

CREATE. SELL. PROFIT.

# METRO

CREATIVE SERVICES



## FALL HIGHLIGHTS

Handpicked images and fresh ad designs to attract a variety of advertisers in autumn



## BREAST CANCER AWARENESS

Content to develop partnerships with local advertisers and build awareness together



## FIRE & CRIME PREVENTION

Ideas and images to help advertisers promote prevention in your community



**MiAD Spec.**  
**Ad Library PP. 73-80:**  
Ready-to-sell small-space ads for automotive and technology advertisers — MiAD enabled!



**Campaigns & Classified PP. 81-90:**  
Ready-to-sell mix of multiple ad campaigns, auto layouts, recruitment, real estate and self-promo ads to wrap up more year-end sales.

Delight local advertisers with a spooktacular selection of images and promotions for **HALLOWEEN**



## HALLOWEEN



**ON THE COVER:**  
N1610P22004C

Carve out Halloween-themed promotions with this iconic jack-o'-lantern image, sure to delight virtually any type of advertiser!

### Scare up your share of Halloween sales!

- A Marketplace layout features Halloween-themed ads for a craft supply store, bar, variety store, cleaning service and costume shop (13).
- Recruit multiple advertisers for a Halloween shopping directory (24).
- A full-page ad invites shoppers to "save every witch way" with storewide 31% discounts (25).
- Target shopping plazas or malls with a shaped ad for Halloween savings and special events (40).
- Other themed ads highlight teeth whitening specials and housecleaning services (12).
- Generate excitement from readers and multiple sponsors with a costume contest promotion (10).
- Create a special Haunted! section using content from a Themed Event Package (34).



## FALL HIGHLIGHTS



### Capture a spectrum of advertisers with seasonable fall-themed coverage.

- Start off with a cover design, Quick-Sell editorial piece and promotional ads to create a special All About Fall section (33).
- Help a salon promote fall beauty specials like hair care and pumpkin facials (12).
- Target food-based advertisers with ready-made ads for a u-pick apple farm, new autumn menu items from a restaurant and seasonal farm stand specials (12, 17, 67).
- Timely ads for top advertiser prospects featured in October include cable provider bundles, football season specials from a sports bar and insulation installation (18, 19).
- Create additional fall-focused ads with an abundance of fresh image content.



## BREAST CANCER AWARENESS MONTH



### You and your local advertisers can promote early detection together during Breast Cancer Awareness Month this October.

- Find a variety of illustrations, photos, headings, backgrounds and ad starters to build promotions around breast cancer awareness and National Mammography Day on October 21 (31, 39, 50, 52-57).
- Help a local hospital or medical center promote their breast health and treatment services (19).
- Create a local movement encouraging area businesses to donate a portion of their October sales to breast cancer research and treatment organizations by showcasing them in a "paint the town pink" layout recognizing their support for breast cancer awareness (43).



## FIRE & CRIME PREVENTION



### Find content to link advertisers to National Crime Prevention Month as well as Fire Prevention Week in October (71).

- Sell a ready-made sponsorship opportunity saluting the courageous efforts of the firefighters who protect our local communities (58).
- Invite multiple advertisers to participate in sponsoring a fire prevention pop quiz contest to raise safety awareness (10).
- Find additional photos, illustrations, headings and ad starters to build your own fire and crime prevention promotions for sponsors and advertisers (52-58).
- Consider combining coverage of these events under the umbrella of this month's Themed Event Package featuring the building blocks of an Emergency Help Guide special section (35).





## COLUMBUS DAY & OKTOBERFEST



Help local advertisers arrange promotions related to Columbus Day on October 10 and Oktoberfest throughout the month.

- Find ample image content to create Oktoberfest promotions for bars, restaurants, grocers, liquor stores or virtually any advertiser offering Oktoberfest specials (29, 30, 50, 52-57).
- Ready-made ads for an Oktoberfest festival and Oktoberfest specials from a liquor store are also provided (17, 30).
- Create popular sales promotions surrounding Columbus Day with a selection of headings and images (62).
- See two of these heading images featured in Single Sheet sale ads for an appliance center and general store that can be distributed together back-to-back (41).



## OCTOBER PROMOTIONAL OPPORTUNITIES



Don't miss these additional moneymaking spec ads and sales event opportunities taking place in October.

- Target monthly top sales prospects with ready-to-present-and-sell spec ads for attorneys, carpet cleaning, auto bodywork, insurance coverage, laser vision correction, home medical supplies, flooring, antiques, alternative healing therapies, skin care and more (18, 19).
- Small-space banner ads open up a variety of selling points with promotions for a movie theater date night, fall soups, bakery cakes, business cards, salon services and dining specials (12).
- Single Sheet designs are available for a restaurant and a family hair salon (41).
- Create promotions related to the popular sport of pro stock car racing with Themed Event Package content (32).
- Also find images and an ad related to musical instrument sales and lessons (59).



## OCTOBER CUSTOMER REQUESTS

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



N1610P72021C

## OCTOBER 2015'S MOST DOWNLOADED IMAGE & AD!



N1510A17002C



N1507P23023C

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 '15 issue of MNS.

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

October's TSSs in Print & Online:

- DRIVE & RIDE • HALLOWEEN
- HOLIDAY GIFTS & 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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COMPANION  
WEB ADS NOW  
AVAILABLE ON MCC!

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



METROFEATURE



The Corks & Kegs Festival, a hugely successful two-day event organized by the *Observer-Reporter* of Washington, Pennsylvania, celebrates craft beer, local wine, hometown food and homegrown fun.



# Corks & Kegs Festival Offers a Heady Mix of Tastes and Treasures

*Observer-Reporter*  
WASHINGTON, PENNSYLVANIA

■ When the Observer Publishing Co. of Washington, Pennsylvania launched its events division in late 2014, it aimed to promote its daily newspaper, the *Observer-Reporter*, by creating engaging entertainment experiences that draw people from throughout the region. With the introduction of its two-day craft beer and wine celebration in August 2015, the company more than met its goal. This year, the festival expanded and once again exceeded everyone's expectations. No one was more surprised by the extent of the event's success than Observer Publishing's marketing director, Carole DeAngelo, who was instrumental in getting the festival off the ground. She credits the event's success to a few key decisions made at the outset.

"We recognized early on that having the right venue would make a huge difference, and partnered with a local racetrack and casino that offered the size and type of space that we wanted," recalls DeAngelo. "Meadows Racetrack has a grandstand and an apron — the area between the grandstand and the racing surface — which was a perfect spot for the breweries, wineries, food trucks and other vendors to set up. We also offered free admission and free parking — both huge draws."

The 2015 event, which featured 15 breweries, five wineries, 11 food trucks, 40 non-food vendors and four different bands, drew more than 20,000 people — including many who made the 20-mile drive from Pittsburgh. The second day of the event coincided with Meadows Casino's vintage car show, which attracted more cars than ever before due to extensive promotion of the festival in the *Observer-Reporter*.

The enormous success of the 2015 event paved the way for an even bigger and better 2016 Corks & Kegs Festival.

"This year, there were 16 breweries, five wineries, one distillery, 17 food trucks and 67 vendors ranging from banks and appliance stores to a cell phone store, car dealers and other food purveyors," DeAngelo said. "The entire apron was filled! All of the participants — vendors and visitors — were very proud to be a part of this event."

DeAngelo and her team used every means available to promote the event, from print, online and radio advertising to creating business sponsorships to Facebook, Twitter and Instagram posts and promotions.

"We hit this from every angle," DeAngelo said. "This year, we published a 32-page magazine — *Corks & Kegs Magazine* — the Sunday before the event that covers all of the breweries. We also did local radio advertising and partnered with the Chamber of Commerce and area ad agencies. But I think what made the big difference was social media — especially Facebook, which really made the whole thing blossom. We had a Facebook contest to give away VIP packages to the event and had over 500 shares and 300,000 people engaged through clicks, sharing and commenting."

By getting creative and giving businesses a range of sponsorship options, DeAngelo and her team generated both good will and great revenue. They developed a variety of advertising/ sponsorship packages that gave local businesses exposure and, in some cases, opportunities to interact with existing and prospective customers. For example, an area bank sponsored a VIP area in the grandstand for their customers and invited guests while other local businesses sponsored cooling and charging stations that provided festivalgoers with cold water and places to charge their phones.

"With events like this, you have to get creative to make sure it's a positive experience for all involved," DeAngelo said. "For us, it's about much more than generating revenue. It's about creating community ties and partnerships and it's about expanding our market share. But it's also about growing our community and county by showing people that we have something here that's worth driving for. If we can create an event that encourages people to stay in this community or visit from elsewhere, that's huge!"

M (P1610B02001C)

For more information, contact Carole DeAngelo, Marketing Director, Observer Publishing Co., Washington, Pennsylvania at [cdeangelo@observer-reporter.com](mailto:cdeangelo@observer-reporter.com).



METROFEATURE



In addition to being both popular and profitable, the *Inyo Register's* "Giving Back" section was awarded second place in the Niche Product-Non-Magazine Weekly Below 11,000 Circulation category by the 2015 California Newspaper Publishers Association Advertising Excellence Awards.

For more information, contact Terry Langdon, Advertising Consultant, *Inyo Register*, Bishop, California at [terry@inyoregister.com](mailto:terry@inyoregister.com).

## "Giving Back" is Good for the Soul — and the Sale

*Inyo Register*  
BISHOP, CALIFORNIA

■ Inyo County, California is home to some impressive landscapes. Mt. Whitney — the highest point in the contiguous United States — is located there, as is Death Valley's Badwater Basin — the lowest point in North America. The central California county is also home to one of the oldest living trees on earth and the deepest valley in all of the Americas. And the county's newspaper, the *Inyo Register*, is among the oldest newspapers in the state.

Based in Bishop, California, the *Inyo Register* has published a long line of special sections in its 150-year history. Among the newer titles on the list is "Giving Back," an eight-page tab inspired by Metro's Templated Special Section of the same name. The newspaper has published two successful editions of the tab, which covers everything from information about volunteering and tips for donating to charitable organizations to encouraging young people to give back to their communities.

"In 2015, we needed to replace an initiative that was getting old and came across Metro's 'Giving Back' section," explained *Inyo Register* advertising consultant Terry Langdon. "We have a lot of nonprofits here and the section is a way to get them recognition and, at the same time, allow them to reach out into the community for volunteers. It has never been a challenge to sell the section and we exceeded our revenue goals in both 2015 and 2016."

Langdon notes that by combining Metro's content and layout with local features and ads, the section covered a lot of bases. Participants included the local hospital auxiliary and fairgrounds, the Inyo

Arts Council and the Department of Health and Human Services, as well as organizations such as Altrusa International, which focuses on literacy; the Health Insurance Counseling and Advocacy Program, which provides community outreach, counseling and public education about Medicare and other health insurance topics; and Friends of the Inyo, a Bishop, California-based nonprofit dedicated to exploring and preserving the public lands of the Eastern Sierra. Many of the ads in "Giving Back" targeted two distinct audiences — people interested in receiving services from the organizations and those who might be interested in volunteering. In addition, advertisers had the option of submitting content to give readers a deeper understanding of their organization's mission and role in the community.

"Generally, about 30 to 40 percent of the advertisers submit copy to go in the section," says Langdon. "But it varies from year. Metro always has a lot of great articles to choose from, so there was never an issue of not having enough content. And we also liked having the great cover that came with the section."

The *Inyo Register's* "Giving Back" tab is a great example of combining Metro and local content to create a popular and profitable special section that educates readers and promotes community involvement.

"And," adds Langdon, "these are advertising dollars that we would never get with any other type of product."

M (PT6TDB03001C)



METROFEATURE

# "2016 Musical Shows" Hits All the Right Notes

*The Republican-Herald*  
POTTSVILLE, PENNSYLVANIA

**2016 MUSICAL SHOWS**  
Presented by Schuylkill County High Schools

*Offering Classes  
18 Months to Adult  
Beginner to Advanced*

ARTIST IN MOTION  
PERFORMING ARTS

41 Dook Street, Schuylkill County, PA 17011 • Fax: 610-251-2222 • Email: artdirector@metro.com • Tel: 610-251-0581 • www.metro.com

**SCHUYLKILL HAVEN AREA HIGH SCHOOL**  
1300 N. 2ND ST. • P.O. BOX 1000 • SCHUYLKILL, PA 17899

**WITOU FREEDOMS**

**THE ARTIST IN MOTION OF SCHUYLKILL COUNTY**

**Majestic Theater**  
The Majestic Theater looks forward to the 2016 Schuylkill County High School productions.

"Musical Shows 2016" is an informational and keepsake section produced by *The Republican-Herald* that provides information about the spring musicals produced at 13 high schools in Schuylkill County, Pennsylvania.

Whether the show is an oldie, such as "Bye Bye Birdie," or a newbie — think "High School Musical" — or just a goodie — "West Side Story" or "Seussical" anyone? — many high school students past and present recall their involvement in school theatrical productions as high points of their secondary school years. To honor student thespians from across Schuylkill County, Pennsylvania and drum up attendance at their performances, *The Republican-Herald* of Pottsville, Pennsylvania produced its first high school musical special section, called simply "2016 Musical Shows." The section made its debut on March 3, 2016.

The eight-page section, with its bright yellow banners at the top of each page, was designed to resemble the front page of *Playbill*, the magazine-style program distributed at professional theater productions in all major American cities. Inside, the section features details of the performances by 13 county high schools, including the musical's logo, a synopsis of its plot, the name of the director and assistant director, a director's note, a cast list, and the performance dates, location and ticket price.

