

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

M E T R O

C R E A T I V E S E R V I C E S



HALLOWEEN

Kick off the holiday selling season with Halloween coverage promoting costumes, decor, candy and fun!



BREAST CANCER AWARENESS MONTH

Discover ways to combine local product promotions with charitable giving and cancer awareness.



BATH, KITCHEN & HOME IMPROVEMENT

Valuable ideas for National Kitchen & Bath Month, home services, furniture stores, appliance centers and more.

TEMPT ADVERTISERS WITH A NEW CROP OF ADS AND IMAGES THAT CAPTURE

THE FEELING OF FALL!

MiAD Spec Ad Library PP 73-80:

Ready-to-sell small-space ads for automotive products and services, technology and electronics – MiAD enabled!

Campaigns & Classified PP 81-93:

Automotive, real estate and recruitment coverage – plus all-new print and online campaigns – to grow fourth-quarter sales.

EDITORIAL FEATURES & TEMPLATED SPECIAL SECTIONS:

On The Road ■ Holiday Gifts & Lifestyle ■ October Timely Features



METRO Moneymakers

ALL ABOUT FALL



ON THE COVER:
N1510P22043C

From a "candy apple red tag sale" to Halloween promotions and ads for fall specials, fresh produce or candy stores, this image is an autumn delight!

Find fresh content to create ads and promotions for fall events, merchandise and services.

- Appeal to u-pick farms, produce stands, orchards, pumpkin farms and markets with seasonal images of apple trees, pumpkin patches and gourds, as well as an ad for a family farm promoting pick-your-own pumpkins, fresh apples, hayrides and more (28-30).
- Help garden centers promote their fall bounty with a ready-made ad that invites customers to "bring home the beauty of fall" with specials on mums, bulbs, pottery, pumpkins and more (31).
- Daylight Saving Time ends November 1. A "turn back the clock sale" ad for a furniture store can be adapted for other advertisers as well (29).
- Finally, promote fabulous fall crafting ideas from a sewing and craft supply retailer (19).



HALLOWEEN



Treat your advertisers to a variety of moneymaking ideas this Halloween!

- A full-page "Halloween specials" layout features individual ads for a cleaning service, candy, pet costumes, liquor store, groceries, party supplies and a haunted house attraction (21).
- Sell a campaign featuring assorted Halloween specials for a variety market or general store as part of a *Themed Event Package* (32).
- Help a bar advertiser stir up a crowd with a shaped ad for a Halloween costume ball (40).
- A double-sided *Single Sheet* design features a Halloween open house invitation and trick-or-treat safety tips from a local pediatrician (41).
- Also find a multiple-advertiser directory layout and promotion for a local parade (17, 25).



BREAST CANCER AWARENESS MONTH



Bring advertisers together in support of Breast Cancer Awareness Month in October.

- Invite multiple advertisers to sponsor a message focused on breast cancer prevention (59).
- Help a variety of businesses get creative for a cause using the ad ideas provided in a "think pink" *Marketplace*. This layout features ads for pink pedicures, pink grapefruit facials, pink floral bouquets, berry smoothies, a fitness center and charity shopping event. Each of these promotions donates a portion of proceeds to breast cancer research and support organizations (13).
- A *Themed Event Package* includes a restaurant campaign that donates 10% of every meal to breast cancer research (34).
- Also, find a medical center ad promoting comprehensive breast care services for women (18).



BATH, KITCHEN & HOME IMPROVEMENT



October is National Kitchen & Bath Month, and a prime time for home improvement advertising!

- A full-page ad for a "Fall Kitchen and Bath event" features special offers from a home improvement center on everything from flooring to tile, vanities, sinks, fixtures and lighting (11).
- A *Single Sheet* design uses an attention-grabbing pet photo to showcase kitchen and bath remodeling specials from a contractor. See this same ad design demoed for a home improvement center using new images and copy in *MiAD* (41).
- Find more ready-to-present spec ads for carpet cleaning, exotic rugs and home décor, home cleaning services, an appliance upgrade event and a furniture store grand opening campaign (18, 19, 35).



OKTOBERFEST & COLUMBUS DAY



Find ads, images and headings to create moneymaking promotions for a variety of advertisers around Oktoberfest and Columbus Day.

- Kick off a special Oktoberfest section with a tab cover design and editorial feature in a *Themed Event Package*. This package also features a bar and restaurant campaign celebrating Oktoberfest all month with German beer specials, 10¢ pretzel bites at the bar and assorted dining coupon specials (33).
- Promote "Beer, Brats and Bavarian-Style Fun" at a local Oktoberfest celebration, and create more Oktoberfest promotions with a festive collection of photos and illustrations (44).
- Find a variety of images to create Columbus Day promotions, as well as a ready-made holiday sale ad for a hardware store (45).



Beer, Brats & Bavarian-Style Fun

German Heritage Club
1224 Washington Street | Danvers, MA 01923
978-750-8000 | www.germansheritage.com

Oktoberfest Celebration
Friday, October 17
11 AM - 3 PM

3 HOUR GERMANY CUISINE COOK CLASS
11 AM - 1 PM
12 PM - 2 PM

Columbus Day SAVINGS EVENT

Clayton Hardware
1224 Washington Street | Danvers, MA 01923 | 978-750-8000 | www.germansheritage.com

Save lots of \$\$\$ with awesome savings on painting supplies, tools, hardware, fabric and more!

Look! 20% Off All Name Brand Points & Stains
Thru Thanksgiving, October 17, 2014
*Excludes Specialty Finishes, Granite & more

OCTOBER PROMOTIONAL OPPORTUNITIES



Here's a look at additional moneymaking opportunities taking place in October:

- Score a sale from a local sports bar with an ad promoting Sunday football specials (17).
- Find ample Thanksgiving images to get a head start on holiday sales, along with a Thanksgiving restaurant ad (65).
- Target coffee shops as they transition into the colder months and holidays with images and an ad for specialty drinks like a pumpkin latte (64).
- Help grocers appeal to quality-conscious shoppers with "market-fresh values" on all-natural meats, fresh produce and more (67).
- Position your publication as the go-to guide for local shopping, dining and fun with a full-page promotion that also incorporates advertising from local businesses (43).
- Appeal to top sales prospects with ads for chiropractic care, attorney services, hearing aids, windshield repair, auto parts and more (18, 19).

Discover Local Dining, Shopping & Fun

Local Dining, Shopping & Fun

At Your Feet

At Your Feet

The Season's Pace

The Season's Pace

We're Filling Us Fast

We're Filling Us Fast

OCTOBER CUSTOMER REQUESTS

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



N1510P72009C

OCTOBER 2014's MOST DOWNLOADED IMAGE & AD!

Growing Awareness to Save Lives

www.mcc.com

N1410A11001C



N1410P38003C

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

These are the most downloaded to date from the OCTOBER '14 issue of MNS.

OCTOBER TEMPLATED SPECIAL SECTIONS

October's Fully Templated Sections (TSS) in Print & Online!

- ON THE ROAD
- HOLIDAY GIFTS AND LIFESTYLE

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



METRO

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[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

Make Money With Metro!

W COMPANION WEB ADS NOW AVAILABLE ON MCC!

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

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

METROFEATURE



Graphic designer David Dressler had an opportunity to go bold and macabre when creating the visual elements that highlighted the *Daily Journal's* inaugural "Happy Halloween" section.



“Happy Halloween” Section Combines the Best of the Season

Daily Journal
KANKAKEE, ILLINOIS

■ When the Kankakee, Illinois-based *Daily Journal* launched its first-ever Halloween section in 2014 — called simply “Happy Halloween” — the newspaper’s advertising staff teamed up to give it something for everyone.

The 12-page tab starts off with a color-laden cover created by senior graphic designer David Dressler, who was determined to give the graphics in the section a macabre, cartoon-like quality reminiscent of the 1993 Tim Burton film “The Nightmare Before Christmas.” Dressler carried that theme throughout the tab by repeating the Halloween-style font and strategically inserting cartoon-like borders and other graphic elements.

“The section grew out of a 2014 meeting in which we were brainstorming about ways to increase October revenue,” Dressler recalls, “and we came upon the idea of a Halloween section because the holiday happened to fall on a Friday last year. We thought that the timing would open up a stream of potential advertisers — restaurants, bars and other entertainment venues that don’t advertise with us regularly. This year, Halloween falls on a Saturday, so we’ll hit it again and see what happens.”

Content-wise, “Happy Halloween” offered readers a variety of options, from a directory of entertainment venues — pumpkin patches, haunted houses, a scarecrow-decorating event and contest as well as a few church-sponsored Halloween celebrations — to features showcasing unique costumes, a Halloween wedding and local ghost legends. The tab also included a Halloween word search, trivia contest and an advertiser directory designed by *Daily Journal* advertising staffer Meredith Huot called, “Eat, drink and be scary,” that promoted eateries, bars and other local haunts.

Notes Dressler, “We like to run reader-friendly items, such as the photos of Halloween costumes from the previous year that readers sent in, so that helped

with content. And we had always run Halloween trivia ROP, so by incorporating into the section, we added to the content. The entire section only had two actual articles — the local ghost stories and the Halloween wedding feature.”

Advertising director Lyle Turro says that the section was priced to appeal to smaller advertisers, particularly those that cater to families with children.

“Our original idea was to simply do a Halloween group page, but there was enough content and advertiser interest to bump it up to a section,” he says.

In a perfect pairing of content and revenue, Kankakee-area advertisers played a key role in the *Daily Journal's* “Halloween Trivia” contest. The entry form contained 38 Halloween-themed trivia questions — everything from “What is the name given to a group of witches?” to “Transylvania is a region in which country?” — and the answers were randomly placed at the bottom of 38 small ads for local businesses, including truck repair services, auto dealers, a baby boutique, realtors, a pet sitting/dog walking service and many more. To play, readers simply matched the 38 answers in the ads to the 38 questions listed on the entry form. Seven winners were selected at random from the entries and prizes consisted of items donated by participating businesses.

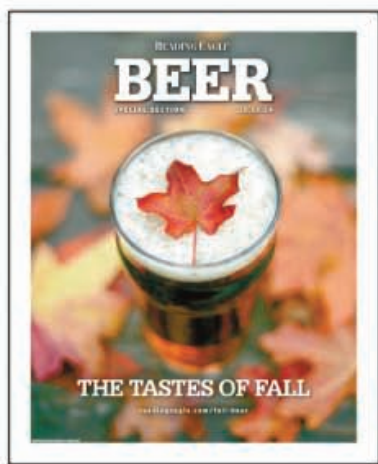
Dressler also noted that the timing of the section — the 2014 tab published on October 10 — made it possible to attract seasonal advertisers such as apple orchards and pumpkin patches as well as announce the winners of the trivia contest prior to October 31st. The timing also allowed time to build excitement in advance of the celebration.

Adds Turro, “Since it was the first time we decided to make it a special section, there was a little more excitement. Plus, who doesn’t like Halloween?”

M (P15110B02001C)

For more information, contact David Dressler, Senior Graphic Designer, or Lyle Turro, Advertising Director, *Daily Journal*, Kankakee, Illinois at ddressler@daily-journal.com or lturro@daily-journal.com.

METROFEATURE



Spring and fall are particularly good seasons for craft beer promotions. American Craft Beer Week, held each May, offers an ideal opportunity to promote local and regional brews. For more information, go to www.brewersassociation.org or www.craftbeer.com.



A Rich and Robust Craft Beer Section from Pennsylvania

Reading Eagle
READING, PENNSYLVANIA

■ Craft beer is big news and, increasingly, big business. These days, it's increasingly hard to find a town that doesn't have at least one restaurant or brewpub that is eager to inform the public about its craft beer offerings. And as more and more larger eating establishments and chain restaurants are adding local brews to their alcohol offerings, the beer-drinking public's curiosity about craft beer shows no signs of abating.

Last year alone, according to the Brewers Association (www.brewersassociation.org), craft beer comprised 11 percent of the total beer market — which came in at a whopping \$101.5 billion — and showed a 22 percent dollar sales growth over 2013. With numbers like these, it's no surprise that the *Reading (Pennsylvania) Eagle* has produced three seasonal — and very successful — craft beer tabs.

Advertising director Lori Gerhart notes that the inspiration for the first section sprang from the editorial department.

"We got the idea last year because there's a strong interest in craft beer in our editorial department," she says, "and we thought it would be a great way to engage bars, restaurants and beer distributors. We had one of the big distributors in the area participate — a company that sells a wide range of brews to many of the bars and restaurants in the Reading area — in the first two spring sections, so that helped get it off the ground."

The *Reading Eagle* launched its first "Beer" tab in June 2014 in conjunction with Father's Day. It focused on the microbrews — craft beers produced by small breweries — popular in the area as well as several of the state's more than 100 microbreweries. With the support of the editorial department, Gerhart says, the section featured a lively mix of ads and content focused on the local craft beer scene. Articles featured various types of beer, cooking with beer and the microeconomics

of microbrewing in addition to a listing of local beer-related events.

"Having the support of the distributor, which bought quarter-page ads for each of the brands it represents — from the nationally distributed Sam Adams to some of the smaller and more obscure local beers — helped us get the section off the ground," she adds. "With the distributor's help, we had 48 ads in that first tab, which gave us a good basis for going forward."

After the success of the first Father's Day "Beer" section, which generated \$15,000 in ad revenue, the newspaper opted to publish a second smaller, 20-page tab in October — which won an award in the Pennsylvania NewsMedia Association's 2014 Newspaper of the Year Contest — to tie in with traditional Oktoberfest celebrations and fall brews, such as pumpkin ale. "Fall is one of the seasons craft brewers love best thanks to its rich and varied crops and seasonal spices," said Julia Herz, publisher of CraftBeer.com and the Brewers Association craft beer program director. "Small and independent brewers utilize autumn's selection of ingredients to create full-bodied beers with flavor profiles to fit the more frigid fall weather."

