possessions
- Aggression
- Hopelessness

Mood: Mood can be a potential indicator that a person might be having suicidal thoughts. In addition to unexplained depression, people who are considering taking their own lives may exhibit a loss of interest in things they once enjoyed, inability to function, apathy, and a noticeable improvement in their mood. The AFSP notes that the warning signs for suicide.

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Local Mental Health Professionals

Name Therapist
Let credentials here. Specializing in name concern, name concern, name concern and name concern. Please call or contact me online for a free phone consultation. 1234 Washington Street, Somerville, MA 02148. 800.000.0000. www.namewebsite.com

Name Therapist
Let credentials here. Specializing in name concern, name concern, name concern and name concern. Please call or contact me online for a free phone consultation. 1234 Washington Street, Somerville, MA 02148. 800.000.0000. www.namewebsite.com

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Let credentials here. Specializing in name concern, name concern, name concern and name concern. Please call or contact me online for a free phone consultation. 1234 Washington Street, Somerville, MA 02148. 800.000.0000. www.namewebsite.com

Local Support Groups & Resources

Name Organization
Let organization details, specializations or schedule here. Let organization details, specializations or schedule here. 1234 Washington Street, Somerville, MA 02148. 800.000.0000. www.namewebsite.com

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AD# N1809A04003C 19.334 x 13

HEADING: N1809P04001C*
September is National Suicide Prevention Awareness Month

Companion WEB + MOBILE ADS available on MCC



Suicide Prevention & Mental Health Awareness Matters

Depression and suicide affect people of all ages, from all walks of life. Statistics show that eight out of ten people considering suicide give some sign of their intentions. To learn more about the warning signs, treatment options, local support groups and other resources to help yourself or someone you love, look for our upcoming resource guide and suicide prevention coverage appearing here and online September 08. You are not alone.

If you are a mental health professional or organization offering support services, please call 800.000.0000 or email namename@namewebsite.com before September 08 to learn more about appearing in our upcoming Suicide Prevention Resource Guide.



For Crisis Help, Call 911 or the National Suicide Prevention Lifeline **800.273.8255**

Name Newspaper www.namewebsite.com

AD# N1809A04004C PASS 6 COL. x 10

September is National Suicide Prevention Awareness Month

Warning signs of suicide

Medical Group
Coffee Shop
Pet Adoption
Therapist

September is National Suicide Prevention Awareness Month

Warning signs of suicide

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- Increased use of alcohol or drugs
- Looking for ways to hurt their face, such as scratching their face or neck
- Withdrawing from activities
- Isolating from family and friends
- Leaving their home or car
- Visiting or calling people to say goodbye
- Giving away prized possessions
- Aggression
- Hopelessness

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CRISIS HELP National Suicide Prevention Lifeline 800.273.8255
To contact the Crisis Text Line, text TALK to 741741.

AD# N1809A04002C 10 x 13
AD# N1809A04001C PASS 6 COL. x 21

QUICK SELL:

- Advertiser Suggestion: Yoga Studio
- Advertiser Suggestion: Therapist
- Advertiser Suggestion: Diner
- Advertiser Suggestion: Mental Health Professional
- Advertiser Suggestion: Pharmacy
- Advertiser Suggestion: Church Group

QUICK SELL:

AD# N1809P05001C*~C

AD# N1809A05002C

10. x 13

1. Learn a Latin Dance Style. Restaurant

2. Try a New Hispanic Cuisine. Restaurant

3. Plan a Trip to Latin America. Travel Agent

4. Make Your Own Salsa. Grocery Store

5. Discover Hispanic Literature. Bookstore

6. Take a Spanish Class. Language School

7. Create a Traditional Craft. Art School

8. Watch a Hispanic Film. Movie Theater

9. Listen to Latin Music. Music Venue

10. Experience Hispanic Art. Museum

SAMPLE SOME CULTURE During Hispanic Heritage Month!

Celebrating Hispanic Heritage Month

A spicy taste of Mexico from the comforts of home

FAQ:

Many people are confused with the terms "Hispanic" and "Latino." Hispanic refers to the people of all Spanish-speaking countries, while Latino (or Latin American) refers specifically to people of Latin American descent. This means that a person from Brazil is Latino but not Hispanic, while a person from Spain may be considered Hispanic, but is not Latino.

Spicy Steak Toppings
Make 4 servings
 4 beef tenderloin medallions (each 4 ounces and 3/4-inch thick)
 2 tablespoons olive oil
 Seasoned salt and freshly ground black pepper
 1 cup frozen green chile peppers (see below)
 1 cup shredded Monterey Jack cheese

1. Broil tenderloin thoroughly with olive oil, season with salt and pepper.
 2. Place medallions on parchment grill, broil 10-12 min. Grill, turning once, until medium-rare, 10-12 min. or to your liking. Transfer to a plate, cover with foil and rest for 5 minutes.

3. Preheat broiler with rack 4 to 6 inches away from heat. Place steaks on individual parchment paper. Top each steak with equal amounts of chile and cheese. Broil until cheese is melted and steaks are done to your liking.

4. To make chile: Preheat grill on medium heat. Grill to medium-rare, 10-12 min. or to your liking. Transfer to a plate, cover with foil and rest for 5 minutes.

5. Preheat broiler with rack 4 to 6 inches away from heat. Place steaks on individual parchment paper. Top each steak with equal amounts of chile and cheese. Broil until cheese is melted and steaks are done to your liking.

6. To make chile: Preheat grill on medium heat. Grill to medium-rare, 10-12 min. or to your liking. Transfer to a plate, cover with foil and rest for 5 minutes.

7. To make chile: Preheat grill on medium heat. Grill to medium-rare, 10-12 min. or to your liking. Transfer to a plate, cover with foil and rest for 5 minutes.

8. To make chile: Preheat grill on medium heat. Grill to medium-rare, 10-12 min. or to your liking. Transfer to a plate, cover with foil and rest for 5 minutes.

9. To make chile: Preheat grill on medium heat. Grill to medium-rare, 10-12 min. or to your liking. Transfer to a plate, cover with foil and rest for 5 minutes.

10. To make chile: Preheat grill on medium heat. Grill to medium-rare, 10-12 min. or to your liking. Transfer to a plate, cover with foil and rest for 5 minutes.

SELF-PROMOTION READER:

AD# N1809A05004C

PASS 2 COL. x 5

Celebrate Hispanic Heritage Month With Your Customers

Showcase your special events and offers in our upcoming special section, Celebrating Hispanic Heritage Month, to reach a local audience of more than 60,000 readers!

Celebrating Hispanic Heritage Month

Talk to an ad consultant today to learn more or reserve your space. Call 000.000.0000 or email names@namenewspaper.com before September 05. This section will publish in print and online September 05.

A Special Section From **Name Newspaper**

SELF-PROMOTION ADVERTISER:

AD# N1809A05003C

PASS 2 COL. x 5

Celebrating Hispanic Heritage Month

September 2018
 A Special Advertising Name Newspaper
 Special Events, Flavorful Recipes, Traditions, History, Culture & More!

Celebrating Hispanic Heritage Month

AD# N1809P05001C*~C

AD# N1809P44002C

AD# N1809P60010C

AD# N1809P44003C

AD# N1809A05001C

PASS 8 COL. x 21

Companion WEB + MOBILE ADS available on MCC

HEADING:
 N1809P05001C*~C

Celebrating Hispanic Heritage Month

QUICK SELL: N1809P45003C



FARM News & Safety

Facts and figures on farm safety

Estimated to be the Centers for Disease Control and Prevention, agricultural injuries among the young population in the United States are a significant trend in farm safety, affecting the young young people who work on farms. The National Institute for Occupational Safety and Health, has identified the leading causes of farm safety injuries, including tractor overturns, falls, and other incidents. The Centers for Disease Control and Prevention, has identified the leading causes of farm safety injuries, including tractor overturns, falls, and other incidents. The Centers for Disease Control and Prevention, has identified the leading causes of farm safety injuries, including tractor overturns, falls, and other incidents.

Estimates indicate that there were roughly 2.1 million full-time wage and salaried employees in production agriculture in 2017 and between 1.4 and 2.1 million hired crop workers employed annually on crop farms in the United States.

Each day, roughly 100 agricultural workers suffer injuries that cause them to miss time at work.

In 2014, 12,000 youth were injured on farms, and 4,000 of those youths could trace their injuries to farm work.

In 2016, 417 farmers and farm workers died from work-related injuries. Tractor overturns and other transportation incidents were the leading cause of death for these farmers and farm workers.

An estimated 893,000 young people under 20 years of age resided on farms in 2014. More than half of those young people per year work farm work, and an additional 286,000 youth were hired to work on farms in 2014.

A rollover protection system, or ROPS, is a structure, similar to roll-overs and roll-overs in cars and trucks, intended to protect farm equipment operators from injuries caused by overturns or rollovers. NIOSH notes that an ROPS is the most effective way to prevent overturn deaths. Despite that, in 2014 only 62 percent of tractors used on farms in the U.S. were equipped with an ROPS.

