

CREATE. SELL. PROFIT.

# METRO

CREATIVE SERVICES



### FIRE & CRIME PREVENTION

Ads and sponsorship opportunities to secure sales from all types of local businesses



### BREAST CANCER AWARENESS

Promotional ideas and images to partner with local businesses in advertising, fundraising and raising awareness



### FALL FUN & FESTIVALS

Buzz-building content for Oktoberfest events, fall celebrations, Halloween happenings and more



**MiAd Spec Ad Library** PP. 45-52:  
Dozens of ready-to-sell spec ads for automotive, electronics and technology advertisers — MiAD® Wizard-enabled!



**Campaigns & Classified** PP. 53-64:  
Drive fourth quarter Classified ad sales with a new installment of automotive, real estate, recruitment and campaign content!

Spooktacular ads, pages, images and ideas designed to bring more **Halloween** advertisers to your door

**Editorial Features & Templated Special Sections:** Drive & Ride • Holiday Gifts & Lifestyle • Halloween October Timely Features • Games & Puzzles



## HALLOWEEN



**ON THE COVER:**  
N1710P23001C

Costumes to candy to special events and more, this image captures the spirit of Halloween for a variety of local advertisers.

**Halloween sales are in the bag with a great selection of spec ads, images, pages and promotional ideas to attract advertisers.**

- A full-page *Marketplace* layout features ads for candy, costume and craft supplies, a pumpkin patch, Halloween hosting essentials and a 31% discount on beauty services (14).
- A doubletruck layout of "spooky specials" invites sales from all types of advertisers (24).
- Help a local bar attract adult revelers with an ad for a Halloween costume bash (61).
- A double-sided *Single Sheet* design provides space for coupon offers on one side and trick-or-treating safety tips on the other (33).
- Draw in multiple advertisers as sponsors in a Halloween coloring contest (05).



## FIRE & CRIME PREVENTION



**Find content to align local advertisers with Crime Prevention Month in October and Fire Prevention Week, October 8-14.**

- Close a sale from a hardware, home improvement or locksmith shop with a timely spec ad for smoke alarms and batteries (29).
- Find a single-advertiser sponsorship opportunity for crime prevention tips (28).
- In addition, *Single Sheet* layouts deliver an opportunity to target multiple advertisers with ten sponsored tips for crime prevention, as well as ten sponsored tips for fire prevention (33).
- A *Themed Event Package* features a tab cover, sponsored editorial feature and section promotional ads for fire and crime prevention, creating an ideal springboard for your advertising efforts around this event (12).



## BREAST CANCER AWARENESS



**Many local businesses are interested in advertising and sponsorship opportunities surrounding Breast Cancer Awareness Month in October (68).**

- A full-page "powerfully pink" layout featuring multiple advertisers can be used to showcase a variety of businesses lending their support to a breast cancer awareness organization through fundraising or donation efforts (38).
- An ad for a cancer care center uses a pink ribbon image to make it a timely promotion (37).
- Also find a mammography screening ad (08).
- Various images present ideas for fundraising efforts and ads from local businesses. Find one created for a spa promoting pretty-n-pink specials with a portion of proceeds benefitting breast cancer awareness (37, 44, 50, 52-55, 57, 61).



## FALL FUN & FESTIVALS



**Focus on autumn event and festival advertising with content featured in October MNS.**

- Create an exciting Fall Fun & Festivals Guide with *Themed Event Package* content that includes promotional ads for readers and advertisers, as well as a cover design and editorial feature (13).
- Use a featured contest idea to generate more buzz around fall celebrations with ticket giveaways for events like an apple or harvest festival, Oktoberfest, film fest, art and music festival, Halloween hayride and the like (05).
- Create Oktoberfest event promotions – from bar and restaurant specials to community celebrations and retail sales – with a variety of images and the spec ad provided (27, 55, 61).
- Find plenty of Halloween images to create event ads like the parade promotion featured (19).





## OCTOBER TOP ADVERTISERS



### Don't overlook this month's top advertiser prospects to bolster fall sales!

- Several ads and images are designed to meet the needs of legal advertisers, from bankruptcy law to personal injury attorneys (08, 09).
- Focus on the booming senior market with ads for home health services, a senior living community and hospice care (08).
- Health-related spec ads include eye and vision care, an imaging center and health insurance solutions (08, 09).
- Help pet shelters boost adoptions during Adopt-a-Shelter-Dog Month (08).
- Other ads are featured for dry cleaning, courier services, a pawn shop, farm equipment, hot tubs, staffing firms, contractor services and cybersecurity solutions (08, 09)



## OCTOBER PROMOTIONAL OPPORTUNITIES



### ...And there's more timely content to help you bring fall sales on the upswing!

- Did you know October is National Pizza Month? Find an eye-catching shaped ad, plus additional spec ad and image options to help local advertisers capitalize on the event (09, 36, 40, 64, 68).
- Get a head start on the holidays with a Holiday Gifts & Lifestyle *Templated Special Section (TSS)*, as well as a "shop local" ad (49, 59). You'll also find a layout and Themed Event Package for a Baby's First Christmas page or special section (10, 39).
- Create more Columbus Day sale promotions like the spec ad featured this month using a variety of headings and images (19, 26, 52, 55).
- Find a wealth of new car care and automotive dealer ads featured in this month's issues of *MiAD Spec Ad Library* and *Campaigns & Classified* to rev up revenue in this month's Drive & Ride TSS (58).



## OCTOBER CUSTOMER REQUESTS

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



N1710P69015C

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



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



## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

October's TSSs in Print & Online:

- DRIVE & RIDE
- HOLIDAY GIFTS & LIFESTYLE
- HALLOWEEN

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



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

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

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



COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

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





## Metro Templated Special Section Captures Big Revenue From Booming Senior Market

**BH Media Group's Central Weekly Group: Wahoo Newspaper, Ashland Gazette & The Waverly News, Wahoo, NE**

Long-term Metro subscriber uses Metro Templated Special Section (TSS) to tap into the lucrative local senior market with in-demand advertising and editorial.

**CREATE:** Central Weekly Group uses Metro TSSs to create two popular and highly profitable senior sections each year. By tying in the copyright-free editorial content provided in these fully templated, ready-to-run sections with their own local editorial features and advertising, the publisher strikes a chord with local seniors and their families as they look to make decisions regarding their health, finances and lifestyles.

**SELL:** Sales reps focused on reminding businesses that they have an incentive and opportunity to market to both seniors and their adult children who are helping them make important life decisions. The publisher also has a subscription to Metro's MiAD Wizard, an application that allows sales reps to instantly personalize and present spec ads for every sales call.

**PROFIT:** As in virtually every market, editorial and advertising geared toward seniors is in high demand here, and advertising manager Candice Puren reports that this section was very profitable for them.



**Added Plus:** Central Weekly Group prints far more copies of their Living 50+ special section than required for circulation, so they can distribute and replenish them at dental offices, doctors' offices, financial planning businesses, hospital waiting rooms, pharmacies, and other key audience locations.

*"Metro's articles are great for a global look, and tying them in with local content just makes sense."*

– Candice Puren, Advertising Manager

**BH Media Group's Central Weekly Group: Wahoo Newspaper, Ashland Gazette & The Waverly News**

Wahoo, NE  
402.443.4162  
Advertising Manager **Candice Puren**  
candice.puren@wahoonepaper.com





Sue Thomas, owner of Sue's Clotheslines



If you have any questions about licensing Metro images for promotional materials, please call Client Services at 1-800-223-1600.

## Metro Art Becomes Part of a Fashionable Retail Tradition

### Creston Valley Advance, Creston, BC

Metro client uses after-Christmas and Christmas in July art to help a local retailer promote a beloved annual sale theme for seven years and counting!

**CREATE:** For seven years, Sue's Clotheslines has hosted a Santa's Vacation Sale, an annual retail event that takes place in conjunction with the August Long Weekend. The Creston Valley Advance has been there from the start, helping the store promote this popular theme with a series of playful ads incorporating Metro images of Santa relaxing on the beach, playing volleyball, surfing, and enjoying summer. This year, the store also had tee shirts made using Metro-based art to complement their annual ad promotion!

**SELL:** The ad design Jacky Smith of the Creston Valley Advance created was an instant hit for store owner Sue Thomas. The combination of having this ad printed in the newspaper, on the shop's window banner and on employee T-shirts was a win-win-win for the paper and the client.

**PROFIT:** The positive reaction to the Creston Valley Advance's ad designs have generated repeat business for the publication and the retailer. Ms. Thomas says this sale has become an annual event that her customers look forward to, and the Advance has ensured their advertising contributes to its success.

**Added Plus:** Sue's Clotheslines is considering using the T-shirts to raise funds for their charity of choice, the Ministerial Christmas Hamper Program, which organizes holiday food hampers for those in need in the community.

*"This is now our seventh annual for the Santa's Vacation Sale. Jacky works wonders on our advertising!"*

— Sue Thomas, Owner of Sue's Clotheslines

### Black Press Community News Media Creston Valley Advance

Creston, BC  
250.428.2266

Production Manager **Jacky Smith**  
production@crestonvalleyadvance.ca



# Your Best Tips for MCC Image Searches

Use these handy tips, and any combination of image filters with your own keywords, to make the most of your searches in the **MetroCreativeConnection Creative Library**.

### SEARCH

**1**

Exact match ↻

**2** Search Source

Images

Spec Ads & Covers

Autos

Logos

**3** Color Filters

Color + Black & White

Color

Black & White

**4** Shape Filters

Horizontal + Vertical

Horizontal

Vertical

Image Filters

**5** Image Type All

**6** Image Format All

With Hi-res only

The Image Type pull-down menu features popular choices to refine your searches.

- All
- Ad Starter
- Background
- Border
- Burst
- Cartoon
- Frame
- Heading
- Icon Set
- Line Art
- Object
- Photo
- Retro
- Swirl
- Tone Art

## SEARCH

**1. Keywords:** Add relevant keywords for optimal searching. When adding more than one keyword, click the "Exact Match" box. This is a great help to narrow your search. Add keywords in "not these words" to clarify searches. For instance, keywords of "hot dog" and "food" (plus exact match) will bring up edible hot dogs and not Dog Days of Summer dogs that are hot. If you place "hamburger" in the "not these words" field, you'll further eliminate all plates that have both hamburgers and hot dogs.

**2. Search Source:** Click exactly what you need so you can get just images, just spec ads, images AND spec ads, autos from the *Auto Photo Library* (subscription option) or logos (subscription option).

**3. Color Filters:** Use the color filters to narrow your search. The default is "Color," but to see all images, including line art like retro, generic calendar or coloring book images, remember to select "Color + Black & White."

**4. Shape Filters:** The default is set to "Horizontal + Vertical" to return the widest selection. But you can choose horizontal or vertical to refine your search.

**5. Image Filters: Image Type:** Choose from a variety of image types to help you zero in on just the right selection for your project.

**6. Image Filters: Image Format:** You can further refine your search by limiting the image format to TIFF or EPS (vector or Photoshop EPS).

You can also click "With Hi-res only" to search for only those images that offer a 300 dpi high resolution option.

By selecting only *Images* from the *Search Source* and a combination of these filters along with relevant keywords, you can get very precise searches or make them as broad as you want for browsing the widest results.



Swirl option



Retro option



Heading option



Background option



Icon Set option

## Image Type Menu Options

The *Image Type* filter in the *MCC Creative Library* helps you get right to the specific type of image you need. This valuable list is mostly self-explanatory but is nonetheless convenient in narrowing your searches, saving you time and increasing your creative options. Here are some of the choices available under the *Image Type* menu:

**Ad Starter:** Need a good place to start? *Ad starters* provide a combination of an ad frame and/or background with a heading. Add an advertiser special and address info for quick spec ads for your e-mailing or in-person visits. There are also Spanish versions available for bilingual publications.

**Icon Set:** Access a collection of ideal vector-based graphic elements that speak to the essence of any given subject in a one-file download.

**Object:** Need a golf tee? Sun? Cupcake? Easter egg? Christmas wreath? *Objects* are individual elements designed to be used as merchandise, topical attention-getters or for any other advertising need for general and seasonal ads.

**Swirl:** Swirling elements is one of the big design trends of the past few years. Select this option to see the collection of general and seasonal *swirl* imagery to jump start or enhance your creative designs.

**Retro:** You'd expect a company that has been serving the industry for more than 100 years to have a huge archive, and we do. Choose "retro" and see classic images from our archive that can work for today's designs as well as imagery drawn with a retro feel.

You can think of *Ad Type* and *Image Type* pull-down menus as power tools for power users of MCC ... for powerful sales results. M

P1710B04001C





**Halloween Coloring Contest**  
**Enter If You Dare!**

**\$75 Grand Prize**  
**\$50 Second-Place Prize**  
**\$25 Third-Place Prize**

<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com
<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com
<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com



**Color & Send Your Entry Here:**

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
PARENT'S NAME: \_\_\_\_\_  
HOME OR PARENT'S PHONE: \_\_\_\_\_

**Send your completed entry form to:**  
**Halloween Coloring Contest**  
The Somerville Press  
1234 Washington Street | Somerville Heights, KY 00000

Contest open to children ages 10 and under. Limit one entry per child. Entries must be received by October 30, 2017 to be eligible to win. Entries will not be returned and will be considered property of this newspaper to print. Decisions of judges is final. Relatives of newspaper employees and contest sponsors are not eligible to win. For complete contest rules and details, go to [www.namepaper.com/contests](http://www.namepaper.com/contests).

**Usage Note:**

Get your youngest readers involved with a **Halloween Coloring Contest**. Co-sponsor the contest with your advertisers and post entries on your website as they come in with an online gallery. If you wish, suggest each sponsor's location act as a drop-off point for entries. Award prizes by age group plus a grand prize, or whatever is manageable for your staff. Announce the winners on your website on Halloween, including info on where and when the winners can pick up their awards with their parents.