With three strong sections under its belt, the *Reading Eagle* hopes to expand its coverage of craft beer by attracting advertisers outside its immediate area.

"For us," explains Gerhart, "June has proven to be the better time for the section because of the tie-in with Father's Day and the availability of specialty summer ales. We know that we'll have to expand our reach to grow both the spring and fall sections further, but the interest in craft beer is extremely strong and expected to keep growing. And, besides, it was a lot of fun to talk about and sell!"

M (P1510BD3001C)

For more information, contact Lori Gerhart, Advertising Director, *Reading Eagle*, Reading, Pennsylvania at lgerhart@readingeagle.com.

METROFEATURE



Community Publications Bring it Home with Lively Local Content and Advertising

By Jo-Ann Johnson
Vice President, Sales
Metro Creative Graphics

■ Thanks to the steady rise of technology and globalization, the world has become both bigger and smaller. While vast amounts of content from all corners of the planet can be accessed in seconds, people in cities, towns, villages and neighborhoods continue to rely on community publications for local coverage — from community news and up-close-and-personal links to national and international events to regional entertainment options and financial opportunities.

Equally important, readers count on community publications for a sense of belonging, of shared common perspectives and the possibility of engaging in common action on behalf of their locality. As the world has grown more complex and our perspective increasingly global, people are hungry for hometown connections and for events, ideas and experiences — everything from cheering on local sports teams to keeping up with local businesses — that bring them together. In other words, people continue to rely on community publications for a sense of place, a feeling of continuity and a place to call home.

As a result, the job of a community publication is both multilayered and multifaceted. It is not simply to provide local news and information, but to create a strong and ongoing sense of community through its coverage, content and advertising in a rapidly changing, multimedia marketplace. And community publications face the ever-present challenge of sustaining quality and generating revenue with fewer and fewer resources.

Successful revenue generation for today's publications depends on being equipped with strategic offerings that meet advertisers' needs and objectives through locally focused print, online and mobile advertising promotions designed to maximize earnings. This is the basis of the new MetroCreativeConnection.com, which is designed to give publishers

ready-to-present advertising solutions that meet their advertisers' objectives and lead to closed sales and long-term relationships. With the creative resources they need to execute promotions, inspire creativity and tailor promotions to the local business community, news media companies that are armed with Metro's ad development solutions are the drivers of their local media landscape.

Another key to successful revenue generation — effective sales planning — spurred the development of MCC's *Lightbox* and *Project Organizer*, which enable users to save selections, connect people or departments with shared projects, and create virtual sales teams. Using these key features enables publishers to enhance communication among team members and increase both productivity and ad revenue.

The final element? A means for everyone on location to be able to access those strategies, tools and ideas that require neither a major investment of time and resources nor individual seat licenses. From its start, the goal of MetroCreativeConnection has been to provide a one-stop source of everything publication teams need to create and sell effective advertising promotions. Equally important, MCC was designed for both accessibility and portability. Its intuitive navigation dispenses with the need for training and it can be used by anyone — from designers to salespeople to advertisers — to generate ideas, peruse creative options and create finished ads in minutes. Publications of all sizes appreciate this flexibility, especially where staffing is limited and team members tend to wear multiple hats.

By expanding the professional and creative resources available to their design, production and sales teams, community publications can ensure that their efforts are hitting home.

M (P1510604001C)



"Successful revenue generation for today's publications depends on being equipped with strategic offerings that meet advertisers' needs and objectives through locally focused print, online and mobile advertising promotions designed to maximize earnings."

For more information, contact Jo-Ann Johnson, Vice President, Sales, Metro Creative Graphics, New York, New York, at jjohnson@metro-email.com.

METROFEATURE



Embracing the Future: An Interview with Michelle Rea, Executive Director, New York Press Association

■ Michelle Rea knows a thing or two about newspapers. As Executive Director of the New York Press Association for nearly 24 years, she has a deep appreciation for the challenges facing newspapers in the current media landscape. Recently, *Plus Business* spoke with Rea about these challenges and how newspapers can both survive and thrive in the digital age.

PB: What is the most important role of the press association in today's media landscape?

MR: Our chief role today is helping newspapers to create a path to sustainability. Specifically, associations keep news organizations educated and informed about technology options and help them to shape the evolution of their print and digital platforms.

PB: How has that role changed in recent decades?

MR: The role of press associations has changed to parallel changes at newspapers. In the past, we supported newspapers by providing tools to support their efforts in print, on the news, advertising and circulation sides. Newspapers have been experimenting with digital strategies for 20 years, and now most are distributing content several times during the day, on desktop, mobile and tablet. Those changes mean that newspapers are now on an all-day publication cycle that requires a content management system [an application that allows publishing, editing and modifying content from a central interface] and responsive design [Web design that provides optimal viewing and interaction experiences across a range of digital and mobile devices]. No one was even talking about these things 10 years ago.

The Internet created a huge information surplus and the enormous oversupply of news and information isn't being recognized by many news organizations. Instead of focusing on differentiating their content, many news organizations are focused on digital, believing the key is increasing audience by increasing the number of distribution channels.

PB: How can newspapers ensure that they are providing digital and mobile users "the right stuff"?

MR: Our brains are not platform-agnostic. Online news is an inferior product — both less enjoyable and less satisfying when compared to a print product. As a result, newspapers need to be very customer-focused on the user experience on digital platforms. Digital platforms need to load quickly and the design needs to be clean and uncluttered. And they have to be engaging for users — with video, infographics, maps and other visual elements. And it has to be easy so that readers will come back. This is challenging for newspapers since they are busy creating news content, selling advertising, distributing content, etc., but they have to be vigilant about constantly updating their systems and software to stay on top of their games.

PB: What can newspapers do to embrace the future?

MR: There's a lot of mythology out there that needs to be corrected. Newspapers were not late to the party. Twenty years ago, less than 1 percent of the population had Internet access, but more than 150 newspapers were already experimenting with Web editions.

However, newspapers have never excelled in research and development and did not recognize that, while the Internet created an information surplus, the number of consumers remained the same. The decline in print readership has been misinterpreted as the death of newspapers. But print doesn't have to die. It is still a great medium and delivers a rich experience for readers and advertisers. Newspapers also need to work hard to understand their audiences and develop content strategies focused on delivering unique, high-impact stories that readers can't find elsewhere.

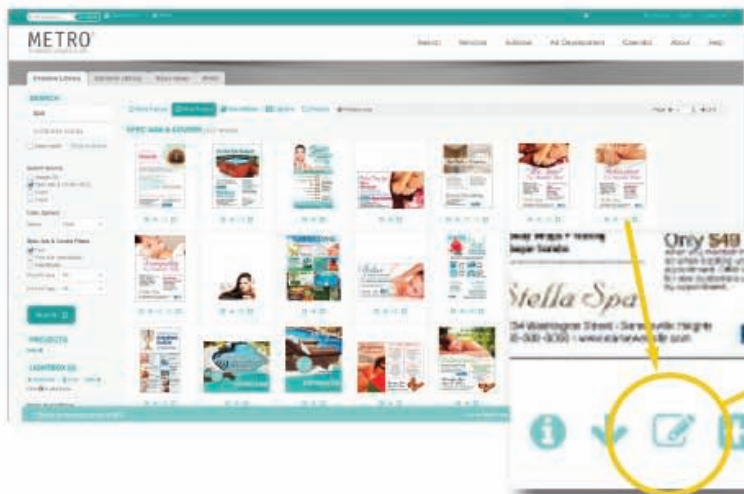
There is a lot of noise surrounding the newspaper industry that is creating a lot of distractions. News organizations need to stop reacting and focus on setting priorities — and content has to come first.

M (P1508B05001C)

For more information, contact Michelle Rea, Executive Director, NY Newspaper Press Association, Cohoes, NY, at mkrea@nynewspapers.com.



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MiAD desktop clients can now click the MiAD icon under any MiAD-enabled spec ad in the MCC Creative Library to open and personalize it.

MiAD Spec Ad Library + Metro interactive Ad Designer + MiAD mobile: **Communicate, Create and Sell More, Faster Than Ever**

Spec ads help publishers understand a prospect's needs and close more sales. But many publications, both large and small, do not have enough spec ads on hand for every sales call.

Fortunately, Metro can help close that gap through services such as the *MiAD (Metro interactive Ad Designer) Spec Ad Library, MiAD™ desktop and MiAD mobile*, which ensure publications have the resources they need to present spec ads on every call.

MiAD Spec Ad Library (MSAL)

Subscribing to this service gives you a much broader selection of advertiser categories with seasonal and general approaches. New ads based on timely, pertinent themes, such as weddings, pets, health and fitness, seniors and auto, are added each month. In addition, multiple ad campaigns and Web ad options provide even more sales opportunities.

MSAL subscriptions provide access to thousands of additional spec ad options to search and use in *MiAD*, in the optimal ad sizes for a wide variety of advertisers.

MiAD mobile

MiAD mobile is your on-the-go resource for making and presenting spec ads in person on your iPad. Easily create spec ads within the app by adding prospect information to selected templates. You can even import a prospect's address from your iPad address book. Place one or more spec ads in a *MiAD mobile Presentation* to show prospects campaigns or individual ads on your iPad, whether you are connected to the Internet or not.

MiAD desktop

Metro interactive Ad Designer (MiAD) desktop is your online solution for personalizing and making customized spec ads for your prospects and clients. Simply choose a spec ad or series of spec ads from the *MCC Library* — especially the *MSAL* — and fill in a prospect's address information in the easy-to-use interface. You can even customize the ad, headline, image and offer information. Save your specs in your own *My Ads* area and when you're ready, get PDFs that are ready to e-mail or present in person.

Once you sell a spec ad, your Production team can access it through *MiAD desktop* to make changes and get a print-ready PDF. Customize the ad even further by exporting it as a full or partial PDF, EPS file or QuarkXPress® document. When client changes require more extensive customization, your production staff can simply download the original spec ad in QuarkXPress or InDesign® format from MCC, where they will have complete control over the ad elements.

Taken in tandem, these *MiAD* resources work together seamlessly to give you the ultimate spec ad package you need to:

- Increase communication between sales reps and clients to further strengthen the relationships and deliver the best results.
- Get to "yes" faster with expanded opportunities for up-selling campaigns and Web ads.
- Free the production team from the task of being the sole providers of spec ads; then save time in finishing sold spec ads with full or partial ad elements immediately available for final composition.

Put the *MiAD* triad to work for your sales and production teams and open a world of possibilities to expand, communicate, create and sell more ads, faster than ever before. **M**

P1510B06001C

MiAD Mobile, designed for on-the-go sales professionals, makes it possible to instantly personalize, and show, professionally designed print and digital ad presentations to all of your ad prospects right on your iPad.

Call 800-223-1600 or e-mail service@metro-email.com to start your free trial today of *MiAD desktop* and *MiAD Mobile*!



Print and online
Fully Templated Sections,
just released:

**On the Road
Holiday Gifts & Lifestyle
Halloween
Local Professionals Guide**

(Available by separate subscription or a la carte purchase — 800-223-1600)

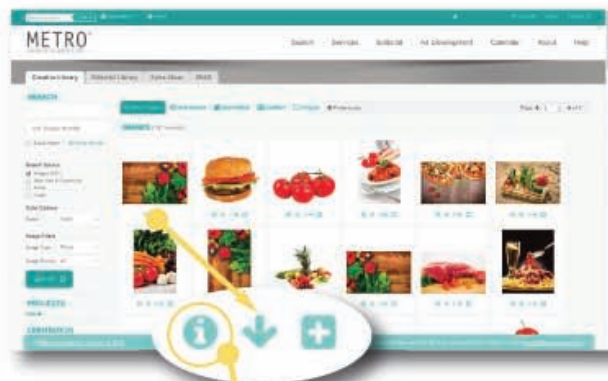


Find corresponding reader and advertiser promotional ads for each templated section in the *MCC Creative Library*.