Janet Joyce, the newspaper's director of marketing and community services, says that the inspiration for the new section came from a board member of the Sovereign Majestic Theater Association, a local organization devoted to bringing quality music, art and cultural events to Pottsville's newly restored Majestic Theater. The association also sponsors the annual Majestic Awards, which are distributed annually to area high schools and student actors.

"The section came together very quickly because we wanted to put it out before the first performance of any of the high school shows" recalls Joyce. "It wasn't difficult to produce because the only artwork we used were the logos of the shows and a cover photo of the previous year's Majestic Award winners. I generally use Metro a lot, but we went in a different direction with this section. However, there is a lot that can be done with a product like this."

Schuylkill County businesses jumped at the chance to support the high school theater programs. Each page featured a banner ad at the bottom and advertisers ranged from an auto dealer to a performing arts education center to the Majestic Theater. A local college campus purchased the section's back page, which boosted the section's profitability.

"This was a very successful and profitable section, and it is something that a lot of people will keep for a long time," notes Joyce. "I actually went to one of the school's shows and overheard people talking about the section while we were standing in line. That was very nice."

Another plus for *The Republican-Herald* was the opportunity to extend its spotlight beyond the county's high school sports fields. "We do so much on high school sports and this section gave us a chance to connect with a different group of students," Joyce says.

M (P1610B04001C)

For more information, contact Janet Joyce, Director of Marketing & Community Services, *The Republican-Herald*, Pottsville, Pennsylvania at [jjoyce@republicanherald.com](mailto:jjoyce@republicanherald.com).



## METROFEATURE

**Paint the Town pink**

In honor of Breast Cancer Awareness Month, Metro's Fall Issue includes an exciting variety of ways to raise breast cancer awareness. Whether you contribute to a local fundraising event, the event and supporting the participating businesses featured here.

<b>Sapphire Jewellers</b> Sapphire Jewellers is a family-owned business with over 40 years of experience. We offer a wide variety of jewelry, watches, and more. Visit us today at <a href="http://www.sapphirejewellers.com">www.sapphirejewellers.com</a> .	<b>Madison Cafe</b> Madison Cafe is a family-owned business with over 20 years of experience. We offer a wide variety of coffee, pastries, and more. Visit us today at <a href="http://www.madisoncafe.com">www.madisoncafe.com</a> .	<b>The Nail Place</b> The Nail Place is a family-owned business with over 10 years of experience. We offer a wide variety of nail services, including manicures, pedicures, and more. Visit us today at <a href="http://www.thenailplace.com">www.thenailplace.com</a> .	<b>The Coffee Book</b> The Coffee Book is a family-owned business with over 10 years of experience. We offer a wide variety of coffee, pastries, and more. Visit us today at <a href="http://www.thecoffeebook.com">www.thecoffeebook.com</a> .
<b>Home Stage</b> Home Stage is a family-owned business with over 10 years of experience. We offer a wide variety of home staging services, including furniture placement, color coordination, and more. Visit us today at <a href="http://www.homestage.com">www.homestage.com</a> .	<b>Harvest Arts Group</b> Harvest Arts Group is a family-owned business with over 10 years of experience. We offer a wide variety of art classes, including painting, pottery, and more. Visit us today at <a href="http://www.harvestartsgroup.com">www.harvestartsgroup.com</a> .	<b>Sugarman Bake Shop</b> Sugarman Bake Shop is a family-owned business with over 10 years of experience. We offer a wide variety of baked goods, including cakes, breads, and more. Visit us today at <a href="http://www.sugarmanbakeshop.com">www.sugarmanbakeshop.com</a> .	<b>Angie Hair Salon</b> Angie Hair Salon is a family-owned business with over 10 years of experience. We offer a wide variety of hair services, including cuts, color, and more. Visit us today at <a href="http://www.angiehairstalon.com">www.angiehairstalon.com</a> .

Quick response can be the key to generating both additional profits and expanding your customer base. All of Metro's services are designed to quickly transform ideas into effective and inspiring promotions that capture events and issues, captivate readers on multiple platforms and connect with advertisers.

# Community Publications Go Back to the Future

By Jo-Ann Johnson  
Sales Consultant  
Metro Creative Graphics

■ Last March, I came across an article in *Editor & Publisher* titled "10 Newspapers That Do It Right 2016: Finding Success with Audience, Digital and New Revenue Ideas." The successes included collaborations, digital developments and video creations — each interesting and inspiring — but I was most intrigued by the responses to the article posted by three publishers of community publications. All three noted that, while they appreciated the creativity that fueled these ventures, they were more interested in ways to boost online and print revenue. In other words, these publishers were looking for more profitable ways of doing the job they already do well — engaging local readers and local advertisers with local content.

Over their long history, community publications have proven to be invaluable engagement tools. They engage people in their communities and provide a unique venue for local businesses to connect with prospective customers. In fact, studies show that more than 80 percent of current readers say that they and their families rely on community publications for local news and information.

The bottom line? Locally focused print journalism is not only alive, but thriving because it provides readers with the news they want in the formats they prefer. As Warren Buffett noted in one of his annual shareholder letters, "If you want to know what's going on in your town ... there is no substitute for a local newspaper that is doing its job."

A key part of that job is connecting local advertisers' names, services and products to content that readers want to read. Local business owners understand the importance of advertising. They know that advertising costs money and that the most effective advertising targets particular audiences. What they typically

don't know is how, where and when to advertise to get the best return on their investment. Local publications that provide opportunities to answer those questions are doing their jobs. And those that provide a series of ongoing, creative, cost-effective and well-timed advertising opportunities are not only doing their jobs well, but are sending a powerful message to advertisers about the value and reach that are unique to community publications.

To ensure that this message is heard by all local businesses, community publications need to pack their calendars with promotions of every type and frequency. As one publisher noted, an ongoing series of small-budget promotions can generate greater revenue than a few large and more costly projects. Effective promotions calendars should be filled with a mix of one-time, seasonal, monthly and even weekly products that target different audiences and types of advertisers as well as support community events and milestones.

While having a packed promotions calendar is critical, publications also need to have the flexibility and resources to produce special sections, advertising pages and campaigns in a flash to mark unanticipated events. All of Metro's services are designed to quickly transform ideas into effective and inspiring promotions that capture events and issues, captivate readers on multiple platforms and connect with advertisers. Quick response can be the key to generating both additional profits and expanding your customer base, so don't hesitate to jump at the opportunity to try something new — even at the last minute!

Check back next month for ideas to help you create, sell and profit in each of these categories.

M (P1610B05007C)

**Fire Safety Pop Quiz Contest**

Win a \$100 Grand Prize!

Thanks to our contest sponsors!

<b>Quality Store</b>	<b>Circle K</b>
<b>Family Hardware</b>	<b>Appliance Store</b>
<b>City Hardware</b>	<b>Auto Center</b>
<b>Hardware Store</b>	<b>Hospital</b>
<b>Hardware Store</b>	<b>Hardware Store</b>

<b>Exquisite Bouquets &amp; Arrangements</b>	<b>Premium Plants &amp; Flowers</b>	<b>Lavish Event Florals</b>
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The above ads are all available in the current October Creative Services.

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



# 'Tis the Season for More Holiday Options to Create, Sell and Profit

The holiday season has returned, and Metro has you covered with the content you need to plan and produce your best holiday editions ever. Here are some of the features you can take advantage of to save time and create more revenue with holiday sections, pages and niche publications:

## In-Service Options:

(Located in the MCC Creative Library)

Select these categories from the Ad Type pulldown menu:

### BonusIdeas Covers and Quick-Sell Layouts

Use *BonusIdeas* seasonal covers as ready-made designs for your holiday editions or as inspiration to create new sections and niche publications. *Quick-Sell* layouts are ready-to-sell, with each using an editorial feature as a centerpiece to draw readers' attention to the page and its featured advertisers.

### Marketplace, Contest and Coupon Layouts

*Marketplace* layouts offer advertisers the chance to participate at different price points, from directory listings to display space. *Coupon pages* give you the opportunity to group advertisers together — related by category or location — on a page that promises savings to your readers. Holiday contests are a way to gain valuable added exposure for your advertisers during the holiday season. *Marketplace, Contest and Coupon* layouts are terrific ways to promote holiday shop local campaigns, too!

### Calendar Pages

Sell November and December calendar pages to a mall or business district so they can mark the dates of the season's most anticipated happenings, from in-store sales to tree lighting ceremonies to concerts to cooking demonstrations and everything in between.

### Holiday Spec Ads

Find ready-to-go specs ads for all advertisers in the *Creative Library*, including retail ads for the holiday season, to round out your pages and sections.

### Separate Holiday Purchase Options:

#### Templated Special Sections

*Holiday Gift Guide* and *Holiday Gifts & Lifestyle* are fully-templated sections filled with timely and informative seasonal features on gift buying and holiday living.

Templated Special Sections (TSS) give you section layouts complete with ready-to-present ad positions. TSS are available in QuarkXPress or InDesign format.

The holiday TSS are also available for online use as e-Sections for a bundled sale.

Online e-Sections are ready-to-sell-and-publish with a variety of sponsorship ad positions, including site, leaderboards and rotating displays. Go to the MCC Editorial Library to view and access Templated Special Sections and demos.

Look to Metro to help you make this holiday selling season the best yet! M

Call Client Services at 800-223-1600 or e-mail [service@metro-email.com](mailto:service@metro-email.com) for further info on purchasing holiday TSS and e-Sections.



Contest ideas and Quick-Sell multiple-advertiser layouts present enticing ways to promote local holiday shopping and gain readers' attention with entertaining and informative content.



All demo layouts from 2015 issues.

*BonusIdeas* offer cover layout options and may spark ideas for additional holiday editions. Calendar layouts can be used to deliver community info or sold to specific advertisers. Coupon pages and marketplace layouts are available in broadsheet and tab sizes. Use them to capture more advertisers, regardless of budget size.



All demo sections from 2015 issues.

Templated Special Sections and companion e-Sections let you simultaneously present timely holiday content in both print and digital platforms.

P1610B06001C

## FREE Bonus Sections for 2016 Holiday Advertising Service Subscribers



Get three holiday-themed Templated Special Sections with your purchase of the 2016 *Holiday Advertising Service*. Each TSS is composed with ready-to-sell ad spaces and available in QuarkXPress® or InDesign® formats.

- **Home for the Holidays** is all about holiday entertaining and living. Your readers will find entertaining and informative articles about hosting holiday guests, holiday travel tips, preparing holiday meals, and more.
- **Itsy the Elf** is back this year! Your readers will follow Itsy as he travels and shops through YOUR AREA. A clever and strategic storyline places your advertisers into the story, in addition to giving them display space.
- **My Merry Christmas Coloring Book & Contest** presents sponsorship opportunities on pages with holiday coloring images. It's set up to offer a contest for your young readers, but can be easily adapted with or without the contest component.

### Still More Section Possibilities

Metro realizes you publish more sections around the holiday season than any other time of the year. For that reason, you get an additional nine seasonal cover designs in the *Holiday Advertising Service*. Use them to place a different look on existing titles or to spark ideas for additional sections to make your selling season merry.

Of course, you'll also receive access to hundreds of ready-to-sell sponsorship ads, plus high-quality holiday images, headings and backgrounds for adding your own creative touch.

If you have not already received your 2016 *Holiday Advertising Service*, call Client Services today at 800-223-1600 or e-mail [service@metro-email.com](mailto:service@metro-email.com) and get started with your holiday selling today!



Good timing takes into account a good hook, like seasonal changes and events that are related to the business of your advertisers. Metro provides a huge selection of seasonal and event imagery, and relevant spec ads, throughout the year. Peruse the Metro calendar on MCC for upcoming events so you can plan presentations and advertiser promotions in advance.

Good timing can mean the time is right for something specific with your advertiser and/or their industry. For example, timing in selling a real estate development can mean getting a head start on cash flow for the developer and the best price for buyers. Timing for a roofing sale can suggest consumers act before the season changes. And an ad for moving capitalizes on timing to suggest those who are moving think about doing it themselves.

Good timing may also require an understanding of your advertisers' businesses so you can best serve their needs. For example, learning about the timing of their inventory movement can help you explore when is the best time to offer full-page ads, supplementary ads or campaigns of digital ads. Metro provides spec ads in one- to six-column sizes, and a large selection of Web and mobile ads in the most popular sizes in every issue.

## Good vs. Bad Ads: Timing Is Everything

There's an old adage in comedy that can also be applied to ad creation: **timing is everything**. Like a comedian developing a joke, ads need to deliver the right punch at the right time. What's more, timing also refers to being topical and relevant. In this installment of the series, we'll explore the time-related actions to keep in mind when planning and creating ads, and tips on optimizing the timing in your ads for the best results.

### Start With the Obvious

When thinking about timing in ad creation, examining the obvious is a good place to begin. Namely, when is the ad going to be published? And what needs to be done to keep the advertiser's message timely and relevant? Obviously, a Black Friday ad that breaks on Saturday is of no use to anyone. By the same measure, advertisers need the perfect time for their ads to appear for many reasons, from selling a perishable shipment to listing available homes; raising cash through inventory reduction to handling employee scheduling to accommodate an expected increase in sales.

Therefore, good ads begin with great timing. Account sales reps must work with their prospects to understand what each business needs to determine the optimal time for their ad or series of ads to appear.

### Seasons Time

In every industry, seasons are a time of change. It is easy to see the changes that happen with fashion, but it is also true that the auto industry has its time for model changeover to the next year. In addition, wallpaper designs change, storage needs change, and outdoor services change, even in regions where temperatures don't fluctuate much from season to season. Good ads take time of year into account and present products in the best possible light to deliver results.