N1710A05001C



**It's Fall Festival Season**

Enter Online to Win FREE Tickets to These Local Fall Events!  
Go to [namenewspaper.com/contests](http://namenewspaper.com/contests).

See contest details, rules and entry guidelines online. Offer by 5 p.m. October 05 to be eligible to win.

**Haunted House**



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

**Fall Festival**



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

**Usage Note:**

Fall is filled with family-friendly festivals. An **It's Fall Festival Season Giveaway** is a great way to promote local festivals and events by offering free tickets. We're suggesting you accept entries online to cross-promote your contest and drive traffic to your website. Sell sponsors for your print promotion, plus give them space on your website as well. Be sure to make your online access mobile-friendly for your readers' convenience.

N1710A05002C

**Apple Festival**



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

**Oktoberfest**



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

**Indie Film Fest**



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

**Haunted Hayride**



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

**Art & Music Festival**



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

**Food Festival**



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



CREATE. SELL. PROFIT.



N1710A06001C - 10x13

October is National Kitchen & Bath Month. A **Dream Kitchens** section or pages can be the perfect tie-in to coordinate your kitchen and bath promotions for the month. See the complete **Themed Event Package** for self-promotion ads to promote your section to readers and advertisers. There is a broadsheet full-page version of the *Quick-Sell* layout in MCC to sell separately, or include the tab version in your section.



N1710A06002C - 5 col x 13  
N1710A06003C - 6 col x 21



N1710A06004C - 10x13

The holidays are coming! The holidays are coming! A **Festive Holiday Parties** section or pages can give your readers ideas for holiday entertaining, and connect them with the advertisers who sell the materials and services they need for successful holiday parties. Sell the *Quick-Sell* layout — in tab or full-page sizes — for inclusion in the section or as a part of your regular ROP page editions.



N1710A06005C - 5 col x 13  
N1710A06006C - 6 col x 21



N1710A06007C - 10x13

Fire Prevention Week is October 8-14. Compose a **Fire Prevention Week** section or pages to inform readers about fire safety in their homes. Prospect advertisers that sell goods and services related to fire safety, but recognize that every advertiser will want to promote fire safety. A full-page broadsheet version of the *Quick-Sell* layout is available in MCC.



N1710A06008C - 5 col x 13  
N1710A06009C - 6 col x 21



N1710A06010C - 10x13

Though home burglary rates have decreased in the past few decades, the Federal Bureau of Investigation notes that a home burglary occurs every 15 seconds in the United States. A **Home Security** section or pages can highlight advertisers who help homeowners protect their homes while providing safety information for readers. Sell the *QuickSell* layout as part of the section or separately for your regular ROP pages.



N1710A06011C - 5 col x 13  
N1710A06012C - 6 col x 21



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

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



See the complete Themed Event Package for these layouts on page 10.



N1710A10001C - 10x13

More than 4 million babies will be born this year across the U.S. and Canada. For new parents, this holiday season will be extra-special. A **Baby's First Christmas** section or pages can give new parents a place to brag a bit about their little bundles of joy during this festive, family-oriented time of year. See the full **Themed Event Package** for ads to help promote your section to readers and potential advertisers. Tab-sized and broadsheet full-page versions of the **Quick-Sell** layout are available on MCC.

N1710A10002C - 5 col x 13  
N1710A10009C - 6 col x 21



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



N1710A11001C - 10x13

Fall begins September 22. A section or pages devoted to **The Great Outdoors Guide** will offer readers the info they want and need for all their fall activities. Sell the **Quick-Sell** layout for the section or to run it in separate ROP editions, and duplicate the layout with alternate editorial from the **MCC Editorial Library** to accommodate additional sales.

N1710A11002C - 5 col x 13  
N1710A11009C - 6 col x 21



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



N1710A12001C - 10x13

October marks Crime Prevention Month and National Fire Prevention Week (Oct. 8-16). A **Fire & Crime Prevention** section or pages can be an inclusive vehicle highlighting how your readers can best protect their families while giving advertisers a place to reach a motivated audience. See this complete **Themed Event Package** for corresponding self-promotion print, web and mobile ads for your readers and advertisers.

N1710A12005C - 5 col x 13  
N1710A12009C - 6 col x 21



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



N1710A13001C - 10x13

Fall is filled with festivals of all types. Publish a **Fall Fun & Festivals Guide** section or pages to highlight what is going on in your area, from music and art festivals to apple and pumpkin festivals, and everything in between. Sell the **Quick-Sell** layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales as more ads are sold.

N1710A13002C - 5 col x 13  
N1710A13009C - 6 col x 21



N1203P46009C-C

## We Deliver

### On-Time Service & Value

- Same-day local courier service
- Nationwide & international shipping
- Rush delivery service available



**Stat Courier Service**

When you're pressed for time, we offer fast, reliable and convenient courier service for your personal and business needs. Visit us online for details, rates and booking!

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

AD# N1710A08001C PASS 2 COL. x 5

N1710P37001C



## Bankruptcy Law

### EXPERIENCE COUNTS

WHEN IT COMES TO BANKRUPTCY LAW, YOU WANT AN ATTORNEY WHO KNOWS THE INS, OUTS AND LATEST CHANGES TO ENSURE THE BEST POSSIBLE OUTCOME FOR YOUR FUTURE. WITH MORE THAN 50 YEARS OF COMBINED EXPERIENCE, WE'RE HERE TO HANDLE EVERYTHING FROM CREDIT REPAIR, DEBT CONSOLIDATION, WAGE GARNISHMENT AND CREDITOR HARASSMENT TO CHAPTER 7 AND CHAPTER 13 FILING WITH THE COURTEOUS AND PROFESSIONAL ATTENTION YOUR CASE DESERVES.

**FREE CASE EVALUATION • CALL US TODAY!**

**SOMERSVILLE BANKRUPTCY LAW CENTER**

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

AD# N1710A08002C PASS 2 COL. x 5

N1710P37002C



## Don't Let a Broken Bone Break the Bank

### Solutions Insurance

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

Call us today to discuss and compare your health insurance options. Our experienced agents are here to answer your questions and help you get the quality coverage that makes the most sense for you and your family.

AD# N1710A08003C PASS 2 COL. x 5

N1710P37004C



## Hey, Smart Dresser!

**99¢ Shirt Service**  
With Dry Cleaning Order of \$15 or More

Have up to six of your business shirts professionally washed and pressed on a hanger for only 99¢ each when you bring in \$15 or more worth of dry cleaning. Offer good anytime, no coupon required!

**Crown Dry Cleaning**

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

AD# N1710A08004C PASS 2 COL. x 5

N1710P37003C

N1203P46009C-C

## Screening Saves Lives



Early detection is often the key to surviving breast cancer. Protect yourself and your loved ones by scheduling a mammogram during Breast Cancer Awareness Month. Our beautiful mammography suite and caring staff of radiologists are here to ensure your comfort and convenience with compassionate and efficient mammography screening service.

**Somersville Hospital**

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

Call Now to Schedule Your Discount Mammogram During Breast Cancer Awareness Month. \$49 Mammogram

Mention this ad to receive the discounted rate when booking your appointment at 000-000-0000 through October 31, 2017.

AD# N1710A08005C PASS 2 COL. x 5

N1710P37005C



## Won't You Be His Forever Protector?

**Pet Adoption Is Easy! \$99 Dog Adoption Fee** includes microchip, vaccination and spay/neuter service. Stop by today to meet dozens of adorable, adoptable pets just waiting for a home like you to give them a second chance at happiness!

Each year, millions of companion animals enter our shelters through no fault of their own. Call or visit us online today to learn how you can make a life-saving difference in the life of a homeless pet by adopting, fostering or volunteering.

**Somersville Animal Shelter**

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

Open Monday-Saturday 9 am-6pm, Sunday 9am-2pm  
24-Hour Emergency Line • 000.000.0000

AD# N1710A08006C PASS 2 COL. x 5

N1710P37006C

Companion WEB + MOBILE ADS available on MCC



## Bringing Care to Where the Comfort Is: Your Own Home

Trusted & Compassionate In-Home Care Specialists  
Nursing | Personal Care | Physical Therapy | Occupational Therapy | Respiratory Therapy | Speech Therapy | Companion Care | Housekeeping & Cooking

Our services are available 24 hours a day, 7 days a week. For details and a free consultation, please contact us by phone or online today.

**Home Care Connection**

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

AD# N1710A08007C PASS 2 COL. x 5

N1710P37007C



## A New Lease on Retirement Life

Have more fun, make more friends and worry less with independent senior apartment living that puts all the services you may want or need at your door.

Private Apartments | Add-On Services | Tiered Care Options | Restaurant Dining | Community Areas & Events

**Emory Village**

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

AD# N1710A08008C PASS 2 COL. x 5

N1710P37008C



## Hospice Care

Providing compassionate and dignified in-home end-of-life care, comfort and support to patients and their families.

Call today to get the help you need to cope and find comfort at this difficult time. We are available 24 hours and accept all types of insurance to provide quality hospice care at little or no cost to you.

**Vista Caregivers**

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

AD# N1710A08009C PASS 2 COL. x 5

N1710P37010C



N1710P36001C-  
N1203P46009C+  
Everyone's Favorite Pizza  
facebook  
Crave-worthy crust, savory sauce, loads of melted cheese and your favorite fresh toppings!  
Dine In | Takeout | Delivery • Open 11AM-10PM Daily  
**Pizza Palace**  
Everyday Deal Large Cheese Pizza Only \$8.99  
One Topping + \$2  
Two Toppings + \$3  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
AD# N1710A09001C PASS 2 COL. x 5 W

N1710P36002C-  
Instant Cash for Your Valuables  
Get fair and honest prices and service from your friendly neighborhood pawn shop.  
BUY | SELL | TRADE | LOAN  
Free Cash Appraisals  
Jewelry | Gold & Silver | Diamonds  
Watches | Musical Instruments | Bikes | Tools  
Electronics | Coins | Collectibles  
Open Monday-Saturday 10am-7pm  
**Bellings Pawn Shop**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
AD# N1710A09002C PASS 2 COL. x 5 W

N1710P36003C-  
N1203P46009C+  
Equipped for Efficiency  
We carry the latest equipment to maximize productivity of your operation with less time and effort. Stop by our showroom today for the best prices and service!  
Sales & Rentals  
New & Used Equipment  
Maintenance & Repair  
New & Used Parts  
Financing Available  
facebook  
**AgCore Equipment**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
AD# N1710A09003C PASS 2 COL. x 5 W

N1710P36004C-  
N1710P09001C+  
Enjoy the Ultimate State of Relaxation.  
In the comfort and convenience of your own backyard  
facebook  
Full Spa Specials  
Stop by our showroom today and find out how easy it is to enjoy the luxury of a hot tub in your home. Sale ends October 01, 2017. Credit approval required. List details, terms and conditions here. See store for details.  
Going On Now Save up to \$500 PLUS, No-Interest Financing for 18 Months  
**Teller Spa Showroom**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
AD# N1710A09004C PASS 2 COL. x 5 W

N1710P36009C-  
FOCUSED  
on the Latest Advances in Eye Care  
Our highly trained surgeons and staff bring decades of experience, understanding and research to your Lasik or cataract surgery, so you can relax and look forward to better vision.  
Contact us today to arrange your free consultation with a surgeon, and get the answers you need to make the best decision for your eye care needs.  
**Somersville Ophthalmology Center**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
AD# N1710A09005C PASS 2 COL. x 5 W

N1710P36006C-  
Find Out Who's Hiring in Your Line of Work  
Create a free online candidate profile today, so we can contact you about great local job opportunities!  
full-time | part-time | temporary | seasonal | temp-to-perm  
**Merit Staffing**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
AD# N1710A09006C PASS 2 COL. x 5 W  
Companion WEB + MOBILE ADS available on MCC

N1710P36007C-  
Protect Your Reputation  
Custom Cybersecurity Solutions for Your Small Business Protect your business and your clients against cyberattacks, data loss and other online risks that can threaten your operation's reputation and future.  
FREE Consultation  
Call or go online to learn more and arrange your free consultation with an experienced and knowledgeable IT professional.  
**Watchdog Cybersecurity**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
AD# N1710A09007C PASS 2 COL. x 5 W

N1710P17001C-  
Putting Your Plans Perfectly In Place  
Your Consultation Is Free! Contact us today to get started.  
All Work Guaranteed | Home Remodeling | Room Additions | Add-a-Level | New Construction  
**Clayton Contracting**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
Local Reference | License#00000001 | Insured & Bonded  
AD# N1710A09008C PASS 2 COL. x 5 W

N1710P18002C-  
Quality Legal Representation  
Our experienced team is here to fight for your best interests.  
Auto Accidents  
Motorcycle Collisions  
Bicycle & Pedestrian Accidents  
Construction Accidents  
Work Injuries  
Defective Products  
Slip & Falls  
Animal Bites  
Wrongful Death  
Medical Malpractice  
No Upfront Costs  
Free Consultation  
**Justice Law Center**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
AD# N1710A09009C PASS 2 COL. x 5 W



SECTION COVER:



AD# N1710A10001C 10. x 13

HEADING:  
N1710P10002C\*O



QUICK SELL:

<p><b>Baby's FIRST Christmas</b> Baby's first holiday gifts</p> <p><b>T</b>he holiday season is a time of joy and celebration for everyone. It's a time to share love and laughter with family and friends. This special section is a great way to commemorate your little one's first holiday season and share it with family and friends both near and far.</p> <p><b>On this page</b> Discover the joy of your new arrival in our Baby's First Christmas special section. This keepsake photo book is a great way to commemorate your little one's first holiday season and share it with family and friends both near and far.</p> <p><b>Advertiser Suggestion</b> <b>Baby Boutique</b> 124 Washington Blvd Somerville, MA 02145 www.babymart.com</p> <p><b>Advertiser Suggestion</b> <b>Worthy Store</b> 124 Washington Blvd Somerville, MA 02145 www.worthystore.com</p> <p><b>Advertiser Suggestion</b> <b>Toy Store</b> 124 Washington Blvd Somerville, MA 02145 www.toystore.com</p> <p><b>Advertiser Suggestion</b> <b>Shoe Store</b> 124 Washington Blvd Somerville, MA 02145 www.shoestore.com</p>	<p><b>Advertiser Suggestion</b> <b>Consignment Shop</b> 124 Washington Blvd Somerville, MA 02145 www.consignment.com</p>
	<p><b>Advertiser Suggestion</b> <b>Department Store</b> 124 Washington Blvd   Somerville, MA 02145   www.namestore.com</p>

AD# N1710A10002C 9.667 x 13  
AD# N1710A10009C PASS 6 COL. x 21

SELF-PROMOTION READER CAMPAIGN:

**Be a Part of Baby's First Christmas**  
Celebrate the joy of your new arrival in our Baby's First Christmas special section. This keepsake photo book is a great way to commemorate your little one's first holiday season and share it with family and friends both near and far.