- Farm-to-Table Restaurant**
- Coffee Shop**
- Seed & Feed Store**
- Workwear Shop**
- Farm Market**

SECTION COVER: N1809P07002C

FARM News & Safety

September 2018
A Special Section From
Name Newspaper



Inside:

- National Farm Safety & Health Week**
- Managing Harvest Season Stress**
- Keeping Kids Safe in the Field**
- Facts & Figures on Farm Safety**
- Injury Prevention 101**

AD# N1809A07003C 10 x 13


AD# N1809A07002C
AD# N1809A07001C

9.667 x 13
PASS 6 COL x 21

HEADING:
N1809P07001C



SELF-PROMOTION READER: N1809P45003C



100 agricultural workers sustain a lost-work-time injury each day. 417 farmers and farm workers died from work-related injuries in 2016. 12,000 youth were injured on farms in 2014.

Centers for Disease Control and Prevention
I Make sure you have the latest news and information to keep yourself, your family, your workers and your operation safe.


FARM News & Safety

A Special Section From
Name Newspaper

Look for your copy of Farm News & Safety Coming September 00 In print and online at namenewspaper.com/farmnewsandsafety.

AD# N1809A07005C PASS 2 COL x 5

SELF-PROMOTION ADVERTISER: N1809P45003C



Agricultural Advertising to Grow Your Business

Talk to us today about promotional opportunities for your business available in our upcoming special section dedicated to farming news and safety.

FARM News & Safety

A Special Section From
Name Newspaper

For information & Advertising, Call 900.000.0000 or Email names@namenewspaper.com
Reservation Deadline: September 00
Publication: September 00

AD# N1809A07004C PASS 2 COL x 5

Companion WEB + MOBILE ADS available on MCC

QUICK SELL:

N1809P45007C

SECTION COVER:

Plan Ahead. BE PREPARED.

Disaster strikes without warning. Supplies in your home can help you survive. Think ahead and bring in everything you'll need to get you and your family out of harm's way. You should have enough supplies for at least three days. Be the best prepared to take your emergency kit, supplies, your emergency number. It may be very difficult to find supplies in the weeks and months after a disaster.

Emergency Kit Essentials

- WATER (one gallon per day per person - reusable jugs)
- 3-DAY NON-PERISHABLE FOOD (enough to feed you and your pet for 3 days)
- CAN OPENER
- FLASHLIGHT & EXTRA BATTERIES
- BATTERY-POWERED OR CRANK RADIO
- CELL PHONES, CHARGERS & BACK-UP BATTERY
- WHISTLE TO SIGNAL FOR HELP
- SANITIZER OR WIPES
- GARAGE BAGS
- FIRST-AID KIT
- DUST MASK
- PLASTIC SHEETING & DUCT TAPE
- EXTRA CASH
- PRESCRIPTION MEDICATIONS
- WRENCH OR PLIERS TO TURN OFF UTILITIES

Be sure you want to consider packing these items:

- EXTRA CLOTHING
- BLANKETS OR SLEEPING BAGS
- IMPORTANT FAMILY DOCUMENTS
- MATCHES IN A WATERPROOF CONTAINER
- DISPOSABLE CUPS, PLATES & UTENSILS
- PENCIL & PAPER

Download or print this guide from www.metronews.com and share it with your family. It's a great way to get ahead with your disaster preparedness plan.

AD# N1809A08002C 9.667 x 13
AD# N1809A08001C PASS 6 COL. x 21

Disaster PREPAREDNESS GUIDE

September 2018
A Special Supplement to
Name Newspaper

Emergency Kit Essentials
Examining Extreme Weather Patterns
Weatherproofing Your Home
Keeping Kids Calm in an Emergency
Insurance Coverage FAQs

DISASTER PREPARATION LIST

- WATER
- NON-PERISHABLE FOOD
- BATTERY RADIO
- BATTERIES
- FIRST AID KIT
- FLASHLIGHT
- BATTERY-POWERED OR CRANK RADIO
- CELL PHONES
- CHARGERS
- BACK-UP BATTERY
- WHISTLE TO SIGNAL FOR HELP
- SANITIZER OR WIPES
- GARAGE BAGS
- FIRST-AID KIT
- DUST MASK
- PLASTIC SHEETING & DUCT TAPE
- EXTRA CASH
- PRESCRIPTION MEDICATIONS
- WRENCH OR PLIERS TO TURN OFF UTILITIES
- EXTRA CLOTHING
- BLANKETS OR SLEEPING BAGS
- IMPORTANT FAMILY DOCUMENTS
- MATCHES IN A WATERPROOF CONTAINER
- DISPOSABLE CUPS, PLATES & UTENSILS
- PENCIL & PAPER

AD# N1809A08003C 10. x 13

HEADING: N1809P08001C



Companion WEB + MOBILE ADS available on MCC

SELF-PROMOTION READER:

What If?

If a disaster were to strike, would you be prepared to protect yourself and your family? Our Disaster Preparedness Guide is here to help you be ready and stay safe. Look for your copy September 00. Here and online at www.metronews.com/disasterpreparednessguide.

Disaster PREPAREDNESS GUIDE
A Special Section From Name Newspaper

AD# N1809A08005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

Advertise Your Preparedness Products & Services

With extreme weather patterns making headlines more and more frequently, preparing for disasters is something almost everyone knows they should do, but they often do not. Our Disaster Preparedness Guide is a valuable vehicle for promoting your business to local residents in more than 90,000 area households with information or special offers designed to move them to action, benefiting both our community and your bottom line.

Talk to an ad consultant today! Call 800.000.0000 or email names@metronews.com.
Reservation Deadline: September 00
Publication: September 00

Disaster PREPAREDNESS GUIDE
A Special Section From Name Newspaper

AD# N1809A08004C PASS 2 COL. x 5

Usage Note:

What changes with the seasons? Our food choices. Fall, in most areas, ushers in an annual increase in interest in soup. A **Souper Fall Recipe Contest** will engage readers to share their favorite soup recipes. Have readers submit their recipes through your website to drive online traffic. Contest sponsors can contribute prizes for the winners, or keep the prize structure to cash only. We're suggesting you publish the winning recipes in a *Fall Recipe Guide*, which can be a full special section, a niche section and/or an online section.

Souper Fall Recipe Contest



Share your favorite soup recipe with us for a chance to win a mix of great prizes!

Enter Your Original Soup Recipe Online Today at namenewspaper.com/contest
Contest Deadline: September 00

The Top 10 Recipes Will Appear in Our Fall Recipe Guide on September 00!
See contest website for prize details and entry rules.

Cookware Store

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

Restaurant

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

Bookstore

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

Appliance Store

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

Farmers' Market

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

Meat Market

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

Cooking School

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

Grocery Store

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

Gourmet Market

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

Home Store

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

N1809A10001C

Usage Note:

National Grandparents Day will be celebrated September 9. A **Cutest Grandkids Brag Book Photo Contest** lets your readers tell the world about their amazing grandparents, and lets grandparents brag about their amazing grandkids. We're suggesting, in addition to a cash Grand Prize, that you publish the winning photos in a *Celebrating Grandparents* special section in print and online.



Cutest Grandkids BRAG BOOK PHOTO CONTEST

Share your favorite photos with the grandkids for a chance to win!

**\$100
Grand Prize**

Enter & Vote Online
namenewspaper.com/contests
September 00-00, 2018

Top Three Winners Will Be Featured in Our *Celebrating Grandparents* Special Section on Sunday, September 9, 2018!

Thanks to our contest sponsors:



Financial Institution

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

Medical Center

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

Assisted Living Facility

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

Hearing Center

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

Family Restaurant

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

Cosmetic Medspa

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

Senior Travel Agency

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

Home Care Agency

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

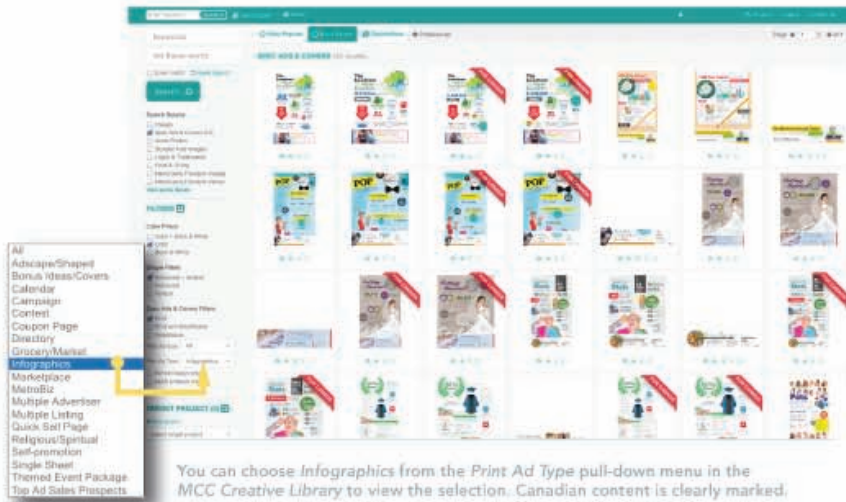
Cosmetic Dental Center

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

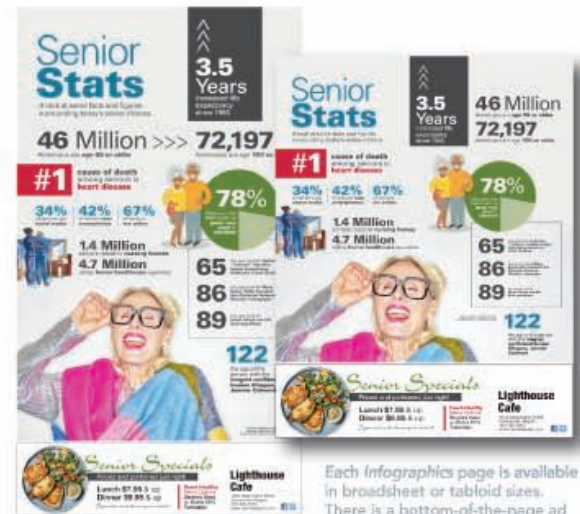
Insurance Company

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

N1809A10002C



You can choose *Infographics* from the *Print Ad Type* pull-down menu in the MCC Creative Library to view the selection. Canadian content is clearly marked.