New MCC: "More Information" Delivers Expanded Options

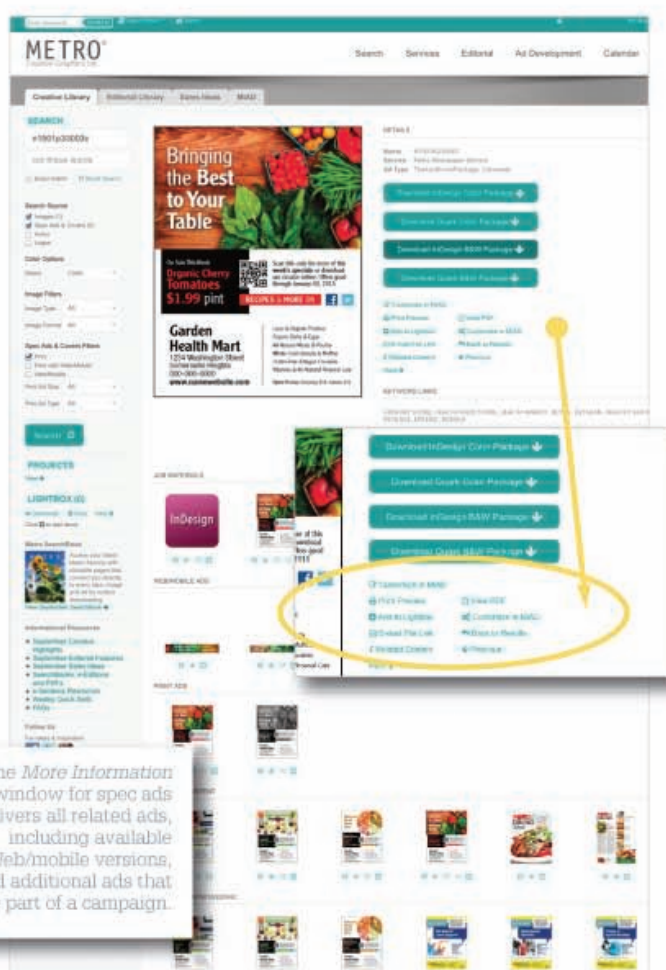
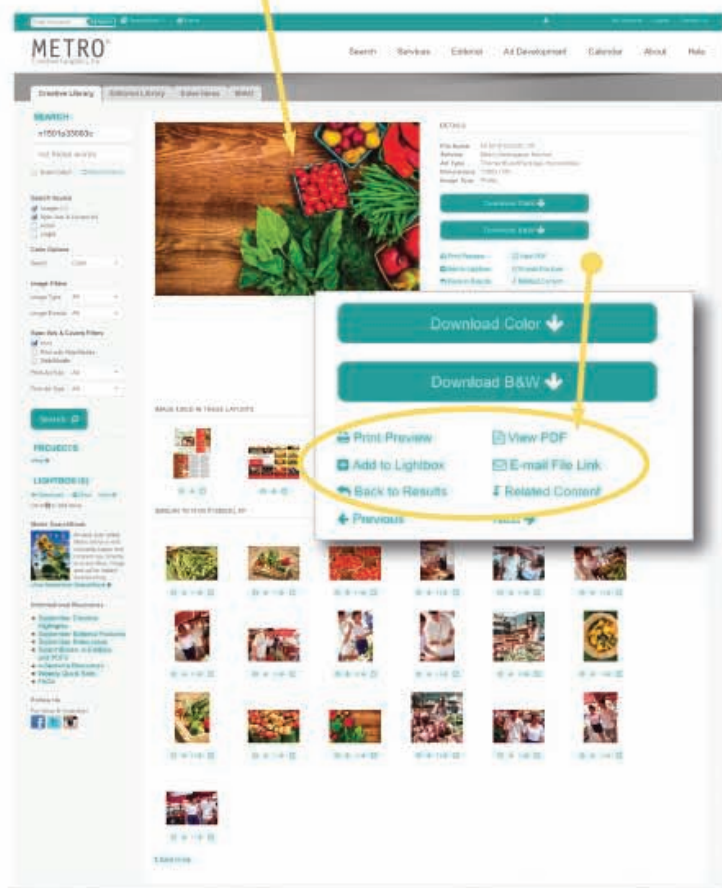
The *More Information* window in the new *MetroCreativeConnection* (MCC) is your shortcut to inspirational content options. Access *More Information* from the window that pops up when you hover over an image or spec ad in the *Creative Library*, or by clicking the "i" icon below any thumbnail preview.



Go to the *More Information* window to view or download:

- Color and black & white versions of images or spec ads and, where applicable, 300 dpi high resolution images
- QuarkXPress® or InDesign® versions of spec ads
- A link to e-mail a *More Information* window for an image or spec ad — a handy tool for communicating internally
- A Print preview for an image or ad, which includes a notes field for your comments and your name, which you can print and use as a leave-behind
- All individual elements used in a spec ad
- Any related items, including spec ads, that images are used in as well as related ads that may be part of a campaign, print or Web/mobile
- Similar content, conveniently presented to offer you more choices
- An enlarged PDF that is especially useful to see details in spec ads
- All keywords associated with any image or spec ad, and get navigation links to the previous or next item in your results
- Or, use the *Add to Lightbox* link to review and download multiple files

P1510807001C



The *More Information* window for spec ads delivers all related ads, including available Web/mobile versions, and additional ads that are part of a campaign.

More Information page for an image.

More Information page for a spec ad.

Apartment Living

NAME NEWSPAPER

How to handle cramped quarters

Apartment Living section layout featuring a main article 'How to handle cramped quarters' and several smaller articles with photos of apartment interiors.

N1510A08002C

N1510A08003C

DRIVE

NAME NEWSPAPER

Simple steps to keep your car on the road

DRIVE section layout featuring a main article 'Simple steps to keep your car on the road' and several smaller articles with photos of cars and people.

N1510A08004C

N1510A08005C

Fall Activity Guide

NAME NEWSPAPER

Enjoy a frugal fall road trip

Fall Activity Guide section layout featuring a main article 'Enjoy a frugal fall road trip' and several smaller articles with photos of autumn activities.

N1510A08006C

N1510A08007C

According to a recent article in the *Wall Street Journal*, apartment living is on the rise, especially near larger cities. An **Apartment Living** section can be tailored to your area renters, from those under 30 to families and seniors. Prospect apartment brokers, but also all the businesses that sell goods and services that apartment dwellers want and need, from laundry services to furniture, and more.

Every season marks a time to check on the state of personal vehicles or to look for a newer model. An automotive section with a generic name such as **Drive** can include all aspects of fall driving, from weekend getaways to repair services to deals on leasing and purchasing.

Autumn begins September 23. A **Fall Activity Guide** can become the go-to resource for families looking to participate in fall happenings, from apple and pumpkin picking to leaf peeping, festivals and everything in between. Be sure to create a mobile-friendly online companion component that people can access from their smartphones.

The Big Holiday Gift Book

NAME NEWSPAPER

What to get the movie buff in your life

The Big Holiday Gift Book section layout featuring a main article 'What to get the movie buff in your life' and several smaller articles with photos of gift items.

N1510A08008C

N1510A08009C

League of Outstanding Student Athletes Contest

Do you know an exceptional junior athlete who excels both on and off the field as a teammate, student and citizen? **Nominate them in our League of Outstanding Student Athletes Contest for a chance to win a \$2,500 scholarship prize!**

To nominate a student athlete you know, go to name.newspaper.com/contest and enter by 5 p.m. October 06, 2015. The grand-prize winner will be announced and featured in this newspaper on October 06, 2015. See contest website for complete rules and contest details.

Thanks to our generous contest sponsors for their support of the League of Outstanding Student Athletes contest and scholarship fund!

Name Local Business/Sponsor 1234 Washington Street Springville Heights 800-555-1234 www.namebusiness.com	Name Local Business/Sponsor 1234 Washington Street Springville Heights 800-555-1234 www.namebusiness.com	Name Local Business/Sponsor 1234 Washington Street Springville Heights 800-555-1234 www.namebusiness.com	Name Local Business/Sponsor 1234 Washington Street Springville Heights 800-555-1234 www.namebusiness.com	Name Local Business/Sponsor 1234 Washington Street Springville Heights 800-555-1234 www.namebusiness.com	Name Local Business/Sponsor 1234 Washington Street Springville Heights 800-555-1234 www.namebusiness.com
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N1510A08001C

The holiday season will be here before you know it. Plan now to release **The Big Holiday Gift Book** as the first of several holiday editions. Time it to capture the early bird gift buyers by having it surface right after Halloween, or release it right before the Black Friday push prior to the U.S. Thanksgiving holiday.

As the new school year begins, enlist participation from area businesses for a **League of Outstanding Student Athletes Contest**. It helps support young athletes with scholarship prizes while increasing exposure for community-minded businesses at a time of year when school sports are a high priority for many families. The contest also provides a boost to your website, pointing readers to your site to nominate student athletes.

TWO-PAGE SPREAD CONTEST CONCEPTS:
Increase your sales opportunities.

Favorite Haunts
NAME NEWSPAPER

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

Safe costumes can prevent Halloween mishaps

HAUNTED HOUSE

N1510A32004C

N1510A32005C

Halloween continues to grow as an event for both children and adults. Take advantage of Halloween's growing popularity with a section titled **Favorite Haunts** that can be tailored to any number of Halloween events, from listing haunted house locations and businesses that offer tricks or treats to local kids accompanied by parents, to party tips and more.

Oktoberfest
NAME NEWSPAPER

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

The origins of Oktoberfest

RESTAURANT

N1510A33004C

N1510A33005C

Whether you are in an area with a population that is largely descended from German ancestry or not, an **Oktoberfest** section can help publicize community events as well as bars and restaurants that will be adopting the event theme. Since Oktoberfest takes place from mid-September to mid-October, your section has a longer shelf life.

National Breast Cancer Awareness Month
NAME NEWSPAPER

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

Lesser-known symptoms of breast cancer

Health Foods Shop

Bakery

Restaurant

Pet Supply Store

Pet Day Care

Restaurant

Cancer Medical Center

N1510A34004C

N1510A34005C

October is **Breast Cancer Awareness Month**. It's the kind of topic that no business can ignore, and many will want to be a part of any sponsorship opportunities you present. Produce a section in conjunction with a hospital or medical center co-sponsor to give information about current treatments, diagnostic methods and free community screenings.

Now OPEN
NAME NEWSPAPER

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

Shopping Center

Communities can celebrate local businesses

N1510A35004C

N1510A35005C

Local business is your bread and butter, so Metro presents "shop local" material to assist your efforts every month. A **Now Open** section can shine the spotlight on local businesses, especially those that have opened this year. Give your readers the facts on how shopping local benefits your community now, before the holiday season arrives.

HOWLOWEEN PET PHOTO CONTEST

DOGgies in DISGUISE to UNDERCOVER KITTIES, ENTER YOUR COSTUMED CUTIE IN OUR PET PHOTO CONTEST FOR A CHANCE TO WIN GOURMET PRIZES!

Check out our costumed critters photo gallery online and in our Halloween edition on October 31!

Enter Online
Go to nameyourpage.com/contest to upload your pet's photo and profile through October 31, 2015. See contest website for complete contest rules and details.

Free Dog or Cat Grooming

Grooming Salon

Free Dog or Cat Grooming

Dog Trainer

\$25 Gift Card

Grocery Store

\$25 Gift Card

Party Supply Store

\$25 Gift Card

Pet Supply Store

Pet Day Care

\$25 Gift Card

Restaurant

Pet Parball Package

Photo Studio

N1510A09001C

The National Retail Federation estimates \$350 million was spent on pet costumes in the U.S. last Halloween. Keep the Halloween vibe going all month long with a **Howloween Pet Photo Contest**. Drive readers to your website to enter the contest and update your photo gallery as entries come in. Nothing gets people to spend time online more than cute pictures of pets, so the decision to participate should be a no-brainer for pet-related businesses. Have readers vote on their favorites or compose a judging panel of business owners and your staff.

TWO-PAGE SPREAD CONTEST CONCEPTS:
Increase your sales opportunities.

**Save
10%**

Get an additional 10% off this year's service when you sign up for our convenient auto-ship service, and receive Metro's Holiday Advertising Service every year... automatically!



Order Now
and Gain Access to
Metro's Entire Online Holiday
Archive, Featuring More Than

**10,000
HOLIDAY ADS
& IMAGES!**

GUARANTEE

If you don't sell enough greetings to cover the cost of our base rate service as compared to your published open-line rate, we'll give you a full refund or credit!

2015 HOLIDAY ADVERTISING SERVICE

The 2015 Holiday Advertising Service from Metro is an unparalleled creative resource for developing your Christmas and New Year's advertising, greetings and special projects. This annual service is designed to help generate thousands in revenue for your publication, guaranteed!

**OVER 900
New HOLIDAY
IMAGES & ADS!**

TO ORDER, CALL: 1-800-223-1600 OR EMAIL: SERVICE@METRO-EMAIL.COM

METRO'S FILE NAMING SYSTEM AT A GLANCE

Service Indicator.

N = Metro Newspaper Service
S = MIAD Spec Ad Library
C = Campaigns & Classified
H = Holiday Advertising Service

Month Indicator.

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

Page Number.

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

Color Type.

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

N1510P12002K.TIF

Year Indicator.
two-digit field to indicate the year (i.e., 15 = 2015).

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

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

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1510P36009C

N1510P11001C

N1203P46009C



N1510P36002C

Kitchen & Bath event

Give your favorite rooms a fresh new look for fall. We have ideas, inspiration and quality products to enhance the beauty, enjoyment and value of your kitchen or bathroom for less!

Design a Beautiful Bathroom

Bathroom Vanities
now priced as low as
\$99

Brushed Nickel Faucets
now from
\$79

Medicine Cabinets
on sale from
\$89

High-Efficiency Toilets
on sale up to
30% Off

Vanity Lighting Fixtures
starting at only
\$49

Ceramic & Porcelain Tile
now starting at
\$1.49 sq. ft.

Create a Five-Star Kitchen

In-Stock Kitchen Cabinetry
on sale up to
20% Off

Stainless-Steel Kitchen Sinks
selected styles from
\$99

Granite & Marble Countertops
all colors and styles on sale
10% Off

Kitchen Appliances
on sale up to
15% Off

Kitchen Ventilation Systems
on sale from
\$299

Kitchen Hardware
on sale up to
30% Off

Engineered Hardwood Flooring
now priced from
\$1.99 sq. ft.

Stop by our showroom today for a free design consultation! Sale ends October 31, 2015.



We're Open Monday-Saturday
8am-8pm & Sunday 9am-4pm

Castle Home Improvement Center

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

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.



Special Bonus Offers

FREE Bathroom or Kitchen Sink
With Select Custom Countertop Purchase

Select sink models from Name Brand, Name Brand & Name Brand only.

Interest-Free Financing
for 12 Months

on cabinet, countertop and flooring purchases. Minimum \$000 purchase and credit approval required.

See showroom for details. Limited-time offers end October 31, 2015.

N1510P36001C
N1510P15007C

AD# N1510A11001C

PASS 6 COL. x 21

AD# N1510A11002C

10 x 13



N1510P12009C-●



N1510P12005C-●



N1510P12004C-●



N1510P12001C-●



N1510P12002C-●



N1510P12007C-●



N1510P12003C-●



N1510P12006C-●



N1510P12010C-●



N1510P12008C-●

N1510P58017C*0

Think Pink

Join these local businesses in supporting breast cancer awareness this October!