Traditionally, there are optimal times for certain functions. For example, gutter cleaning services may be available all year long, but will peak in the fall.

Likewise, tax services will find the best audience at the beginning of each year, and even though jewelry sales are made every day of the year, the business booms around Valentine's Day, Mother's Day, summer wedding season and Christmas. Knowing the best time to advertise your prospects makes for good ads because they help both the advertiser and the consumer.

### Time To ...

As previously discussed in this series, the question and answer format is a traditional method in ad creation, helping to gain attention and stimulate action. The ad sets up a problem in the form of a question and provides the solution from the advertiser. One of the perennial tools in ad design is the "time to..." question. "Time to Move?" ... "Time to Exercise?" ... "Time for a New Car?" As you can see, this look at timing is a variation on the famous "Got Milk?" concept, which is really the same as asking, "Is it time to buy more milk?" The ways to apply the question and answer format are endless, and this approach is a proven attention-getter for nearly every type of advertiser.

Injecting time into an ad can also emphasize the call to action; namely, act now. In that way, using time-sensitive language in your ads can move the needle to bring a mediocre ad into a better light. Phrases such as "supplies are limited" and "3 days only" or the addition of sale or coupon expiration dates lets consumers know that there is a finite time for them to take advantage of these offers.

### Production Time

No discussion of ad timing is complete without mentioning the time it takes to physically produce an ad. Without adequate time for design and production, your chances of delivering a good ad are greatly reduced.

While creativity levels vary from person to person, the time needed to compose good ads also varies. When you coordinate resources and capitalize on the time available for ad composition, you increase your ability to make good ads.

### Time to Put It All Together

Make the most of your time with a simple question checklist:

- When should the ad be published?
- What is the best offer for this advertiser to make at this particular time?
- Are there seasonal or other time-sensitive factors to consider in this ad?
- Can this ad benefit from limiting the time the offer is available?
- How long will this ad or ad campaign take to produce?

Good timing makes for good ads. Harness the power of good timing and you'll make better ads — that get results — in the process. **M**



CREATE. SELL. PROFIT.



N1610A08001C - 10x13

Vehicle maintenance has been a perennially popular title for October sections. Use this **Autumn Auto Care** cover design for one of your fall auto sections. You may want to limit the content to maintenance subjects in this section, and release a second section highlighting new vehicle features. The cover can also be used as an alternative design for this month's Drive & Ride Templated Special Section.



N1610A08002C - 5 col x 13  
N1610A08003C - 6 col x 21



N1610A08004C - 10x13

A **Holiday Traditions** section can be a great addition to your holiday section list because it can encompass so many aspects of holiday living. It can highlight food traditions, decorating traditions, gift-giving traditions, recipes from readers or local celebrity chefs or any number of additional traditions. You can also employ the layout as an alternative design for this month's **Holiday Gifts & Lifestyle** Templated Special Section.



N1610A08005C - 5 col x 13  
N1610A08006C - 6 col x 21



N1610A08007C - 10x13

October is National Kitchen & Bath Month. Help your advertisers and readers mark the occasion with a **Kitchens & Baths** section that highlights what's new and available from advertisers in your area. Sell the Quick-Sell layout to run in ROP editions and point it back to the section, then create an online companion to capture digital sales.



N1610A08008C - 5 col x 13  
N1610A08009C - 6 col x 21



N1610A08010C - 10x13

This year's official German Oktoberfest will take place from September 17 to October 3. In North America, we tend to use the entire month of October for the festivities. Your **Oktoberfest** section or pages can salute German-American readers and advertisers and list local Oktoberfest happenings. Include parades, concerts, dance performances and any beer garden celebrations. The Quick-Sell layout is available in both tab and broadsheet page sizes in MCC.



N1610A08011C - 5 col x 13  
N1610A08012C - 6 col x 21





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

N1610A32004C - 10x13

A **Racing Report** section or pages can be a real moneymaker for advertisers that may not advertise all that often. Include the various types of racing in your area, from dirt tracks to stock cars, demolition derbies to drag races; motorcycle racing to BMX and motocross. Sell the Quick-Sell layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

**RACING REPORT**  
A gumbo to warm up any tailgate party

Advertiser Suggestion: **Grocery Store**

Advertiser Suggestion: **Sporting Goods Store**

Advertiser Suggestion: **Beverage Center**

Advertiser Suggestion: **Auto Dealer**

Advertiser Suggestion: **Auto Parts Store**

Advertiser Suggestion: **Gas Station**

N1610A32005C - 5 col x 13  
N1610A32006C - 6 col x 21



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

N1610A33004C - 10x13

An **All About Fall** section or series of pages will become the go-to guide for your readers looking to make the most of this colorful season. Canadian subscribers can also adapt the cover design for Thanksgiving sections. See the complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

**All About Fall**  
Take your pick of apple history and trivia

Advertiser Suggestion: **U-Pick Farm**

Advertiser Suggestion: **U-Pick Farm**

Advertiser Suggestion: **Farmers' Market**

N1610A33005C - 5 col x 13  
N1610A33006C - 6 col x 21



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

N1610A34004C - 10x13

Halloween spending is expected to top \$7 billion this year, according to the National Retail Federation. Help your advertisers scare up more Halloween dollars with a **Haunted!** section or pages. You can release several sections to encompass different aspects of the event, from costumes to home parties, outdoor decorations to parades, and more. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

**HAUNTED!**  
Travel to these ghostly haunts

Advertiser Suggestion: **Department Store**

Advertiser Suggestion: **Halloween Supply Shop**

Advertiser Suggestion: **Auto Dealer**

N1610A34005C - 5 col x 13  
N1610A34006C - 6 col x 21



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

N1610A35004C - 10x13

Emergency preparedness involves so many aspects of daily life. An **Emergency** section or pages can address many of these issues, from home medical emergencies to accidental poisonings to natural disaster preparedness. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

**EMERGENCY HELP GUIDE**  
Explaining atrial fibrillation

Advertiser Suggestion: **Grocery Store**

Advertiser Suggestion: **Medical Supply Store**

Advertiser Suggestion: **Pharmacy**

Advertiser Suggestion: **Variety Store**

Advertiser Suggestion: **Urgent Care Center**

Advertiser Suggestion: **Doctor**

N1610A35005C - 5 col x 13  
N1610A35006C - 6 col x 21



# Halloween Costume Contest Spooktacular

Share a photo of your creative, cute, funny or just plain terrifying Halloween costume for a chance to win a cauldron of gift card prizes from the contest sponsors featured here!

**Enter Online, If You Dare!**  
Go to [namenewspaper.com/contests](http://namenewspaper.com/contests) for details and entry.

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

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

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

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

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

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

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

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

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

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

**Usage Note:**  
Engage readers with a **Halloween Costume Contest Spooktacular**. The contest is designed to drive readers to your website to enter and view other entries. Readers win prizes donated by your sponsors. We're suggesting gift cards as prizes, but you can make it whatever works for you and your sponsors. Divide the contest into three categories if you wish — adults, kids and pet costumes.

N1610A10001C

# Fire Safety Pop Quiz Contest

Complete the quiz online at [namenewspaper.com/contests](http://namenewspaper.com/contests), or mail in your completed quiz form for a chance to win! Entries with 100 percent correct answers will be automatically entered in the \$100 prize drawing.

**\$100 Grand Prize**

According to the National Fire Protection Association (NFPA), smoke alarms should be replaced every \_\_\_\_\_ years from the date of manufacture, which can be found on the back of the alarm.

According to the NFPA, smoke alarms should be tested at least one time every \_\_\_\_\_.

According to the NFPA, the leading cause of home fires is \_\_\_\_\_.

\_\_\_\_\_ % of houses fire deaths occur in homes with no functioning smoke alarms.

Experts recommend installing a home fire escape plan with \_\_\_\_\_ ways out of every room in case of a fire.

**Thanks to our contest sponsors!**

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

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

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

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

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

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

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

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

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

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

Full Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Daytime Phone: \_\_\_\_\_  
Evening Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Mail your completed entry form to:  
**The Somersville Prize Contests**  
1234 Washington Street, Somersville Heights, NY 00000

**Usage Note:**  
October is Fire Prevention Month. Use this **Fire Safety Pop Quiz Contest** to coincide with the event. Set up the entry method and prize structure in any manner that works best for you and your advertisers. Aim the contest at your youth market, or keep it open to all ages to raise community awareness for fire safety.

N1610A10002C





Now close more sales like magic with

# MiAD Wizard

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

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

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

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

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

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

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



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

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

## METRO'S FILE NAMING SYSTEM AT A GLANCE

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

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

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

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

N1610P12002K.TIF

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

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

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

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format





# Soup's On! 5

Delicious Homemade Flavors Daily!

## Country Diner

Add a comforting cup of soup to your lunch or dinner entree for only \$1.99.

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



AD# N1610A12001C PASS 6 COL x1

N1610P66033C◇

## Date Night Every Tuesday



Two Movie Tickets  
+ Large Popcorn  
+ 2 Medium Drinks

**only \$22**

## Marquis Theater

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



AD# N1610A12002C PASS 6 COL x1

N1610P66028C-◇



## The icing on Every Occasion

Our crowd-pleasing custom cakes are made to order in your choice of delicious flavors and beautiful designs!

## Little Bake Shop

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



AD# N1610A12003C PASS 6 COL x1

N1610P66006C-●

N1203P46009C\*-○

## Pasta, Pizza & Italian Cuisine



Try our homemade daily specials from **\$7.99!**

Open for lunch & dinner  
Serving beer & wine  
Take-out & delivery  
Kids' menu available

## Romano's Restaurant

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



AD# N1610A12004C PASS 6 COL x1

N1610P23009C-●

N1203P46009C\*-○

## Halloween Special



**In-Office Laser Teeth Whitening Only \$99**  
with appointment through October 31, 2016

## Somersville Dental

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



AD# N1610A12005C PASS 6 COL x1

N1610P12001C\*-○

N1610P23008C-●

N1203P46009C\*-○

## Haunted by Housecleaning?




**Let us do the dirty work!**  
Call today for new customer specials.

Free Estimates  
Screened & Professional Crew  
Affordable Rates & Maintenance Plans

## Clean Team

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




AD# N1610A12006C PASS 6 COL x1

N1610P15009C-●

## We Grow. You Pick!


fresh fruit | baked goods | apple cider  
gourmet goods | gift shop

**U-Pick Apples**  
Honeycrisp | Red Delicious | Fuji | Empire  
**\$1.99 lb.**



## Callahan Orchards

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



AD# N1610A12007C PASS 6 COL x1

N1610P12002C\*-○



## Fall Beauty Specials

Cut & Color **\$79**

Pumpkin Facial **\$49**

Offers good by appointment through 09.09.16. List details, terms and conditions here.

## Felicity Salon

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



AD# N1610A12008C PASS 6 COL x1

N1610P60005C-●

## Get Carded

Custom Business Card Bundles  
Professionally designed and printed  
**\$5.99** | 250 cards  
**\$9.99** | 500 cards



## Zippy Printing

Stop in or order online today!

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

AD# N1610A12009C PASS 6 COL x1

N1610P49003C-●

Wake up to effortlessly smooth, shiny hair every day with our guaranteed safe and effective in-salon keratin treatment.



## Smoothing Keratin Blowout Treatment

Lasts up to 12 weeks! **Only \$149**

Regularly \$250. Offer good for new clients by appointment through 09.08.16. List details, terms and conditions here.

## Trio Salon

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



AD# N1610A12010C PASS 6 COL x1





N1610P20033C\*O

# Happy Haunting

Your guide to a bloody-good Halloween!

**The Garden Bistro**  
Fuel up for trick-or-treat with our kids' menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**The Garden Bistro**  
Fuel up for trick-or-treat with our kids' menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**The Garden Bistro**  
Fuel up for trick-or-treat with our kids' menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**The Garden Bistro**  
Fuel up for trick-or-treat with our kids' menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**The Garden Bistro**  
Fuel up for trick-or-treat with our kids' menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**The Garden Bistro**  
Fuel up for trick-or-treat with our kids' menu!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
New & vintage Halloween costumes for her  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
New & vintage Halloween costumes for her  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
New & vintage Halloween costumes for her  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
New & vintage Halloween costumes for her  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
New & vintage Halloween costumes for her  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Bella Boutique**  
New & vintage Halloween costumes for her  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Gourmet Market**  
Halloween party treats  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Gourmet Market**  
Halloween party treats  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Gourmet Market**  
Halloween party treats  
1234 Washington Street • Somersville Heights  
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www.namewebsite.com

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

**Gourmet Market**  
Halloween party treats  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

## Usage Note:

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

Companion  
WEB ADS  
available  
on MCC

**Homemade Halloween Fun**  
From 6-ly delights to sweet treats and devilish dewar, we have all you need to make it memorable.

**Buttons Craft Supply**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

Save \$5 Off  
Your Purchase of \$25 or More  
Deposited Upon Pickup. Last one stop per household. See store for restrictions.

**Buttons Craft Supply**  
1234 Washington Street  
000-000-0000 | www.namewebsite.com

AD# N1610A13002C  
PASS 2 COL x 5

N1610P21004C

Join us this Halloween weekend, if you dare.