Each *Infographics* page is available in broadsheet or tabloid sizes. There is a bottom-of-the-page ad space, complete with a suggested spec ad available to sell to a related sponsor.



Infographics Pages: Stats That Sell

Themed pages that relay interesting facts and figures are known as infographics. It's a format that is at home online, and now it has a home in print as well. Metro has done the research for you, and presents these relevant statistics on eye-catching pages that have one main suggested sponsor advertiser that's ready to sell.

Infographics pages are the latest addition to the arsenal of ad possibilities you get from your Metro Services. Take a look at what *Infographics* pages have to offer you and your advertisers:

Themes

Infographics pages have themes that are either directly related to a particular event or season, or cover categories of popular and evergreen topics. This has recently included everything from Valentine's Day to Father's Day, back-to-school time, graduation, weddings, seniors and more.

Broadsheet & Tab

Infographics pages are available in 6-column broadsheet sizes as well as tabloid. Each page contains a banner ad space at the bottom. Metro offers a spec ad for a related advertiser, making the page ready to present to a sponsor prospect. The interesting and

entertaining consumer-friendly stats give the advertiser extended exposure on the page, and can therefore command a premium.

Oh, Canada!

Whenever stats differ between Canada and the U.S., Metro gives you pages with Canadian-relevant data. Look for the prominent *For Canada* banner on *Infographics* thumbnails in the Results window of the MCC Creative Library.

MCC Creative Library

You can see *Infographics* pages in your Creative Services SearchBooks® online, or search directly in the MCC Creative Library. Select *Infographics* from the *Print Ad Type* pull-down menu to view and peruse the entire collection.

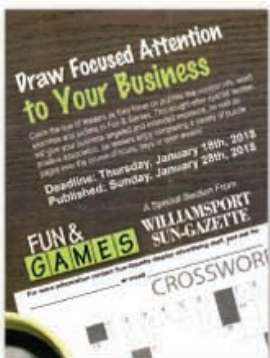
Infographics are another example of how Metro helps you to create, sell and profit. Check them out! **M**



U.S. versions



There are broadsheet and tabloid versions of each *Infographic* page available, and separate Canadian content pages whenever the stats are different.



Fun & Games Section Works to Build Revenue

Williamsport Sun-Gazette, PA

Metro client sells out Fun & Games Templated Special Section (TSS) in three weeks.

CREATE: The Sun-Gazette put together the pieces for a successful Fun & Games supplement using a fully templated special section from Metro, along with the promotional materials that are provided with each TSS package.

SELL: Each Sun-Gazette sales rep was asked to come up with three benefits to present to potential Fun & Games section advertisers. Reviewing everyone's input in a team sales meeting helped polish the pitch, and each sales rep received a copy of the TSS with available ad space and pricing to present, as well as the promotional sales flyer.

PROFIT: The sales staff had a three-week selling period, during which they sold out all available ad spots in the Fun & Games special section. Sales manager Diane Fedder was happy with the results and plans to incorporate more of Metro's Templated Special Sections in the future.

You can view the entire lineup of 2018 Templated Special Section topics online in the MCC Editorial Library. To purchase Templated Special Sections and corresponding mobile-responsive e-Sections, contact our Client Services Team at 800.223.1600 or service@metro-email.com.

Williamsport Sun-Gazette

252 W. Fourth Street
Williamsport, PA 17703
570.326.1551
dfedder@sungazette.com
Diane Fedder, Retail Sales Manager

Metro Seen *Content in Action*

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

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



As Seen In
Daily Journal
Kankakee, IL



As Seen In
Kankakee Valley Publishing
DeMotte, IN



As Seen In
The Rochelle News-Leader
Rochelle, IL



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



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

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

N1809P39018C*-O

Hunting & Fishing Marketplace

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.

Coastal Marina
Fishing Boat Rentals & Charters Available
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coastal Marina
Fishing Boat Rentals & Charters Available
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coastal Marina
Fishing Boat Rentals & Charters Available
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coastal Marina
Fishing Boat Rentals & Charters Available
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coastal Marina
Fishing Boat Rentals & Charters Available
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coastal Marina
Fishing Boat Rentals & Charters Available
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

J.R.'s Range
Practice Range & Shooting Lessons
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

J.R.'s Range
Practice Range & Shooting Lessons
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

J.R.'s Range
Practice Range & Shooting Lessons
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

J.R.'s Range
Practice Range & Shooting Lessons
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

J.R.'s Range
Practice Range & Shooting Lessons
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

J.R.'s Range
Practice Range & Shooting Lessons
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coffee Counter
Breakfast Served 24/7
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coffee Counter
Breakfast Served 24/7
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coffee Counter
Breakfast Served 24/7
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coffee Counter
Breakfast Served 24/7
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coffee Counter
Breakfast Served 24/7
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Coffee Counter
Breakfast Served 24/7
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com



N1809P40006C*-O

Your Camping Headquarters for Outdoor Fun

Specimens of private standard camping
River access for great fishing
Name fish, name fish & name fish
Fishing restaurants & showers
Fully stocked bait shop & mounted
RV hookup sites available

Reserve by Phone or Online Today!

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

AD# N1809A14002C
PASS 2 COL. x 5

The Reel Deal in Quality

Now 12 Fuel Tanks & Lure • Fuel & Fuel Fixators
Online Bait & Tackle Shop • Huge Selection of Lure
Fish & Fishing Gear • Home of Bait & Tackle

Now 100+ years of experience in customer care and respect!

Free coffee served all day!

Pete's Fishing Shack
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Early-Bird Breakfast Specials
Hunters & Anglers Welcome!

Sportsman's Breakfast
2 eggs, bacon or sausage, home fries, toast & hash
Served with homemade coffee

Only \$5.99 (4-8 a.m.)

Open at 4 a.m. Daily
Breakfast Served All Day

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

AD# N1809A14004C
PASS 2 COL. x 5
N1809P80003C
N1809P80001C
AD# N1809A14003C
PASS 2 COL. x 5
N1809P43008C
N1209P46009C*-O

N1809P39015C*-O

Heirloom-Quality Taxidermy

Preserve and showcase your hunting memories for generations to come with artistic taxidermy and mounting by a master with more than 50 years of experience.

Specializing in ALL types of Big & Small Game
Bear | Moose | Deer | Fox | Birds | Fish | Waterfowl |
Taxidermy | Rugs | Wall Mounts | & More

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

AD# N1809A14005C
PASS 2 COL. x 5

Sportsman's Lodge
Hunting Adventures for the Whole Family

Now 12 Fuel Tanks & Lure • Fuel & Fuel Fixators
Online Bait & Tackle Shop • Huge Selection of Lure
Fish & Fishing Gear • Home of Bait & Tackle

Now 100+ years of experience in customer care and respect!

Free coffee served all day!

Streamside Sportsman's Lodge
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Your Best Hunt BEGINS HERE
XX Hunting & Fishing Licenses Available Here

Extensive selection of firearms
State-of-the-art indoor range
Archery & firearms training
Full-service gunsmithing
Firearm transfers
Trapping supplies & knives
Optics & ammunition
Gun cases & more

Skyview
Outdoors & Sporting Goods
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1809A14007C
PASS 2 COL. x 5
N1809P44001C
AD# N1809A14006C
PASS 2 COL. x 5
N1809P44007C*-O

AD# N1809A14001C
AD# N1809A14008C

PASS 6 COL. x 21
10 x 13



N1809P15005C-●



N1809P15006C-●



N1809P15008C-●



N1809P15007C-●



N1809P15003C-●



N1809P15002C-●



N1809P15004C-●



N1809P15001C-●



N1809P16003C-●



N1809P16007C-●



N1809P16008C-●



N1809P16005C-●



N1809P16006C-●



N1809P16002C-●



N1809P16001C-●



N1809P16004C-●



N1809P17008C-●



N1809P17005C-●



N1809P17003C-●



N1809P17001C-●



N1809P17002C-●



N1809P17004C-●



N1809P17007C-●



N1809P17006C-●



N1809P18001C-●



N1809P18005C-●



N1809P18007C-●



N1809P18004C-●



N1809P18006C-●



N1809P18003C-●



N1809P18002C-●



N1809P18008C-●

N1809P20004C*-O

N1809P20003C*-O

N1809P20002C*-O

Shop Local for Fall!