Usage Note:

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



Restaurant Arnelle
Proud supporter of Name Organization
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle
Proud supporter of Name Organization
1234 Washington Street • Somersville Heights
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www.namewebsite.com

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www.namewebsite.com

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www.namewebsite.com

Restaurant Arnelle
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1234 Washington Street • Somersville Heights
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www.namewebsite.com

Restaurant Arnelle
Proud supporter of Name Organization
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Gourmet Market
Proud supporter of Name Organization
1234 Washington Street • Somersville Heights
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www.namewebsite.com

Gourmet Market
Proud supporter of Name Organization
1234 Washington Street • Somersville Heights
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www.namewebsite.com

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Gourmet Market
Proud supporter of Name Organization
1234 Washington Street • Somersville Heights
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www.namewebsite.com

Mira Salon
Proud supporter of Name Organization
1234 Washington Street • Somersville Heights
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Proud supporter of Name Organization
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www.namewebsite.com

Mira Salon
Proud supporter of Name Organization
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

N1510P58020C*0

Pretty in Pink

Show your support for women fighting breast cancer with our pink polish program!

\$10 Pink Manicures During the Month of October
10% of Every Pink Manicure & Pedicure Will Benefit Name Breast Cancer Support Organization!

LILY'S NAIL LOUNGE
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

AD# N1510A13002C
PASS 2 COL x 5

Caring Is Beautiful

Look good. Feel good. Do good. Book your 60-minute massage or facial during the month of October, and we will donate \$10 to Name Breast Cancer Support Organization!

Try our enzyme-rich Pink Grapefruit Facial Only \$39

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

Flower Power

Let's keep breast cancer awareness growing! Working together, we are closer to a cure.

NEW Pink Petal Bouquets \$12.99

100% of the profits from every pink petal bouquet sold during the month of October will benefit Name Breast Cancer Support Organization.

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

AD# N1510A13004C
PASS 2 COL x 5
N1510P14004C*0

AD# N1510A13003C
PASS 2 COL x 5
N1203P46009C*0

N1510P58022C*0

Let's Fight Breast Cancer Together

Women Join for FREE During the Month of October!
\$0 Initiation Fees Plus, We'll Donate 50% of Your First Month's Membership Dues to Name Breast Cancer Support Organization.

According to the National Cancer Institute, women who exercise four or more times per week have a lower risk of breast cancer. During Breast Cancer Awareness Month, take steps to protect yourself by committing to a healthy diet and exercise routine!

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

AD# N1510A13005C
PASS 2 COL x 5

Berry Healthy

Studies show that incorporating a rich variety of fruits and vegetables in your daily diet can reduce your risk of cancer. Our fresh-squeezed juices and blended smoothies make it easy to boost your fruit and vegetable intake one delicious sip of a time!

Try our antioxidant-rich Berrylicious Blend Smoothie Only \$5.99

We're Donating 5% of Every Smoothie Sale to Name Breast Cancer Support Organization During the Month of October!

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

Girls' Night Out Charity Shopping Event

Friday, October 9
5:00-9:30pm

Enjoy complimentary pink Champagne, refreshments and statewide pre-tag savings with your RSVP!

up to 30% Off • Fashion • Footwear • Cosmetics • Jewelry • Accessories

We'll Donate 10% of the Evening's Proceeds to Name Breast Cancer Support Organization in Honor of Breast Cancer Awareness Month. To attend, please call, register online or text RSVP with your name to 0000.

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

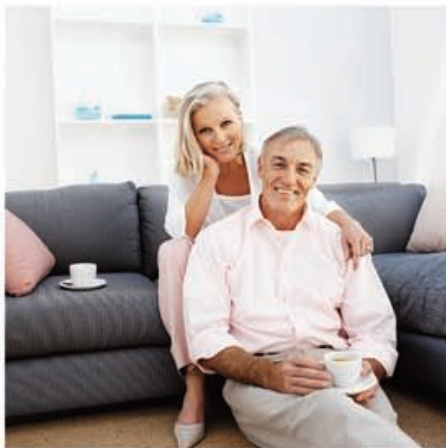
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AD# N1510A13001C PASS 6 COL x 21
AD# N1510A13008C 10 x 13



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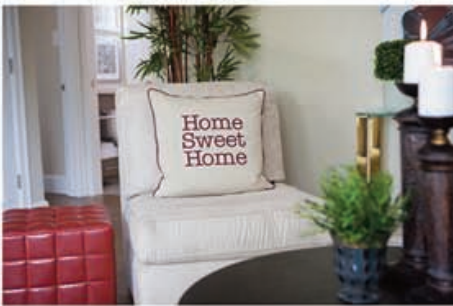
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N1510P28007C
N1510P28001C

N1510P17001C

N1510P17002C

N1510P37005C
N1510P44007C
N1510P37004C

N1510P38009C

AD# N1510A17003C
PASS 6 COL. x 3



October

2015 Community Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12 <i>Columbus Day</i>	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 <i>Halloween</i>



October 3
Breast Cancer 5K
Register or donate online today!
Pine Ridge Park
8am
www.namewebsite.com

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

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



October 10
Oktoberfest Celebration
Fun for the whole family!
German-American Society • 11am-9pm
www.namewebsite.com

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

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



October 17
Pet Adoption Fair
Low adoption fees!
Somerville Community Center • 10am-4pm
www.namewebsite.com

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

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

see YOU THERE

Halloween Parade

Join us if you dare!
Friday, October 30
The fun starts at 7pm along Washington Street at the corner of Garfield Road.
It's one spectacular spectacle featuring frightful floats, crazy costumes, mouth-watering treats and more!

Costume Contest Crawl
\$100 Grand Prize
Details and registration online at namewebsite.com.

An annual down-to-win tradition.

Volunteers and sponsors welcome:
000-000-0000
www.namewebsite.com

The Somerville Halloween Parade

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



October 27
Kids' Magic Show
Tickets online now!
Whimsy Theater
5pm
www.namewebsite.com



October 30
Halloween Parade
Float registration still open!
Downtown Main Street
7pm
www.namewebsite.com

October 00
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www.namewebsite.com

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



October 31
Trick-or-Treat Somerville County Happy Halloween!

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

Football Fan Fun Zone

Catch all the games every Sunday on our giant screens!

\$10 Pitcher Specials
select 60 oz. domestic draft every Sunday

\$5 Appetizer Spread
popcorn, wings, nachos & potato sticks every Sunday

Enter to Win Weekly Food & Drink Giveaways When You Join Our Frequent Customer League! Sign up in person or online at namewebsite.com.

Finn's Sports Bar

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

Companion WEB ADS available on MCC

AD# N1510A17001C PASS 6 COL. x 21
AD# N1510A17004C 10 x 13

N1510P36004C

"Jailbreak" PET ADOPTION EVENT

Saturday, October 10 10am-4pm

All of our available pets are spayed/neutered, microchipped and up to date on vaccines for the low adoption fee of \$99.

Somerville Animal Rescue

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

Paws & Claws Pet Supply Parking Lot
1234 Washington Street
Somerville Heights

Adoption, Spay, Neuter, Microchip, Vaccines, Collar, Leash, Training, Toys

AD# N1510A18001C PASS 2 COL. x 5

Go Ahead, Make Their Day!

Remember National Boss Day on Friday, October 16.

Great Gifts Under \$25

Greeting Cards • Fresh Flowers
Boxed Chocolates • Desk Accessories
Coffee Mugs • Collectibles
Gag Gifts & More

Legacy Cards & Gifts

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

AD# N1510A18002C PASS 2 COL. x 5

N1510P36003C
N1208P46003C

Appliance Upgrade Event

Save up to **40% Off**

The Latest Energy-Efficient Name Brand Appliances

washers | dryers | dishwashers | ranges | refrigerators | freezers | microwaves
Going On Now Sale ends Sunday, October 05, 2015

Integrity Appliance

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

FREE Delivery & Setup + FREE Removal & Recycling of Your Old Appliances

AD# N1510A18003C PASS 2 COL. x 5

N1510P36008C

Veggie Healthy. Veggie Delicious!

Vegetarian & Vegan Cuisine
breakfast • lunch • dinner
Open 8am-8pm Daily

Create Your Own Stir-Fry \$5.99 & up

Vega Cafe

Menu & Daily SPECIALS

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

AD# N1510A18004C PASS 2 COL. x 5

N1510P36011C

Chiropractic Care
The natural answer to pain.

We take a drug-free approach to pain relief and wellness with safe and effective chiropractic adjustments developed to help you enjoy a healthier, more active life.

October is National Chiropractic Health Month.
Call before October 31 to book your appointment for a Free Consultation & Initial Adjustment!

Fletcher Chiropractic

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

AD# N1510A18005C PASS 2 COL. x 5

N1510P37011C

Comprehensive Breast Care

In the fight against breast cancer, early detection is your best defense. That's why we focus on screening, prevention and education as well as the latest treatment options to provide a full spectrum of breast care services that support the health of today's women.

Our services include:
diagnostic mammograms | 3-D mammography | breast biopsies | genetic testing | breast surgery | radiation & chemotherapy | mastectomy | reconstruction | peer support

To speak with a care consultant about scheduling an appointment, please call 000.000.0000. We welcome most insurance plans.

Vernon Hospital Breast Care Center

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

AD# N1510A18006C PASS 2 COL. x 5

N1510P37007C

Companion WEB ADS available on MCC

Injured in an Accident?

Don't let the insurance companies win. Find out if you could be entitled to compensation for your injuries with a free legal consultation, and pay no fees until after your settlement.

No Recovery, No Fee. car accidents | motorcycle accidents | workplace accidents | slip and fall | defective products | wrongful death | personal injury

Free Consultation
Call Today 000.000.0000

Meyers & Hall Law Office

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

AD# N1510A18007C PASS 2 COL. x 5

N1510P38007C

Fine Art & Framing

Custom Framing Services
Works By Local & National Artists
Limited-Edition & Vintage Posters
Shadowboxes & Display Boxes
Photo & Art Restoration

Stop by our gallery today!

Name Artist | Opening Reception
Friday, October 17 at 7pm
Free Refreshments | Live Music | Everyone Welcome
RSVP to name@namewebsite.com
Open Monday-Saturday 11-7, Sunday 10-4

Outlook Framing & Art

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

AD# N1510A18008C PASS 2 COL. x 5

N1510P38003C

Overwhelmed With Debt?

Put a stop to creditor harassment, lawsuits, wage garnishment, foreclosure and eviction with our bankruptcy law services. Simply put, a bankruptcy will eliminate your debt and allow you to make a fresh start. Now that's a relief.

Your Consultation Is FREE. Call 000.000.0000 today.

Debt Relief Law Group

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

AD# N1510A18009C PASS 2 COL. x 5

N1510P38005C

Alternative Therapies & Holistic Healing

acupuncture | massage | reiki | herbal remedies | cupping | nutrition counseling

Book your appointment today for a **free consultation, and save 25% off** your first treatment or package!

Pathways Holistic Health Spa

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

AD# N1510A19001C PASS 2 COL. x 5

This Is No Way to Spend Your Weekend.

Take back your free time, and call us for thorough and affordable home cleaning services.

New Clients **SAVE 20% Off** House Cleaning

Call today for a free estimate and booking.

The Cleaning Crew

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

Insured & Bonded
Great Local References
Trusted for Over 12 Years

AD# N1510A19002C PASS 2 COL. x 5

BUY SELL TRADE Professional Appraisals

Coins, Collectibles & Antiques

Stop in today. You never know what you might find!

rare coins | estate jewelry | stamps | collections | precious metals

Rarity Coins & Collectibles

Live & Online Auctions
Call for details or view our auction calendar online.

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

We're Open Tuesday-Saturday, 10am-8pm

AD# N1510A19003C PASS 2 COL. x 5

Exotic Rugs & Decor

Browse an eclectic collection of rugs, furniture, art and housewares from around the world to give your home a unique and sophisticated look.

New Area Rug Arrivals
now starting at **\$39**

Whirlwind Imports

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

AD# N1510A19004C PASS 2 COL. x 5

Create Fabulous Fall Crafts

Shop ideas, inspiration & quality crafting supplies to bring home the cozy feel of fall.

Fall Quilting Event
Going On Now
Save up to 40% through 00.00.15

Wreath-Making Workshop
Saturday, October 24
Details and registration in store or online!

Value Craft Supply

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

AD# N1510A19005C PASS 2 COL. x 5

DISCREET & EFFECTIVE HEARING LOSS SOLUTIONS

HAS HEARING LOSS LEFT YOU FEELING ISOLATED OR INSECURE? DON'T WAIT ANOTHER DAY TO IMPROVE THE WAY YOU HEAR AND FEEL WITH THE LATEST HEARING AID TECHNOLOGY. TODAY'S HEARING AIDS ARE VIRTUALLY INVISIBLE AND EASY TO WEAR, DELIVERING NATURAL, CLEAR SOUND, WHETHER YOU'RE WATCHING TELEVISION, ON THE PHONE OR AT A RESTAURANT.

FREE HEARING CHECK
PLUS 60-DAY RISK-FREE TRIAL ON MOST HEARING AIDS. CALL TODAY FOR YOUR APPOINTMENT!

CROSS HEARING CENTER

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

AD# N1510A19006C PASS 2 COL. x 5

Erase Carpet Stains & Odors

We use all-natural, non-toxic products to protect your pets and family.

Royal Carpet Cleaning

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

Fall Cleaning Specials

Three Rooms & Hallway steam cleaned **\$99**

Sofa & Love Seat steam cleaned **\$79**

Tile & Grout Cleaning ceramic or porcelain **49¢ sq. ft.**

Prices good through 00.00.15. Call today for your appointment!