**Let the Ghouls Roll**

Wicked-Good Cocktails  
Vampire's Kiss  
Witch's Brew  
Zombie Punch  
Red Rum

\$5 Bar Bite  
Specialty All Weekend

Costume Contest Saturday  
\$100 Grand Prize

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

**Trick-or-Treat Specials**  
Fill your bag with spectacular savings for Halloween!

25% Off All Costumes  
child & adult sizes

80% 50% OFF  
BAGGED CANDY  
09 oz. varieties

99¢ DEALS  
Cotton candy, Assorted, bag & more!

Check good while supplies last through October 31, 2016.

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

AD# N1610A13004C  
PASS 2 COL x 5  
N1610P20007C  
N1209P46009C\*O  
AD# N1610A13003C  
PASS 2 COL x 5  
N1610P20003C

**EEK!**  
Got Creepy Crawlers?  
Get Guaranteed Pest Control.

We safely and effectively eliminate problem pests like spiders, ants, cockroaches, termites, bedbugs and beyond. We can also keep your home protected against future infestations with low-cost monthly maintenance programs. For a free phone estimate, give us a call today.

**Guardian Pest Control**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1610A13005C  
PASS 2 COL x 5

N1610P23001C

\$1 Treats  
Hot Cocoa  
Apple Cider  
Snack Bar  
Bites

**BEWARE: SCREAMS AHEAD**  
OCTOBER 00-00, 2016  
GET YOUR TICKETS ONLINE TODAY!

House of Horrors | Halloween Nightmares  
Haunted Corn Maze | Jack-o-Lantern Trail

**Pine Park Halloween Scene**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

**Prepare to Scare**

Shop a monster selection of costumes, wigs, props, accessories, masks, makeup and more for Halloween.

Costumes for DUs, all sizes & Gender  
Special Costumes Available  
Plus Sizes to Stock

**Costume Closet**

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

AD# N1610A13006C  
PASS 2 COL x 5  
N1610P20003C  
AD# N1610A13007C  
PASS 2 COL x 5

AD# N1610A13001C PASS 6 COL x 21  
AD# N1610A13009C 10 x 13





N1610P14003C-●



N1610P14002C-●



N1610P14001C-●



N1610P14008C-●



N1610P14005C-●



N1610P14007C-●



N1610P14009C-●



N1610P14004C-●



N1610P14006C-●





N1610P15003C-●



N1610P15008C-●



N1610P15006C-●



N1610P15001C-●



N1610P15009C-●



N1610P15002C-●



N1610P15004C-●



N1610P15007C-●



N1610P15010C-●



N1610P15005C-●





N1610P16009C-●



N1610P16008C-●



N1610P16011C-●



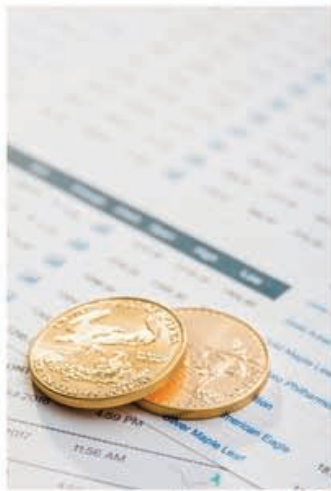
N1610P16004C-●



N1610P16003C-●



N1610P16010C-●



N1610P16005C-●



N1610P16002C-●



N1610P16001C-●



N1610P16007C-●



N1610P16006C-●



N1610P21004C  
N1610P38014C  
N1610P14002C



# October

Community Calendar 2016

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

N1610P30001C  
N1610P20006C  
N1610P14008C



**October 00**  
**Oktoberfest**  
Free fun for the whole family!  
Main Street & College Avenue  
11am-10pm  
www.namewebsite.com

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

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



**October 00**  
**Trunk or Treat**  
Safe and free!  
Somerville County Mall  
12 noon-7pm  
www.namewebsite.com

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

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



**October 00**  
**Fall Food Festival**  
Tickets online now!  
Downtown Somerville  
4pm-9pm  
www.namewebsite.com

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

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

**SEE YOU THERE**

Free Admission  
\$3 Drink Tickets  
Hot Pretzels  
Bratwurst  
Schmitzel & Strudel  
Live Music All Day  
Art & Craft Vendors  
Beer & Wine Garden  
Kids' Activity Zone

**Get Your Fill of Oktoberfest Fun**

Saturday, October 00  
11AM-10PM  
Downtown Somerville  
Main Street & College Avenue

Presented by  
**The Somerville Chamber of Commerce**

Details and directions online. Vendor spots still available!  
000-000-0000  
www.namewebsite.com

AD# N1610A17002C  
PASS 3 COL, x 7

N1610P17003C  
N1610P29001C

**October 00**  
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0:00am-0:00pm  
www.namewebsite.com

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www.namewebsite.com

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0:00am-0:00pm  
www.namewebsite.com

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

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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



**October 00**  
**Harvest Festival**  
Free fun for the whole family!  
Orchard Farms  
10am-5pm  
www.namewebsite.com

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

**October 00**  
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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

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



**October 00**  
**Halloween Parade**  
There's still time to register!  
Main Street Downtown Somerville  
7pm  
www.namewebsite.com

**October 00**  
**Name Event Here**  
Event details here. Event details here. Event details here. Event details here. Event details here. Event details here. Event details here. Event details here. Event details here.  
Name Event Location  
0:00am-0:00pm

N1610P15009C

N1610P20029C

AD# N1610A17003C  
PASS 6 COL, x 3



## Savor the Flavor of Fall

Now Serving Delicious New Menu Items for Autumn

- Butternut squash soup
- Pumpkin & sage ravioli
- Shepherd's pie
- Herb-stuffed flank steak
- Garlic & rosemary baked chicken

& Try our seasonal cocktail specials. Join us for Sunday brunch!


## Garden Cafe

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Companion WEB ADS available on MCC

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AD# N1610A17004C 10 x 13








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N1610P38001C



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N1610P38006C

N1203P46009C



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

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**Buy | Sell | Trade**

We offer professional appraisals as well as expert repair and resetting services for your most precious pieces. Please visit us anytime for a free estimate.

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N1610P38004C




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Divorce | Child Custody  
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Domestic Violence  
Order Modification

With more than 50 years of combined experience, we are here to ensure your rights and best interest are skillfully represented throughout the mediation or litigation process.

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Somersville Heights  
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www.namewebsite.com

Contact us today to arrange your free consultation with an experienced attorney.

AD# N1610A18005C PASS 2 COL. x 5 

N1610P38005C

**We Put Accident Damage in Reverse**

collision repair | frame straightening  
auto painting | bumpers

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Get a free rental vehicle for up to five days and receive free deductible financing up to \$500 with your major claim. For details, terms and conditions here. For details, terms and conditions here. For details, terms and conditions here.



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N1610P38007C

Companion WEB ADS available on MCC



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N1610P38002C



**Slip & Fall? Car Accident? Injured on the Job?**

Schedule your no-cost case evaluation with an experienced personal injury attorney before you talk to an insurance adjuster, and find out if you could be eligible for additional compensation. We will handle your case with no fees until you receive a settlement.

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N1610P38013C



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Catch All the Action on Our Giant Hi-Def Screens. Plus Great Game-Day Specials!

**Win Zone Sports Bar & Grill**  
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Somersville Heights  
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\$2 Draft Specials  
12x Hot Wings  
Free Bar Snacks  
Twelve Appetizers  
Burger Specials  
Contests & Giveaways

Advertised offers available during Home League games only. List details, terms and conditions here.

AD# N1610A18009C PASS 2 COL. x 5 

N1610P38014C



N1610P39014C

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Hardwood  
Laminate  
Tile | Stone  
Area Rugs

Now offering  
shop-at-home  
service and  
next-day  
installation!

Choose  
from hundreds  
of styles, colors,  
textures and  
designs to  
enhance  
any room.

## A Variety of Beautiful Flooring Options

Hardwood Flooring Event  
Going On Now **Save up to  
30% off** select styles!

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Sale ends 00.00.16. List details, terms and conditions here

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N1610P39015C

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### Quality Medical Supply

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Scooter & Wheelchair Rentals  
Insurance Specialists  
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N1610P39016C

## Better Vision in the Blink of an Eye

We specialize in the latest customized bladeless laser vision correction procedures for exceptional results with fast recovery.



Save \$500  
When You  
Call Today!  
Call to schedule  
your free consultation  
with an experienced  
specialist before  
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this special offer.  
More Than 000,000  
Procedures  
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N1610P39013C

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Fall Insulation  
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N1610P39012C



Visit Us at  
the Name Coin  
& Stamp Expo!  
Saturday, October 00  
Somersville  
Convention Center  
Details and directions at  
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Find your treasure with over  
0,000 square feet of antiques, coins,  
stamps and collectibles to explore.

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Offering clients peace of mind and independence with a range of professional and flexible in-home caregiving services.

Alzheimer's & Dementia Care |  
Parkinson's Care | Companion Care |  
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Contact us today  
to learn more or  
schedule a free  
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Companion  
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available  
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## Your Center for Balance & Healing



Message  
Therapy | Reiki  
Acupuncture  
Yoga &  
Meditation

Chakra  
Balancing  
Crystal &  
Gemstone  
Therapy | Herbal  
Medicine

New Clients, Save 30%  
Off Your First Service!  
Schedule your appointment  
by phone or online today.

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N1610P39004C



## Breast Health & Treatment Center

Offering comprehensive breast care services from a specialized team of medical professionals dedicated to innovation, communication, compassion and an unsurpassed level of quality care.

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Save on our  
favorite go-tos  
for a healthy  
glow.

## Skin Care Sale

up to  
**40% Off**  
cleansers | exfoliators | toners  
moisturizers | masks | toners  
| acne solutions | anti-aging  
serums | & more

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Shop Now!  
Sale ends Sunday,  
October 00, 2016.

### Central Pharmacy

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# HALLOWEEN SHOPPER'S GUIDE

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Candy, costumes, décor & more.  
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## SPOOKY SPECIALS THRILLS & CHILLS EVENT GUIDE

N1610P24005C\*O

N1610P24006C\*O



# Save Every Witch Way

This Halloween, treat yourself to wicked-good deals on bewitching fashions, fa-boo-lous footwear, and to-die-for accessories!

*Witching Hour*  
**Bonus Buys**  
5-6PM

Save up to 50% off select merchandise with limited-time bonus savings from 5 to 6pm Saturday and Sunday.

*Storewide Halloween Sale*

## 31% OFF EVERYTHING

This Weekend Only Saturday & Sunday, October 29 & 30



Stalk us on social media for #OOTD ideas, event invites and special offers!

**FREE**  
**Goody Bags**  
for the first 100  
customers  
beginning Saturday  
at 10am

### The Dressing Room

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AD# N1610A25002C

10 x 13





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# Oktoberfest Specials

Celebrate Oktoberfest with a splash of German cheer!



Name Brand  
**GERMAN PILSNER**  
6-pack  
\$6.99

Name Brand  
**OKTOBERFEST BREW**  
6-pack  
\$8.99

Name Brand  
**DARK BOCK**  
6-pack  
\$12.99

Name Brand  
**APPLE SCHNAPPS**  
750 mL  
\$11.99

**ORDER YOUR KEG TODAY!**  
Free delivery on orders of \$500 or more.

Advertised offers good October 00-00, 2016. List details, terms and conditions here. List details, terms and conditions here.

## Quality Liquors

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N1610P31003C-●



N1610P31004C-●



N1610P31006C-●  
N1610P31009C-◇



N1610P31001C-●



N1610P31007C-●



N1610P31005C-●



N1610P31008C-●



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N1610P31017C\*-O



N1610P31019C\*-O



N1610P31016C\*-O



N1610P31015C\*-O



N1610P31014C\*-O



N1610P31018C\*-O



N1610P31013C\*-O



N1610P31012C\*-O



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SECTION COVER:

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**RACING REPORT**

October 2016 | A Special Supplement to  
**NAME NEWSPAPER**

Driver Profiles  
Tailgating Recipe Guide  
Fall Racing Schedule  
The Inside Track on Careers in Racing

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N1610P36011C



**Get the Latest Stock Report**

Stay tuned for Racing Report, a special section designed to keep you in the loop on the latest professional stock car racing news. From race schedules to driver close-ups, fan-favorite tailgating recipes and more, this report delivers all you need to stay on track for a fun-filled racing season!

**RACING REPORT** A Special Section From  
**NAME NEWSPAPER**

Arriving Sunday, October 09  
In Print & Online at [namenewspaper.com/racingreport](http://namenewspaper.com/racingreport)

AD# N1610A32003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

N1610P36006C



**Cross the Finish Line to More Sales**

Connect with stock car racing fans on a local level with targeted advertising in Racing Report. This special section is geared toward an audience of racing enthusiasts in 60,000 area households, making it a valuable marketing vehicle for your business. To learn more or reserve your ad space, contact your sales rep today!

**RACING REPORT** A Special Section From  
**NAME NEWSPAPER**

Issue Date: October 09  
Advertising Deadline: October 09  
To advertise, Call 000.000.0000  
Email [namenewspaper.com](mailto:namenewspaper.com)

AD# N1610A32006C PASS 2 COL. x 5

N1610P32001C



**Gear Up for Race Season**

Stay tuned for Racing Report, a special section designed to keep you in the loop on the latest professional stock car racing news. From race schedules to driver close-ups, fan-favorite tailgating recipes and more, this report delivers all you need to stay on track for a fun-filled racing season!

**RACING REPORT** A Special Section From  
**NAME NEWSPAPER**

Arriving Sunday, October 09  
In Print & Online at [namenewspaper.com/racingreport](http://namenewspaper.com/racingreport)

AD# N1610A32004C PASS 2 COL. x 5

N1610P32001C



**Rev Up Sales Revenue**

Connect with stock car racing fans on a local level with targeted advertising in Racing Report. This special section is geared toward an audience of racing enthusiasts in 60,000 area households, making it a valuable marketing vehicle for your business. To learn more or reserve your ad space, contact your sales rep today!