See what your local merchants have in store for autumn!

Thuis Home Shop
Shop new arrivals in home fashions!
www.zannewebble.com
1234 Washington Street
Somerville Heights
000-000-0000

Boutique Layla
Fall fashions are here!
www.zannewebble.com
1234 Washington Street
Somerville Heights
000-000-0000

Spokes Bike Shop
10% off storewide through Sunday!
www.zannewebble.com
1234 Washington Street
Somerville Heights
000-000-0000

Lenzo's Optical
Fall savings on fashion frames
www.zannewebble.com
1234 Washington Street
Somerville Heights
000-000-0000

The Furniture Outlet
0% financing for a limited time only!
www.zannewebble.com
1234 Washington Street
Somerville Heights
000-000-0000

Wins Sporting Goods
Your fall sports headquarters
www.zannewebble.com
1234 Washington Street
Somerville Heights
000-000-0000

Second Chance Consignments
Now buying & selling for fall!
www.zannewebble.com
1234 Washington Street
Somerville Heights
000-000-0000

Garden Gourmet Market
Try our fresh-baked pies!
www.zannewebble.com
1234 Washington Street
Somerville Heights
000-000-0000

Mitchell's Coffee Stop
Pumpkin lattes & muffins now in season!
www.zannewebble.com
1234 Washington Street
Somerville Heights
000-000-0000

Orchard Farms
Apple picking & farmers' market
www.zannewebble.com
1234 Washington Street
Somerville Heights
000-000-0000

AD# N1809A20001C 19.334 x 13



N1809P20001C-●

Usage Suggestion:

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

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

Autumn Specials Fresh Fall Arrivals

N1809P20005C*-O

N1809P20006C*-O



N1809P21002C-●



N1809P21007C-●



N1809P21008C-●



N1809P21004C-●



N1809P21001C-●



N1809P21003C-●



N1809P21005C-●



N1809P21006C-●



N1809P22001C-●



N1809P22004C-●



N1809P22007C-●



N1809P22003C-●



N1809P22002C-●



N1809P22005C-●



N1809P22008C-●



N1809P22006C-●



N1908P23016C*-O



N1908P23006C*-O



N1908P23013C*-O
N1908P23012C*-O



N1908P23001C*-O
N1908P23002C*-O



N1908P23004C*-O



N1908P23003C*-O



N1908P23005C*-O



N1908P23015C*-O



N1908P23010C*-O



N1908P23011C*-O



N1908P23009C*-O



N1908P23007C*-O



N1908P23014C*-O



N1908P23008C*-O



N1809P24015C*-O
N1809P24016C*-O



N1809P24011C*-O



N1809P24012C*-O



N1809P24001C*-O



N1809P24004C*-O



N1809P24006C*-O



N1809P24005C*-O



N1809P24010C*-O



N1809P24002C*-O



N1809P24003C*-O



N1809P24009C*-O



N1809P24008C*-O



N1809P24013C*-O



N1809P24014C*-O



N1809P24007C*-O

The Newspaper Report

Read all about the facts, figures and history surrounding your favorite news source!



“A community needs news for the same reason that a man needs eyes. It has to see where it is going.”
— Dame Rebecca West

N1809P25005C*O

N1809P25001C*O



34 Million

The estimated Sunday print and digital newspaper circulation in the U.S. in 2017

31 Million

The estimated circulation for weekdays

N1809P25003C*O



\$16.5 Billion
The total estimated newspaper industry advertising revenue for 2017

\$11 Billion
The total estimated circulation revenue for newspapers in 2017

N1809P29003C*O



Barney Flaherty
The first paperboy, he was hired in 1833 by Benjamin Day, publisher of the New York Sun.

39,210 People
worked as newspaper industry reporters, editors, photographers, or film and video editors in 2017.

Hartford Courant
The oldest continuously published newspaper in the United States

89% of community newspaper readers say their local newspaper informs them.

79% say they rely on it for local news and information.

79% find it valuable for local shopping and advertising information.

67% say it entertains them.

N1809P30002C*O

N1809P25004C*O



13,537,276

The circulation of Japan's Yomiuri Shimbun, the newspaper with the highest circulation in the world

N1809P29005C*O

Source: Pew Research Center Journalism & Media, Outlook World Book, Jijyo-pedia Britannica, National Newspaper Association (NNA), 2017 NNA Community Newspaper Readership Survey Bureau of Labor Statistics Occupational Employment Statistics

AD# N1809A25003C
PASS 6 COL x 3

N1809P29008C*O

We Get the Word Out

Day after day, decade after decade, your local newspaper continues to be the last word in responsible reporting, accurate information, in-depth perspectives and valuable advertising.



The Somersville Press

Trusted & Local Since 19XX
Now in print, online and mobile!
www.namewspaper.com

Subscribe During National Newspaper Week & Save 50% Off Home Delivery!

Call 000.000.0000 or go to namewspaper.com subscribe before October 12, 2018 to take advantage of this special introductory rate.

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

Advertisers, call 000.000.0000 to speak with an ad consultant about promoting and growing your business with us.

AD# N1809A25001C PASS 6 COL x 21

AD# N1809A25002C 10 x 13

AD# N1809A25004C PASS 6 COL x 21

AD# N1809A25005C 10 x 13



N1809P26008C-●



N1809P26002C-●



N1809P26004C-●



N1809P26003C-●



N1809P26009C-●



N1809P26005C-●



N1809P26007C-●



N1809P26006C-●



N1809P26001C-●



N1809P27002C-●



N1809P27008C-●



N1809P27005C-●



N1809P27007C-●



N1809P27006C-●



N1809P27003C-●



N1809P27004C-●



N1809P27001C-●

N1809P28001C*~O

Grand Opening Family Dentistry



Get the best of both words:
A brand-new office with state-of-the-art
equipment and an outstanding
team of dentists and specialists with
decades of experience!

Exams & Cleanings |
Digital X-rays | Root
Canals | Fillings |
Wisdom Teeth | Crowns
& Bridges | Braces |
Dentures & Implants |
Cosmetic Dentistry | Gum
Disease | Pediatric
Dentistry



Call today for details and your appointment!

\$59
New Patient Special
Includes exam, cleaning & X-rays.
List details, terms and conditions here.

FREE Orthodontic
Consultation
We offer easy financing plans for braces.
List details, terms and conditions here.

\$49
In-Office Teeth Whitening
Get up to six shades lighter in one visit.
List details, terms and conditions here.

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

AD# N1809A28001C 8.5 x 11

N1809P18008C

Prepare Now. They'll Thank You Later.



We're making it easy to ensure you're prepared in the event of a disaster with low prices on everything you need to create an emergency supply kit. Remember, your kit should contain enough supplies—including non-perishable food and water—to keep you, your loved ones and pets self-sufficient for at least three days.

- Everyday Low Prices!**
- ✓ Name Brand Thermal Water Container **\$9.99**
 - ✓ Name Brand Solar Power Charger **\$24.99**
 - ✓ Name Brand Sleeping Bag **\$17.99**
 - ✓ Name Brand Crank-Powered Radio **\$21.99**
 - ✓ Name Brand Sanitizing Wipes **\$3.99**
 - ✓ Name Brand Plastic Tarps **\$4.99**
 - ✓ Name Brand AA Batteries **\$4.99**
 - ✓ Name Brand Backpacks **\$12.99**
 - ✓ Name Brand Carabiner Whistle **\$2.99**
 - ✓ Name Brand Heavy-Duty Tape **\$1.99**
 - ✓ Name Brand Camping Blanket **\$14.99**
 - ✓ Name Brand 3-Pack Flashlights **\$7.99**
 - ✓ Name Brand Multi-Use Tool **\$12.99**
 - ✓ Name Brand Water Purifying Kit **\$29.99**
 - ✓ Name Brand Waterproof Capsules **\$1.99**
 - ✓ Name Brand Camping Utensils Set **\$7.99**
 - ✓ Name Brand First-Aid Kit **\$9.99**

The Great Outdoors Store
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

Save \$5 Off
Your Purchase of \$30 or More
During Disaster Preparedness Month
Offer good with coupon September 1-30, 2018.
List details, terms and conditions here.
1234 Washington Street
000-000-0000
www.namewebsite.com

AD# N1809A28002C 8.5 x 11

N1809P38018C



Come See What's In
Store for the New Season!

- FASHION**
Essential Accessories |
Designer Denim | Coats
& Jackets | Loggings | Athletic
Wear | Hoodies | Morning
Layers
- HOME**
Cotton Throws & Blankets
Flannel Sheets | Down
Duvets | Cookware
& Bakeware |
Decorative Accents
- FOOTWEAR**
Fashion Boots &
Boaties | Workboots &
Hiking | Athletic Shoes |
Dress & Casual Styles
- ACCESSORIES**
Fall Fashion Jewelry
Trends | Hair Scarves
& Accessories | Leather Gloves
| Handbags & Luggage

Save 15% Off
Your Total Purchase
This Weekend Only!
Offer good with coupon September 14-16, 2018.
List details, terms and conditions here.