AD# N1510A19007C PASS 2 COL. x 5

safe • guaranteed • mobile

Auto Glass & Windshield Repair

Whether your windshield has a small chip or severe cracking, it's important to have the problem immediately addressed to protect your safety and prevent damage from spreading. Call us for fast, mobile service to your home or office. Our skilled technicians will repair or replace your windshield or auto glass with professional, precision service of a great price, and we welcome all auto insurance plans. Call us today for a free phone estimate!

Sal's Auto Glass

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

AD# N1510A19008C PASS 2 COL. x 5

Fuel Your Passion

Get top-tier selection, service and value from the people who share your passion for all things automotive.

Performance Parts • Replacement Parts
Wheels & Tires • Tools & Equipment
Track & Tuning Gear
Interior & Exterior Accessories

Brake Specials Now In Store
Save on brakes, rotors, pads and conversion kits in time for winter. Sale ends Sunday, October 30, 2015.

Cary Auto Parts

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

AD# N1510A19009C PASS 2 COL. x 5

HALLOWEEN
Specials

N1510P20001C*-O

Prices
So Low...
it's Scary!

N1510P20002C*-O


TRICK
OR
TREAT

N1510P20005C*-O


Halloween
treats

N1510P20003C*-O


SPIRITED
SPECIALS

N1510P20007C*-O

black
CAT
days

N1510P20008C*-O


BEWITCHING
Bargains

N1510P20006C*-O


HAUNTED
HAPPENINGS

N1510P20004C*-O

HALLOWEEN Specials

N1510P20001C*-O

N1510P23080C*-O

AD# N1510A21002C

PASS 3 COL. x 5

Got Cobwebs?

home cleaning | window washing | laundry & ironing | discount contract rates

SAVE \$10 OFF

Your First Home Cleaning Service when you book during the month of October. Simply mention this ad when booking to apply your discount. Offer good for new clients only.

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

Insured & Bonded
Great Local References
facebook

Mix-&-Match Candy Sale

Stock up for trick-or-treat fun with big deals on candy, costumes and Halloween decor!

Buy Two, Get One FREE Halloween Candy Specials select 00 oz. bags Now Through Sunday

Offer good October 00-00, 2015. See store for details.

Variety Emporium

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

facebook

AD# N1510A21003C

PASS 3 COL. x 5

N1510P23005C

N1203P46009C*-O

Creature Features

Save on wag-worthy pet costumes and treats!

Pet Costumes now starting at **\$4.99** (Shop now for the best selection)

30% Off Halloween Toys & Novelty Treats

Enter to Win a \$100 Gift Card in our Facebook Pet Costume Contest! Details at facebook.com/whiskerspetsupply

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

facebook

N1510P23011C*-O

AD# N1510A21004C

PASS 3 COL. x 5

Enter at Your Own Risk

House of Horrors Now Open

Get your tickets today for a terrific time you won't soon forget!

SAVE \$2 OFF ADMISSION

when you purchase your tickets online with code FRIGHT15.

Scream Manor

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

AD# N1510A21005C

PASS 3 COL. x 5

N1510P23029C*-O

SPIRITED SPECIALS

Visit us online for great Halloween party tips and drink recipes like our **Zombie Punch!**

Name Brand Vodka 00 oz. \$12.99	Name Brand Tequila 00 oz. \$14.99
Name Brand Rum 00 oz. \$9.99	Name Brand Light Beer 12 pack \$11.99

Advertised prices good through October 00, 2015.

Lucky's Liquors
1234 Washington Street | Somersville Heights | 000-000-0000 | www.namewebsite.com

N1510P20007C*-O

N1510P22013C*-O

AD# N1510A21006C

PASS 3 COL. x 5

Hungry Halloween Guests?

Find low prices on everything for Halloween hosting!

Name Brand Party-Size Snack Chips 00 oz. varieties 2 for \$5
Name Brand Jumbo Snack Dips 00 oz. varieties \$4.99
Name Brand Frozen Appetizers 00 oz. varieties 3 for \$10

Specials Good Through October 00!

Avenue Grocery

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

AD# N1510A21007C

PASS 3 COL. x 5

N1510P23013C*-O

Scream Season Savings

Save \$5 Off Your Purchase of \$15 or More

Offer valid with coupon through October 00, 2015. List details, terms and conditions here. List details, terms and conditions here.

We are your low-price Halloween headquarters!
• Costumes • Partyware
• Decorations • Cards
• Gifts • & More

facebook

Party Supply Outlet

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

N1510P23001C*-O

N1510P22012C*-O

AD# N1510A21008C

PASS 6 COL. x 2.5

AD# N1510A21001C

PASS 6 COL. x 21

AD# N1510A21009C

10 x 13



N1510P22003C-●



N1510P22010C-●



N1510P22011C-●



N1510P22001C-●



N1510P22002C-●



N1510P22005C-●



N1510P22006C-●



N1510P22022C-●



N1510P22023C*-○
N1510P22024C*-○



N1510P22030C*-○



N1510P22019C-●



N1510P22015C-●



N1510P22038C*-○



N1510P22035C*-○



N1510P22032C*-○



N1510P22031C*-○



N1510P22008C-●



N1510P22014C-●



N1510P22027C*-○



N1510P22036C*-○



N1510P22041C*-○



N1510P22029C*-○



N1510P22009C-●



N1510P22004C-●



N1510P22028C*-○



N1510P22033C*-○



N1510P22037C*-○



N1510P22039C*-○



N1510P22013C-●



N1510P22017C-●



N1510P22025C*-○



N1510P22026C*-○



N1510P22034C*-○



N1510P22020C*-○



N1510P22012C-●



N1510P22018C-●



N1510P22021C*-○



N1510P22007C-●



N1510P22016C-●



N1510P23001C-●



N1510P23007C-●



N1510P23010C-●



N1510P23014C-●



N1510P23009C-●



N1510P23012C-●



N1510P23002C-●



N1510P23008C-●



N1510P23025C*-○



N1510P23003C-●



N1510P23021C*-○



N1510P23022C*-○



N1510P23019C*-○



N1510P23017C*-○



N1510P23006C-●



N1510P23013C-●



N1510P23020C*-○



N1510P23023C*-○



N1510P23018C*-○

N1510P23016C*-○



N1510P23035C*-○



N1510P23015C-●



N1510P23011C-●



N1510P23024C*-○



N1510P23034C*-○



N1510P23030C*-○



N1510P23004C-●



N1510P23028C*-○

N1510P23029C*-○



N1510P23026C*-○

N1510P23027C*-○



N1510P23033C*-○



N1510P23031C*-○

N1510P23032C*-○



N1510P23005C-●

MCC Keyword Hints: Rather than browsing through a large quantity of "Halloween" results, add a second keyword.



N1510P24003C-●



N1510P24004C-●



N1510P24001C-●



N1510P24002C-●



N1510P24005C-●



N1510P24006C-●

N1510P25006C*O

N1510P25004C*O

N1510P25003C*O

SHOP LOCALLY FOR HALLOWEEN

Check out our favorite local haunts for all things Halloween!

<p><i>The area's largest selection of costumes for sale or rent</i></p> <p>Costume Closet</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>Low prices on everything for Halloween</i></p> <p>Clayton Pharmacy</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>Heat-and-sew suits for Halloween night</i></p> <p>Grant's Grocery</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>Everything for a frightfully fun Halloween fest</i></p> <p>Confetti Party Supply</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>Beer, wine & spirits for Halloween</i></p> <p>Dan's Liquors</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>
<p><i>Novelty candy & seasonal treats</i></p> <p>Candy Corner</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>Theatrical makeup & beauty</i></p> <p>Blush Beauty Supply</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>Your bargain Halloween headquarters</i></p> <p>99c Shop</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>Boo-tiful collectibles & home accessories</i></p> <p>Home Boutique</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>The freshest touches for your Halloween fest</i></p> <p>Accessory Annex</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>
<p><i>Resale costumes & vintage finds</i></p> <p>Resale-Go-Round</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>Over 600 wigs in store</i></p> <p>The Wig Emporium</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>D-I-Y Halloween costumes & crafts</i></p> <p>Hannah's Craft Supply</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>Treats & costumes for pampered pets</i></p> <p>Paws Pet Supply</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>	<p><i>Infatables & outdoor decor for a haunted landscape</i></p> <p>Central Hardware</p> <p><small>www.nornewhite.com 1234 Washington Street Sarasville Heights 800-000-0000</small></p>

AD# N1510A25001C 19.334 x 13



N1510P25001C ●
N1510P25002C*O

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.

The layout can be opened inside the Metro interactive Ad Development software (MIAD), where the amount of advertiser spaces can be adjusted with a click of a button. See a demonstration in the MIAD area accessed from the metrocreativeconnection.com home page.

HALLOWEEN SAVINGS

N1510P25006C*O

EERIE OCTOBER EVENTS

N1510P25007C*O



N1510P26009C-●



N1510P26010C-●



N1510P26008C-●



N1510P26002C-●



N1510P26001C-●



N1510P26012C-●



N1510P26005C-●



N1510P26006C-●



N1510P26007C-●



N1510P26003C-●



N1510P26004C-●



N1510P27007C-●



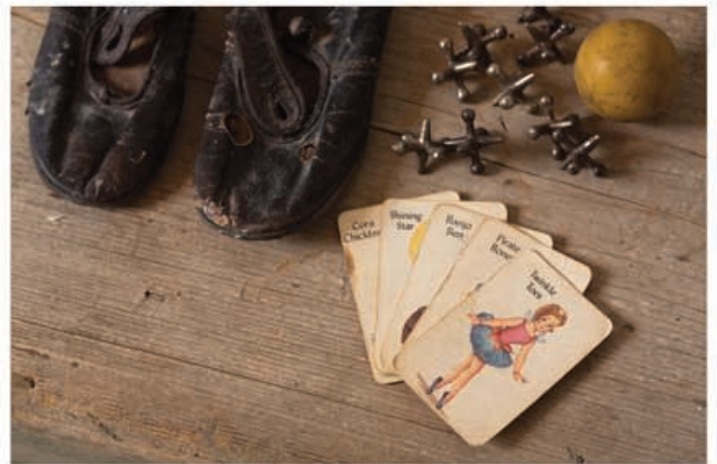
N1510P27006C-●



N1510P27001C-●



N1510P27009C-●



N1510P27010C-●



N1510P27002C-●



N1510P27003C-●



N1510P27005C-●



N1510P27008C-●



N1510P27004C-●



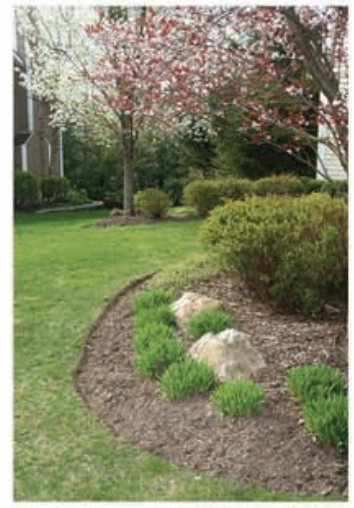
N1510P28006C-●



N1510P28002C-●



N1510P28003C-●



N1510P28004C-●



N1510P28012C-●



N1510P28010C-●



N1510P28011C-●



N1510P28008C-●



N1510P28009C-●



N1510P28007C-●



N1510P28005C-●



N1510P28001C-●



'Tis the Season!

Pick-Your-Own Pumpkins
Mini Pumpkins & Gourds
Fresh Apples by the Pound
Free Hayrides & Wagon Rentals
Mini Petting Zoo & Hay Maze
Fresh Donuts, Apple Cider & Roasted Corn
Bushels of Fall Fun for the Whole Family!

Percy Family Farm

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



Open Daily Through October 31

AD# N1510A28001C PASS 6 COL x 3

N1203P46009C-0



N1510P29012C-●



N1510P29011C-●



N1510P29004C-●



N1510P29005C-●



N1510P29010C-●



N1510P29003C-●



N1510P29002C-●



N1510P29008C-●



N1510P29006C-●



N1510P29007C-●



N1510P29009C-●



N1510P29001C-●

N1510P26001C-●

Turn Back the Clock Sale

We're putting the savings back in Daylight Saving Time!

Take up to 60% OFF

Furniture • Lighting • Rugs • Home Decor • & More

One Day Only
Sunday,
November 1
10am-7pm

Furniture & More

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



AD# N1510A29001C PASS 6 COL. x 3



N1510P30009C-●



N1510P30001C-●



N1510P30003C-●



N1510P30002C-●



N1510P30014C-●



N1510P30013C-●



N1510P30015C-●



N1510P30007C-●



N1510P30008C-●



N1510P30005C-●



N1510P30010C-●



N1510P30006C-●



N1510P30012C-●



N1510P30004C-●



N1510P30011C-●



Pumpkins & Gourds Have Arrived!

Bring Home the Beauty of Fall

Spruce up your home and garden for autumn with low prices on everything for planting and outdoor decorating.

SAVE 30% OFF
Assorted Planters, Pottery & Garden Decor



Celebrate Fall With Us!
Saturday & Sunday
October 00-00, 2015

Free Refreshments • In-Store Specials
Repurposing Demos • Garden Workshops
Puppet Shows • Kids' Crafts

We're on Stay Posted on the Latest Garden Trends & In-Store Specials!

Time-Saving Garden Tools & Planting Aids

Name Brand Steel Wheelbarrow
\$74.99 6 cu. ft.

Name Brand Leaf Blower
\$49.99 12 amp electric

Name Brand Poly Rake
\$7.99 48" handle

Name Brand Garden Trowel
\$5.99 or transplanter

Save \$5 Off

Your Purchase of \$25 or More

Offer good with coupon through October 00, 2015.