**Baby's FIRST Christmas**  
A Special Section From NAME NEWSPAPER

To participate, call 000.000.0000 or go online to [name.com/babyfirstchristmas](http://name.com/babyfirstchristmas) before November 00. Look for this very special section in print and online December 00!

AD# N1710A10003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

**An Irresistible Advertising Opportunity**  
Don't miss your chance to be a part of our popular Baby's First Christmas special section. This keepsake supplement is something parents, grandparents, aunts, uncles and friends will show off all season, making it a great place to reach a wide and varied audience of readers with your advertising. To learn more or reserve your ad spot, contact an ad consultant today.

**Baby's FIRST Christmas**  
A Special Section From NAME NEWSPAPER

Call 000.000.0000 or email [names@name.com](mailto:names@name.com) before the November 00 advertising deadline to secure your spot in Baby's First Christmas! This issue will print on December 00.

AD# N1710A10006C PASS 2 COL. x 5

**A Bundle of Christmas Joy for You**  
Celebrate the joy of your new arrival in our Baby's First Christmas special section. This keepsake photo book is a great way to commemorate your little one's first holiday season and share it with family and friends both near and far.

**Baby's FIRST Christmas**  
A Special Section From NAME NEWSPAPER

To participate, call 000.000.0000 or go online to [name.com/babyfirstchristmas](http://name.com/babyfirstchristmas) before November 00. Look for this very special section in print and online December 00!

AD# N1710A10004C PASS 2 COL. x 5

**A Very Special Place to Advertise**  
Don't miss your chance to be a part of our popular Baby's First Christmas special section. This keepsake supplement is something parents, grandparents, aunts, uncles and friends will show off all season, making it a great place to reach a wide and varied audience of readers with your advertising. To learn more or reserve your ad spot, contact an ad consultant today.

**Baby's FIRST Christmas**  
A Special Section From NAME NEWSPAPER

Call 000.000.0000 or email [names@name.com](mailto:names@name.com) before the November 00 advertising deadline to secure your spot in Baby's First Christmas! This issue will print on December 00.

AD# N1710A10007C PASS 2 COL. x 5

**Celebrating a First Christmas?**  
Celebrate the joy of your new arrival in our Baby's First Christmas special section. This keepsake photo book is a great way to commemorate your little one's first holiday season and share it with family and friends both near and far.

**Baby's FIRST Christmas**  
A Special Section From NAME NEWSPAPER

To participate, call 000.000.0000 or go online to [name.com/babyfirstchristmas](http://name.com/babyfirstchristmas) before November 00. Look for this very special section in print and online December 00!

AD# N1710A10005C PASS 2 COL. x 5

**Share in the Joy of Baby's First Christmas**  
Don't miss your chance to be a part of our popular Baby's First Christmas special section. This keepsake supplement is something parents, grandparents, aunts, uncles and friends will show off all season, making it a great place to reach a wide and varied audience of readers with your advertising. To learn more or reserve your ad spot, contact an ad consultant today.

**Baby's FIRST Christmas**  
A Special Section From NAME NEWSPAPER

Call 000.000.0000 or email [names@name.com](mailto:names@name.com) before the November 00 advertising deadline to secure your spot in Baby's First Christmas! This issue will print on December 00.

AD# N1710A10008C PASS 2 COL. x 5





SECTION COVER:



AD# N1710A11001C 10. x 13

HEADING: N1710P11002C\*-O

# The Great OUTDOORS Guide

QUICK SELL:

**The Great OUTDOORS Guide** Fall is the time of year to take in colorful foliage and landscapes.

**Plan your fall foliage excursion**

A shortlist of different destinations awaits you in the heart of autumn. The Great Outdoors Guide is a special section filled with ideas to help you enjoy more quality outdoor time, from tips for first-time campers to local hiking trails, pet-friendly parks and much more.

• Search for top local hiking trails and scenic views. The Great Outdoors Guide is a special section filled with ideas to help you enjoy more quality outdoor time, from tips for first-time campers to local hiking trails, pet-friendly parks and much more.

• Plan for the best of both worlds. The Great Outdoors Guide is a special section filled with ideas to help you enjoy more quality outdoor time, from tips for first-time campers to local hiking trails, pet-friendly parks and much more.

• Find the best of both worlds. The Great Outdoors Guide is a special section filled with ideas to help you enjoy more quality outdoor time, from tips for first-time campers to local hiking trails, pet-friendly parks and much more.

Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
Auto Dealer 1234 Washington Street 555-555-5555 www.name.com	Landscaper 1234 Washington Street 555-555-5555 www.name.com	Grocery Store 1234 Washington Street 555-555-5555 www.name.com
Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
Department Store 1234 Washington Street 555-555-5555 www.name.com	Gas Station 1234 Washington Street 555-555-5555 www.name.com	Auto Mechanic 1234 Washington Street 555-555-5555 www.name.com

AD# N1710A11002C 9.667 x 13  
AD# N1710A11009C PASS 6 COL. x 21

READER CAMPAIGN:

**Enjoy the Great Outdoors**

Spending time in nature is a great way to reduce stress, improve your mood, and enjoy healthy fresh air and exercise. The Great Outdoors Guide is a special section filled with ideas to help you enjoy more quality outdoor time, from tips for first-time campers to local hiking trails, pet-friendly parks and much more.

**The Great OUTDOORS Guide**  
A Special Section From NAME NEWSPAPER

Get your copy, and get inspired! Arriving October 00 In Print & Online at [name.com](http://name.com) / [thegreatoutdoorsguide.com](http://thegreatoutdoorsguide.com)

Subscribe or renew at 000.000.0000 or [name.com](http://name.com).

AD# N1710A11003C PASS 2 COL. x 5

**Get Out More!**

Spending time in nature is a great way to reduce stress, improve your mood, and enjoy healthy fresh air and exercise. The Great Outdoors Guide is a special section filled with ideas to help you enjoy more quality outdoor time, from tips for first-time campers to local hiking trails, pet-friendly parks and much more.

**The Great OUTDOORS Guide**  
A Special Section From NAME NEWSPAPER

Get your copy, and get inspired! Arriving October 00 In Print & Online at [name.com](http://name.com) / [thegreatoutdoorsguide.com](http://thegreatoutdoorsguide.com)

Subscribe or renew at 000.000.0000 or [name.com](http://name.com).

AD# N1710A11004C PASS 2 COL. x 5

**Looking for Fresh Ways to Have Fun?**

Spending time in nature is a great way to reduce stress, improve your mood, and enjoy healthy fresh air and exercise. The Great Outdoors Guide is a special section filled with ideas to help you enjoy more quality outdoor time, from tips for first-time campers to local hiking trails, pet-friendly parks and much more.

**The Great OUTDOORS Guide**  
A Special Section From NAME NEWSPAPER

Get your copy, and get inspired! Arriving October 00 In Print & Online at [name.com](http://name.com) / [thegreatoutdoorsguide.com](http://thegreatoutdoorsguide.com)

Subscribe or renew at 000.000.0000 or [name.com](http://name.com).

AD# N1710A11005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

**Advertise Outside the Box**

Show readers how your products or services can enhance their outdoor experience! The Great Outdoors Guide is a unique special section dedicated to encouraging active outdoor lifestyles, from camping and hiking to pet-friendly parks and free family fun in the fresh air. To learn more about promoting your business in this special section, contact one of our helpful ad consultants today!

**The Great OUTDOORS Guide**  
A Special Section From NAME NEWSPAPER

Call 000.000.0000 or email [name@name.com](mailto:name@name.com) for advertising information. Advertising Deadline: October 00 Issue Date: October 00

AD# N1710A11006C PASS 2 COL. x 5

**Reach an Active Audience**

Show readers how your products or services can enhance their outdoor experience! The Great Outdoors Guide is a unique special section dedicated to encouraging active outdoor lifestyles, from camping and hiking to pet-friendly parks and free family fun in the fresh air. To learn more about promoting your business in this special section, contact one of our helpful ad consultants today!

**The Great OUTDOORS Guide**  
A Special Section From NAME NEWSPAPER

Call 000.000.0000 or email [name@name.com](mailto:name@name.com) for advertising information. Advertising Deadline: October 00 Issue Date: October 00

AD# N1710A11007C PASS 2 COL. x 5

**Get the Word Out About Your Business**

Show readers how your products or services can enhance their outdoor experience! The Great Outdoors Guide is a unique special section dedicated to encouraging active outdoor lifestyles, from camping and hiking to pet-friendly parks and free family fun in the fresh air. To learn more about promoting your business in this special section, contact one of our helpful ad consultants today!

**The Great OUTDOORS Guide**  
A Special Section From NAME NEWSPAPER

Call 000.000.0000 or email [name@name.com](mailto:name@name.com) for advertising information. Advertising Deadline: October 00 Issue Date: October 00

AD# N1710A11008C PASS 2 COL. x 5





SECTION COVER:

October 2017  
A Special Supplement to  
**NAME NEWSPAPER**

# FIRE & CRIME PREVENTION

How to Start a Neighborhood Watch  
Expert Tips for Preventing Identity Theft  
Self-Defense 101  
Wireless Security System FAQs  
Fire Prevention & Safety Tips  
Top Home Electrical Hazards  
Ask a Firefighter

AD# N1710A12001C 10. x 13

HEADING:  
N1710P12001C\*O

# FIRE & CRIME PREVENTION

QUICK SELL:

## CRIME PREVENTION

**Reduce cool-weather fire risk**

There are plenty of ways to stop a home fire from starting.

**D**oing a little extra to reduce the risk for the holidays. As people begin to decorate, it's important to take steps to reduce the risk of a fire. Here are some tips to help you stay safe during the holidays:

- Use only one extension cord per room.
- Do not use extension cords as a permanent wiring solution.
- Do not use extension cords under rugs or in high-traffic areas.
- Do not use extension cords to power multiple appliances.
- Do not use extension cords to power a space heater.
- Do not use extension cords to power a portable heater.
- Do not use extension cords to power a portable heater.
- Do not use extension cords to power a portable heater.

**Clear regularly to prevent gas buildup.**

• Make sure appliances are cleared of lint before use.

• Clean dryer vents regularly.

• Clean furnace filters regularly.

• Clean hot water heaters regularly.

• Clean and inspect heating systems regularly.

• Clean and inspect heating systems regularly.

• Clean and inspect heating systems regularly.

**Check for smoke detectors.**

• Check for smoke detectors in every bedroom and living area.

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• Check for smoke detectors in every bedroom and living area.

<p>Advertiser Suggestion</p> <p><b>Home Improvement Store</b></p> <p>1234 Washington Street Springfield, MA 01103 508-555-1234 www.homeimprovement.com</p>	<p>Advertiser Suggestion</p> <p><b>Contractor</b></p> <p>1234 Washington Street Springfield, MA 01103 508-555-1234 www.contractor.com</p>	<p>Advertiser Suggestion</p> <p><b>Community Event</b></p> <p>1234 Washington Street Springfield, MA 01103 508-555-1234 www.communityevent.com</p>
<p>Advertiser Suggestion</p> <p><b>Grocery Store</b></p> <p>1234 Washington Street Springfield, MA 01103 508-555-1234 www.grocerystore.com</p>	<p>Advertiser Suggestion</p> <p><b>Home Security Company</b></p> <p>1234 Washington Street Springfield, MA 01103 508-555-1234 www.homesecurity.com</p>	<p>Advertiser Suggestion</p> <p><b>Electrician</b></p> <p>1234 Washington Street Springfield, MA 01103 508-555-1234 www.electrician.com</p>

AD# N1710A12002C 9.667 x 13  
AD# N1710A12009C PASS 6 COL. x 21

SELF-PROMOTION READER CAMPAIGN:

## Put Safety First

Are there fire hazards hiding in your home? Would you know what to do in the event of a blaze? Do you know the best ways to protect yourself and your family against crime? Our Fire & Crime Prevention guide has the answers. Be sure to look for this informative special section, and equip yourself with the knowledge you need to keep calm and respond effectively in an emergency situation. After all, an ounce of prevention could save a life.

# FIRE & CRIME PREVENTION

A Special Section From  
**NAME NEWSPAPER**  
Subscribe or renew at 000.000.0000 or [name.com](http://name.com)

October 00, 2017 In Print & Online at [name.com](http://name.com)

AD# N1710A12003C PASS 2 COL. x 5

## Prevention Saves Lives

Are there fire hazards hiding in your home? Would you know what to do in the event of a blaze? Do you know the best ways to protect yourself and your family against crime? Our Fire & Crime Prevention guide has the answers. Be sure to look for this informative special section, and equip yourself with the knowledge you need to keep calm and respond effectively in an emergency situation. After all, an ounce of prevention could save a life.