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

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

AD# N1809A28003C 8.5 x 11

N1809P38021C*~O



YOUR LOCAL NEWS

Every Which Way
We cover all the angles...
in print, online and on the go.

Try Us Today for FREE!
Free Two-Week Trial Offer
Includes 7-Day Delivery
Plus, Full e-Edition Access
Limited-Time Offer!
Offer good for new and returning subscribers through 01/01/18. List details, terms and conditions here. List details, terms and conditions here.

SUBSCRIBE BY PHONE OR ONLINE TODAY!
000.000.0000 | name newspaper.com/subscribe

The Somerville Press
Trusted, Local & Better Than Ever
In Print, Online & Mobile
000.000.0000
www.name newspaper.com

Advertisers, Call 000.000.0000 to See How We Can Help Your Business Grow!

AD# N1809A28004C 8.5 x 11

N1809P27002C

N1809P29003C



N1809P30006C-●



N1809P30005C-●



N1809P30007C-●



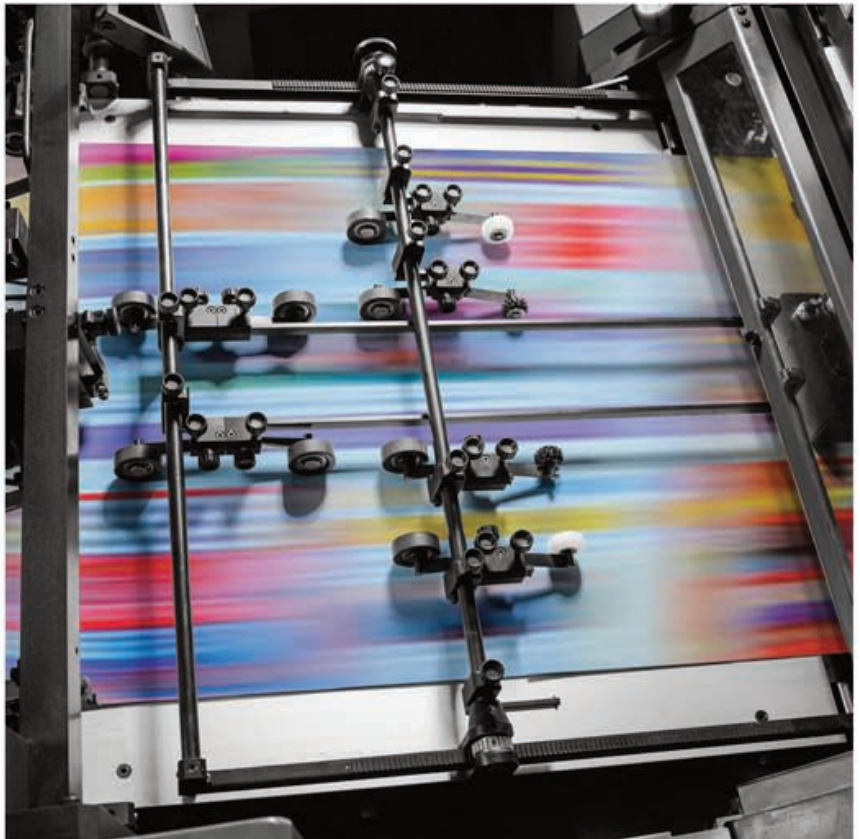
N1809P30002C-●



N1809P30001C-●



N1809P30004C-●



N1809P30008C-●



N1809P30003C-●



N1809P31003C-●



N1809P31002C-●



N1809P31001C-●



N1809P31005C-●



N1809P31004C-●



N1809P31007C-●



N1809P31006C-●

N1809P17003C

Full-Service Dive Shop

Diver's Guide

Your Gateway to Underwater Adventure
 Training & Certifications • Guided SCUBA Diving
 Snorkeling Tours • Freediving & Spearfishing
 Diving & Snorkeling Equipment
 Equipment Service & Repair
 Guided Tours • Air Tank Refills
 Gear Rentals & Sales

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

Explorer Dive Shop

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

AD# N1809A32002C
 PASS 3 COL. x 10

N1809P27005C

Happy, Healthy Pet Care

Premium Pet Food
 Raw & Grain-Free Diets
 Pet Treats & Rewards
 All-Natural Grooming Products
 Soft & Durable Pet Toys
 Holistic Health Supplements
 Fashion Collars, Leads & Pet Apparel
 Dog Beds, Cat Furniture & Pet Habitats

The Happy Pet Guide

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

Join Our Free Review Program Online In Store

In-Store Grooming & Vaccination Call, shop online for appointments

Wagabound Pet Supply

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

AD# N1809A32003C
 PASS 3 COL. x 10

AD# N1809A32004C
PASS 3 COL. x 10

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

N1809P33008C

Protect Your Investment

Home Improvement & Services Guide

Full-Service Storm-Proofing Solutions for Your Home
 Impact-resistant windows • Doors
 Hurricane screens • Roofing repairs • Inspections
 Storm shutters • Sump pumps • Drainage systems
 Structural reinforcement • Hurricane film

Our services may qualify you for insurance discounts. Contact us today for details and your free consultation.

Fully Licensed • Insured
 Reliable Local References

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

Pettis Contracting & Home Services

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

AD# N1809A32006C
 PASS 3 COL. x 10

N1809P34007C

Feeling Lonely or Disconnected?

Senior Programs & Services

We're here to help seniors like you reconnect with others and get more enjoyment and happiness from every day.

Free & Low-Cost Programs & Activities for Seniors
 Every Day of the Week
 Low-Impact Aerobic, Balance & Stretching Classes
 Painting, Craft & Music Classes
 Square Dancing & Line Dancing
 Bridge & Trivia Games
 Day Trips & Bus Tours
 Elder Law & Advocacy
 Coffee, Tea, Socials

Transportation Solutions Available
 To learn more, check out our calendar today!

Volunteers Always Welcome
 Please fill out our form or call us!

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

Somersville Senior Center

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

AD# N1809A32007C
 PASS 3 COL. x 10

AD# N1809A32008C
PASS 3 COL. x 10



N1809P33009C-●



N1809P33003C-●



N1809P33001C-●



N1809P33005C-●



N1809P33008C-●



N1809P33007C-●



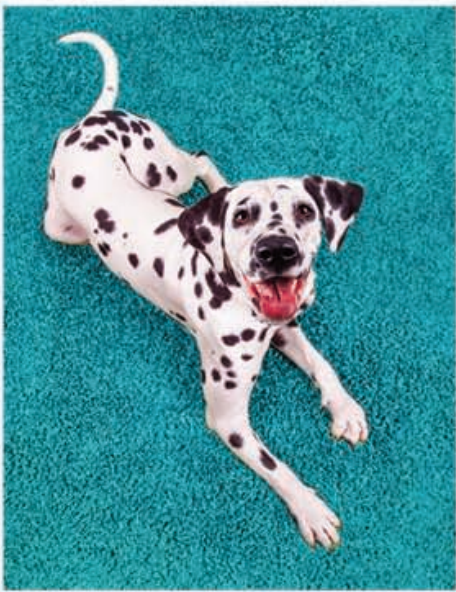
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N1809P33006C-●



N1809P33002C-●



N1809P34006C-●



N1809P34009C-●



N1809P34001C-●



N1809P34008C-●



N1809P34003C-●



N1809P34004C-●



N1809P34007C-●



N1809P34002C-●



N1809P34005C-●



N1809P35002C-●



N1809P35008C*-○



N1809P35006C-●



N1809P35001C-●



N1809P35005C-●



N1809P35007C-●



N1809P35004C-●



N1809P35003C-●



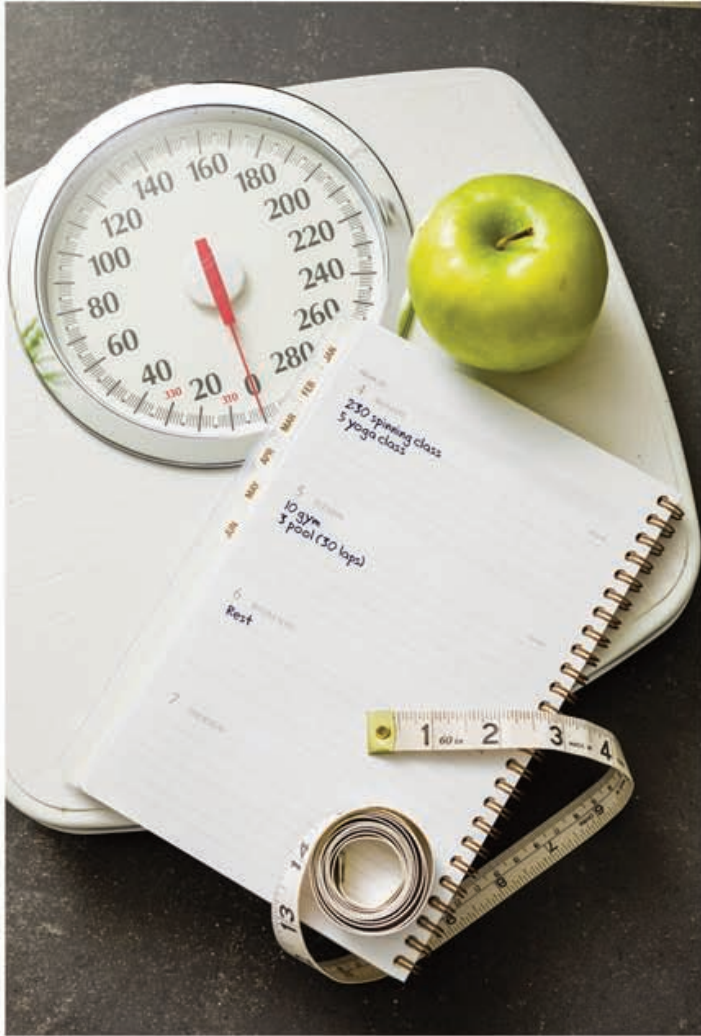
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N1809P36001C-●



N1809P36006C-●



N1809P36003C-●



N1809P36002C-●



N1809P36007C-●



N1809P36008C-●



N1809P36004C-●



N1809P37004C-●



N1809P37003C-●



N1809P37001C-●



N1809P37002C-●



N1809P37005C-●



Vintage & Antique Marketplace

New Inventory Added Daily
Over 2,000 Square Feet
of Shopping Adventure!