**RACING REPORT** A Special Section From  
**NAME NEWSPAPER**

Issue Date: October 09  
Advertising Deadline: October 09  
To advertise, Call 000.000.0000  
Email [namenewspaper.com](mailto:namenewspaper.com)

AD# N1610A32007C PASS 2 COL. x 5

HEADING:  
N1610P32001C\*

# RACING REPORT

QUICK SELL:

N1610P36006C



**RACING REPORT**

A gumbo to warm up any tailgate party

Advertiser Suggestion: **Grocery Store**  
1234 Washington Street  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)

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

Advertiser Suggestion: **Beverage Center**  
1234 Washington Street  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)

Advertiser Suggestion: **Auto Dealer**  
1234 Washington Street  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)

Advertiser Suggestion: **Gas Station**  
1234 Washington Street  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)

Advertiser Suggestion: **Auto Parts Store**  
1234 Washington Street  
000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)

AD# N1610A32002C 9.667 x 13  
AD# N1610A32009C PASS 6 COL. x 21

N1610P32001C



**Great News for Racing Fans**

Stay tuned for Racing Report, a special section designed to keep you in the loop on the latest professional stock car racing news. From race schedules to driver close-ups, fan-favorite tailgating recipes and more, this report delivers all you need to stay on track for a fun-filled racing season!

**RACING REPORT** A Special Section From  
**NAME NEWSPAPER**

Arriving Sunday, October 09  
In Print & Online at [namenewspaper.com/racingreport](http://namenewspaper.com/racingreport)

AD# N1610A32005C PASS 2 COL. x 5

N1610P32001C



**Wave In More Racing Fans**

Connect with stock car racing fans on a local level with targeted advertising in Racing Report. This special section is geared toward an audience of racing enthusiasts in 60,000 area households, making it a valuable marketing vehicle for your business. To learn more or reserve your ad space, contact your sales rep today!

**RACING REPORT** A Special Section From  
**NAME NEWSPAPER**

Issue Date: October 09  
Advertising Deadline: October 09  
To advertise, Call 000.000.0000  
Email [namenewspaper.com](mailto:namenewspaper.com)

AD# N1610A32008C PASS 2 COL. x 5

Companion  
WEB ADS  
available  
on MCC



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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:



N1610P33001C\*  
N1610P14001C

N1610P15009C  
N1610P15008C  
N1610P15004C

READER CAMPAIGN:



N1610P15006C  
N1610P33001C\*  
N1610P33001C\*

ADVERTISER CAMPAIGN:



N1610P15009C  
N1610P33001C\*  
N1610P33001C\*

HEADING:  
N1610P33001C\*  
N1610P33001C\*

# All About Fall

QUICK SELL:

N1610P33001C\*  
N1610P33001C\*  
N1610P33001C\*  
N1610P15004C

**Advertiser Suggestion**  
Grocery Store  
1234 Main Street  
555-555-5555  
www.nameofstore.com

**Advertiser Suggestion**  
Bakery  
1234 Main Street  
555-555-5555  
www.nameofbakery.com

**Advertiser Suggestion**  
Hardware Shop  
1234 Main Street  
555-555-5555  
www.nameofhardware.com

**Advertiser Suggestion**  
Home Goods Store  
1234 Main Street  
555-555-5555  
www.nameofhomegoods.com

**Advertiser Suggestion**  
U-Pick Farm  
1234 Main Street  
555-555-5555  
www.nameoffarm.com

**Advertiser Suggestion**  
U-Pick Farm  
1234 Main Street  
555-555-5555  
www.nameoffarm.com

**Advertiser Suggestion**  
Farmers' Market  
1234 Main Street | 555-555-5555 | www.nameoffarm.com

AD# N1610A33002C 9.667 x 13  
AD# N1610A33009C PASS 6 COL. x 21





SECTION COVER:

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

# HAUNTED!

**Top Costumes for 2016**

**Trick-or-Treat Safety Tips**

**Halloween 'Boo'pon Guide**

**Hair-Raising Halloween Attractions**

AD# N1610A34001C 10. x 13

N1610P22003C  
N1610P37008C  
N1610P23004C  
N1610P34001C

READER CAMPAIGN:

Plan a **Spooktacular Halloween**

When it comes to Halloween fun, our Haunted! special section has it all. From hair-raising local attractions to costume ideas, safety tips and 'boo'pon savings, you'll find everything you need to conjure up one howl of a holiday!

# HAUNTED!

A Special Section From **NAME NEWSPAPER**

Issue Date: **Sunday, October 00**  
In Print & Online at [namenewspaper.com/haunted](http://namenewspaper.com/haunted)

AD# N1610A34003C PASS 2 COL. x 5

N1610P37005C  
N1610P34001C

ADVERTISER CAMPAIGN:

**Halloween Sales Are In the Bag**

Bite off your share of the multi-million-dollar Halloween industry with targeted advertising in our latest special section: Haunted! This themed supplement features everything from the latest costume ideas to trick-or-treat safety tips, and local events and attractions, making it a terrific spot to promote your Halloween goodies in time for the big day.

# HAUNTED!

A Special Section From **NAME NEWSPAPER**

Stake your claim in this special section today!  
Call 000.000.0000  
Email [names@namenewspaper.com](mailto:names@namenewspaper.com)  
Issue Date: October 00  
Advertising Deadline: October 00

AD# N1610A34006C PASS 2 COL. x 5

N1610P20004C  
N1610P34001C

HEADING:  
N1610P34002C\*-O

# HAUNTED!

**Halloween Sights, Frights & Savings**

When it comes to Halloween fun, our Haunted! special section has it all. From hair-raising local attractions to costume ideas, safety tips and 'boo'pon savings, you'll find everything you need to conjure up one howl of a holiday!

# HAUNTED!

A Special Section From **NAME NEWSPAPER**

Issue Date: **Sunday, October 00**  
In Print & Online at [namenewspaper.com/haunted](http://namenewspaper.com/haunted)

AD# N1610A34004C PASS 2 COL. x 5

**One Fa-BOO-lous Place to Advertise**

Bite off your share of the multi-million-dollar Halloween industry with targeted advertising in our latest special section: Haunted! This themed supplement features everything from the latest costume ideas to trick-or-treat safety tips, and local events and attractions, making it a terrific spot to promote your Halloween goodies in time for the big day.

# HAUNTED!

A Special Section From **NAME NEWSPAPER**

Stake your claim in this special section today!  
Call 000.000.0000  
Email [names@namenewspaper.com](mailto:names@namenewspaper.com)  
Issue Date: October 00  
Advertising Deadline: October 00

AD# N1610A34007C PASS 2 COL. x 5

QUICK SELL:

**HAUNTED!**  
Travel to these **ghostly haunts**

**Advertiser Suggestion**

**Grocery Store**  
1234 Washington Street  
000.000.0000  
[www.names.com](http://www.names.com)

**Advertiser Suggestion**

**Pizzeria**  
1234 Washington Street  
000.000.0000  
[www.names.com](http://www.names.com)

**Advertiser Suggestion**

**Costume Shop**  
1234 Washington Street  
000.000.0000  
[www.names.com](http://www.names.com)

**Advertiser Suggestion**

**Auto Mechanic**  
1234 Washington Street  
000.000.0000  
[www.names.com](http://www.names.com)

**Advertiser Suggestion**

**Department Store**  
1234 Washington Street  
000.000.0000  
[www.names.com](http://www.names.com)

**Advertiser Suggestion**

**Halloween Supply Shop**  
1234 Washington Street  
000.000.0000  
[www.names.com](http://www.names.com)

**Advertiser Suggestion**

**Auto Dealer**  
1234 Washington Street | Increase the Haunts! | 000.000.0000 | [www.names.com](http://www.names.com)

AD# N1610A34002C 9.667 x 13  
AD# N1610A34009C PASS 6 COL. x 21

N1610P34001C  
N1610P23004C

**Read It if You Dare**

When it comes to Halloween fun, our Haunted! special section has it all. From hair-raising local attractions to costume ideas, safety tips and 'boo'pon savings, you'll find everything you need to conjure up one howl of a holiday!

# HAUNTED!

A Special Section From **NAME NEWSPAPER**

Issue Date: **Sunday, October 00**  
In Print & Online at [namenewspaper.com/haunted](http://namenewspaper.com/haunted)

AD# N1610A34005C PASS 2 COL. x 5

**Lure More Customers to Your Door**

Bite off your share of the multi-million-dollar Halloween industry with targeted advertising in our latest special section: Haunted! This themed supplement features everything from the latest costume ideas to trick-or-treat safety tips, and local events and attractions, making it a terrific spot to promote your Halloween goodies in time for the big day.

# HAUNTED!

A Special Section From **NAME NEWSPAPER**

Stake your claim in this special section today!  
Call 000.000.0000  
Email [names@namenewspaper.com](mailto:names@namenewspaper.com)  
Issue Date: October 00  
Advertising Deadline: October 00

AD# N1610A34008C PASS 2 COL. x 5





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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

**EMERGENCY**

**HELP GUIDE**

October 2014  
A Special Supplement to  
**NAME NEWSPAPER**

Know the Signs of Stroke  
Emergency Numbers to Know  
Dos & Don'ts of CPR  
Keeping Kids Safe

Disaster Plan  
Natural Disaster Preparedness Tips

AD# N1610A35001C 10. x 13

N1610P37007C

N1610P37003C

N1610P37009C

READER CAMPAIGN:

**Are You Prepared?**

How you respond to an emergency could mean the difference between life and death. Our upcoming Emergency Help Guide is designed to assist you in preparing for and responding to the unexpected with expert advice and vital information you and everyone in your household can use when it's needed most.

**EMERGENCY HELP GUIDE** A Special Section From **NAME NEWSPAPER**

Don't Miss It! Sunday, October 05  
In Print & Online at [name.newspaper.com/emergencyhelpguide](http://name.newspaper.com/emergencyhelpguide)

AD# N1610A35003C PASS 2 COL. x 5

N1610P37011C

N1610P35001C

ADVERTISER CAMPAIGN:

**Promote Your Role in Emergency Response**

Our upcoming Emergency Help Guide is designed to assist readers in preparing for and responding to the unexpected with expert advice and vital information. Make sure readers know how your products and services can help with targeted advertising in this important special section.

**EMERGENCY HELP GUIDE** A Special Section From **NAME NEWSPAPER**

Contact us today to learn more or reserve your ad space.  
Call 000.000.0000 Email [name@name.newspaper.com](mailto:name@name.newspaper.com)  
Issue Date: October 05 | Advertising Deadline: October 05

AD# N1610A35006C PASS 2 COL. x 5

N1610P37010C

N1610P35001C

HEADING:  
N1610P35001C\*

**EMERGENCY HELP GUIDE**

**Don't Panic. Prepare Instead.**

How you respond to an emergency could mean the difference between life and death. Our upcoming Emergency Help Guide is designed to assist you in preparing for and responding to the unexpected with expert advice and vital information you and everyone in your household can use when it's needed most.

**EMERGENCY HELP GUIDE** A Special Section From **NAME NEWSPAPER**

Don't Miss It! Sunday, October 05  
In Print & Online at [name.newspaper.com/emergencyhelpguide](http://name.newspaper.com/emergencyhelpguide)

AD# N1610A35004C PASS 2 COL. x 5

**Does Your Business Promote Preparedness?**

Our upcoming Emergency Help Guide is designed to assist readers in preparing for and responding to the unexpected with expert advice and vital information. Make sure readers know how your products and services can help with targeted advertising in this important special section.

**EMERGENCY HELP GUIDE** A Special Section From **NAME NEWSPAPER**

Contact us today to learn more or reserve your ad space.  
Call 000.000.0000 Email [name@name.newspaper.com](mailto:name@name.newspaper.com)  
Issue Date: October 05 | Advertising Deadline: October 05

AD# N1610A35007C PASS 2 COL. x 5

QUICK SELL:

**EMERGENCY HELP GUIDE**

**Explaining atrial fibrillation**

Advertiser Suggestion: Grocery Store, Medical Supply Store, Pharmacy, Variety Store, Doctor, Urgent Care Center.

AD# N1610A35002C 9.667 x 13

AD# N1610A35009C PASS 6 COL. x 21

N1610P37003C

**Prevention. Preparedness. Response.**

How you respond to an emergency could mean the difference between life and death. Our upcoming Emergency Help Guide is designed to assist you in preparing for and responding to the unexpected with expert advice and vital information you and everyone in your household can use when it's needed most.

**EMERGENCY HELP GUIDE** A Special Section From **NAME NEWSPAPER**

Don't Miss It! Sunday, October 05  
In Print & Online at [name.newspaper.com/emergencyhelpguide](http://name.newspaper.com/emergencyhelpguide)

AD# N1610A35005C PASS 2 COL. x 5

**Advertise Your Emergency & Safety Services**

Our upcoming Emergency Help Guide is designed to assist readers in preparing for and responding to the unexpected with expert advice and vital information. Make sure readers know how your products and services can help with targeted advertising in this important special section.