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

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

Daly Garden Center 1234 Washington Street
Somerville Heights
000-000-0000 • [namewebsite.com](#)

Colorful Flowers, Plants & Spring-Blooming Bulbs

Assorted Mums 3 quart 2 for \$5	Snapdragon 2.5 quart \$3.99	Pansies 6-pack \$2.29
--	--	------------------------------------

Mix-&-Match Bulbs assorted varieties 10 for \$10	Assorted Shrubs 3 gallon \$9.99	Fire Pits In Stock starting from \$29.99
---	--	--

Daly Garden Center

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

Delivery & Planting Service Available

Fall Hours Through November 00, 2015
Monday-Friday 9 a.m.-6 p.m.,
Saturday & Sunday 8 a.m.-5 p.m.

N1510P12001C-●

N1510P30011C-●
N1510P30012C-●
N1510P30015C-●

AD# N1510A31001C PASS 6 COL. X 21

AD# N1510A31002C 10 x 13

METRO Themed Event Package

SECTION COVER:

Favorite Haunts

October 2015
A Special Supplement to
NAME NEWSPAPER

This year's Halloween highlights
How to throw a hauntingly good Halloween party
Halloween costume ideas and facts

Halloween activities the whole family can enjoy

AD# N1510A32004C 10. x 13



QUICK SELL:

Favorite Haunts

AD# N1510A32005C 9.667 x 13

WEB ADS:

Bewitching Buys



**BOGO
50% Off**
Halloween
Candy
select 00 oz. bags

**Five-n-Ten
Variety Market**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

Bewitching Buys

**BOGO
50% Off**
Halloween Candy
select 00 oz. bags

**Five-n-Ten
Variety Market**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1510W32003R

Companion
WEB ADS
available
on MCC

MOBILE ADS:

Bewitching Buys

**Five-n-Ten
Variety Market**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1510W32003B

Bewitching Buys

BOGO 50% Off Halloween Candy

**Five-n-Ten
Variety Market**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1510W32003L

CAMPAIGN:

Scares In Store

Shop costumes, candy, decor
and more for a frightfully
festive Halloween!

**Save
30% Off**
All Halloween
Decorations
for the yard & home
now through 09.09.15

**Five-n-Ten
Variety Market**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1510A32001C
PASS 2 COL. x 5

HOWloween Savings

Shop costumes,
candy, decor
and more for a
frightfully festive
Halloween!

**Save
25% Off**
All Halloween
Costumes
for kids, adults & pets
now through 09.09.15

**Five-n-Ten
Variety Market**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1510A32002C
PASS 2 COL. x 5

Bewitching Buys

Shop costumes,
candy, decor
and more for
a frightfully
festive
Halloween!

**BOGO
50% Off**
Halloween
Candy
select 00 oz. bags
now through 09.09.15

**Five-n-Ten
Variety Market**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1510A32003C
PASS 2 COL. x 5

These valuable packages give you what you need to take advantage of timely seasonal and event happenings during the month. Each provides a heading, imagery, print, Web and mobile ads, a ready-made cover design and a quick-sell multiple advertiser page.

(MCC Creative Library / Print Ad Type pull-down menu: "ThemedEventPackage")

WEB ADS:



**Oktoberfest
Specials**

**German
Beer
Specials
All Month**
**10¢ Pretzel
Bites at the Bar**

**Garden
Bar & Grill**

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

AD# N1510W33002S

QUICK SELL:

Oktoberfest

The origins of Oktoberfest

SALE
10¢ Pretzel Bites at the Bar

BEER SPECIALS
German Beer Specials All Month

BEER GARDEN
Live Oom-Pah Music Every Sunday in October

WINE SHOP
Wine & Beer Pairing

MUSIC STAGE
Live Oom-Pah Music

AD# N1510A33005C 9,667 x 13

N1510P44008C



**Oktoberfest
Specials**

**German Beer
Specials All Month**
**10¢ Pretzel
Bites at the Bar**

**Garden
Bar & Grill**

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

AD# N1510W33002R

Companion
WEB ADS
available
on MCC

N1510P44008C



**Oktoberfest
Specials**

**German Beer
Specials All Month**

**10¢ Pretzel
Bites at
the Bar**

Garden Bar & Grill

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

AD# N1510W33002L

SECTION COVER:

Oktoberfest

October 2015
A Special Supplement to
NAME NEWSPAPER

Oktoberfest traditions you won't want to miss
Where to find local Oktoberfest celebrations
Crowd-pleasing Oktoberfest recipes
The beers of Germany

AD# N1510A33004C 10. x 13

N1510P44006C

**OKTOBERFEST
2015**

N1510P33001C*
N1510P33002C*

MOBILE ADS:

Oktoberfest Specials **Garden Bar & Grill**

AD# N1510W33002B

Oktoberfest Specials **Garden Bar & Grill**

AD# N1510W33002W

CAMPAIGN:

**Oktoberfest
Specials**

**German Beer
Specials All Month**

10¢ Pretzel Bites at the Bar
Live Oom-Pah Music Every
Sunday in October

Garden Bar & Grill
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

FREE German Chocolate Cake
with purchase of
any two dinner entrees
Offer valid with coupon October 20-22, 2015.
Offer cannot be combined with other coupons.
Limit 1 cake, 1 per table and conditions apply.

Garden Bar & Grill
1234 Washington Street
000-000-0000 | www.namewebsite.com

AD# N1510A33001C
PASS 2 COL. x 5

N1510P44007C

**Oktoberfest
Specials**

**German Beer
Specials All Month**

10¢ Pretzel Bites at the Bar
Live Oom-Pah Music Every
Sunday in October

Garden Bar & Grill
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

Schnitzel & Spaetzle Plate \$9.99
served with fresh salad
Offer valid with coupon October 20-22, 2015.
Offer cannot be combined with other coupons.
Limit 1 plate, 1 per table and conditions apply.

Garden Bar & Grill
1234 Washington Street
000-000-0000 | www.namewebsite.com

AD# N1510A33002C
PASS 2 COL. x 5

N1510P44006C

**Oktoberfest
Specials**

**German Beer
Specials All Month**

10¢ Pretzel Bites at the Bar
Live Oom-Pah Music Every
Sunday in October

Garden Bar & Grill
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

Bratwurst & Potato Salad \$7.99
served with pickled vegetables
Offer valid with coupon October 20-22, 2015.
Offer cannot be combined with other coupons.
Limit 1 plate, 1 per table and conditions apply.

Garden Bar & Grill
1234 Washington Street
000-000-0000 | www.namewebsite.com

AD# N1510A33003C
PASS 2 COL. x 5

N1510P44008C

METRO Themed Event Package

SECTION COVER:

N1510P59007C

National BREAST CANCER AWARENESS Month

October 2015
A Special Supplement to
NAME NEWSPAPER

Lesser-known symptoms of breast cancer
How to conduct a breast self-exam
Living after beating breast cancer
Helping a loved one after diagnosis



AD# N1510A34004C 10. x 13



MOBILE ADS:

We'll donate 10% of your bill to Name Breast Cancer Support Organization.
MAKE A RESERVATION
Market Restaurant
AD# N1510W34002B

We'll donate 10% of your bill to Name Breast Cancer Support Organization.
MAKE A RESERVATION
Market Restaurant
AD# N1510W34002W

QUICK SELL:

National BREAST CANCER AWARENESS Month

Lesser-known symptoms of breast cancer

How to conduct a breast self-exam

Living after beating breast cancer

Helping a loved one after diagnosis

Health Foods Shop | Bookstore | Cancer Medical Center

AD# N1510A34005C 9.667 x 13

N1510P58006C

Meals on a Mission

Dine with us anytime during the month of October, and we'll donate 10% of your bill to Name Breast Cancer Support Organization.

MAKE A RESERVATION

Market Restaurant

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

AD# N1510W34002R

Companion WEB ADS available on MCC

WEB ADS:

N1510P58006C

Meals on a Mission

Dine with us anytime during the month of October, and we'll donate 10% of your bill to Name Breast Cancer Support Organization.

MAKE A RESERVATION

Market Restaurant

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

AD# N1510W34002S

N1510P58006C

Meals on a Mission

Dine with us anytime during the month of October, and we'll donate 10% of your bill to Name Breast Cancer Support Organization.

MAKE A RESERVATION

Market Restaurant

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

AD# N1510W34002L

CAMPAIGN:

N1510P58006C

Generous Helpings

Dine with us anytime during the month of October, and we'll donate 10% of your bill to Name Breast Cancer Support Organization.

Pasta Night Every Tuesday
All-you-can-eat pasta bar
Only \$12.99

Market Restaurant

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

AD# N1510A34001C
PASS 2 COL. x 5

N1510P66004C

N1510P58006C

Meals on a Mission

Dine with us anytime during the month of October, and we'll donate 10% of your bill to Name Breast Cancer Support Organization.

Try Our Delicious Specialty Salads
Loaded with cancer-fighting vegetables
\$8.99 & up

Market Restaurant

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

AD# N1510A34002C
PASS 2 COL. x 5

N1510P58006C

Cuisine for a Cure

Dine with us anytime during the month of October, and we'll donate 10% of your bill to Name Breast Cancer Support Organization.

Join Us for Sunday Supper
3-course prix-fixe specials
Only \$24.99

Market Restaurant

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

AD# N1510A34003C
PASS 2 COL. x 5


N1510P66006C

These valuable packages give you what you need to take advantage of timely seasonal and event happenings during the month. Each provides a heading, imagery, print, Web and mobile ads, a ready-made cover design and a quick-sell multiple advertiser page.

(MCC Creative Library / Print Ad Type pull-down menu: "ThemedEventPackage")

WEB ADS:

N1510P35001C*O
N1510P15001C

Grand Opening Special
12 Months Interest-Free Financing*
now through 00.00.15

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

AD# N1510W35002S

Companion
WEB ADS
available
on MCC

QUICK SELL:




Communities can celebrate local businesses



Shopping Center

AD# N1510A35005C 9,667 x 13

N1510P35001C*O




Grand Opening Special
12 Months Interest-Free Financing*


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

AD# N1510W35002R


N1510P15001C

SECTION COVER:

N1510P35001C*O
N1510P64009C
N1510P36011C




October 2015
A Special Supplement to
NAME NEWSPAPER




The latest local businesses in town
How your money helps local businesses
Plan the ultimate local shopping trip
Meet the small-business owners in your community





AD# N1510A35004C 10. x 13

N1510P36007C



N1510P35001C*O


MOBILE ADS:



Grand Opening Special
12 Months Interest-Free Financing*

Avery Furniture

AD# N1510W35002B





Grand Opening Special
12 Months Interest-Free Financing*

Avery Furniture

AD# N1510W35002W

N1510P35001C*O

Grand Opening Special
12 Months Interest-Free Financing*

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

AD# N1510W35002L

CAMPAIGN:

N1510P35001C*O



Grand Opening Special
20% Off All Sofas & Sectionals
now through 00.00.15



Exceptional furniture values to bring sophisticated style and comfort to every room.

Showroom Open 7 Days

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

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

AD# N1510A35001C

PASS 2 COL. x 5

N1510P14006C

N1510P35001C*O



Grand Opening Special
12 Months Interest-Free Financing*
now through 00.00.15



Exceptional furniture values to bring sophisticated style and comfort to every room.

Showroom Open 7 Days

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


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

AD# N1510A35002C


PASS 2 COL. x 5

N1510P15001C

N1510P35001C*O



Grand Opening Special
Two FREE Bonus Chairs
With Purchase of Any 5- or 7-Piece Dining Set
now through 00.00.15



Exceptional furniture values to bring sophisticated style and comfort to every room.

Showroom Open 7 Days

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

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

AD# N1510A35003C

PASS 2 COL. x 5

N1510P15010C



N1510P36007C-●



N1510P36009C-●



N1510P36006C-●



N1510P36002C-●



N1510P36001C-●



N1510P36003C-●



N1510P36005C-●



N1510P36004C-●



N1510P36010C-●



N1510P36008C-●



N1510P36011C-●



N1510P37005C-●



N1510P37007C-●



N1510P37008C-●



N1510P37004C-●



N1510P37006C-●



N1510P37002C-●



N1510P37003C-●



N1510P37011C-●



N1510P37001C-●



N1510P37009C-●



N1510P37010C-●



N1510P38001C-●



N1510P38009C-●



N1510P38003C-●



N1510P38002C-●



N1510P38008C-●



N1510P38005C-●



N1510P38007C-●



N1510P38006C-●



N1510P38010C-●



N1510P38004C-●



N1510P39005C-●



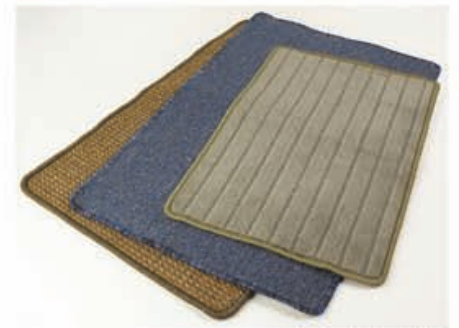
N1510P39007C-●



N1510P39001C-●



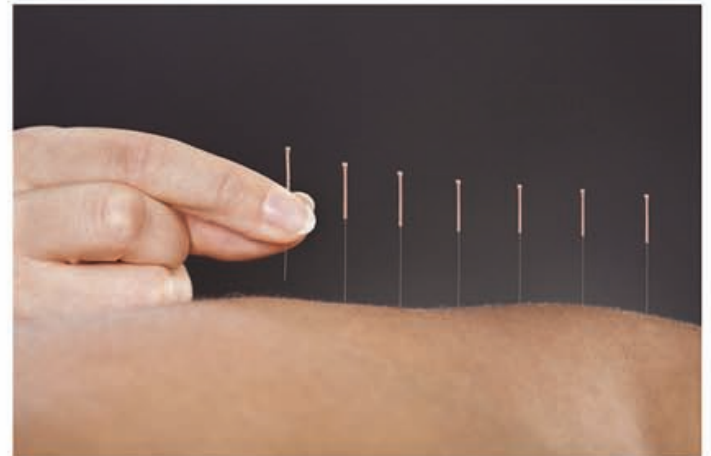
N1510P39003C-●



N1510P39006C-●



N1510P39010C-●



N1510P39009C-●



N1510P39004C-●



N1510P39008C-●



N1510P39002C-●

Promote Premium Placement Opportunities With Metro AdScapes

The main body of text on the left side of the ad, partially obscured by the headline.