Shop Wednesday-Friday 11 a.m.-7 p.m., Saturday & Sunday 10 a.m.-5 p.m.

What type of treasure will you find?
Estate Jewelry
Mid-Century Furniture
Exotic Antiques
Vintage Housewares
Nostalgic Toys
Collectibles
Vintage Clothing
& So Much More

Memory Lane

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

AD# N1809A37001C PASS 6 COL. x 21



N1809P38017C-●
N1809P38018C-●



N1908P38001C*-○



N1908P38020C*-○



N1908P38015C*-○



N1908P38014C*-○



N1908P38013C*-○



N1908P38008C*-○



N1908P38009C*-○



N1908P38007C*-○



N1908P38011C*-○



N1908P38012C*-○



N1908P38022C*-○ N1908P38024C*-○
N1908P38023C*-○ N1908P38025C*-○



N1908P38006C*-○



N1908P38005C*-○



N1908P38002C*-○



N1908P38010C*-○



N1908P38003C*-○



N1908P38004C*-○



N1908P38016C*-○



N1908P38019C*-○



N1908P38021C*-○



N1809P39015C-●



N1809P39016C-●



N1809P39013C*-○
N1809P39014C*-○



N1809P39004C*-○



N1809P39006C*-○



N1809P39012C*-○



N1809P39019C*-○



N1809P39017C*-○



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N1809P39008C*-○



N1809P39002C*-○



N1809P39010C*-○



N1809P39009C*-○



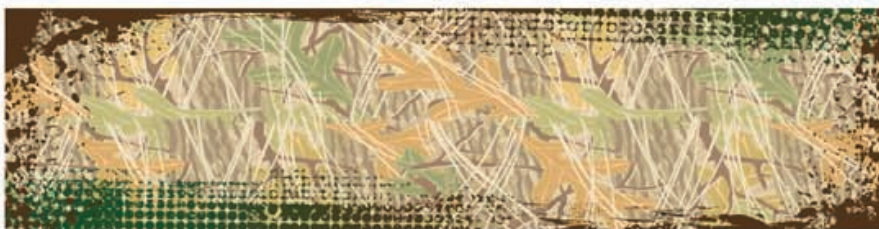
N1809P39011C*-○



N1809P39003C*-○



N1809P39007C*-○



N1809P39018C*-○



N1809P39001C*-○



N1809P40005C*-○



N1809P40012C*-○



N1809P40007C*-○



N1809P40013C*-○



N1809P40014C*-○



N1809P40016C*-○



N1809P40017C*-○



N1809P40010C*-○



N1809P40004C*-○



N1809P40009C*-○



N1809P40011C*-○



N1809P40015C*-○



N1809P40001C*-○



N1809P40002C*-○

N1809P40003C*-○



N1809P40006C*-○



N1809P40008C-●



N1809P40018C*-○



N1809P41009K-●



N1809P41016A-●



N1809P41014A-●



N1809P41015A-●



N1809P41013A-●



N1809P41012A-●



N1809P41025A-●



N1809P41032A-●



N1809P41006A-●

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



N1809P41018K-●



N1809P41021A-●



N1809P41017K-●



N1809P41023K-●



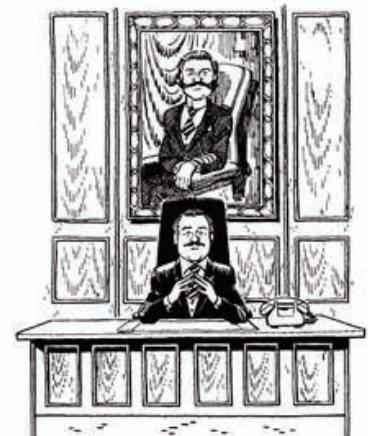
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N1809P41004A-●



N1809P41007A-●



N1809P41011A-●



N1809P42006C-●



N1809P42008C-●



N1809P42004C-●



N1809P42003C-●



N1809P42001C-●



N1809P42002C-●



N1809P42005C-●



N1809P42007C-●



N1809P43002C-●



N1809P43004C-●



N1809P43003C-●



N1809P43006C-●



N1809P43005C-●



N1809P43008C-●



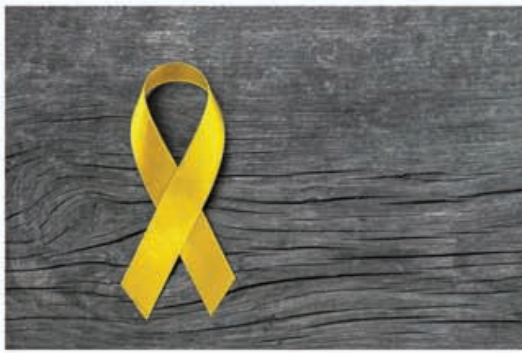
N1809P43001C-●



N1809P43007C-●



N1809P44005C-●



N1809P44008C-●



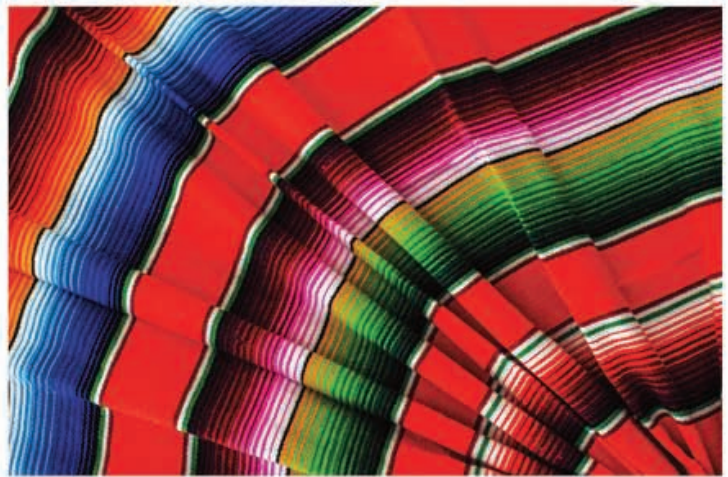
N1809P44009C-●



N1809P44003C-●



N1809P44002C-●



N1809P44004C-●



N1809P44007C-●



N1809P44001C-●



N1809P44006C-●



N1809P45004C-●



N1809P45002C-●



N1809P45001C-●



N1809P45006C-●



N1809P45003C-●



N1809P45005C-●



N1809P45008C-●



N1809P45009C-●



N1809P45007C-●



N1809P46001C-●



N1809P46008C-●



N1809P46004C-●



N1809P46005C-●



N1809P46003C-●



N1809P46006C-●



N1809P46002C-●



N1809P46007C-●



N1809P47004C-●



N1809P47006C-●



N1809P47008C-●



N1809P47003C-●



N1809P47001C-●



N1809P47007C-●



N1809P47002C-●



N1809P47005C-●



N1809P48005C-●



N1809P48002C-●



N1809P48008C-●



N1809P48007C-●



N1809P48004C-●



N1809P48003C-●



N1809P48006C-●



N1809P48001C-●



N1809P49001C-●



N1809P49004C-●



N1809P49003C-●



N1809P49002C-●



N1809P49006C-●



N1809P49005C-●



N1809P49008C-●



N1809P49007C-●



N1809P50001C-●

Usage Notes:

Use these backgrounds to help promote services and merchandise for fall sales, home improvement, National Hunting & Fishing Day, National Hispanic American Month and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

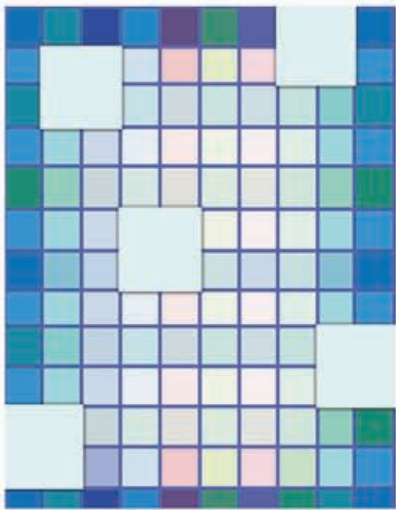
(MCC Creative Library / Image Type: Background)