**EMERGENCY HELP GUIDE** A Special Section From **NAME NEWSPAPER**

Contact us today to learn more or reserve your ad space.  
Call 000.000.0000 Email [name@name.newspaper.com](mailto:name@name.newspaper.com)  
Issue Date: October 05 | Advertising Deadline: October 05

AD# N1610A35008C PASS 2 COL. x 5

Companion WEB ADS available on MCC

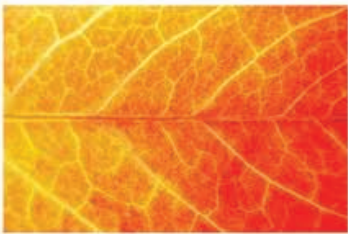




N1610P36003C-●



N1610P36002C-●



N1610P36001C-●



N1610P36008C-●



N1610P36009C-●



N1610P36010C-●



N1610P36006C-●



N1610P36011C-●



N1610P36005C-●



N1610P36004C-●



N1610P36012C-●



N1610P36007C-●





N1610P37009C-●



N1610P37010C-●



N1610P37012C-●



N1610P37003C-●



N1610P37007C-●



N1610P37011C-●



N1610P37002C-●



N1610P37006C-●



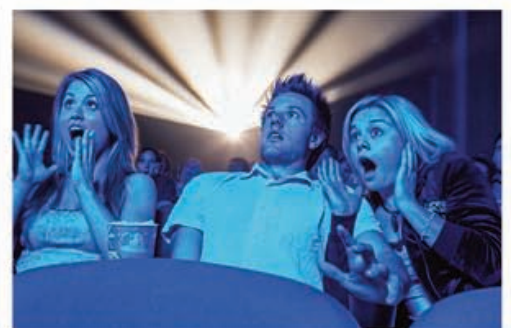
N1610P37004C-●



N1610P37008C-●



N1610P37005C-●



N1610P37001C-●





N1610P38002C-●



N1610P38011C-●



N1610P38015C-●



N1610P38008C-●



N1610P38005C-●



N1610P38006C-●



N1610P38004C-●



N1610P38009C-●



N1610P38001C-●



N1610P38007C-●



N1610P38010C-●



N1610P38014C-●



N1610P38012C-●



N1610P38013C-●



N1610P38003C-●





N1610P39011C-●



N1610P39008C-●



N1610P39010C-●



N1610P39007C-●



N1610P39015C-●



N1610P39004C-●



N1610P39013C-●



N1610P39006C-●



N1610P39002C-●



N1610P39014C-●



N1610P39001C-●



N1610P39003C-●



N1610P39005C-●



N1610P39012C-●



N1610P39016C-●



N1610P39009C-●



# Promote Premium Placement Opportunities With Metro AdScapes

Use this ad to promote premium placement opportunities with Metro AdScapes. The ad is designed to flow around the content, providing a unique and eye-catching way to advertise. The ad features a large, bold headline and a clear call to action, making it an effective tool for promoting premium placement opportunities.

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## Usage Note:

Use this Adscape specialty ad to draw attention to a Halloween promotion for a mall, or adapt it for any number of advertisers that may want to offer a Halloween special. The ad's unique positioning and shape are sure to draw extra attention for your advertiser while gaining premium pricing for you. Introduce a new advertiser with the shaped ad and sell additional smaller-space ads to publish throughout your edition to keep the advertiser's name top-of-mind for readers.

Companion WEB ADS available on MCC

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AD# N1610A40001C PASS 6 COL x 21

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

AD# N1610P200230C



N1610P62002C



**Blowout savings** on household appliances and electrics all weekend!

**Sale Starts Saturday October 8-10, 2016**



up to **40% Off** Top Name Brands

**Free Delivery, Installation & Recycling On All In-Stock Appliances \$499 & up**

**FREE Financing for 18 Months** On Name Brand 4-Piece Appliance Packages

**60-Day Price Match Guarantee** List retail, terms and conditions here. See showroom for complete policy details.

Showroom Open Monday-Saturday 9 a.m.-8 p.m., Sunday 10 a.m.-5 p.m.

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

AD# N1610A41001C 8.5 x 11

N1610P64005C



**SATURDAY SUNDAY MONDAY**  
Preview Savings Begin Friday at 5 PM!



**Shop Big Deals in Every Department:**  
Career & Casual Fashions for Him & Her  
Clothing for Kids, Juniors & Young Men  
Fall & Winter Outerwear for the Whole Family  
Boots, Footwear, Handbags & Luggage  
Fine Jewelry & Fashion Accessories  
Bedding & Bath Essentials  
Home Decor & Accessories

**Shop early for the best selection!**

**Bergen's General Store**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

Sale runs October 8-10, 2016. List details, terms and conditions here.

AD# N1610A41002C 8.5 x 11

N1610P66002C



**A Course for Every Craving**

From hand-cut steaks to ocean-fresh seafood and vegetarian entrees, enjoy a variety of delicious menu options prepared to order, as well as a world-class selection of homemade desserts.

**Great Happy Hour Specials** Monday-Friday, 3-6 p.m.

**Wednesday Is Pasta Night** All Pasta Entrees Only \$10

**Serving Lunch & Dinner** Beer, Wine & Cocktails Children's Menu Take-Out Service

Reservations Welcome

**Save \$5 Off**  
Any Lunch Check of \$25 or More  
Coupon required. Expires 09/30/16. Cannot be combined with other discount offers. List details, terms and conditions here.

**River Mill Restaurant**  
1234 Washington Street  
000-000-0000 • www.namewebsite.com

**Save \$10 Off**  
Any Dinner Check of \$50 or More  
Coupon required. Expires 09/30/16. Cannot be combined with other discount offers. List details, terms and conditions here.

**River Mill Restaurant**  
1234 Washington Street  
000-000-0000 • www.namewebsite.com

**River Mill Restaurant**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

AD# N1610A41003C 8.5 x 11

N1610P49004C



**Haircuts for the Whole Family**

We make looking great easy with fast and affordable one-stop hair care for men, women and kids.

**Cut & Color Specialists**  
long & short cuts  
creative color & highlights

**Men's Cuts & Shaves**  
business cuts | buzz cuts  
tapers | crewcuts | faux hawks

**Also Offering:**  
Airbrush Tanning  
Waxing & Facials  
Retail Product Lines

Appointments & Walk-Ins Welcome

**Save 20% Off**  
Any Single Service  
Coupon required. Expires 10/31/16. Cannot be combined with other discount offers. List details, terms and conditions here.

**Mirror Image Salon**  
1234 Washington Street  
000-000-0000 • www.namewebsite.com

**Save \$5 Off**  
Retail Purchase of \$20 or More  
Coupon required. Expires 10/31/16. Cannot be combined with other discount offers. List details, terms and conditions here.

**Mirror Image Salon**  
1234 Washington Street  
000-000-0000 • www.namewebsite.com

**Mirror Image Salon**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

AD# N1610A41004C 8.5 x 11





N1610P42003C-●



N1610P42005C-●



N1610P42001C-●



N1610P42002C-●



N1610P42017C\*-○



N1610P42016C\*-○



N1610P42009C\*-○  
N1610P42010C\*-○



N1610P42004C-●



N1610P42013C\*-○  
N1610P42014C\*-○



N1610P42015C\*-○



N1610P42007C\*-○



N1610P42008C\*-○



N1610P42011C\*-○



N1610P42012C\*-○



N1610P42006C\*-○



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

N1610P43002C\*O

# Paint the Town pink



N1610P310091C◇

In honor of Breast Cancer Awareness Month, many of our local merchants are donating a portion of their sales to breast cancer treatment and research in October. Show your commitment to a cure by shopping locally this month and supporting the participating area businesses featured here!

## Sapphire Jewelers

100% of the net proceeds from our rose quartz breast cancer awareness collection will support Name Charity Organization in October.

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

## Madison Cafe

Donating 5% of our profits throughout October to Name Charity Organization.

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

## The Nail Phile

Donating \$1 to Name Charity Organization for every pink manicure and pedicure sold during the month of October.

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

## The Coffee Nook

Donating all profits from our Pink Passion Tea sales in October to Name Charity Organization.

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

## Home Stage

Stop in and shop our Pink Tag Sale in October to benefit Name Charity Organization.

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

## Hammond Auto Group

Donating \$100 from every October vehicle sale to Name Charity Organization.

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

## Sugarspun Bake Shop

All strawberry shortcake cupcake sales benefit Name Charity Organization in October.

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

## Imago Hair Salon

Stop in for your \$10 pink highlight to benefit Name Charity Organization.

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

N1610P43001C●



AD# N1610A43001C PASS 6 COL x 21  
AD# N1610A43002C 10 x 13

## "SHOP LOCAL" SUPPORT

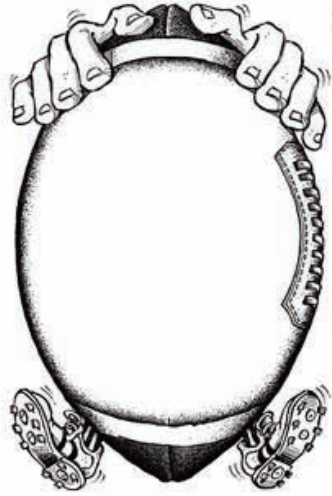
This Paint the Town Pink multiple-advertiser layout is aimed at getting sponsors for Breast Cancer Awareness Month. Run this page to raise awareness of the disease and to let consumers know which sponsors truly support their community.

There is also an alternative tab size available in MCC.

Promoting local patronage is more than an economic necessity in many areas; it has become a source of community pride. Look for two additional "shop local" pages each month for a variety of advertiser categories, so you can keep a local campaign going.

Many have companion Web ads ready to present for combo package buys, too.





N1610P44006A-●

**HAPPY NEW YEAR**

N1610P44011A-●



N1610P44014A-●



N1610P44013A-●



N1610P44012A-●

N1610P44004A-●



N1610P44016A-●



N1610P44002A-●



N1610P44001A-●

**INSURE YOUR HOME...**



N1610P44010A-●

**INSURE YOUR FARM...**



N1610P44009A-●

**INSURE YOUR BUSINESS...**



N1610P44008A-●

**HALLOWEEN Sale**

N1610P44007A-●



N1610P44003A-●



N1610P44005A-●



N1610P44015A-●





N1610P45003K-●



N1610P45007A-●



N1610P45010A-●



N1610P45004K-●



N1610P45002A-●



N1610P45012A-●



N1610P45014A-●

**HALLOWEEN TREATS**  
for Good Goblins



N1610P45008A-●



N1610P45009A-●



N1610P45006A-●



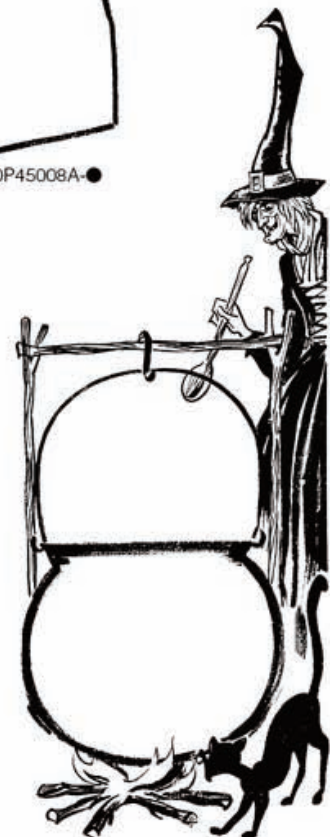
N1610P45015A-●



N1610P45011A-●



N1610P45013A-●



N1610P45016A-●



N1610P45005A-●



N1610P45001K-●



Bonus images available in the MCC Creative Library:



N1610P46001C●



N1610P46002C●



N1610P46004C●



N1610P46005C●



N1610P46006C●



N1610P46003C●

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

Want to **grow your special sections program and ad sales**, starting now? With Metro's fully templated print sections, you can (online versions also available).

These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion ads to invite advertisers to

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

View this month's **Drive & Ride** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call **800-223-1600** or email [service@metro-email.com](mailto:service@metro-email.com) to **order** and grow your special sections revenue!





Bonus images available in the MCC Creative Library:



N1610P47006C-●



N1610P47003C-●



N1610P47001C-●



N1610P47004C-●



N1610P47005C-●



N1610P47002C-●

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

Want to grow your special sections program and ad sales, starting now? With Metro's fully templated print sections, you can (online versions also available).

These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion ads to invite advertisers to participate in

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

View this month's **Holiday Gifts & Lifestyle** Templated Special Sections package in the MCC Editorial Library. Like what you see? Call 800-223-1600 or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL x 5



PASS 2 COL x 5





N1610P48006C-●



N1610P48005C-●



N1610P48004C-●



N1610P48008C-●



N1610P48007C-●



N1610P48001C-●



N1610P48002C-●



N1610P48003C-●



N1610P48009C-●





N1610P49014C-●



N1610P49004C-●



N1610P49003C-●



N1610P49011C-●



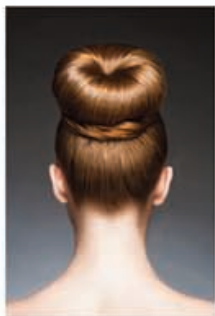
N1610P49005C-●



N1610P49013C-●



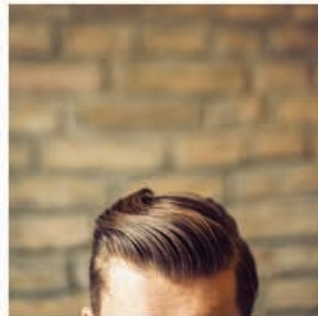
N1610P49006C-●



N1610P49009C-●



N1610P49015C-●



N1610P49010C-●



N1610P49001C-●



N1610P49007C-●



N1610P49012C-●



N1610P49008C-●



N1610P49002C-●





N1610P50007C-●  
N1610P50007C-●

### Usage Notes:

Use these backgrounds to help promote services and merchandise for fall, financial, Kitchen & Bath Month, Breast Cancer Awareness Month, Oktoberfest, Halloween and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

(MCC Creative Library / Image Type: Background)



N1610P50001C-●



N1610P50003C-●



N1610P50005C-●  
N1610P50004C-●



N1610P50011C-●



N1610P50008C-●



N1610P50002C-●



N1610P50010C-●



N1610P50009C-●



N1610P51001C



### Usage Suggestions:

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for home improvement, adult coloring books, harvest time, Halloween, office supplies, financial... and more.