Halloween Costume BALL

The fun starts when the sun goes down.



The main body of text on the right side of the ad, partially obscured by the headline.

Usage Note: Use this shaped specialty ad to attract attention to a bar/nightclub Halloween party. It can be adapted to promote sales or other Halloween events for a number of different advertisers by changing the headline and copy. The ad's unique positioning is sure to draw extra attention for your advertiser while gaining premium pricing for you.

Companion WEB ADS available on MCC

Saturday, October 31
Doors open at 9pm
No Cover
\$5 Pumpkin Martinis
Smokin' Shot Specials
DJ & Dancing All Night

Skyline Bar & Lounge

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

N1510P40018C

AD# N1510A40001C PASS 6 COL x 19



N1510P42003C-●



N1510P42001C-●



N1510P42013C*-○



N1510P42002C-●



N1510P42004C-●



N1510P42009C*-○



N1510P42006C*-○



N1510P42007C*-○



N1510P42005C*-○



N1510P42008C*-○



N1510P420xxC*-○



N1510P42016C*-○



N1510P42017C*-○



N1510P42011C*-○



N1510P42010C*-○



N1510P42014C*-○



N1510P42012C*-○

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

(MCC Creative Library / Print Ad Type pull-down menu: "Campaign")

N1510P42001C



N1510P64006C

"SHOP LOCAL" SUPPORT

This month, find a full-page "Discover Local Dining, Shopping & Fun" self-promotion layout designed to increase exposure for local businesses by publicizing your Shop Local efforts. It can easily be adapted to accommodate community events or featured advertisers.

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

Discover Local Dining, Shopping & Fun

In print or online, we are your go-to local guide for news, events, dining, shopping and entertainment!

This Week's Scoop

SIDEWALK SALE

The Antique Collective
Over 20 unique vendors!
Saturday 10 a.m.-4 p.m.
1234 Washington Street

LIVE MUSIC

Brewskie's Bar
The Vblts
Thursday at 9 p.m.
1234 Washington Street

DATE NIGHT

Cafe Demille
\$29 Dinner & Wine for Two
Every Tuesday
1234 Washington Street

GRAND OPENING

Spotless Dry Cleaning
Come in for grand opening specials!
Open 7 Days
1234 Washington Street

FALL FESTIVAL

Sunday 10 a.m.-3 p.m.
Pine Ridge Park
Music, crafts, vendors, food, games & more!
1234 Washington Street

OPENING NIGHT

The Nutcracker
Friday at 8 p.m.
Somerville Theater
Tickets at [namewebsite.com](#)

N1510P42004C
N1510P64002C



N1510P64009C

The Somerville Press

We're All About Local!
000.000.0000 • [www.namewebsite.com](#)



Get the App for
Local Events, Retail
Sales, Restaurant
Specials, Grand
Openings & More!

More Online @ [namenewspaper.com](#)

AD# N1510A43001C

PASS 6 COL. x 21

AD# N1510A43002C

10 x 13



N1510P44007C-●



N1510P44008C-●



N1510P44006C-●



N1510P44004C-●



N1510P44005C-●



N1510P44003C-●



N1510P44002C-●



N1510P44013C*-○



N1510P44014C*-○



N1510P44001C*-○



N1510P44009C*-○



N1510P44011C*-○



N1510P44012C*-○



N1510P44015C*-○



N1510P44010C*-○

Beer, Brats & Bavarian-Style Fun

German Heritage Club

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



Oktoberfest Celebration

FREE Admission & Parking

Saturday, October 17
11am-9pm

- Beer Garden • German Food
- Live Music • Dancing • Kids' Zone
- Craft Vendors • Contests

AD# N1510A44001C PASS 6 COL x 3



N1510P45013C*-O



N1510P45006C-●



N1510P45004C-●



N1510P45011C-●



N1510P45015C*-O
N1510P45016C*-O



N1510P45007C-●



N1510P45005C-●



N1510P45009C*-O



N1510P45014C*-O



N1510P45012C*-O



N1510P45008C*-O



N1510P45003C*-O



N1510P45001C*-O
N1510P45002C*-O



N1510P45010C*-O

N1510P26006C-●



Sale into fall with storewide savings on painting supplies, tools, hardware, fixtures and more!

Look! 20% Off
All Name Brand Paints & Stains

Only Through Monday, October 12, 2015

Shop Monday-Saturday 7am-7pm, Sunday 8am-4pm

Clayton Hardware

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

AD# N1510A45001C PASS 6 COL x 3

METRO Templated Special Sections

Bonus images available in the Images Library:



N1510P46004C-●



N1510P46006C-●



N1510P46005C-●



N1510P46001C-●



N1510P46003C-●



N1510P46007C-●



N1510P46002C-●

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 postcard to invite advertisers

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section.

View this month's **On The Road** Templated Special Sections package in MCC. 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



5 x 7 POSTCARD

Bonus images available in the Images Library:



N1510P47005C-●



N1510P47004C-●



N1510P47002C-●



N1510P47006C-●



N1510P47001C-●



N1510P47003C-●

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 postcard to invite advertisers

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section. View this month's **Holiday Gifts & Lifestyle** Templated Special Sections package in MCC. 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



5 x 7 POSTCARD



N1510P48001A-●



N1510P48012A-●



N1510P48006A-●



N1510P48002A-●



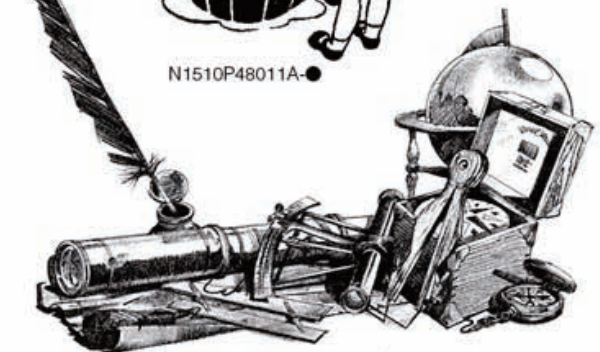
N1510P48011A-●



N1510P48013A-●



N1510P48003A-●



N1510P48007A-●



N1510P48005A-●



N1510P48015A-●



N1510P48010A-●



N1510P48008A-●



N1510P48004A-●



N1510P48016A-●



N1510P48014A-●



N1510P48009A-●



N1510P49013A-●



N1510P49006A-●



N1510P49004A-●



N1510P49015A-●



N1510P49012A-●



N1510P49005A-●



N1510P49008A-●



N1510P49011A-●



N1510P49001A-●



N1510P49007A-●



N1510P49010A-●



N1510P49003A-●



N1510P49002A-●



N1510P49014A-●



N1510P49009A-●



N1510P50001C-●

Usage Notes:

Use these backgrounds to help promote fall sales, Oktoberfest events, Halloween merchandise and more. Employ them for individual ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules ... and more.

(MCC Creative Library / Image Type menu: "background")



N1510P50008C-●



N1510P50006C-●



N1510P50002C-●



N1510P50007C-●



N1510P50003C-●



N1510P50004C-●



N1510P50005C-●



N1510P50009C-●

N1510P51001C



Usage Suggestions:

Try this mulch ground cover photo as a background or page header for fall gardening ads and guides, fall camping and winter landscape preparation ads, and more, in print and online.

N1510P51002C



Usage Suggestions:

Use this chrysanthemum flower photo for many fall ad situations, from gardening to school homecomings, weddings to fashions. Use it as a focal piece or background in your print and online ads and pages.

N1510P51003C



Usage Suggestions:

A close-up photo of candy corn is perfect for Halloween candy sales ads and kids' Halloween party supplies. Think outside the box and try it for fall paint sales and dental ads, too, for both print and online platforms.

N1510P51004C



Usage Suggestions:

The quintessential fall imagery, this colorful Maple leaves photo is ready for fall getaway ads, fashion ads, community activity guides, car care ads and entertainment guides, among others, in print and online.

N1510P51005C



Usage Suggestions:

This gummy candy spider photo can adorn Halloween ads for adult parties at bars and lounges, "scary" pest control ads, horror movie DVD sales and festivals, and more, in print and online.

N1510P51006C



Usage Suggestions:

The bright orange background in this gummy candy spider photo gives it a whimsical feel that will complement kids' costume sale ads and contest directories, candy sales, and more.

FIGHTING FOR A CURE



N1510P52016C*-O



N1510P52015C*-O



N1510P52004C*-O



N1510P52002C*-O



N1510P52014C*-O



N1510P52013C*-O



N1510P52003C*-O



N1510P52001C*-O



N1510P52007C*-O



N1510P52006C*-O



N1510P52008C*-O



N1510P52012C*-O



N1510P52010C*-O



N1510P52011C*-O



N1510P52005C*-O



N1510P52009C*-O



N1510P52020C*-O



N1510P52019C*-O



N1510P52018C*-O



N1510P52017C*-O



N1510P53002C*-O



N1510P53004C*-O



N1510P53001C*-O



N1510P53009C*-O



N1510P53003C*-O



N1510P53008C*-O



N1510P53007C*-O



N1510P53005C*-O



N1510P53006C*-O



Usage Note:

These frame-and-heading ad starters are also presented as frames without headings for you to use in your pages and ads. They can also be used as background letterhead templates for customers of your printing business. Plus, you can repurpose them to use in HTML e-mail for newsletters and messages that require extra attention. Select "ad starter" from the *Image Type* pull-down menu or type "MetroBiz" as a keyword in the *MCC Creative Library* to search and download these items.





MCC KEYWORD HINT: metrobiz
N1510P55001C*-O



MCC KEYWORD HINT: metrobiz
N1510P55002C*-O



MCC KEYWORD HINT: metrobiz
N1510P55003C*-O



MCC KEYWORD HINT: metrobiz
N1510P55004C*-O



MCC KEYWORD HINT: metrobiz
N1510P55005C*-O



MCC KEYWORD HINT: metrobiz
N1510P55006C*-O



N1510P55007C*-O



N1510P55008C*-O



N1510P55009C*-O

Usage Note:

MetroBiz, banner, fall, autumn, home improvement, Halloween, Columbus Day, Oktoberfest

Use these timely frames in print inserts, ads or online ads and areas. Items that Metro creates to help you expand your printing business are keyworded as "MetroBiz" for your convenience in searching and downloading. 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.

METRO Icon Sets

To view individual icons from a set in MCC, click the "i" under the set's thumbnail, then click *Related Content*. For those elements you want to download, click the Selector box under each, then click Download.

(MCC Creative Library / Image Type pull-down menu: "Icon Set")



MCC KEYWORDS: ICON SET, BREAST CANCER
N1510S56001C*-O



MCC KEYWORDS: ICON SET, COLUMBUS DAY
N1510S56002C*-O



MCC KEYWORDS: ICON SET, CORN
N1510S56003C*-O



MCC KEYWORDS: ICON SET, OKTOBERFEST
N1510S56006C*-O



MCC KEYWORDS: ICON SET, AUTUMN, LEAVES
N1510S56005C*-O



MCC KEYWORDS: ICON SET, HALLOWEEN
N1510S56004C*-O



N1510P57018C*-O



N1510P57022C*-O



N1510P57021C*-O



N1510P57020C*-O



N1510P57019C*-O



N1510P57023C*-O



N1510P57027C*-O



N1510P57026C*-O



N1510P57025C*-O



N1510P57024C*-O



N1510P57028C*-O

Oktoberfest

N1510P57033C*-O



N1510P57032C*-O



N1510P57030C*-O



N1510P57029C*-O



N1510P57031C*-O



N1510P57040C*-O



N1510P57038C*-O



N1510P57039C*-O



N1510P57039C*-O



N1510P57035C*-O



N1510P57035C*-O



N1510P57036C*-O



N1510P57036C*-O



N1510P57034C*-O



N1510P57037C*-O



N1510P57001C*-O



N1510P570xxC*-O



N1510P570xxC*-O



N1510P570xxC*-O



N1510P57005C*-O



MCC KEYWORDS: ICON SET, HALLOWEEN

N1510S57041C*-O

MCC Keyword Hints:

Individual elements in Icon Sets are keyworded as "icon" and "symbol." Use either, along with another keyword, to quickly find what you need.

To search for borders, select "border" from the *Image Type* menu along with your keyword(s) in the Search box. Try keywords of "Halloween," "Oktoberfest," "Columbus Day" and "Breast Cancer" to access borders on this page in the MCC Creative Library. Click "Exact Match" when using more than one keyword.



N1510P57006C*-O



N1510P57007C*-O



N1510P57008C*-O



N1510P57009C*-O



N1510P57013C*-O



N1510P57017C*-O



N1510P57016C*-O



N1510P57014C*-O



N1510P57011C*-O



N1510P57012C*-O



N1510P57010C*-O



N1510P57015C*-O



N1510P58002C-●



N1510P58019C-●



N1510P58005C-●



N1510P58001C-●



N1510P58006C-●



N1510P58003C-●



N1510P58004C-●



N1510P58022C*-○



N1510P58018C*-○



N1510P58017C*-○



N1510P58020C*-○



N1510P58011C*-○



N1510P58012C*-○



N1510P58021C*-○



N1510P58014C*-○



N1510P58010C*-○



N1510P58015C*-○



N1510P58007C*-○



N1510P58008C*-○

N1510P58009C*-○



N1510P58016C*-○



N1510P58013C*-○

N1510P58003C-●



Community for a Cure

We Stand Together in the Fight Against Breast Cancer!