# FIRE & CRIME PREVENTION

A Special Section From  
**NAME NEWSPAPER**  
Subscribe or renew at 000.000.0000 or [name.com](http://name.com)

October 00, 2017 In Print & Online at [name.com](http://name.com)

AD# N1710A12004C PASS 2 COL. x 5

## Prepare & Be Aware

Are there fire hazards hiding in your home? Would you know what to do in the event of a blaze? Do you know the best ways to protect yourself and your family against crime? Our Fire & Crime Prevention guide has the answers. Be sure to look for this informative special section, and equip yourself with the knowledge you need to keep calm and respond effectively in an emergency situation. After all, an ounce of prevention could save a life.

# FIRE & CRIME PREVENTION

A Special Section From  
**NAME NEWSPAPER**  
Subscribe or renew at 000.000.0000 or [name.com](http://name.com)

October 00, 2017 In Print & Online at [name.com](http://name.com)

AD# N1710A12005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

## Reach More Safety-Conscious Consumers

Created in conjunction with Fire Prevention Week & Crime Prevention Month, our latest special section is a unique opportunity for your business to reach a broad segment of the community. Whether you're promoting related products and services, spreading awareness, or saluting local police officers and firefighters, Fire & Crime Prevention presents an opportunity to align yourself with the safety and well-being of local readers. To learn more about appearing in this special section, contact us today.

# FIRE & CRIME PREVENTION

A Special Section From  
**NAME NEWSPAPER**  
This issue will appear in print and online October 00, 2017.

To reserve your spot, call or email 000.000.0000 | [names@name.com](mailto:names@name.com) Before October 00

AD# N1710A12006C PASS 2 COL. x 5

## Make Fire & Crime Prevention Your Business

Created in conjunction with Fire Prevention Week & Crime Prevention Month, our latest special section is a unique opportunity for your business to reach a broad segment of the community. Whether you're promoting related products and services, spreading awareness, or saluting local police officers and firefighters, Fire & Crime Prevention presents an opportunity to align yourself with the safety and well-being of local readers. To learn more about appearing in this special section, contact us today.

# FIRE & CRIME PREVENTION

A Special Section From  
**NAME NEWSPAPER**  
This issue will appear in print and online October 00, 2017.

To reserve your spot, call or email 000.000.0000 | [names@name.com](mailto:names@name.com) Before October 00

AD# N1710A12007C PASS 2 COL. x 5

## Support Safety in Our Community

Created in conjunction with Fire Prevention Week & Crime Prevention Month, our latest special section is a unique opportunity for your business to reach a broad segment of the community. Whether you're promoting related products and services, spreading awareness, or saluting local police officers and firefighters, Fire & Crime Prevention presents an opportunity to align yourself with the safety and well-being of local readers. To learn more about appearing in this special section, contact us today.

# FIRE & CRIME PREVENTION

A Special Section From  
**NAME NEWSPAPER**  
This issue will appear in print and online October 00, 2017.

To reserve your spot, call or email 000.000.0000 | [names@name.com](mailto:names@name.com) Before October 00

AD# N1710A12008C PASS 2 COL. x 5









N1710P22003C

# The Halloween Scoop

### Usage Note:

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

**Fiesta Party Supply**  
Everything for your monster bash!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Fiesta Party Supply**  
Everything for your monster bash!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Fiesta Party Supply**  
Everything for your monster bash!  
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www.namewebsite.com

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www.namewebsite.com

**Fiesta Party Supply**  
Everything for your monster bash!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**99¢ Universe**  
Halloween treats on the cheap!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**99¢ Universe**  
Halloween treats on the cheap!  
1234 Washington Street • Somersville Heights  
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www.namewebsite.com

**99¢ Universe**  
Halloween treats on the cheap!  
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www.namewebsite.com

**99¢ Universe**  
Halloween treats on the cheap!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**99¢ Universe**  
Halloween treats on the cheap!  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Corner Bar & Grill**  
Halloween Costume Ball 10.28  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Corner Bar & Grill**  
Halloween Costume Ball 10.28  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Corner Bar & Grill**  
Halloween Costume Ball 10.28  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

**Corner Bar & Grill**  
Halloween Costume Ball 10.28  
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www.namewebsite.com

**Corner Bar & Grill**  
Halloween Costume Ball 10.28  
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000-000-0000  
www.namewebsite.com

**Corner Bar & Grill**  
Halloween Costume Ball 10.28  
1234 Washington Street • Somersville Heights  
000-000-0000  
www.namewebsite.com

Companion  
WEB + MOBILE  
ADS available  
on MCC

N1710P23001C

We are your 4-in-1 costume and decoration headquarters for Halloween. Shop everyday low prices on all you need to craft a creepy holiday!

## Howiloween

FREE How-To Workshops  
• Wreath of Horrors  
• Spooky Yard Headstones  
• Easy Kids' Costumes  
Limited space available. RSVP in store or create today!

**Imagine Craft Supply**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

AD# N1710A14002C  
PASS 2 COL. x 5

**Halloween STORE**

- Props
- Wigs
- Masks
- Makeup
- More

Kids' Costumes \$9.99 & up  
Adult Costumes \$19.99 & up

Open Until Midnight Every Day Through Halloween!

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

## Twice The Treats

One for you, one for them!

**BOGO 50% OFF**  
All Halloween Candy  
90¢ and up (2 for \$1.99)  
one each 10/31/17

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

AD# N1710A14004C  
PASS 2 COL. x 5  
N1710P22007C  
AD# N1710A14003C  
PASS 2 COL. x 5  
N1710P21004C  
N1710P21021C  
N1710P21006C  
N1710P21005C  
N1203P46009C

N1710P31002C

Carve out some time for fall fun at the pumpkin farm!

## Halloween Fun Patch

U-Pick Pumpkins Only 29¢ /lb.  
Mini Pumpkins & Decorative Gourds 3 for \$1  
Hayrides \$5 Adults • \$3 Kids & Corn Maze \$2

Apples by the Bushel • Bumper Baskets  
Pickin' Patch • Apple Cider • Baked Apples  
Cider • Caramel • More!

**Glenn Family Farm**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

AD# N1710A14005C  
PASS 2 COL. x 5

## Your Halloween Hosting Headquarters

Easy eats and festive partyware for hassle-free Halloween entertaining.

Orange Devil  
Black Cherry Soda  
Frozen Assorted  
Snacks, Chew & Dip  
Bunching Bakery Treats  
Halloween Paper Goods  
Booze & Cocktail Mixes

**Stan's Grocery Mart**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

## A Treat for You

Save 31% Off  
Any Beauty Service  
During the Month of October

Treat yourself to a new cut or color, a fabulous facial, or a relaxing manicure or pedicure. Call today to book your appointment!

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

AD# N1710A14006C  
PASS 2 COL. x 5  
N1710P23009C  
AD# N1710A14007C  
PASS 2 COL. x 5  
N1710P64028C  
N1203P46009C

AD# N1710A14001C  
AD# N1710A14008C

PASS 6 COL. x 21  
10 x 13





N1710P15007C-●



N1710P15005C-●



N1710P15008C-●



N1710P15001C-●

N1710P15004C-●



N1710P15003C-●



N1710P15002C-●



N1710P15006C-●





N1710P16002C-●



N1710P16003C-●



N1710P16005C-●



N1710P16004C-●



N1710P16001C-●



N1710P16007C-●



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N1710P16002C-  
N1710P64028C-  
N1710P93001C-

N1710P19002C\*-  
N1710P19001C\*-  
N1710P17002C-



Community Calendar  
**October**

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

N1710P15002C-  
N1710P27003C-  
N1710P17002C-



**October 00**  
**Fall Harvest Festival**  
Free admission & fun for the whole family!  
Pine Ridge Park  
10 am-5 pm  
[www.namewebsite.com](http://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](http://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](http://www.namewebsite.com)



**October 00**  
**Oktoberfest**  
Beer tastings, craft vendors, music & more!  
Downtown Somersville  
11 am-7 pm  
[www.namewebsite.com](http://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](http://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](http://www.namewebsite.com)



**October 00**  
**Symphony Concert**  
Tickets now on sale online!  
Somersville Arts Center  
7 pm  
[www.namewebsite.com](http://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](http://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](http://www.namewebsite.com)

**SEE YOU THERE**  
A terrific annual tradition returns! fabulous floats | costume contest | marching bands | candy & prizes  
*Enter if you dare!*

**Halloween Parade**  
Tuesday, October 31  
Beginning at 7:30PM  
Downtown Main Street

**Somersville Chamber of Commerce**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)  
Call or go online to register to participate.



**October 00**  
**Halloween Parade**  
An annual Halloween tradition!  
Downtown Somersville  
7:30 pm  
[www.namewebsite.com](http://www.namewebsite.com)



**October 00**  
**Doggy Adoption Fair**  
Low \$99 Adoption Fee!  
Paws & Claws Pet Supply  
10 am-3 pm  
[www.namewebsite.com](http://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](http://www.namewebsite.com)

**October 00**  
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details here. Event details here. Event details here.  
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0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**October 00**  
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Name Event Location  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**October 00**  
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Name Event Location  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**October 00**  
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Name Event Location  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**October 00**  
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Name Event Location  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**October 00**  
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Name Event Location  
0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**October 00**  
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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](http://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](http://www.namewebsite.com)



**October 00**  
**Breast Cancer Fundraiser**  
10% Off All Sales Benefit Name Organization  
Danford Department Store  
4-9 pm  
[www.namewebsite.com](http://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](http://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](http://www.namewebsite.com)

AD# N1710A19002C  
PASS 3 COL. x 7

N1710P19003C\*-  
N1710P21020C\*-  
N1710P23001C-

N1710P23001C-  
N1710P64002C-

N1710P44001C-  
N1710P64002C-

Companion WEB + MOBILE ADS available on MCC

AD# N1710A19003C  
PASS 6 COL. x 3

N1710P26004C\*-

**SHOP COLUMBUS DAY SAVINGS**

Saturday | Sunday | Monday  
October 7-9, 2017

**up to 40% Off**  
Bedding & Bath | Home Furnishings | Cookware  
Bakeware | Kitchen Electrics | Tabletop | & More

Sail in for big storewide markdowns all weekend!

**Comfort Zone Linens & Home**

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

AD# N1710A19001C PASS 6 COL. x 21

AD# N1710A19004C 10 x 13





N1710P20003C-●



N1710P20002C-●



N1710P20001C-●



N1710P20007C-●



N1710P20004C-●



N1710P20005C-●



N1710P20008C-●



N1710P20006C-●





N1710P21024C-●



N1710P21023C-●



N1710P21020C\*-○



N1710P21019C\*-○



N1710P21010C\*-○



N1710P21016C\*-○



N1710P21025C\*-○



N1710P21001C\*-○



N1710P21002C\*-○



N1710P21009C\*-○



N1710P21015C\*-○



N1710P21003C\*-○



N1710P21004C\*-○



N1710P21006C\*-○



N1710P21013C\*-○



N1710P21005C\*-○



N1710P21012C\*-○



N1710P21008C\*-○



N1710P21007C\*-○



N1710P21014C\*-○



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N1710P21017C\*-○



N1710P21021C\*-○

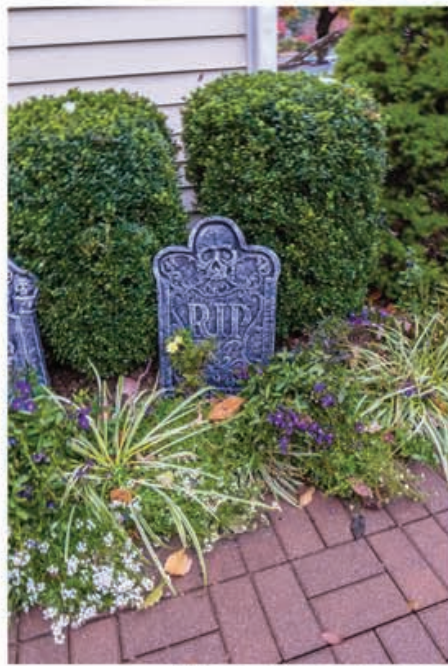


N1710P21011C\*-○





N1710P22007C-●



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N1710P22001C-●



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N1710P22003C-●



N1710P22002C-●





N1710P23005C-●



N1710P23004C-●



N1710P23006C-●



N1710P23001C-●



N1710P23002C-●



N1710P23003C-●



N1710P23008C-●



N1710P23009C-●



N1710P23007C-●



N1710P24003C\*-O

N1710P24006C\*-O

N1710P24005C\*-O

# SPOOKY SPECIALS

*To-die-for Halloween deals from some of our favorite local haunts!*

**BOoGO**  
50% Off  
Footwear for the Whole Family  
October 00-00, 2017

**The Shoe Depot**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

**Buy 2,  
Get 1 FREE**  
Halloween Cookies & Cupcakes  
October 00-00, 2017

**Flours Bake Shop**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

**31% Off  
Pest Control**  
No More Creepy Crawlers!  
October 00-00, 2017 By Appointment

**Bye-Bugs Pest Co.**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

**Free Beauty  
Treat Bag**  
With Purchase of \$10 or More  
While Supplies Last Through 10/31/17

**Discount  
Beauty Supply**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

**Our  
Treat:  
One Free  
Topping**  
With Purchase of  
Large Pizza All October

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

**31% Off  
Any Single  
Item**  
Tuesday, October 31 Only

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

**\$31  
Mani-Pedi  
Combo**  
October 1-31, 2017  
Walk-ins Welcome

**Fancy Nancy  
Nails**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

**Kids in  
Costume  
Eat FREE**  
October 00-00  
One Free Kids' Meal  
Per Paying Adult

**Rick's  
Restaurant**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

AD# N1710A24001C 19.334 x 13



N1710P24001C\*-O

### Usage Suggestion:

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

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

## HALLOWEEN SAFETY TIPS HALLOWEEN HAPPENINGS

N1710P24002C\*-O

N1710P24004C\*-O





N1710P25013C\*-○



N1710P25014C\*-○



N1710P25015C\*-○



N1710P25016C\*-○



N1710P25018C\*-○



N1710P25001C\*-○  
N1710P25002C\*-○



N1710P25003C\*-○  
N1710P25004C\*-○



N1710P25017C\*-○



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N1710P25014C\*-○



N1710P25009C\*-○  
N1710P25010C\*-○



N1710P25005C\*-○  
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N1710P25019A\*-○