N1610P51002C



N1610P51003C



N1610P51004C



N1610P51005C



N1610P51006C







N1610P52009C\*-O



N1610P52010C\*-O



N1610P52008C\*-O



N1610P52002C\*-O



N1610P52007C\*-O



N1610P52003C\*-O



N1610P52004C\*-O



N1610P52001C\*-O



N1610P52005C\*-O



N1610P52017C\*-O



N1610P52006C\*-O



N1610P52018C\*-O



N1610P52016C\*-O



N1610P52013C\*-O



N1610P52019C\*-O



N1610P52020C\*-O



N1610P52014C\*-O



N1610P52011C\*-O



N1610P52015C\*-O



N1610P52012C\*-O





N1610P53005C\*-O



N1610P53002C\*-O



N1610P53001C\*-O



N1610P53004C\*-O



N1610P53006C\*-O



N1610P53003C\*-O



N1610P53009C\*-O



N1610P53007C\*-O



N1610P53008C\*-O



# Free Mammograms

N1610P54022C\*-O  
(BACKGROUND ONLY-METROBIZ)

N1610P54004C\*-O

N1610P54013C\*-O

(SPANISH VERSION)

PASS 2 COL. x 5.25

# SECURITY SOLUTIONS

N1610P54023C\*-O  
(BACKGROUND ONLY-METROBIZ)

N1610P54005C\*-O

N1610P54014C\*-O

(SPANISH VERSION)

PASS 2 COL. x 5.25

# Go Pink

N1610P54019C\*-O  
(BACKGROUND ONLY)

N1610P54001C\*-O

N1610P54010C\*-O

(SPANISH VERSION)

PASS 1 COL. x 5.25

## Usage Note:

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

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

# Fire Safety Sale

N1610P54024C\*-O  
(BACKGROUND ONLY-METROBIZ)

N1610P54006C\*-O

N1610P54015C\*-O

(SPANISH VERSION)

PASS 2 COL. x 5.25

# OPEN FOR HALLOWEEN

N1610P54025C\*-O  
(BACKGROUND ONLY-METROBIZ)

N1610P54007C\*-O

N1610P54016C\*-O

(SPANISH VERSION)

PASS 2 COL. x 5.25

# Haunted House

N1610P54020C\*-O  
(BACKGROUND ONLY)

N1610P54002C\*-O

N1610P54011C\*-O

(SPANISH VERSION)

PASS 1 COL. x 5.25

# Live Music

N1610P54026C\*-O  
(BACKGROUND ONLY-METROBIZ)

N1610P54008C\*-O

N1610P54017C\*-O

(SPANISH VERSION)

PASS 2 COL. x 5.25

# Oktoberfest Is Here!

N1610P54027C\*-O  
(BACKGROUND ONLY-METROBIZ)

N1610P54009C\*-O

N1610P54018C\*-O

(SPANISH VERSION)

PASS 2 COL. x 5.25

# Beer Garden

N1610P54021C\*-O  
(BACKGROUND ONLY)

N1610P54003C\*-O

N1610P54012C\*-O

(SPANISH VERSION)

PASS 1 COL. x 5.25





MCC KEYWORD HINT: Optical Shop  
N1610P55007C-●



MCC KEYWORD HINT: Hair Salon  
N1610P55008C-●



MCC KEYWORD HINT: Barber Shop  
N1610P55009C-●



MCC KEYWORD HINT: Farm Stand  
N1610P55010C-●



MCC KEYWORD HINT: German Restaurant  
N1610P55011C-●



MCC KEYWORD HINT: Kitchen & Bath Showroom  
N1610P55012C-●

### Usage Note:

MCC Creative Library / Image Type: frame, background, photo or MetroBiz, where applicable

Use these business card photo backgrounds to help you expand your printing business.

You can also employ these timely frames in print inserts, ads or online ads and pages.

The banner-style frames can be used for top- or bottom-of-the-page print ads

or repurposed for Web banners. Look for more seasonal and timely subjects throughout the year.



N1610P55001C\*-○



N1610P55002C\*-○



N1610P55003C\*-○



N1610P55004C\*-○



N1610P55005C\*-○



N1610P55006C\*-○





MCC KEYWORDS: ICON SET, BREAST CANCER  
N1610S56001C\*-O



MCC KEYWORDS: ICON SET, HALLOWEEN  
N1610S56002C\*-O



MCC KEYWORDS: ICON SET, HALLOWEEN  
N1610S56003C\*-O



MCC KEYWORDS: ICON SET, POLICE  
N1610S56006C\*-O



MCC KEYWORDS: ICON SET, OKTOBERFEST  
N1610S56005C\*-O



MCC KEYWORDS: ICON SET, MUSIC  
N1610S56004C\*-O





N1610P57020C\*-O



N1610P57021C\*-O



N1610P57022C\*-O

N1610P57019C\*-O



N1610P57023C\*-O



N1610P57024C\*-O



N1610P57025C\*-O



N1610P57026C\*-O



N1610P57027C\*-O



N1610P57028C\*-O



N1610P57029C\*-O



N1610P57030C\*-O



N1610P57031C\*-O



N1610P57032C\*-O



N1610P57033C\*-O



N1610P57034C\*-O



N1610P57035C\*-O



N1610P57001C\*-O



N1610P57003C\*-O



N1610P57000C\*-O



N1610P57004C\*-O



N1610P57013C\*-O



N1610P57014C\*-O



N1610P57015C\*-O



N1610P57016C\*-O



N1610P57018C\*-O



N1610P57005C\*-O



N1610P57006C\*-O



N1610P57007C\*-O



N1610P57008C\*-O



N1610P57009C\*-O



N1610P57010C\*-O



N1610P57011C\*-O



N1610P57012C\*-O

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



MCC KEYWORDS: ICON SET, HALLOWEEN.  
N1610S57036C\*-O





N1610P58006C-●



N1610P58005C-●



N1610P58004C-●



N1610P58003C-●



N1610P58002C-●



N1610P58001C-●



N1610P58030C\*-○



N1610P58026C\*-○  
N1610P58027C\*-○



N1610P58028C\*-○



N1610P58015C\*-○



N1610P58020C\*-○



N1610P58018C\*-○



N1610P58014C\*-○



N1610P58007C\*-○



N1610P58010C\*-○



N1610P58011C\*-○



N1610P58017C\*-○



N1610P58022C\*-○



N1610P58029C\*-○



N1610P58019C\*-○



N1610P58013C\*-○



N1610P580xxC\*-○



N1610P58016C\*-○



N1610P58031C\*-○



N1610P58035C\*-○



N1610P58024C\*-○



N1610P58009C\*-○



N1610P58012C\*-○



N1610P58023C\*-○

N1610P58008C\*-○

# Courage Under Fire We Salute Our Firefighters.

For the important role they play in protecting our lives and for their brave and selfless sacrifice, we thank the dedicated men and women of our nation's fire departments. We gratefully recognize their service to our communities, and we honor the memories of those who have fallen in the line of duty. You are all heroes, and we thank you for all that you do.

## Name Sponsor

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

AD# N1610A58001C PASS 6 COL. x3





N1610P59009C-●



N1610P59008C-●



N1610P59007C-●



N1610P59006C-●



N1610P59003C-●



N1610P59005C-●



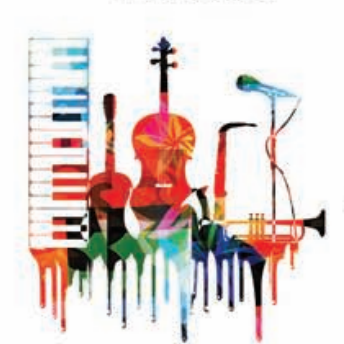
N1610P59002C-●



N1610P59004C-●



N1610P59001C-●



N1610P59032C-●



N1610P59019C\*-○



N1610P59012C\*-○



N1610P59028C\*-○



N1610P59020C\*-○



N1610P59024C\*-○



N1610P59010C\*-○



N1610P59015C\*-○



N1610P59016C\*-○



N1610P59011C\*-○



N1610P59021C\*-○



N1610P59026C\*-○



N1610P59025C\*-○



N1610P59033C\*-○



N1610P59031C\*-○



N1610P59023C\*-○



N1610P59022C\*-○



N1610P59014C\*-○



N1610P59017C\*-○



N1610P59018C\*-○



N1610P59030C\*-○



N1610P59029C\*-○



N1610P59027C\*-○



KEEP MUSIC IN OUR SCHOOLS  
N1610P59034C\*-○

# Music Classes

piano | guitar | violin | bass | banjo

Rhythm Makers Music School

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

**We make learning to play a whole lot of fun!**

Private and group classes available for all ages and ability levels. Call today for your free introductory lesson!







N1610P60004C-●



N1610P60001C-●



N1610P60005C-●



N1610P60007C-●



N1610P60003C-●



N1610P60009C-●



N1610P60002C-●



N1610P60008C-●



N1610P60006C-●





N1610P61007C-●



N1610P61012C-●



N1610P61008C-●



N1610P61004C-●



N1610P61010C-●



N1610P61002C-●



N1610P61003C-●



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N1610P61006C-●



N1610P61011C-●



N1610P61009C-●



N1610P61001C-●

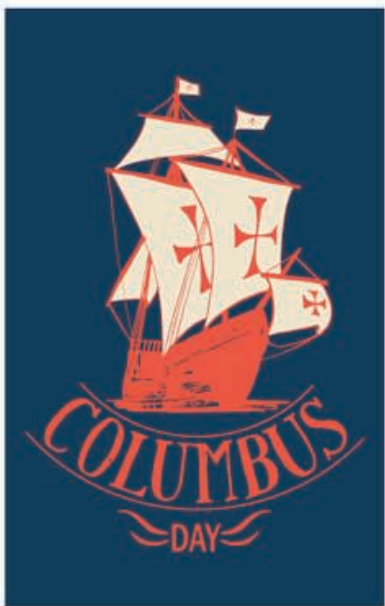




N1610P6207C\*-O



N1610P6208C\*-O



N1610P6203C\*-O



N1610P6204C\*-O



N1610P6209C\*-O



N1610P6201C\*-O



N1610P62005C-●



N1610P6206C\*-O



N1610P6202C\*-O





N1610P63005C-●



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N1610P63010C-●



N1610P63001C-●



N1610P63004C-●



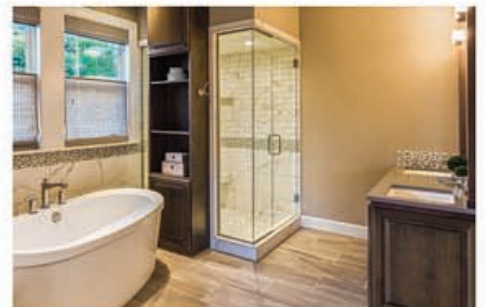
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N1610P63003C-●



N1610P63002C-●

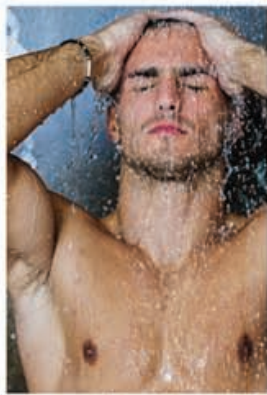


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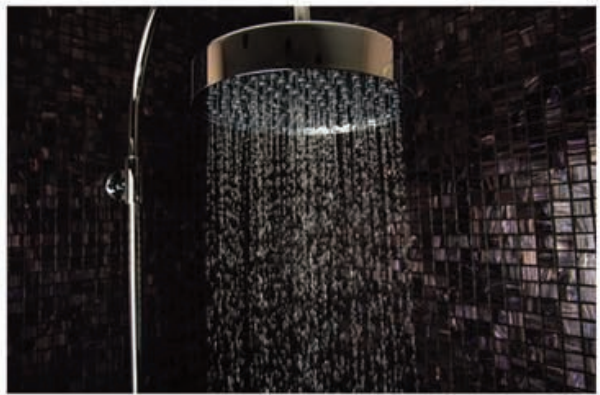
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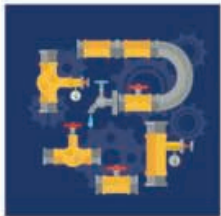
N1610P58002C-●



N1610P58004C-●



N1610P58003C-●



N1610P58019C\*-○



N1610P58018C\*-○



N1610P58012C\*-○



N1610P58009C\*-○



N1610P58008C\*-○



N1610P58014C\*-○



N1610P58010C\*-○



N1610P58020C\*-○



N1610P58021C\*-○



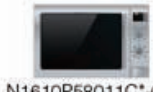
N1610P58006C\*-○



N1610P58007C\*-○



N1610P58005C\*-○



N1610P58011C\*-○



N1610P58015C\*-○



N1610P58017C\*-○



N1610P58013C\*-○



N1610P58025C\*-○



N1610P58024C\*-○



N1610P58022C\*-○



It's Kitchen and Bath Month!  
N1610P58016C\*-○



N1610P58023C\*-○



# One Call. Total Plumbing Solutions.

## Remodeling Your Bathroom?

Call us for a free consultation and estimate!