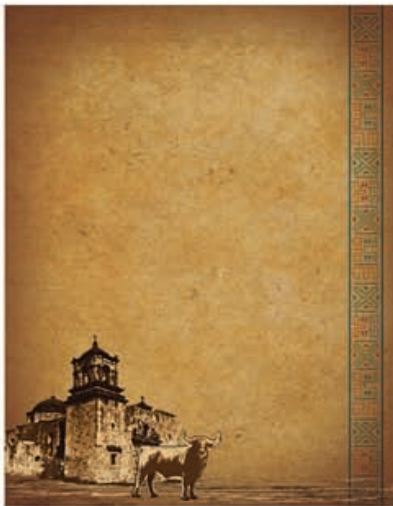
N1809P50002C-●



N1809P50003C-●



N1809P50004C-●



N1809P50005C-●



N1809P50006C-●



N1809P50007C-●



N1809P50008C-●



N1809P50009C-●

N1809P51001C-



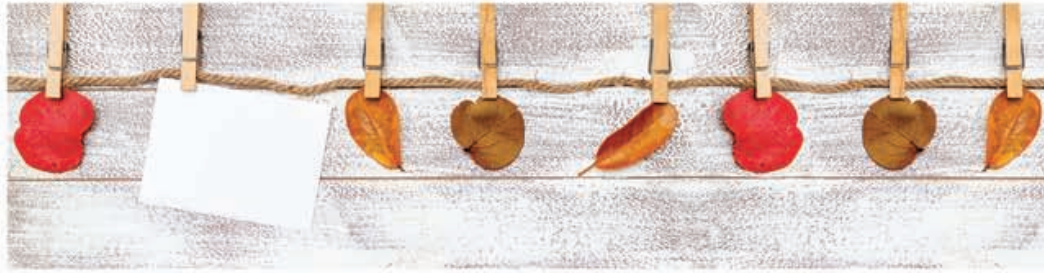
**Usage
Suggestions:**

Use these banner-style photos as backgrounds or page headers for all types of ads and pages in print and online for fall-related sales and events, as well as nutrition and "clean eating" advertisers ... and more.

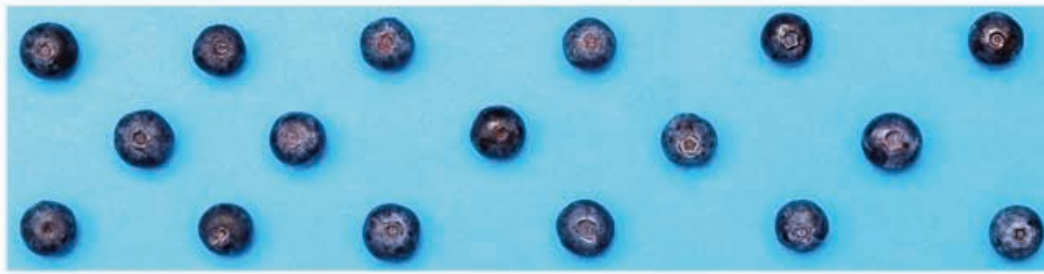
N1809P51002C-



N1809P51003C-



N1809P51004C-



N1809P51005C-



N1809P51006C-



Usage Note:

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

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



PASS 2 COL. x 5.25



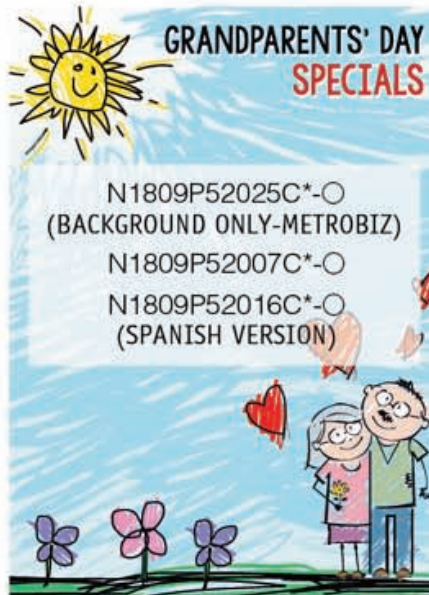
PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



MCC KEYWORD HINT: Antiques Shop
N1809P53007C-●



MCC KEYWORD HINT: Dive Shop
N1809P53008C-●



MCC KEYWORD HINT: Balloon Shop
N1809P53009C-●



MCC KEYWORD HINT: Pet Dental Clinic
N1809P53010C-●



MCC KEYWORD HINT: Newspaper Sales Rep
N1809P53011C-●



MCC KEYWORD HINT: Realtor
N1809P53012C-●

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.



N1809P53001C*-○



N1809P53002C*-○



N1809P53003C*-○



N1809P53004C*-○



N1809P53005C*-○



N1809P53006C*-○



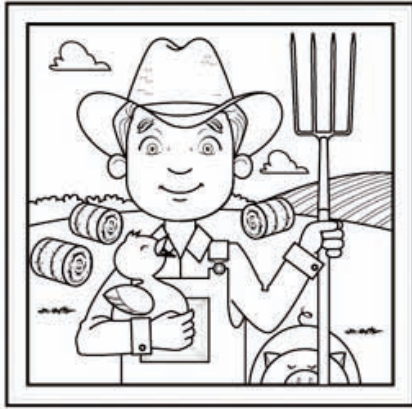
N1809P54011A*-○



N1809P54012A*-○



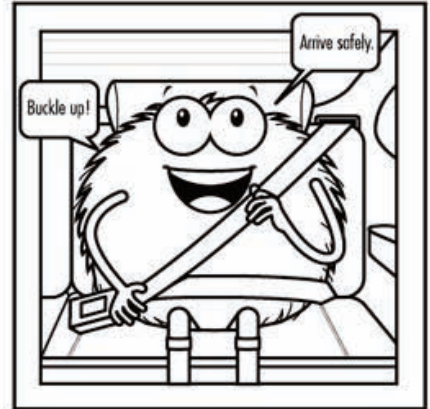
N1809P54013A*-○



N1809P54014A*-○



N1809P54015A*-○



N1809P54016A*-○



N1809P54017A*-○



N1809P54008C*-○



N1809P54002C*-○



N1809P54007C*-○



N1809P54010C*-○



N1809P54004C*-○



N1809P54009C*-○



N1809P54006C*-○



N1809P54005C*-○



N1809P54001C*-○



N1809P54003C*-○



N1809P55009C*-O



N1809P55007C*-O



N1809P55003C*-O



N1809P55004C*-O



N1809P55006C*-O



N1809P55002C*-O



N1809P55005C*-O



N1809P55008C*-O



N1809P55001C*-O



MCC KEYWORD: ICON SET, Autumn
N1809S56001C*-O



MCC KEYWORD: ICON SET, Football
N1809S56002C*-O



MCC KEYWORD: ICON SET, Hispanic Heritage
N1809S56003C*-O



MCC KEYWORD: ICON SET, Raking Leaves
N1809S56006C*-O



MCC KEYWORD: ICON SET, Dining
N1809S56005C*-O



MCC KEYWORD: ICON SET, Newspapers
N1809S56004C*-O



N1809P57019C*-○



N1809P57024C*-○



N1809P57028C*-○



N1809P57032C*-○

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



N1809P57001C*-○



N1809P57005C*-○



N1809P57009C*-○



N1809P57013C*-○



MCC KEYWORDS: ICON SET, HUNTING, FISHING
N1809S57036C*-○



N1809P58004C-●



N1809P58002C-●



N1809P58006C-●



N1809P58001C-●



N1809P58003C-●



N1809P58009C-●



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N1809P58007C-●



N1809P59001C-●



N1809P59002C-●



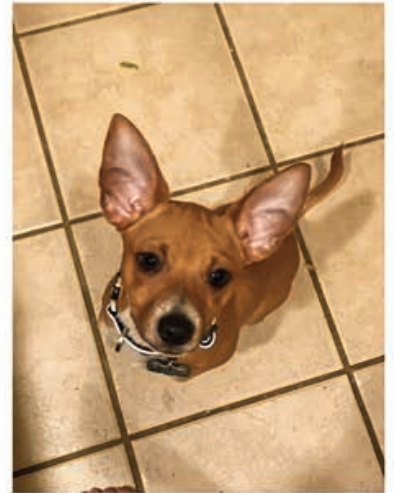
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N1809P59004C-●



N1809P59006C-●



N1809P59005C-●



N1809P59007C-●



N1809P59003C-●



N1809P60008C-●
PIZZA



N1809P60016C-●
CUP OF COFFEE



N1809P60012C-●
CHICKEN POT PIE



N1809P60019C-●
ICED COFFEE



N1809P60015C-●
GLASS OF SCOTCH



N1809P60010C-●
GUACAMOLE



N1809P60003C-●
BREAKFAST



N1809P60011C-●
CHICKEN POT PIE



N1809P60007C-●
MUFFIN



N1809P60004C-●
CROISSANT



N1809P60032C-◇
FROZEN DINNER

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



N1809P60030C-◇
PIZZA



N1809P60031C-◇
PAPAYA



N1809P60033C-◇
AVOCADO



N1809P60025C-◇
BACON



N1809P60034C-◇
CHICKEN POT PIE

N1809P61001C*-O

What's Cooking for Fall?