N1710P25007C\*-○  
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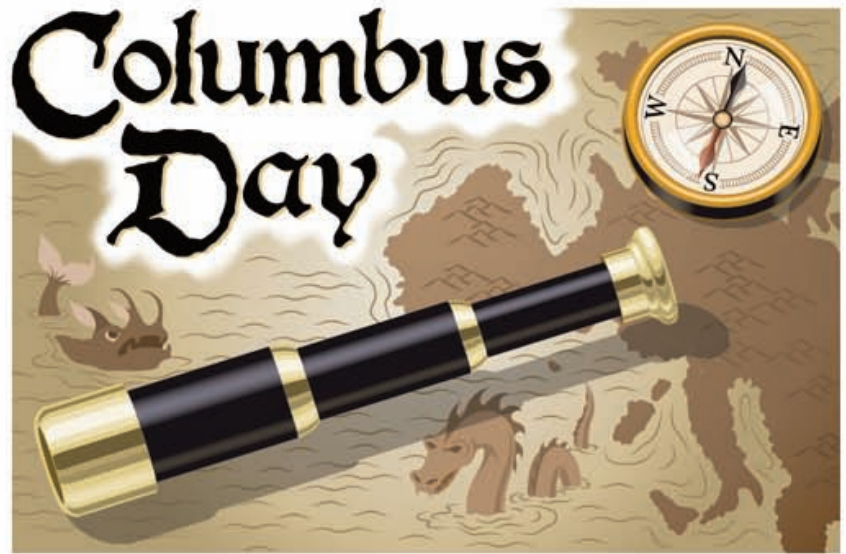


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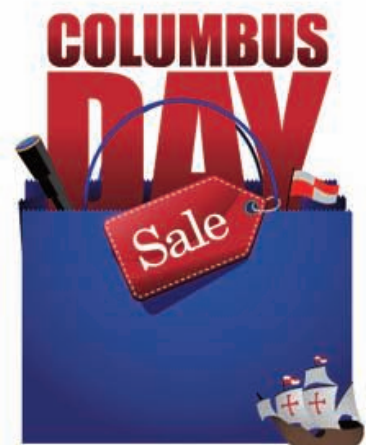
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N1710P26008C\*-○



N1710P26009C\*-○





N1710P27001C-●



N1710P27004C-●



N1710P27003C-●



N1710P27014C-●  
N1710P27015C\*-○



N1710P27002C-●



N1710P27013C\*-○



N1710P27012C\*-○



N1710P27009C\*-○



N1710P27010C\*-○



N1710P27011C\*-○



N1710P27005C\*-○

N1710P27006C\*-○ N1710P27007C\*-○



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N1710P28002C-●



N1710P28003C-●



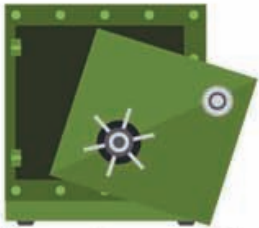
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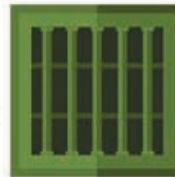
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N1710P28010C\*-○



N1710P28006C\*-○



N1710P28013C\*-○



N1710P28011C\*-○



N1710P28015C\*-○



N1710P28017C\*-○



N1710P28009C\*-○



N1710P28016C\*-○



N1710P28005C\*-○



N1710P28022C\*-○



N1710P28023C\*-○

N1710P28024C\*-○



N1710P28025C\*-○

N1710P28026C\*-○

N1710P29006C\*-○



# Crime Prevention Is Everyone's Business

October is crime prevention Month

Be aware of your surroundings at all times, do your part to keep your neighborhood clean, and always report suspicious activity to your local police department. Keeping our community safe starts with each one of us!

Sponsored by

## Name Business

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

For more helpful crime prevention tips, go to [ncpc.org](http://ncpc.org).

AD# N1710A28001C PASS 6 COL. x 3





N1710P29004C-●



N1710P29003C-●



N1710P29001C-●



N1710P29002C-●



N1710P29006C\*-○



N1710P29009C-●



N1710P29013C\*-○



N1710P29012C\*-○



N1710P29011C\*-○



N1710P29005C\*-○



N1710P29007C\*-○

N1710P29008C\*-○



N1710P29010C\*-○

N1710P28025C\*-○



Take a moment during Fire Prevention Week to make sure your smoke alarms are working properly!

Name Brand Batteries Buy One, Get One 50% OFF select packages

Name Brand Smoke Alarms On Sale From \$8.99 reg. \$12.99-\$39.99

Central Hardware

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

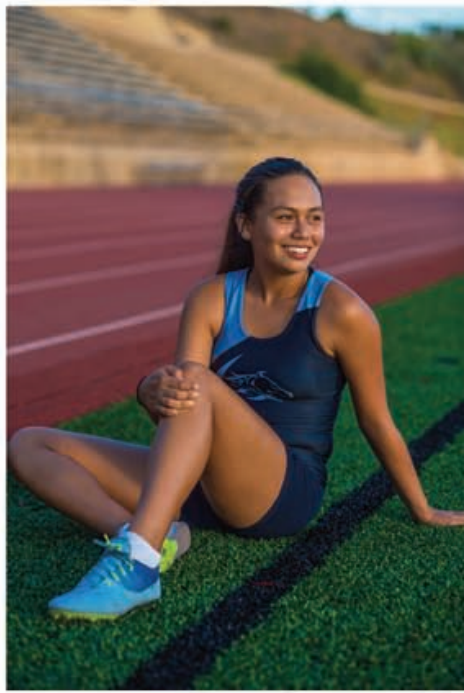
Offers good through 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

AD# N1710A29001C PASS 6 COL. x 3





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N1710P30001C-●



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N1710P31005C-●



N1710P31008C-●





N1710P32002C-●



N1710P32004C-●



N1710P32003C-●



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N1710P32006C-●



N1710P32008C-●



N1710P29004C

## Community Focus on FIRE SAFETY




**Follow these 10 tips to help protect yourself, your family and your property against fire hazards.**

<p>Install a fire alarm in every sleeping area and on every level of your home, and be sure to test alarms every month. Blinking smoke alarms reduce the risk of death in a home fire in half.</p> <p><b>Name Sponsor</b></p>	<p>Always turn off space heaters when you leave the room or go to sleep. Space heaters are the cause of about 79 percent of total home heating fires.</p> <p><b>Name Sponsor</b></p>
<p>Check the manufacture date on the back of your home's smoke alarms. Smoke alarms should be replaced at least every 10 years! Batteries should be replaced every year.</p> <p><b>Name Sponsor</b></p>	<p>Remain in the kitchen when frying, grilling or broiling food. Turn off the stove whenever you leave the kitchen, and never leave home while food is cooking.</p> <p><b>Name Sponsor</b></p>
<p>Never leave burning candles unattended, and always keep matches and lighters out of reach from children.</p> <p><b>Name Sponsor</b></p>	<p>Inspect electrical cords regularly, and replace cords that are cracked or damaged or have broken plugs or loose connections.</p> <p><b>Name Sponsor</b></p>
<p>Make a fire action plan, so every member of your household knows how to escape and when to meet outdoors in the event of a home fire.</p> <p><b>Name Sponsor</b></p>	<p>In the event of a fire, crawl to safety. Use the back of your hand to feel if a door is hot before opening it. If it feels hot, try to use another exit.</p> <p><b>Name Sponsor</b></p>
<p>Over half of home heating fire deaths are caused by equipment being placed too close to things that can burn. Make sure upholstered furniture, clothing, mattresses and bedding are at least three feet from heating sources.</p> <p><b>Name Sponsor</b></p>	<p>If your clothes catch on fire, stop, drop and roll until the fire is extinguished. Running will cause a fire to burn faster.</p> <p><b>Name Sponsor</b></p>

AD# N1710A33001C 8.5 x 11

N1710P29003C

## Community Focus on CRIME PREVENTION



**Follow these 10 tips to help protect yourself, your family and your property against crime.**

<p>Burglars will often look for homes that are easy targets. Install strong, double locks on your home, secure windows, keep shrubbery in front of your home trimmed, and illuminate entries and walkways.</p> <p><b>Name Sponsor</b></p>	<p>Help protect your against cyber crime by securing your computer before you go online with strong anti-virus, anti-spyware and anti-spam security along with a firewall to spy hackers.</p> <p><b>Name Sponsor</b></p>
<p>Teach children important phone numbers, such as a parent's work and cell phone numbers, as well as their home address. If they have trouble remembering the information, write it on a card, and have them carry it with them at all times.</p> <p><b>Name Sponsor</b></p>	<p>Protect your home wireless network with a strong password. When using public Wi-Fi hot spots, avoid financial transactions, as these connections are not necessarily secure.</p> <p><b>Name Sponsor</b></p>
<p>Get to know your neighbors, and look out for suspicious activity together. Working together and with law enforcement to make your neighborhood a safe place is beneficial to everyone.</p> <p><b>Name Sponsor</b></p>	<p>Request a credit report from all three major credit reporting agencies at least once a year. If you are not satisfied with the report, you can review your credit and check to see if someone has opened accounts in your name. Contact the credit agencies to report any errors immediately.</p> <p><b>Name Sponsor</b></p>
<p>Place items of value and shopping bags out of sight from your vehicle's windows to avoid attracting potential thieves.</p> <p><b>Name Sponsor</b></p>	<p>Activate or buy parental controls for your computer to limit children to safe websites and restrict what they can't do. Direct your computer with spyware. Review your children's messaging and social networking sites to help protect against predators.</p> <p><b>Name Sponsor</b></p>
<p>Be aware of your surroundings at all times, especially when wearing headphones or listening to music.</p> <p><b>Name Sponsor</b></p>	<p>Make sure kids know to never give out their personal information or send pictures to strangers or unknown websites, and advise them to be privacy setting or place on any social networking site.</p> <p><b>Name Sponsor</b></p>

AD# N1710A33002C 8.5 x 11

N1710P25001C

## Halloween Coupon Treats

There's no trick to it...  
**Just clip and save!**



<p><b>BOGO 50% Off</b> Name Brand Bagged Candy</p> <p><small>Exp. 10/31/17. Limit one coupon per customer. See store for restrictions. ©2017 Name Brand. All rights reserved. For more information, visit <a href="http://www.namebrand.com">www.namebrand.com</a>.</small></p> <p><b>Five-&amp;Ten General Store</b> 1234 Washington Street 000-000-000   <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Name Brand Face Painting Kit</b> <b>ONLY \$5.99</b></p> <p><small>Exp. 10/31/17. Limit one coupon per customer. See store for restrictions. ©2017 Name Brand. All rights reserved. For more information, visit <a href="http://www.namebrand.com">www.namebrand.com</a>.</small></p> <p><b>Five-&amp;Ten General Store</b> 1234 Washington Street 000-000-000   <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Halloween Party Favors</b> 50-Count Variety Pack <b>\$7.99</b></p> <p><small>Exp. 10/31/17. Limit one coupon per customer. See store for restrictions. ©2017 Name Brand. All rights reserved. For more information, visit <a href="http://www.namebrand.com">www.namebrand.com</a>.</small></p> <p><b>Five-&amp;Ten General Store</b> 1234 Washington Street 000-000-000   <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
<p><b>20% Off</b> Any Single Costume Child &amp; Adult Size</p> <p><small>Exp. 10/31/17. Limit one coupon per customer. See store for restrictions. ©2017 Name Brand. All rights reserved. For more information, visit <a href="http://www.namebrand.com">www.namebrand.com</a>.</small></p> <p><b>Five-&amp;Ten General Store</b> 1234 Washington Street 000-000-000   <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>15% Off</b> All Halloween Lawn Inflatables</p> <p><small>Exp. 10/31/17. Limit one coupon per customer. See store for restrictions. ©2017 Name Brand. All rights reserved. For more information, visit <a href="http://www.namebrand.com">www.namebrand.com</a>.</small></p> <p><b>Five-&amp;Ten General Store</b> 1234 Washington Street 000-000-000   <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>Halloween Window Clings</b> 12-Count Package <b>\$4.99</b></p> <p><small>Exp. 10/31/17. Limit one coupon per customer. See store for restrictions. ©2017 Name Brand. All rights reserved. For more information, visit <a href="http://www.namebrand.com">www.namebrand.com</a>.</small></p> <p><b>Five-&amp;Ten General Store</b> 1234 Washington Street 000-000-000   <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>
<p><b>Name Brand Halloween Pet Costumes</b> <b>ONLY \$9.99</b></p> <p><small>Exp. 10/31/17. Limit one coupon per customer. See store for restrictions. ©2017 Name Brand. All rights reserved. For more information, visit <a href="http://www.namebrand.com">www.namebrand.com</a>.</small></p> <p><b>Five-&amp;Ten General Store</b> 1234 Washington Street 000-000-000   <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	<p><b>BOGO 50% Off</b> Name Brand Halloween Snacks</p> <p><small>Exp. 10/31/17. Limit one coupon per customer. See store for restrictions. ©2017 Name Brand. All rights reserved. For more information, visit <a href="http://www.namebrand.com">www.namebrand.com</a>.</small></p> <p><b>Five-&amp;Ten General Store</b> 1234 Washington Street 000-000-000   <a href="http://www.namewebsite.com">www.namewebsite.com</a></p>	

**Five-&Ten General Store**  
1234 Washington Street | Somersville Heights  
000-000-000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1710A33003C 8.5 x 11

FRONT

N1710P25004C

## Play It Safe on Halloween

Review these **safety tips** with your little ghouls and goblins for a happy and healthy Halloween!