All Work Guaranteed | Fast & Affordable Service  
24-Hour Emergency Response | Licensed, Bonded & Insured

Your trusted full-service neighborhood plumber since 19XX.  
Troubleshooting & Leak Detection |  
Sewer & Drain Cleaning | Fixture  
Installation | Toilet & Faucet Repair |  
Water Heaters | Garbage Disposals |  
Tubs & Showers

## Reliable Plumbing

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



AD# N1610A64001C

PASS 6 COL. x 3





N1610P65011C-●



N1610P65009C-●



N1610P65002C-●



N1610P65005C-●



N1610P65003C-●



N1610P65006C-●



N1610P65010C-●



N1610P65012C-●



N1610P65004C-●



N1610P65001C-●



N1610P65008C-●



N1610P65007C-●





N1610P66012C-●  
PULLED PORK SANDWICH



N1610P66006C-●  
SPAGHETTI



N1610P66020C-●  
APPLE JUICE



N1610P66013C-●  
SPAGHETTI & MUSSELS



N1610P66007C-●  
PORK CHOPS



N1610P66017C-●  
POPCORN



N1610P66024C-●  
HALLOWEEN CUPCAKE



N1610P66010C-●  
BIRTHDAY CUPCAKE



N1610P66016C-●  
POPCORN



N1610P66018C-●  
APPLES & PEANUT BUTTER



N1610P66014C-●  
SALMON



N1610P66022C-●  
BAGGED SCHOOL LUNCH



N1610P66002C-●  
LINGUINE WITH SHRIMP



N1610P66026C-◇  
SPAGHETTI & MEATBALLS



N1610P66034C-◇  
CHICKEN NOODLE SOUP



N1610P66030C-◇  
LINGUINE & MUSSELS



N1610P66003C-●  
CHOCOLATE COOKIES



N1610P66009C-●  
PORK CHOP WITH POTATOES



N1610P66031C-◇  
RAW SALMON



N1610P66037C-◇  
SCHOOL LUNCH



N1610P66032C-●  
BLUEBERRY CHEESECAKE



N1610P66021C-●  
BUTTERNUT SQUASH SOUP



N1610P66027C-◇  
RAW PORK CHOPS



N1610P66029C-◇  
CHOCOLATE PUDDING



N1610P66028C-◇  
BIRTHDAY CAKE



N1610P66023C-●  
HALLOWEEN CUPCAKE



N1610P66004C-●  
APPLE PIE



N1610P66036C-◇  
COOKED HAM



N1610P66033C-◇  
POPCORN



N1610P66035C-◇  
CUP OF CHILI



N1610P66025C-●  
CANDY CORN



N1610P66001C-●  
RAW SHRIMP



N1610P66019C-●  
COOKED HAM



N1610P66008C-●  
PORK CHOPS



N1610P66005C-●  
SPAGHETTI DINNER



N1610P66011C-●  
BIRTHDAY CUPCAKES



# FARM STAND SPECIALS

Check out this week's harvest!

<b>Sweet Potatoes</b> 29¢ lb.	<b>Delicious Apples</b> \$1.19 lb.	<b>Sweet Potatoes</b> 29¢ lb.	<b>Delicious Apples</b> \$1.19 lb.
<b>White Mushrooms</b> \$3.99 lb.	<b>Russet Potatoes</b> 19¢ lb.	<b>White Mushrooms</b> \$3.99 lb.	<b>Russet Potatoes</b> 19¢ lb.
<b>Purple Cabbage</b> 29¢ ea.	<b>Yellow Onions</b> 29¢ ea.	<b>Purple Cabbage</b> 29¢ ea.	<b>Yellow Onions</b> 29¢ ea.
<b>Broccoli Florets</b> \$1.19 lb.	<b>Green Beans</b> \$1.79 lb.	<b>Broccoli Florets</b> \$1.19 lb.	<b>Green Beans</b> \$1.79 lb.
<b>White Cauliflower</b> \$1.49 lb.	<b>Crisp Celery</b> 99¢ ea.	<b>White Cauliflower</b> \$1.49 lb.	<b>Crisp Celery</b> 99¢ ea.
<b>Bunch Carrots</b> 79¢ lb.	<b>Lacinato Kale</b> \$1.89 ea.	<b>Bunch Carrots</b> 79¢ lb.	<b>Lacinato Kale</b> \$1.89 ea.



Offers good through October 00, 2016 while supplies last.

N1610P66004C



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www.namewebsite.com

N1610P61007C

N1203P46009C

AD# N1610A67001C

PASS 6 COL. x 10

# Fresh Produce

Specials

N1610P67003C\*-O

# Dairy Department

Specials

N1610P67002C\*-O

# Meat Market

Specials

N1610P67001C\*-O





N1610P68010C\*-O



N1610P68008C\*-O



N1610P68007C\*-O



N1610P68009C\*-O



Vancouver

N1610P68019C-●



Montreal

N1610P68017C-●



N1610P68006C\*-O



Halifax

N1610P68018C-●



Toronto

N1610P68016C-●



N1610P68005C\*-O  
(Oktoberfest Barrel Race)



Edmonton

N1610P68015C-●



Winnipeg

N1610P68014C-●



N1610P68020C\*-O



N1610P68012C-●



Calgary

N1610P68013C-●



N1610P68011C\*-O



(SAVE ENERGY, IT PAYS!)

N1610P68004C\*-O



(FOR CANDIES AND THRILLS)

N1610P68002C\*-O



(IS YOUR CAR READY?)

N1610P68003C\*-O



(GET READY FOR WINTER)

N1610P68001C\*-O





N1610P69004C-●



N1610P69003C-●



N1610P69002C-●



N1610P69010C-●



N1610P69001C-●



N1610P69011C-●



N1610P69009C-●



N1610P69008C-●



N1610P69007C-●



N1610P69005C-●



N1610P69006C-●



MCC KEYWORD HINT: week2

This is your illustration and copy for October 13, 2016.

N1610P70008C\*-O  
N1610P70004C\*-O

**Wonder Is the Beginning of Wisdom**

*"For the voice of God does not speak amid the din and bustle of the world, nor at all least in any public gathering. Rather, sacred moments seem to be born into it secret, and so because of this, happiness will be greater for those who listen to God in solitude." - St. Basil*

**P**aul and Aristotle both claimed that philosophy (i.e., the love of wisdom) begins in wonder. We can wonder about the world around us (for instance, the stars they glow and we can also wonder about our love letters for instance, the secret love within us), and we often have occasion to wonder about both of these aspects of our world. Does the moral law within us come ultimately from the ethereal heavens above us, via God? Or is it more mundane level, it is cause for wonder that some people are naturally curious and filled with wonder all the time, while others don't seem to be curious about anything. Most of us, however, fall somewhere in the middle, our wonder waning and wailing like our other moods, if wonder is a mood, like being happy or sad, then perhaps it can be cultivated, just as our other moods can. A good way to cultivate wonder is to spend some time being silent. Having the television or radio on all the time is one way to ignore curiosity, it's hard to hear our inner voice if there is constant noise. A related way in which we draw our sense of wonder is by straining outside. Always being with others is a way to avoid truly being with ourselves and with the physical world. Silence and solitude are two friends of wonder. — Christopher Simon

AD# N1610A70004C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for October 20, 2016.

N1610P70006C\*-O  
N1610P70002C\*-O

**Overcoming Fear**

*"Can your arms on the Lord and he will sustain you; he will never let the righteous be shaken." —Psalm 121:1-2*

**T**here are many things to be legitimately afraid of. We live in a world which can be dangerous, and while we don't normally pray on our neighbors, we all know that our world contains an other members of our own species. The Latin proverb "Nemo homines aequat" expresses this by saying that "man is a wolf to man." Fear is certainly a useful tool for keeping us alert in a world full of both natural and man-made perils. A readiness of fear or anxiety can serve as an alarm bell that something of someone is worth avoiding, but fear and anxiety can become things to fear and the real danger to avoid. Anxiety can cease to be the useful alarm that warns us to pay attention and become paralyzing fear or fear that is so paralyzing that we can't live a normal life. On the other hand, in our "modern" culture, it can be almost shameful for a man to admit that he is afraid, and many men don't even have the words to adequately express their fears or anxieties. They become paralyzed and unable to face the fear of their fears. We would do well to remember that it is alright to be afraid, and that it sometimes helps to communicate our fears to friends and family, or trusted advisors. And who better to trust in times of fear than God, he just might find that in the very act of seeking your heart, he finds darkness. — Christopher Simon

AD# N1610A70002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for October 27, 2016.

N1610P70005C\*-O  
N1610P70001C\*-O

**Blind Spots**

*"But who can discern their own errors? Forget my hidden faults." —Psalm 139:23-24*

**P**eople sometimes ask us if we "hear ourselves" when we are saying something silly or shocking, or this may just be their way of saying that we have no idea how they will react. We've probably all had the experience of hearing our recorded voice and saying "Oh I really sound like that!" The answer is almost invariably yes, you do indeed sound like that. There are occasional reasons why we don't hear ourselves accurately, just as there are psychological reasons why we don't always perceive ourselves accurately. Just as the eye is a virtual blind spot—we can't see our own eyes without using a mirror—the ego is a psychological blind spot in practice this means that we have a self-serving bias and tend to see things our way and are not particularly adept at seeing other people's points of view. William James remarked that we are all afflicted with a particular blindness "in regard to the feelings of ourselves and people different from ourselves." We often see this in speeches of politics and religion. We just can't understand how someone could feel this or that passion. But once we are aware of this pervasive blind spot we can make the necessary adjustment, which is both an act of humility and an openness to understanding how others may think or feel. All of our sensory and cognitive faculties have blind spots, and we do well to keep this adjustment in our minds. — Christopher Simon

AD# N1610A70001C PASS 2 COL. x 5.25



N1610P70009C\*-O  
N1610P70010C\*-O



N1610P70011C\*-O  
N1610P70012C\*-O



N1610P70016C\*-O

N1610P70015C\*-O

N1610P70007C\*-O  
N1610P70003C\*-O

MCC KEYWORD HINT: week1  
This is your illustration and copy for October 6, 2016.



N1610P70014C\*-O

**Reading the Scriptures With Humility**

*"Show me your ways, Lord, teach me your paths." —Psalm 25:4-5*

**D**aily reading of the Bible is a time-honored and valuable tool for spiritual growth. There are systematic ways to do this that involve reading the Bible from cover to cover over the course of a year (and reading just three chapters a day will get you through the Bible in one year). Alternatively, one can choose to read and study one topic or book of the Bible at a time, using study guides or commentaries. There is no single right way to read the Bible, and you will almost always find that you get something new out of each and every reading; the scriptures are an endless source of spiritual wisdom. In whatever fashion you read the scriptures, however, it is important to do so with humility, with an attitude of seeking versus knowing. We should seek God with a humble spirit, realizing that we are all in the position of children trying to find our way in the world. We are, as it were, lost in a strange world, and the Bible reminds us that our true home is elsewhere, and that if we can only follow God's directions, we can find our way back home. — Christopher Simon

AD# N1610A70003C PASS 2 COL. x 5.25

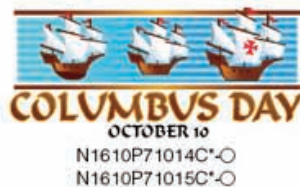
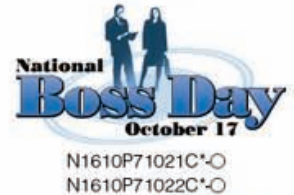
N1610P70013C\*-O

AD# N1610A70005C PASS 6 COL. x 7





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







N1610P72003C-●  
(Child with Glasses)



N1610P72002C-●  
(Child with Glasses)



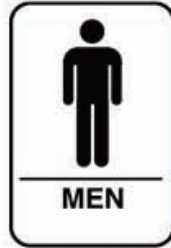
N1610P72001C-●  
(Child with Glasses)



N1610P72021C\*-○  
(Tiki Mask)



N1610P72020C\*-○  
(Tiki Mask)



N1610P72004A\*-○  
N1610P72005A\*-○  
(Men's Bathroom Logo)



N1610P72006A\*-○  
N1610P72007A\*-○  
(Women's Bathroom Logo)



N1610P72019C\*-○  
(Tiki Mask)



N1610P72018C\*-○  
(Tiki Mask)



N1610P72015C\*-○  
(Mechanical Bull)



N1610P72014C\*-○  
(Lawnmower Spark Plug Replacement)



N1610P72013C\*-○  
(Lawnmower Air Filter Replacement)



N1610P72011C\*-○  
(Tax Free Weekend Logo)  
N1610P72010C\*-○  
(Tax Free Logo)



N1610P72012C\*-○  
(Lawnmower Repair)



N1610P72016C\*-○



N1610P72017C\*-○



N1610P72009A\*-○  
(Fireman Coloring Panel)



N1610P72008A\*-○  
(Police Coloring Panel)



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PP. 01-72

### METRO NEWSPAPER SERVICE

Harvest a huge selection of sales opportunities with October MNS, including Kitchen & Bath Month; crime and fire prevention; Oktoberfest; Breast Cancer Awareness; Halloween; and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 73-80

### MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with October's MSAL spec ads for Auto Services and Technology advertisers. Presented in this book and available to view online in the MSAL Search-Book®, every ad is also available in MiAD Wizard so you can immediately personalize ads to present and close more sales.



PP. 81-93

### CAMPAIGNS & CLASSIFIED

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

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