Low prices on your favorite foods and seasonal ingredients!

Super Values This Week

Quality Meats, Poultry & Seafood

90% Lean Ground Sirloin
\$3⁹⁹ lb.

Boneless Chicken Breasts
\$4⁹⁹ lb.

Farm-Raised Tilapia Filets
\$3⁷⁹ lb.

Boneless Ribeye Steaks
\$7⁹⁹ lb.

Healthy Fresh Fruits & Vegetables

Red Delicious Apples
\$1²⁹ lb.

Cantaloupe or Honeydew
2 FOR \$1

Red or White Potatoes
79¢ lb.

Fresh-Picked Green Beans
\$1⁸⁹ lb.



Top-Shelf Name Brand Groceries

Name Brand Soups & Stews
Buy 2, Get 1 FREE
assorted 00-00 oz. varieties

Name Brand Snack Chips
2 FOR \$3
assorted 00-00 oz. varieties

Name Brand Salad Dressings
\$1⁷⁹
assorted 00-00 oz. varieties

Name Brand Pasta Varieties
99¢
assorted 00-00 oz. varieties



ValueSmart Grocery

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

Advertised offers good through September 06, 2018. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

\$5 Off

Total Purchase of \$30 or More

Offer good with coupon through 00.00.18. Limit one per customer. List details, terms and conditions here. List details, terms and conditions here.

ValueSmart Grocery

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

N1809P46005C-● N1809P46006C-●

N1809P46004C-● N1809P46007C-●

N1203P46009C*-O

AD# N1809A61001C

PASS 6 COL. x 21

AD# N1809A61002C

10 x 13

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



N1809P62004C-●



N1809P62002C-●



N1809P62001C-●



N1809P62003C-●



N1809P62015C*-○
N1809P62016C*-○



N1809P62021C*-○
N1809P62022C*-○



N1809P62017C*-○



N1809P62018C*-○



N1809P62013C*-○
N1809P62014C*-○



N1809P62007C*-○
N1809P62008C*-○



N1809P62005C*-○
N1809P62006C*-○



N1809P62009C*-○
N1809P62010C*-○



N1809P62011C*-○
N1809P62012C*-○



N1809P62025C*-○



N1809P62024C*-○



N1809P62023C*-○



N1809P62019C*-○
N1809P62020C*-○



N1809P64001C-●
(Vanilla Milkshake)



N1809P64024C*-○
N1809P64025C*-○
(Tree Trimmer)



N1809P64021C*-○
(Spotted Lanternfly)



N1809P64003C-●
(Round Pool Cover)



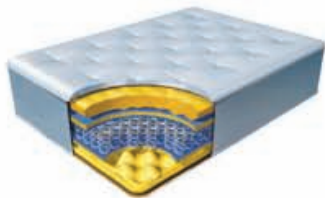
N1809P64004C-●
(Round Pool)



N1809P64005C-●
(Oval Pool Cover)



N1809P64006C-●
(Oval Pool)



N1809P64002C-◇
(Mattress Cross Section)



N1809P64020C*-○
(Palm Leaf)



N1809P64018C*-○
(Tropical Leaf)



N1809P64019C*-○
(Heliconia Plant)



N1809P64017C*-○
(Tropical Leaf)



N1809P64016C*-○
(Bird of Paradise Plant)



N1809P64022C*-○
(Decorative Swirl Graphic)



N1809P64007C*-○
(Family Reunion)



N1809P64009C*-○
(Photo Booth Photos)



N1809P64008C*-○
(Kid Getting Bullied)



N1809P64023C*-○
(Decorative Swirl Graphic)



N1809P64010C*-○
N1809P64011C*-○
(Buffet)



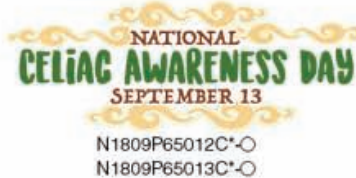
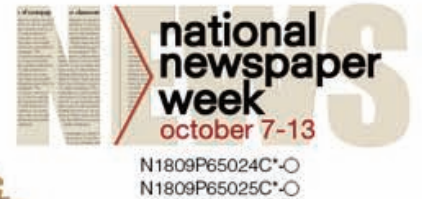
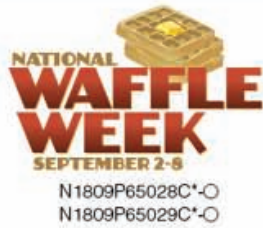
N1809P64013C*-○
N1809P64014C*-○
N1809P64015C*-○
(Young Business Team)



N1809P64012C*-○
(Business Meeting)



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).





N1809P66008C-●



N1809P66007C-●



N1809P66005C-●



N1809P66001C-●



N1809P66003C-●



N1809P66002C-●



N1809P66006C-●



N1809P66004C-●



N1809P67009C*-O



N1809P67021C*-O
N1809P67022C*-O



N1809P67023C*-O



N1809P67017C*-O



N1809P67015C*-O



N1809P67013C*-O



N1809P67011C*-O



N1809P67007C*-O



N1809P67002C*-O



N1809P67018C*-O



N1809P67016C*-O



N1809P67014C*-O



N1809P67012C*-O



N1809P67008C*-O



N1809P67005C*-O



N1809P67006C*-O



N1809P67019C*-O



N1809P67004C*-O



N1809P67003C*-O



N1809P67001C*-O



N1809P67020C*-O



N1809P67025C*-O



N1809P67024C*-O



N1809P67010C*-O



(BEAUTY MAKEOVER)
N1809P67029C*-O



(IT'S HUNTING SEASON)
N1809P67028C*-O



(ANSWER THE CALL OF THE ORCHARD)
N1809P67027C*-O



(HATS OFF TO WORKERS EVERYWHERE!)
N1809P67026C*-O

Bonus images available in the MCC Creative Library:



N1809P68003C-●



N1809P68001C-●



N1809P68004C-●



N1809P68005C-●



N1809P68002C-●

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

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

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

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



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5

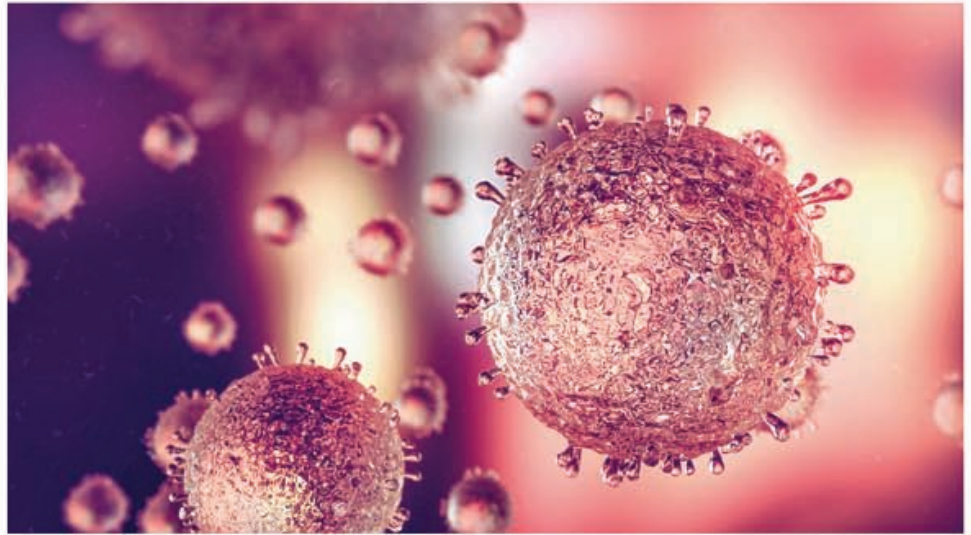


PASS 2 COL. x 5

Bonus images available in the MCC Creative Library:



N1809P69001C-●



N1809P69005C-●



N1809P69004C-●



N1809P69003C-●



N1809P69002C-●

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TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



Present. Sell. Profit.

With the latest Holiday Advertising Collection from METRO!

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



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

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

Features:

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

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

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

Dynamic cover designs inspire special pages and sections

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

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

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

Get **FREE**
Access
to all ads
in **MiAD**
WIZARD



Order Now
to Create, Sell & Profit with Metro's
Entire Online Holiday Collection, Featuring

More than
**10,000 HOLIDAY
ADS & IMAGES**

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CREATE. SELL. PROFIT.

To order, call: **1-800-223-1600**
or email: **service@metro-email.com**



METRO NEWSPAPER SERVICE

September MNS is filled with sales opportunities for the start of fall, hunting and fishing, fall home improvement, Nat'l Grandparents Day, Nat'l Hispanic Heritage Month, Nat'l Newspaper Week, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

MiAD SPEC AD LIBRARY

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



JULY
Issue
PP.
53-65

CAMPAIGNS & CLASSIFIED

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

METRO

CREATIVE GRAPHICS, INC.

519 Eighth Avenue
New York, NY 10018

PRSR STD
US POSTAGE
PAID
SOUTHERN, MD
PERMIT 4205



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See the inside back cover for more details!

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