<p><b>Never go trick-or-treating alone, and always stay in a familiar neighborhood.</b></p>	<p><b>Make sure there aren't any parts of your costume that drag on the ground or block your vision.</b></p>	<p><b>Cross streets at crosswalks, and never enter the street from in between parked cars.</b></p>
<p><b>Carry a flashlight and wear bright or reflective clothing, adding reflective tape to your costume if needed.</b></p>	<p><b>Stay away from pets. Even pets you know may not recognize you in your costume.</b></p>	<p><b>Review a trick-or-treating route with parents before you go out, and be sure to obey your curfew.</b></p>
<p><b>Trick-or-treat only at houses that are lit up, and never go inside of anyone's home.</b></p>	<p><b>Make sure swords and props are flexible, so they can't accidentally hurt you or anyone else.</b></p>	

**Five-&Ten General Store**  
1234 Washington Street | Somersville Heights  
000-000-000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1710A33004C 8.5 x 11

BACK





N1710P34008C-●



N1710P34003C-●



N1710P34005C-●



N1710P34006C-●



N1710P34001C-●



N1710P34002C-●



N1710P34004C-●



N1710P34009C-●



N1710P34007C-●





N1710P35005C-●



N1710P35006C-●



N1710P35007C-●



N1710P35010C-●



N1710P35009C-●



N1710P35002C-●



N1710P35003C-●



N1710P35001C-●



N1710P35004C-●



N1710P35008C-●





N1710P36005C-●



N1710P36009C-●



N1710P36007C-●



N1710P36003C-●



N1710P36010C-●



N1710P36008C-●



N1710P36002C-●



N1710P36001C-●



N1710P36004C-●



N1710P36006C-●





N1710P37009C-●



N1710P37006C-●



N1710P37008C-●



N1710P37010C-●



N1710P37007C-●



N1710P37004C-●



N1710P37005C-●



N1710P37002C-●



N1710P37001C-●



N1710P37003C-●



# Powerfully PINK



United we stand in the fight against breast cancer because we are stronger together! These local businesses have joined together to support breast cancer awareness and research by donating 10% of their October profits to Name Organization in honor of Breast Cancer Awareness Month.

N1710P38001C\*O

N1710P38002C\*O

N1710P55001C\*O

## Image Hair Salon

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



## Harold's Auto Repair

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



## Maple Family Restaurant

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

## Lotus Day Spa

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



## Grant's Gourmet Market

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



## Vibrance Health Foods

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

## LTD Auto Sales

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



## The Nail Bar

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



## Central Hardware

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

## Sundries General Store

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



## Paws & Claws Pet Supply

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



## Care Pharmacy

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

## Chic Boutique

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



## Eco-Touch Dry Cleaners

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



## Impressions Footwear

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

AD# N1710A38001C

PASS 6 COL. x 10

AD# N1710A38002C

10 x 13



N1710P39002C\*-O

N0906P13003C-●

N1509P48004C-●

N1710P32002C-●

AD# N1710A39003C  
PASS 6 COL x 3

# Baby's First Christmas

Congratulations to all of the parents and new arrivals celebrating their first Christmas together!



**Anita Peterson**  
March 12, 2017  
Merry Christmas to our beautiful bundle of joy! Love, Mommy & Daddy



**James Wilshire**  
August 8, 2017  
We can't wait to meet you this Christmas! Love, Aunt Linda & Uncle Bill



**Angelica Ramirez**  
May 27, 2017  
You are the best gift we can imagine! Love, Grandma & Grandpa Garrett



**Joseph Farling**  
September 1, 2017  
Welcome to your first Christmas! Love, Mom & Dad



**Anita Peterson**  
March 12, 2017  
Merry Christmas to our beautiful bundle of joy! Love, Mommy & Daddy



**James Wilshire**  
August 8, 2017  
We can't wait to meet you this Christmas! Love, Aunt Linda & Uncle Bill



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May 27, 2017  
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August 8, 2017  
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## Financial Planning for Their Growing Needs

Education Savings | Portfolio Management | Retirement Planning | Life Insurance | Annuities | Estate Planning

Call to arrange your free consultation with a certified financial advisor today.

### Vantage Financial

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

AD# N1710A39001C PASS 6 COL x 21  
AD# N1710A39002C 10 x 13



# Promote Premium Placement Opportunities With Metro AdScapes

Use this Adscape to gain prime exposure for a National Pizza Month ad by a pizza business. The ad is easily adaptable for any number of advertiser categories that share an affinity for the subject with simple copy alterations. 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.

Use this Adscape to gain prime exposure for a National Pizza Month ad by a pizza business. The ad is easily adaptable for any number of advertiser categories that share an affinity for the subject with simple copy alterations. 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.

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Use this Adscape to gain prime exposure for a National Pizza Month ad by a pizza business. The ad is easily adaptable for any number of advertiser categories that share an affinity for the subject with simple copy alterations. 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.

Use this Adscape to gain prime exposure for a National Pizza Month ad by a pizza business. The ad is easily adaptable for any number of advertiser categories that share an affinity for the subject with simple copy alterations. 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.

## Usage Note:

Use this Adscape shaped specialty ad to gain prime exposure for a National Pizza Month ad by a pizza business. The ad is easily adaptable for any number of advertiser categories that share an affinity for the subject with simple copy alterations. 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

N1710P40001C

## Grab Another Slice It's Pizza Month!

We're giving you more of what you love during National Pizza Month all October.

Enjoy One Free Topping With a Large Pizza Purchase  
Enjoy a Medium Pizza For the Price of a Small  
Enjoy a Large Pizza For the Price of a Medium

Offers good for dine-in, takeout or delivery service!

# Pisa Pizza

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



AD# N1710A40001C

PASS 6 COL x 21







N1710P41001K-●



N1710P41008A-●



N1710P41002A-●



N1710P41013A-●



N1710P41012A-●



N1710P41005A-●



N1710P41006A-●



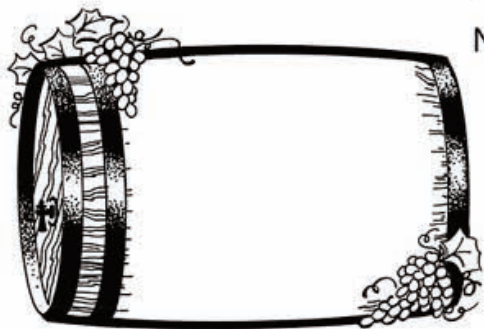
N1710P41007A-●



N1710P41011A-●



N1710P41003A-●



N1710P41009A-●



N1710P41010A-●



N1710P41004A-●





# Halloween

N1710P42012A-●



N1710P42007A-●



N1710P42006A-●



N1710P42011A-●



N1710P42008A-●



N1710P42009A-●



N1710P42002K-●



N1710P42010A-●



N1710P42004A-●



N1710P42001K-●



N1710P42005A-●



N1710P42013A-●

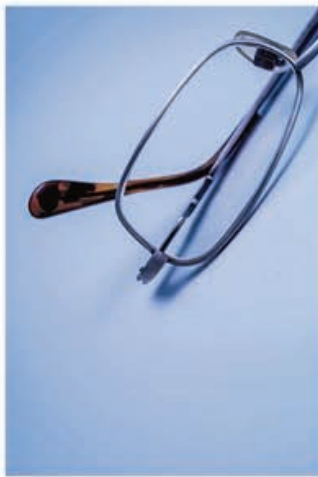


N1710P42003A-●





N1710P43007C-●



N1710P43008C-●



N1710P43006C-●



N1710P43005C-●



N1710P43003C-●



N1710P43004C-●



N1710P43002C-●



N1710P43001C-●





N1710P44005C-●



N1710P44004C-●



N1710P44007C-●



N1710P44003C-●



N1710P44008C-●



N1710P44002C-●



N1710P44001C-●



N1710P44006C-●





N1710P45007C-●



N1710P45008C-●



N1710P45003C-●



N1710P45004C-●



N1710P45006C-●



N1710P45005C-●



N1710P45002C-●



N1710P45001C-●





N1710P46008C-●



N1710P46002C-●



N1710P46009C-●



N1710P46001C-●



N1710P46006C-●



N1710P46007C-●



N1710P46003C-●



N1710P46005C-●



N1710P46004C-●





N1710P47010C\*-○



N1710P47012C\*-○



N1710P47011C\*-○



N1710P47013C\*-○



N1710P47003C\*-○



N1710P47002C\*-○



N1710P47001C\*-○



N1710P47006C\*-○



N1710P47005C\*-○



N1710P47004C\*-○



N1710P47009C\*-○



N1710P47008C\*-○



N1710P47007C\*-○





N1710P48015C\*-O



N1710P48006C\*-O



N1710P48012C\*-O



N1710P48008C\*-O



N1710P48009C\*-O



N1710P48010C\*-O



N1710P48005C\*-O



N1710P48004C\*-O



N1710P48013C\*-O



N1710P48014C\*-O



N1710P48011C\*-O



N1710P48003C\*-O



N1710P48007C\*-O



N1710P48002C\*-O



N1710P48001C\*-O



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.



N1710P49004C-●



N1710P49003C-●



N1710P49002C-●



N1710P49006C-●



N1710P49001C-●



N1710P49007C\*-○  
N1710P49008C\*-○



N1710P49005C-●



N1710P49011C\*-○  
N1710P49012C\*-○



N1710P49010C\*-○



N1710P49013C\*-○  
N1710P49014C\*-○



WHY NOT SHOP HERE!  
N1710P49015C\*-○



N1710P49009C\*-○



AD# N1710A49001C PASS & COL x 3

## Beat the rush!

Your local merchants already have great gift ideas in store for Christmas. Stop in today for the best selection, and enjoy a hassle-free holiday!

**Did you know?** Many of your favorite local shops offer Christmas layaway plans. Be sure to ask!

**Main Street Somersville Business Association**

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





N1710P50001C-●

### Usage Notes:

Use these backgrounds to help promote services and merchandise for fall sales, Columbus Day, Halloween, Breast Cancer Awareness Month, Oktoberfest, 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)



N1710P50007C-●



N1710P50009C-●



N1710P50002C-●



N1710P50003C-●



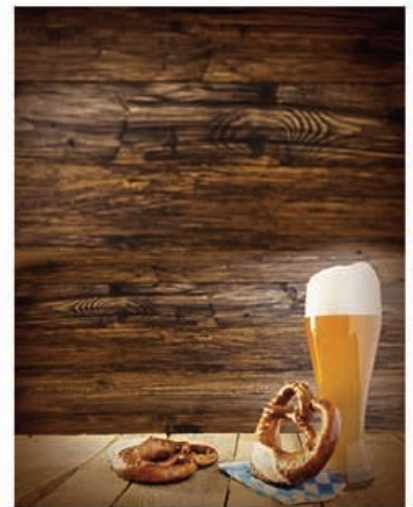
N1710P50004C-●



N1710P50005C-●



N1710P50006C-●



N1710P50008C-●



N1710P51001C-



**Usage  
Suggestions:**

These banner-style photos can be utilized as backgrounds or page headers for all types of ads and pages in print and online. Try them for a variety of promotions for fall, Halloween ... and more.

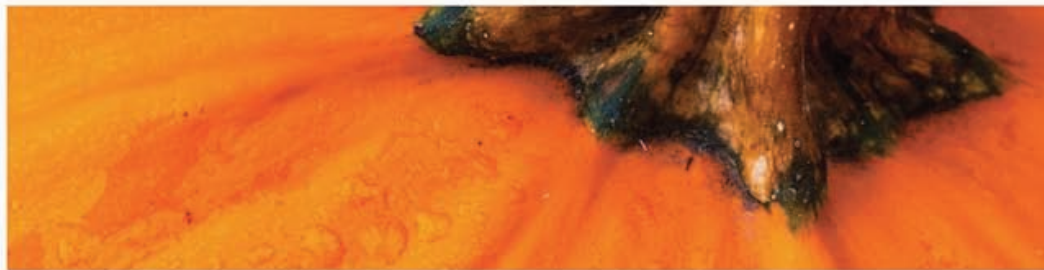
N1710P51002C-



N1710P51003C-



N1710P51004C-



N1710P51005C-



N1710P51006C-





**We Support  
Breast Cancer Awareness**

N1710P52022C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1710P52004C\*-O  
N1710P52013C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

*Columbus Day  
Festival*

N1710P52023C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1710P52005C\*-O  
N1710P52014C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**Go Pink**

N1710P52019C\*-O  
(BACKGROUND ONLY)  
N1710P52001C\*-O  
N1710P52010C\*-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

**BE AWARE.  
STAY SAFE.**

N1710P52024C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1710P52006C\*-O  
N1710P52015C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**FIRE SAFETY  
ESSENTIALS**

N1710P52025C\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1710P52007C\*-O  
N1710P52016C\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**EEK!**

N1710P52020C\*-O  
(BACKGROUND ONLY)  
N1710P52002C\*-O  
N1710P52011C\*-O  
(SPANISH VERSION)

PASS 1 COL. x 5.25

**Frightful  
Fun**

N1710P52026\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1710P52008\*-O  
N1710P52017\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**Oktoberfest  
Specials**

N1710P52027\*-O  
(BACKGROUND ONLY-METROBIZ)  
N1710P52009\*-O  
N1710P52018\*-O  
(SPANISH VERSION)

PASS 2 COL. x 5.25

**Beer Hall**

N1710P52021C\*-O  
(BACKGROUND ONLY)  
N1710P52003C\*-O  
N1710P52012C\*-O  
(SPANISH VERSION)