Medical experts agree that early detection is a woman's best defense in overcoming breast cancer. In fact, the National Breast Cancer Foundation reports that when breast cancer is detected in the early, localized stage, the five-year survival rate is 98 percent. The organization encourages every woman to develop an early detection plan consisting of breast self-exams, clinical breast exams and mammograms based on age and health history. To learn how to perform a monthly breast self-exam, go to www.nationalbreastcancer.org or consult your healthcare professional. A family physician or gynecologist should perform a clinical breast exam as part of an annual visit, and can advise women on the frequency of mammography scheduling.

We salute our local business community's commitment to a cure! In honor of National Breast Cancer Awareness Month, these businesses have joined together in donating more than \$100,000 to breast cancer research and support initiatives in the hope that women everywhere can look forward to a healthy future.

N1510P58010C*-O



Name Business Sponsor

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

Name Business Sponsor

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

Name Business Sponsor

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

Name Business Sponsor

1234 Washington Street
Somerville Heights
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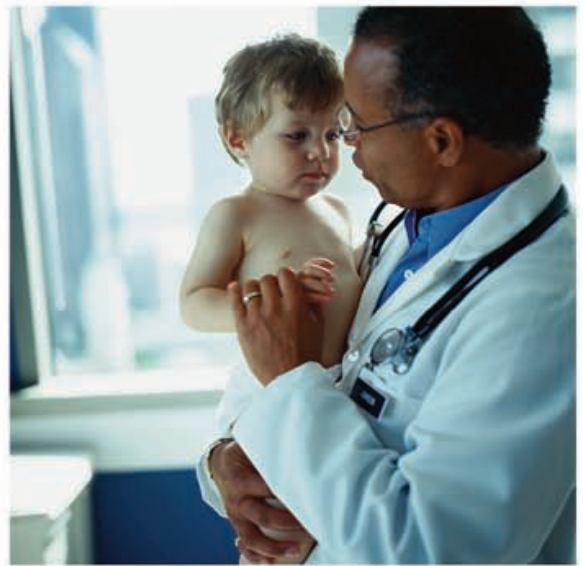
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AD# N1510A59001C PASS 6 COL. x 21
AD# N1510A59002C 10 x 13



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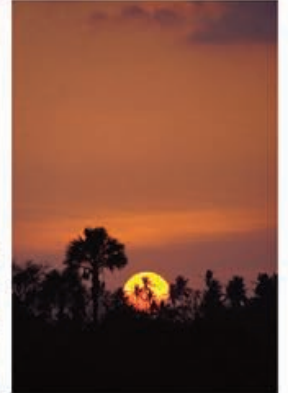
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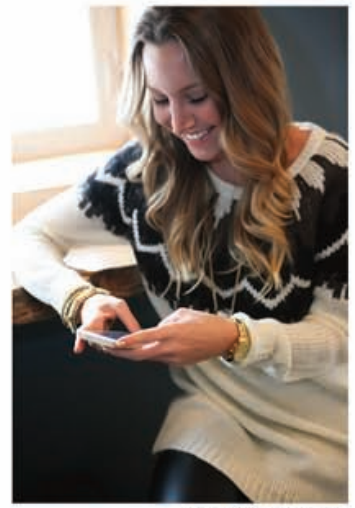
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N1510P66021C-●
MUSSELS



N1510P66023C-●
TUNA



N1510P66022C-●
TUNA



N1510P66002C-●
BOW TIE PASTA



N1510P66004C-●
SPAGHETTI



N1510P66020C-●
CHILI



N1510P66026C-●
CANDY APPLES



N1510P66025C-●
CANDY APPLES



N1510P66013C-●
CHOCOLATE MOUSSE



N1510P66003C-●
CHOCOLATE DESSERT



N1510P66006C-●
NAPOLEAN DESSERT



N1510P66007C-●
APPLE WITH PEANUT BUTTER



N1510P66019C-●
BBQ RIBS



N1510P66016C-●
PORK LOIN



N1510P66017C-●
PORK



N1510P66018C-●
CHILI IN SKILLET



N1510P66011C-●
HALLOWEEN DESSERT



N1510P66036C-◇
CANDY APPLE



N1510P66035C-◇
CUPCAKE



N1510P66031C-◇
APPLES



N1510P66015C-●
HALLOWEEN CANDY



N1510P66014C-●
HALLOWEEN DESSERT



N1510P66034C-◇
HALLOWEEN DESSERT



N1510P66030C-◇
BEER



N1510P66028C-◇
GLASS OF BEER



N1510P66029C-◇
GLASS OF BEER



N1510P66033C-◇
JAR OF COOKIES



N1510P66027C-◇
NAPOLEAN



N1510P66032C-◇
KALE



N1510P66010C-●
RAW SPARE RIBS



N1510P66009C-●
KALE



N1510P66008C-●
APPLES



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BEER SIX-PACK



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HALLOWEEN CUPCAKE



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MAC & CHEESE



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RAW PORK CHOPS

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00 oz.
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00 oz. varieties
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Name Brand Olive Oil
00 oz.
\$7.99

Name Brand Pasta
00 oz.
99¢

Name Brand Pasta Sauce
00 oz.
\$2.99

Name Brand Salad Dressing
00 oz.
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00 oz. Cans
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Name Brand Whole Milk
gallon
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00 oz. blends
\$2.19

Name Brand Butter
00 oz.
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00 oz.
\$1.89

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PASS 6 COL. x 21

AD# N1510A67002C

10 x 13



**OUTDOOR
ADVENTURE**

N1510P68014C*-O
N1510P68015C*-O



**OUTDOOR
ADVENTURE**

N1510P68012C*-O
N1510P68013C*-O



N1510P68019C-●



N1510P68021C*-O



N1510P68018C*-O



N1510P68003C*-O



N1510P68006C*-O



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N1510P68020C*-O



N1510P68005C*-O



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(CHECK OUT THESE MONSTER DISCOUNTS)
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(I'M RESERVING MY TRIP)
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(WINTER'S COMING)
N1510P68008C*-O



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THANKSGIVING CANADA



N1510P69001C-●
OTTAWA'S RIDEAU CANAL



N1510P69006C-●
THANKSGIVING CANADA



N1510P69010C-●
DOWNTOWN MONTREAL



N1510P69003C-●
THANKSGIVING CANADA



N1510P69008C-●
MEAT PIE



N1510P69002C-●
MOOSE IN WATERTON LAKES NATIONAL PARK



N1510P69005C-●
ALGONQUIN PARK, ONTARIO



N1510P69004C-●
CABOT TRAIL, CAPE BRETON, NOVA SCOTIA



N1510P69007C-●
PUMPKIN SOUP

MCC KEYWORD HINT: week1

This is your illustration and copy for October 1, 2015.

Forgive Yourself

*"But if you walk in the light, as he is in the light, as those who truly walk will walk, as the blood of Jesus, the Son, purges us of all sin."
—1 John 1:7 NIV*

That we need to remember mistakes years (and sometimes even decades) after the original offense upon something important doesn't mean we are deeply imbued with a sense of morality and when we have committed a serious offense, especially one which harms another person, we may have trouble getting over the shame and humiliation, even long after the other person has forgiven us. But what good is holding onto all of that shame and humiliation? We may never forget the wrong committed, and the other person probably won't forget it, if it was something serious, but we should try to find it within ourselves to forgive ourselves. Jesus died for all of our sins, even the ones we can't seem to forgive ourselves for, and not forgiving ourselves is tantamount to not trusting that God has forgiven us. A good question to ask in these circumstances is whether, knowing what you know now, you would still commit the sin. If the answer is no, then you have learned your lesson and it's time to move on. —Christopher Simon

AD# N1510A70001C PASS 2 COL. x 5.25

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N1510P70000C*

MCC KEYWORD HINT: week2

This is your illustration and copy for October 8, 2015.

Tripping Others

*"Do not deny the work of God for the sake of food. All food is clean, but it is wrong for a person to eat anything that would cause the other to stumble. It is better not to eat meat or drink wine or to do anything that will cause your brother or sister to fall."
—Romans 14:20-21 NIV*

Jesus gives a stern warning to anyone who might cause a believer to stumble in their faith. "If anyone causes one of these little ones—those who believe in me—to stumble, it would be better for them if a large millstone were hung around their neck and they were thrown into the sea." (Mark 9:42 NIV) Tripping theological questions damages your faith, or the faith of others, then perhaps the questioning has gone too far. There is a point beyond which the intellect cannot go, though faith, hope and love may take you there. Liberty and other nations might also cause a person to stumble. Paul tells us that all things are clean to eat and drink—God does not require us to be vegetarians or teetotalers—and when you are sitting at a guest to eat whatever is put before you. But if eating meat or drinking wine would cause someone in your company to stumble then we should abstain. In other words, offend no one, as far as possible. Taking a vegetarian to a steakhouse is as inconceivable as drinking alcohol around a newly recovered alcoholic. —Christopher Simon

AD# N1510A70002C PASS 2 COL. x 5.25

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N1510P70005C*
N1510P70000C*

MCC KEYWORD HINT: week3

This is your illustration and copy for October 15, 2015.

Tithing & the Secret of Living Abundantly

*"Bring the whole tithe into the storehouse, that there may be food in my house. Then say to the Lord, 'Blessed be you, O Lord, God of Israel, and as if I will not despise the discipline of my Lord, for you are not to mock him, for then there will not be enough to store it."
—Malachi 3:10 NIV*

Abundance and energy are built into the very fabric of our world. Put a small seed into the earth and with the addition of a lot of rain and sunlight it returns a harvest. The energy stored within every atom manifests a similar superabundance. There is much to be said for giving and living abundantly. When we do so we almost always reap more than we sow. We may not understand the secret connections and mechanisms underlying abundance—what the botanist and the Creator really understand how the may occur because the mighty oak—but we can trust that it is there. Perhaps nowhere do we see this more clearly than in those who give of themselves unselfishly. These saintly people who give it all away are from all appearances the happiest people in our world, while the miser who can't bear to give anything away often seems small, petty and unhappy by comparison. So give and live abundantly, and most of all, do not delay in your giving back to God. It will return to you many times over, though the return you reap may be spiritual rather than material. —Christopher Simon

AD# N1510A70003C PASS 2 COL. x 5.25

N1510P70009C*
N1510P70004C*
N1510P70000C*

MCC KEYWORD HINT: week4

This is your illustration and copy for October 22, 2015.

Things We Don't Know

*"For now we see only a reflection as in a mirror; then we shall see face to face. Now I know in part; then I shall know fully, even as I am fully known."
—1 Corinthians 13: 12 NIV*

There is very little that we know with certainty. We often think we know why others do what they do, but when we reflect honestly about how we behave we often are of our own nature, it should be obvious that we don't really know the motives of others. The more we realize how little we know about how the universe works, both on the largest and the smallest scales, from subatomic particles to the formation of galaxies, the more we realize how little we know. No one but God was there at the creation of the universe. There is a sense in which the world is unknowable; things can be understood well enough to build functioning cars and spacecraft and medical devices which do indeed work, but they don't work so perfectly as to give us the illusion of certainty. There is plenty that we know, or can know, but our collective knowledge is like a drop in a vast ocean of ignorance. We do well to remain humble in the face of all that we do not know. —Christopher Simon

AD# N1510A70004C PASS 2 COL. x 5.25

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N1510P70003C*
N1510P70000C*

MCC KEYWORD HINT: week5

This is your illustration and copy for October 29, 2015.

The Altruistic Brain

*"Righteous will show their noble actions with their noble mouths."
—Romans 12: 17 NIV*

Current brain imaging technology reveals that people who are extremely altruistic have amygdalae which are extremely sensitive to the plight of others, becoming active when they see someone in distress. The amygdala operates as a kind of "emotional radar," warning us to pay attention when there is a potential emergency and pushing us to act. Altruism, it turns out, are naturally empathetic. The world is a better place because some people have an emotional radar system for the plight of others. These are the folks who will automatically step up to the child who has fallen off her bike to see if she is alright, or who will stop when they see a car wreck to render assistance, and there people are even more sensitive to others' facial expressions. Psychopaths, on the other hand, react to others' distress with relative calm, and research has shown that their amygdalae are smaller and less active in situations which call for empathy. Perhaps we will soon find out whether it is possible to facilitate more altruistic behavior through early learning, because the world certainly needs more altruists and fewer psychopaths. —Christopher Simon

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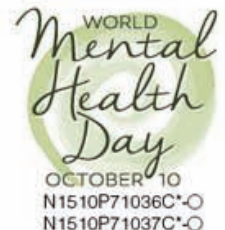
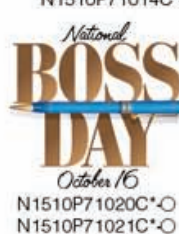
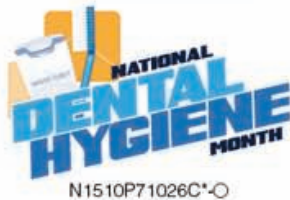
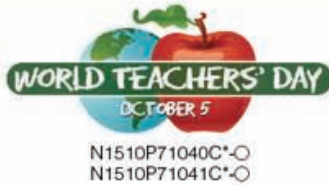
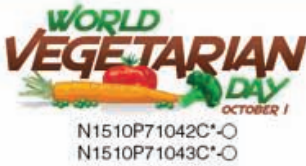
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N1510P72011C*-O
(Volunteer Firefighter)



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(Volunteer Firefighter)



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(Volunteer Firefighter)



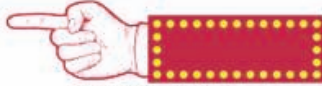
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(Volunteer Firefighter)



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C&C43



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PP. 01-72

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