PASS 1 COL. x 5.25





MCC KEYWORD HINT: Tutor  
N1710P53007C-●



MCC KEYWORD HINT: Produce Market  
N1710P53008C-●



MCC KEYWORD HINT: Plumber  
N1710P53009C-●



MCC KEYWORD HINT: Architect  
N1710P53010C-●



MCC KEYWORD HINT: Attorney  
N1710P53011C-●



MCC KEYWORD HINT: Fishing  
Charter Captain  
N1710P53012C-●

### 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.



N1710P53001C\*-○



N1710P53002C\*-○



N1710P53003C\*-○



N1710P53004C\*-○



N1710P53005C\*-○



N1710P53006C\*-○





N1710P54019C\*-O



N1710P54018C\*-O



N1710P54001C\*-O



N1710P54003C\*-O



N1710P54020C\*-O



N1710P54015C\*-O



N1710P54010C\*-O



N1710P54002C\*-O



N1710P54017C\*-O



N1710P54016C\*-O



N1710P54008C\*-O



N1710P54009C\*-O



N1710P54013C\*-O



N1710P54014C\*-O



N1710P54011C\*-O



N1710P54012C\*-O



N1710P54006C\*-O



N1710P54004C\*-O



N1710P54007C\*-O



N1710P54005C\*-O





N1710P55002C\*-O



N1710P55001C\*-O



N1710P55004C\*-O



N1710P55008C\*-O



N1710P55003C\*-O



N1710P55005C\*-O



N1710P55006C\*-O

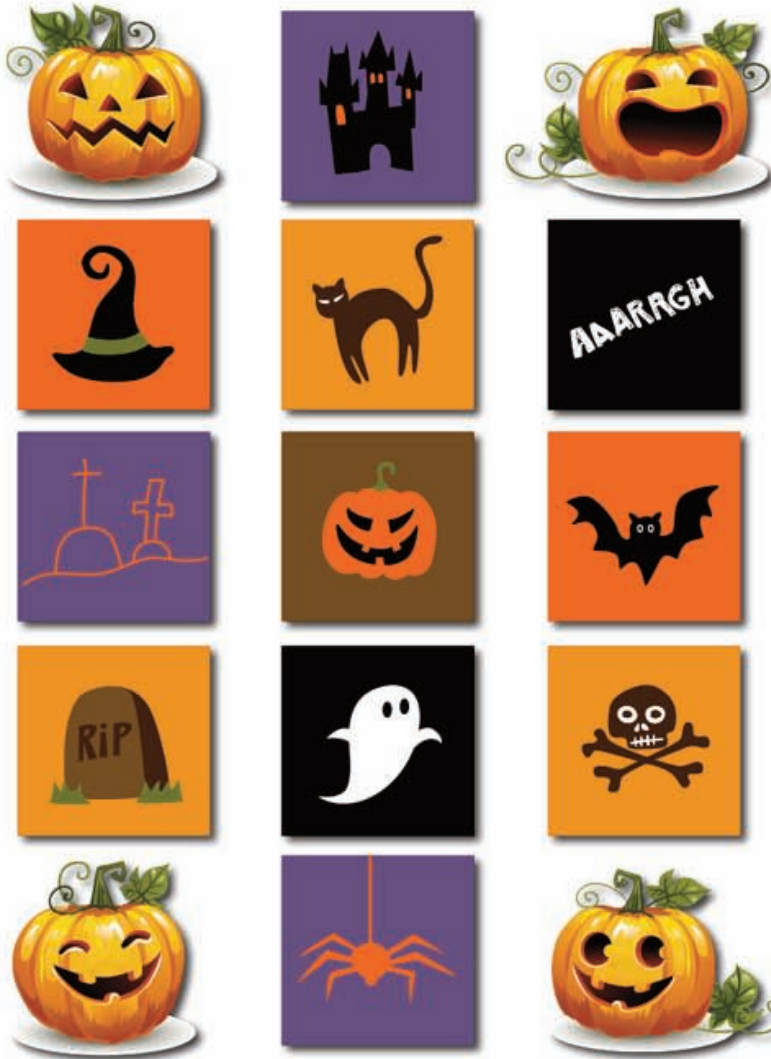


N1710P55009C\*-O



N1710P55007C\*-O





MCC KEYWORDS: ICON SET, HALLOWEEN  
N1710S56003C\*-O



MCC KEYWORDS: ICON SET, BABY, INFANT  
N1710S56001C\*-O



MCC KEYWORDS: ICON SET, POLICE, CRIME  
N1710S56002C\*-O



MCC KEYWORDS: ICON SET, FIREFIGHTING EQUIPMENT  
N1710S56006C\*-O



MCC KEYWORDS: ICON SET, OKTOBERFEST  
N1710S56005C\*-O



MCC KEYWORDS: ICON SET, HALLOWEEN MASKS, COSTUMES  
N1710S56004C\*-O





N1710P57017C\*-O



N1710P57018C\*-O



N1710P57019C\*-O



N1710P57020C\*-O



N1710P57021C\*-O



N1710P57022C\*-O



N1710P57023C\*-O



N1710P57024C\*-O



N1710P57025C\*-O



N1710P57026C\*-O



N1710P57028C\*-O



N1710P57027C\*-O



N1710P57030C\*-O



N1710P57029C\*-O



N1710P57031C\*-O



N1710P57032C\*-O



N1710P57033C\*-O



N1710P57034C\*-O



N1710P57035C\*-O



N1710P57001C\*-O



N1710P57002C\*-O



N1710P57003C\*-O



N1710P57004C\*-O



N1710P57013C\*-O



N1710P57014C\*-O



N1710P57015C\*-O



N1710P57016C\*-O



N1710P57005C\*-O



N1710P57007C\*-O



N1710P57006C\*-O



N1710P57008C\*-O



N1710P57009C\*-O



N1710P57010C\*-O



N1710P57011C\*-O



N1710P57012C\*-O



MCC KEYWORDS: ICON SET, HALLOWEEN.  
N1710S57036C\*-O



Bonus images available in the MCC Creative Library:



N1710P5804C



N1710P5803C



N1710P5805C



N1710P5806C



N1710P5802C



N1710P581C

## 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!

**DRIVE & Ride**

October 2017  
A Special Section From  
**NAME NEWSPAPER**

**Trade-In TIPS**  
*How to improve the value of your trade-in*

**Beat the Breakdown Blues**  
*What to do when your vehicle breaks down*

**Camper Care**  
*A guide to RV maintenance*

QR CODE

TSS COVER

**Drive Sales**  
*With Specialized Section Advertising*

With more advertisers in your product and service in our Drive & Ride special section, you'll benefit from more targeted advertising. Increase your ad sales by advertising in this special section, your business will benefit from targeted exposure to drivers in more than 10,000 local households, putting the key to more sales.

**DRIVE & Ride**

Special Section From  
**NAME NEWSPAPER**

It's more than just an advertisement today!  
Call 800.223.1600 or email [service@metro-newspapers.com](mailto:service@metro-newspapers.com)  
Ad Recruitment Deadline: October 09  
Issue Date: October 09

**Advertisement Rates**

Space & Copy Deadline: October 09	Print Date: October 09
<b>Ad Sizes &amp; Rates</b>	
Full Page	\$1,200.00
Half Page	\$600.00
Quarter Page	\$300.00
Spot Rate	\$100.00

8.5 x 11 SALES SHEET

**Make Your Advertising Dollars Go Further!**

Shift more attention to your products and services in our Drive & Ride special section. This focused environment is loaded with informative automotive features to give you real interest, and get them even more. All advertising in this special section, your business will benefit from targeted exposure to drivers in more than 10,000 local households, putting the key to more sales.

**DRIVE & Ride**

Special Section From  
**NAME NEWSPAPER**

It's more than just an advertisement today!  
Call 800.223.1600 or email [service@metro-newspapers.com](mailto:service@metro-newspapers.com)  
Ad Recruitment Deadline: October 09  
Issue Date: October 09

PASS 2 COL. x 5

**Gear Up for a Better Ride**

Our Drive & Ride special section is geared toward helping you stay safe on the road and get the most from your automotive dollars. Drive trade-in tips to help you get the most from your trade-in, you'll find helpful features along with valuable advertising and special offers from local car care pros in this most-read special section.

**DRIVE & Ride**

Special Section From  
**NAME NEWSPAPER**

For Print: 10 October October 09  
[metro-newspapers.com/drive&ride](http://metro-newspapers.com/drive&ride)  
Subscribe or issue at 800.223.1600 or [www.metro-newspapers.com](http://www.metro-newspapers.com)

PASS 2 COL. x 5



Bonus images available in the MCC Creative Library:



N1710P59003C-●



N1710P59001C-●



N1710P59002 C-●



N1710P59006C-●



N1710P59005C-●



N1710P59004C-●

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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



# Comprehensive Cancer Care



From screening services and treatment plans to cancer research and clinical trials, we offer a full spectrum of cancer care and prevention programs with an integrated approach.

**Advanced Cancer Treatment and Support Therapies Personalized for You**  
 Breast Cancer  
 Gynecologic Cancer  
 Prostate Cancer  
 Skin Cancer  
 Sarcoma & Bone Cancer  
 Lung Cancer  
 Gastrointestinal Cancer  
 Brain Cancer

*Trusted. Respected. Dedicated.*

Contact us today to discuss your treatment options with a cancer care specialist.

## Gaynes Hospital Cancer Care Center

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

AD# N1710A60001C PASS 6 COL. x 10

N1710P37009C-●

## Beauty Stock-Up Event

Now is the perfect time to make over your cosmetic bag with the latest color palettes and beauty trends for autumn!

**Save up to 40% Off**  
 Cosmetics | Nail Polish  
 Beauty Tools | Hair Care  
 Fragrances | Skin Care & More  
 Now Through Sunday

**Plus, Bonus Offers & BOGO Specials**  
 on select items while supplies last

*Avant Beauty Supply*

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

Facebook icon | Twitter icon

Here are some doctor-recommended guidelines for how often you should replace your cosmetics to ensure safe use:  
 ✓ MASCARA: Replace every 3 months  
 ✓ LIQUID EYELINER: Replace every 3 months  
 ✓ LIP GLOSS: Replace every 6 months  
 ✓ LIPSTICK: Replace every 12 months  
 ✓ LIQUID FOUNDATION: Replace every 12 months  
 ✓ LIQUID EYESHADOW: Replace every 12 months  
 ✓ CREAM BLUSH: Replace every 12 months  
 ✓ EYESHADOW: Replace every 2 years  
 ✓ POWDER BLUSH: Replace every 2 years  
 ✓ EYE & LIP PENCILS: Replace every 2 years  
 Beauty Hint: Write the date on cosmetic products when you first open them to keep accurate track of how long you've been using them!

Sale runs October 09-20, 2017. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1710A60002C PASS 6 COL. x 10

N1710P60001C-●



N1710P22001C



## Let the Ghoul Times Roll

Join us if you dare for a devilishly good time!

**Halloween Costume Bash**  
Saturday, October 28  
Doors creak open at 5pm

\$3 Brew Specials  
\$4 Magic Potion Shots  
\$5 Cauldron Cocktails

No Cover  
Free Costume Contest at Midnight  
\$100 Gift Card Prizes for:  
Scariest Costume  
Most Original Costume  
Best Couples' Costume

**Val's Bar & Grill**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1710A61001C PASS 3 COL. x 10

N1710P16004C



## Get Out & Enjoy a Movie!

New Releases + Indie Films  
+ Classic Movies + Film Club

**Halloween Horror Fest**  
Every Friday & Saturday in October  
\$5 Classic Horror Film Screenings at Midnight  
Schedule & tickets online.

Tuesdays Are Popping!  
**Free Popcorn Every Tuesday**  
Date Night Every Wednesday!  
**BOGO 50% Off Adult Tickets**  
Enjoy Our Espresso Bar!  
Lattes | Cappuccinos  
Mochas | Cold Brew

**Village Movie Theater**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1710A61002C PASS 3 COL. x 10

N1710P27015C



## Enjoy the best of Bavarian tradition!

### Oktoberfest

**Oktoberfest Weekend Celebration**  
Saturday & Sunday,  
October 00 & 00  
No Cover!

Live Music  
Cocktails & Prizes  
German & Craft Beer Specials  
Fresh Hot Pretzels  
Grilled Bratwurst

\$12 Collectible Beer Stein | \$4 Refills All Weekend

**Village Brew Pub**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1710A61003C PASS 3 COL. x 10

N1710P5008C



Release unwanted stress and toxins with the healing relaxation of our therapeutic spa treatments.

## Pretty-n-Pink Spa Specials

\$35 Pink Sugar Mani-Pedi with our exfoliating pink polish scrub  
\$55 Rosewater Facial  
60-minute organic botanical facial  
\$59 Quartz Crystal Massage  
60-minute full-body massage with heated crystals  
Available at These Special Prices All October

Enjoy the Detoxifying Health Benefits of Our Summer Complimentary With Any Spa Treatment!

**10% of Every Advertised Service Will Benefit Name Breast Cancer Organization.**

> Call today for your appointment!

**Lotus Day Spa**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1710A61004C PASS 3 COL. x 10

N1710P44004C





N1710P62012C\*-O



N1710P62005C\*-O



N1710P62007C\*-O



N1710P62020C\*-O



N1710P62013C\*-O



N1710P62010C\*-O



N1710P62002C\*-O



N1710P62001C\*-O



N1710P62006C\*-O



N1710P62011C\*-O



N1710P62018C\*-O



N1710P62003C\*-O



N1710P62009C\*-O



N1710P62008C\*-O



N1710P62004C\*-O



N1710P62019C\*-O



(COMFORT AND STYLE)  
N1710P62017C\*-O



(CELEBRATE OUR BUSINESS WOMEN)  
N1710P62016C\*-O



(EVERYTHING FOR HALLOWEEN )  
N1710P62015C\*-O



(IT'S EASY TO SAVE ON HALLOWEEN STUFF)  
N1710P62014C\*-O





N1710P63006C-●  
CANADA MAPLE LEAF DESIGN



N1710P63005C-●  
ADIRONDACK CHAIRS ON LAKE



N1710P63004C-●  
MAN IN CANOE ON LAKE



N1710P63008C-●  
TURKEY



N1710P63002C-●  
ALBERTA, CANADA



N1710P63003C-●  
PUMPKINS



N1710P63001C-●  
MAPLE LEAF



N1710P63007C-●  
CANADIAN FLAG WITH CHANGE





N1710P64020C-●  
PROSCIUTTO



N1710P64019C-●  
COOKED HAM



N1710P64014C-●  
CHICKEN NOODLE SOUP



N1710P64012C-●  
KALE



N1710P64008C-●  
GRANNY SMITH



N1710P64003C-●  
POPCORN



N1710P64025C-◇  
CARAMEL FLAN



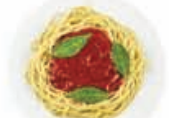
N1710P64030C-◇  
CUP OF CHILI



N1710P64027C-◇  
KALE



N1710P64024C-◇  
POPCORN



N1710P64032C-◇  
SPAGHETTI



N1710P64002C-●  
CARAMEL POPCORN



N1710P64029C-◇  
CUP OF CHICKEN NOODLE SOUP



N1710P64026C-◇  
CAKE



N1710P64028C-◇  
CANDY CORN



N1710P64031C-◇  
XXX



N1710P64007C-●  
GRANNY SMITH APPLES



N1710P64013C-●  
CHICKEN NOODLE SOUP



N1710P64010C-●  
SAUTEED VEGETABLES



N1710P64023C-●  
PUMPKIN GOURDS



N1710P64021C-●  
SPAGHETTI



N1710P64018C-●  
PORK



N1710P64015C-●  
PIZZA



N1710P64011C-●  
PIZZA



N1710P64017C-●  
PORK LOIN



N1710P64009C-●  
APPLE PIE



N1710P64005C-●  
CANNOLI



N1710P64006C-●  
SUSHI



N1710P64022C-●  
GOURDS



N1710P64001C-●  
POPCORN



N1710P64004C-●  
CARAMEL FLAN



N1710P64016C-●  
BOWL OF CHILI



N1710P51005C

# All Your Favorites. **ALL IN ONE PLACE!**

## We're more than just groceries!

N1710P64012C  
N1710P64003C  
N1710P66004C

N1710P64020C  
N1710P64009C  
N1710P66005C  
N1710P64015C



<p><b>\$2 Off</b></p> <p><b>Purchase of \$10 or More</b></p> <p><small>Coupon required. Expires 09.09.17. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p><i>Garden Gourmet Market</i> 1234 Washington Street 000-000-0000   www.namewebsite.com</p>	<p><b>\$5 Off</b></p> <p><b>Purchase of \$25 or More</b></p> <p><small>Coupon required. Expires 09.09.17. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p><i>Garden Gourmet Market</i> 1234 Washington Street 000-000-0000   www.namewebsite.com</p>	<p><b>\$10 Off</b></p> <p><b>Purchase of \$50 or More</b></p> <p><small>Coupon required. Expires 09.09.17. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p><i>Garden Gourmet Market</i> 1234 Washington Street 000-000-0000   www.namewebsite.com</p>
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Open Monday-Saturday 8 a.m.-8 p.m., Sunday 9 a.m.-6 p.m.



# Garden Gourmet Market

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

AD# N1710A65001C PASS 6 COL. x 21  
AD# N1710A65002C 10 x 13





N1710P66004C-●  
PASTRAMI SANDWICH



N1710P66007C-●  
RAISIN BREAD



N1710P66006C-●  
RIBS



N1710P66005C-●  
ASSORTED APPLES



N1710P66002C-●  
CUP OF OATMEAL



N1710P66001C-●  
BOWL OF OATMEAL




N1710P66003C-●  
ROASTED CHICKEN



MCC KEYWORD HINT: week2

This is your illustration and copy for October 12, 2017.

N1710P67007C\*-O  
N1710P67003C\*-O



## Life Goes On

*"Based on those who mourn, for they will be comforted."*  
—1 Thess 4:18


If you have lived long enough to experience the passing away of many of your friends and family, you realize that life goes on despite their deaths. There is something in us which feels compelled to stop everything to memorialize the passing of dear loved ones, and that is as it should be. Someone who doesn't take time out of his or her busy schedule to go to a funeral or otherwise honor someone's passing will probably regret it later, and may need to think about his or her priorities. And yet life must go on. We all have lives to live and responsibilities to meet and we can't interrupt them indefinitely because someone has died. The cry is in balancing the mourning and grief with the responsibilities. Many things will go on without us being there. Your co-workers will handle things while you go to the funeral and take time to mourn, but eventually you will need to return to work. Some cultures make haste with the funeral and burial rites, requiring the body to be buried within 24 hours after death. There is undoubtedly wisdom in such practices, so it allows the mourners to get back to their lives quickly, but there is no single right answer for these things. Situations vary and some people need more time to grieve than others. Stop the clocks, turn off the phone, and mourn, but realize that life does indeed go on. — Christopher Simon

AD# N1710A67002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for October 19, 2017.

N1710P67006C\*-O  
N1710P67002C\*-O



## JOY: Jesus, Others, Yourself

*"The prospect of the agonies is joy, but the hopes of the joy, which come in looking."*  
—Hebrews 10:38-39

One of my fondest memories of my mother is receiving her handwritten notes, which always had a little doodle at the bottom of the page where she would write the word JOY in all capital letters, and then in small letters she would fill in Jesus, Others, and Yourself. In my younger and less spiritual days, I would sometimes poke fun at this phrase addition to her letters, but in my mind my mother always exemplified the simple joy that comes from a true devotion to Jesus and others. My mother is one of those simple souls who really does love Jesus and tries to serve others, almost always putting others before herself. Her faith gives her a joyful presence that wouldn't be possible without it. There is something to be learned from the fact that deeply spiritual people often have a deep and abiding joy. Mother Teresa and the Dalai Lama are both exemplars of the joy that comes from a simple faith and the devotion to a life of serving others. Don't forget to serve yourself though. You matter just as much as everyone else and God did not create any of us to be someone else's doormat. — Christopher Simon

AD# N1710A67003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for October 26, 2017.

N1710P67005C\*-O  
N1710P67001C\*-O



## The Dangers of Social Media

*"Use the end of one's youth and pursue righteousness, both here and there, along with those who call on the Lord out of a pure heart. Don't have anything to do with foolish and stupid arguments, because you know they produce quarrels. And the Lord's servant must not be quarrelsome but must be kind to everyone."*  
—1 Timothy 2:15-20

A recent survey by the Royal Society for Public Health suggests that social media can be bad for our overall health. Anyone who has ever spent time on Facebook or Instagram probably knows that the images and messages there can make you feel insecure, envious and inferior. Cases of cyber-bullying and other forms of online shaming or intimidation are too well-known for anyone to doubt this possible factor. The survey of approximately 1500 people aged 18-24 found that social media sites such as Facebook and Instagram increased feelings of anxiety in over half of the respondents. Seven out of ten of the respondents said that Instagram made them feel worse about their body image and 2/3 of them said that Facebook made cyber-bullying worse. Those who spend more than two hours per day using social media were found at risk, and the researchers are calling for measures aimed at educating users on how to use social media in a positive way. We all desire to connect with others in a positive way, and while social media can facilitate this, it can also make it very easy to harm others. So use social media, but use it wisely, and always only be good. — Christopher Simon

AD# N1710A67004C PASS 2 COL. x 5.25



N1710P67014C\*-O



N1710P67010C\*-O

N1710P67009C\*-O



N1710P67012C\*-O

N1710P67013C\*-O

MCC KEYWORD HINT: week1

This is your illustration and copy for October 5, 2017.

N1710P67011C\*-O

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### Look for the Helpers

*"Believe that God our Father accepts as pure and flawless in their love after captives and widows in their distress and to keep nearest from being seduced by the world."*  
—James 1:27-28

Fred Rogers, the creator and host of Mister Rogers' Neighborhood, reported that his mother had once said that whenever something horrible happens, something tragic or catastrophic, to always look for the helpers. They may be on the sidelines, or even behind the scenes, but they will always be there, and this gives us reason for hope. No matter how many times we see these horrific terror attacks which kill innocent people, among them often children, we will see the helpers rushing to the scene to do whatever they can. Natural disasters are the same. People from around the world will offer their time and money, and often their very lives to help others, and this should give us hope for humanity. Despite our pettiness, our pugnacious tendencies and our downright depravity, most of us want to be decent human beings, and one way we can be decent and good is by helping our fellow human beings in need. You don't have to look far for someone who needs your help. The next time you are tempted to write off humanity as vile and totally depraved, look for the helpers, and consider being one yourself. — Christopher Simon

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AD# N1710A67005C PASS 6 COL. x 7

NAME SPONSOR

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(HALLOWEEN SPECIALS)  
N1710P68009C\*~O



(EMERGENCY PREPAREDNESS)  
N1710P68003C\*~O



(BIG COLUMBUS DAY SALE!)  
N1710P68007C\*~O



(HAPPY COLUMBUS DAY)  
N1710P68008C\*~O



(COLUMBUS DAY)  
N1710P68006C\*~O



(HAPPY HALLOWEEN)  
N1710P68010C\*~O



(TRUNK OR TREAT)  
N1710P68001C\*~O



(FIRE PREVENTION PLAN)  
N1710P68004C\*~O



(ADOPT-A-SHELTER-DOG MONTH)  
N1710P68002C\*~O



(BREAST CANCER AWARENESS MONTH)  
N1710P68005C\*~O

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



N1710P68036C\*~O



N1710P68035C\*~O



N1710P68026C\*~O  
N1710P68027C\*~O



N1710P68034C\*~O



N1710P68023C\*~O



N1710P68025C\*~O



N1710P68028C\*~O  
N1710P680xxC\*~O



N1710P68024C\*~O



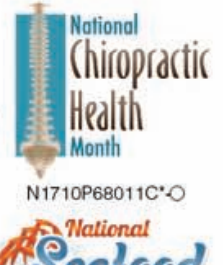
N1710P68020C\*~O



N1710P68019C\*~O



N1710P68012C\*~O



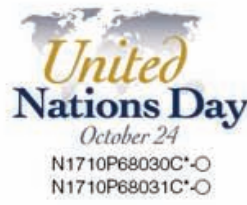
N1710P68011C\*~O



N1710P68014C\*~O



N1710P68017C\*~O



N1710P68030C\*~O  
N1710P68031C\*~O



N1710P68013C\*~O



N1710P68016C\*~O



N1710P68022C\*~O



N1710P68032C\*~O  
N1710P68033C\*~O



N1710P68015C\*~O



N1710P68018C\*~O



N1710P68021C\*~O





N1710P69016C-●  
(Slot Machine Spinning)



N1710P69015C-●  
(Slot Machine)



N1710P69001C\*-○  
(Family Farming)



N1710P69014C-●  
(Contestants At A Mud Run)



N1710P69017C-●  
(Woman Running In A Mud Run)



N1710P69003C\*-○  
(Woman Putting a Saddle on a Horse)



N1710P69002C\*-○  
(Man Driving Tractor)



N1710P69013C-●  
(Rolls of Carpets)



N1710P69008C\*-○  
(Lamb)



N1710P69006C\*-○  
(Dairy Cow)



N1710P69007C\*-○  
(Fish Tacos)



N1710P69005C\*-○  
(Boy Carrying Buckets)



N1710P69004C\*-○  
(Girl Feeding Chickens)



N1710P69009C\*-○  
(Lamb)



N1710P69011A\*-○  
(Father And Son Fishing Coloring Panel)



N1710P69010C\*-○  
(Bugs Splattered On Windshield)



N1710P69012A\*-○  
(Boy Jumping In Leaves Coloring Panel)



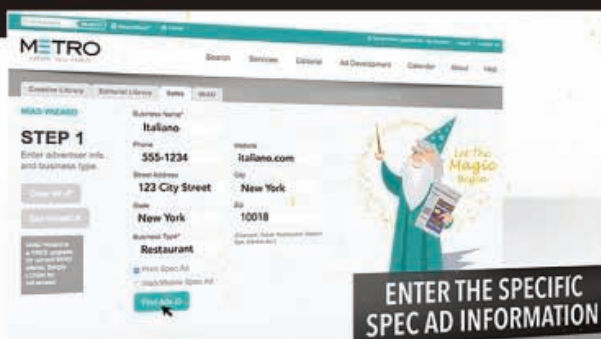


# Now close more sales like magic with

# MiAD Wizard

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

STEP  
1



MiAD® Wizard success stories are already rolling in!

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

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

STEP  
2



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

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

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

STEP  
3



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

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

**Get started today!** Call 800-223-1600 or send e-mail to [service@metro-email.com](mailto:service@metro-email.com)



# METRO

CREATIVE GRAPHICS, INC.

519 Eighth Avenue  
New York, NY 10018

PRSR STD  
US POSTAGE  
PAID  
SOUTHERN, MD  
PERMIT 4205



## METRO NEWSPAPER SERVICE

Harvest ready-to-sell sales opportunities for Halloween, crime & fire prevention, Oktoberfest, Kitchen & Bath Month, Pizza Month and more, with October MNS. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

## MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with October's MSAL spec ads for Auto Services and Electronics & Technology advertisers. Presented in this book and available to view online in the MSAL SearchBook®, ads are MiAD Wizard-enabled so you can immediately personalize ads to present and close more sales.



PP. 53-65

## CAMPAIGNS & CLASSIFIED

Get ready to take full advantage of 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.



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

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

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

Visit [metrocreativeconnection.com](http://metrocreativeconnection.com), email [service@metro-email.com](mailto:service@metro-email.com) or call Client Services at 800.223.1600.



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

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

### Features:

- Quick-Sell formats for multiple advertisers
  - Advertiser-specific ads and images
  - Online SearchBook®
  - Dynamic cover designs
  - Color and black-and-white versions for every image
  - QuarkXPress® and InDesign® formats
- BONUS: FREE Access to MiAD® WIZARD**



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