

CREATE. SELL. PROFIT.

METRO

CREATIVE SERVICES



BLACK FRIDAY & LOCAL SHOPPING

Fresh ideas to kick off the holiday shopping season with a local focus



CHRISTMAS IS COMING

Festive ads and images to get the ball rolling on Christmas sales from all types of advertisers



VETERANS DAY & REMEMBRANCE DAY

Complete content to honor veterans in both the U.S. and Canada



MiAD Spec Ad Library PP. 73-80:
Ready-to-sell small-space ads for holiday gift and lifestyle advertisers – MiAD enabled!

All the fixings for abundant Thanksgiving Ad Sales

THANKSGIVING



ON THE COVER: N1611P20007C

Serve the Thanksgiving advertising needs of restaurant, catering, grocery, farm stand and bakery advertisers, or promote popular pumpkin-flavored specialties all fall with this tasteful image!

Help yourself to an abundance of ideas, images and spec ads for a successful Thanksgiving.

- Include multiple advertisers in a full-page coupon directory featuring seasonable special offers to thank customers for their business (23).
- A double-truck layout is another multi-advertiser design for a grouping of dining advertisers, greetings or businesses open on Thanksgiving Day (24).
- Invite multiple sponsors to participate in a reader appreciation prize giveaway contest (10).
- Meet the needs of caterers, grocers, restaurants, bakeries, meat markets and more with ready-to-sell ads and bountiful food and dining images (12, 20-22, 65-67).
- Finally, help a home store and florist promote entertaining essentials for Thanksgiving (12, 17).



BLACK FRIDAY & LOCAL SHOPPING



Kick off the busiest shopping season of the year with coverage for Black Friday and small business promotions.

- Find ads large and small promoting Black Friday sales, as well as images, headings and a Themed Event Package (12, 13, 35, 36, 58, 59).
- Small Business Saturday™ is a trademarked event, but you can promote your area's independent businesses with events like a "Small Business Holiday Shopping Stroll" on November 26 and a fresh collection of "shop local" holiday images (40, 42).
- Plaid Friday is a grassroots concept designed to celebrate the diversity of independent businesses and offer a more relaxed and enjoyable alternative to big-box stores' Black Friday sales. Find coverage to promote this event in your area (42, 43)!



CHRISTMAS IS COMING



It's beginning to look a lot like Christmas in November, so you can get a jump on holiday sales!

- A "Holiday Shopper's Guide" features ready-to-present-and-sell ads for a portrait studio, toy store, liquor store, variety store and Christmas shop in a Marketplace layout (13).
- Quickly sell small-space banner ads for advertisers promoting holiday decorating services and vacation package specials (12, 19).
- Holiday ads for top advertiser prospects promote a theater company production, sewing machines and supplies, high-speed Internet service, transportation, cookware and cutlery, baby clothing, spa services, and shipping (18, 19).
- Also find ads to help restaurant advertisers secure more holiday reservations (12, 47, 65).



VETERANS DAY & REMEMBRANCE DAY



Find content to honor men and women in uniform for Veterans Day in the U.S. and Remembrance Day in Canada on November 11.

- Sell a ready-made sponsorship ad saluting the service of both countries' veterans (29).
- Invite multiple advertisers to participate in sponsoring a Veterans Day poster contest for students (10).
- Promote a Veterans Day parade or military appreciation event in your area as part of November's Community Calendar (17).
- Also find Themed Event Package content to create special sections for both Veterans Day and Remembrance Day (32, 33).
- Create additional sponsorship opportunities and retail promotions with related image content provided (28, 29, 37, 50-57, 68, 69).



A quick look at some of the moneymaking highlights from this issue, and the perfect tool to include in your planning meetings.

WELCOME TO WINTER



Ease into winter with seasonable ads and images to approach a variety of advertisers.

- Cold and flu season is right around the corner. Encourage pharmacy and medical center advertisers to stay ahead of the curve with ads for flu vaccination clinics and over-the-counter remedy specials (18, 19)
- Gear up for ski and snowboard season with ads for both a ski resort and ski shop and service center. Also, use ski and snowboard images to create seasonable ads for urgent care or physical therapy services geared toward treating winter sports injuries (18, 19, 38).
- Encourage a local cafe to tempt customers with their delicious seasonal beverages (12).
- Help an auto care center position itself as the local go-to source for winter safety services (41).



sip the season

Coffee Break

NOVEMBER PROMOTIONAL OPPORTUNITIES



Gobble up more sales with these additional spec ads and event opportunities taking place in November.

- Find Election Day images to create related sale promotions, campaign ads or special sections leading up to November 8 (25, 50-55).
- Meet the needs of senior community and assisted living advertisers with a Single Sheet design focused on residential memory care during National Alzheimer's Disease Awareness Month and an ad promoting the next generation in senior living apartments (19, 41, 71).
- Find a featured MIAD design demoed for family dental care as well as a local fitness center (41).
- Celebrate the true spirit of the holiday season with a Giving Thanks Themed Event Package and a Giving Back TSS (34, 46).
- Close sales from spas, recycling centers, attorneys, furniture stores and more with additional spec ads featured this month (12, 18, 19).



NOVEMBER CUSTOMER REQUESTS

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



N1611P72003C



N1611P72007C



N1611P72004C

NOVEMBER 2015'S MOST DOWNLOADED IMAGE & AD!



N1511A41004C



N1511P28009C

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

These are the most downloaded to date from the NOVEMBER '15 issue of MNS.

FULLY TEMPLATED SPECIAL SECTIONS (TSS)

November's TSSs in Print & Online:

- DINING & ENTERTAINING
- GIVING BACK

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



METRO

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COMPANION
WEB ADS NOW
AVAILABLE ON MCC!

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

METROFEATURE

Susanville Loves "Santa Sleigh Days"

Lassen County Times
SUSANVILLE, CALIFORNIA



"Santa Sleigh Days" is hugely popular among the retailers and residents of Susanville, California. The concept works so well that the *Lassen County Times* replicates the promotion in the spring in the form of "Customer Appreciation Days."

CREATE a mix of seasonal, holiday-themed, community-support, reader-engagement and impromptu promotions that meet the needs of diverse advertisers.

SELL individual ads and campaigns that tie in with themed promotions.

PROFIT by having the flexibility and resources to produce top-notch promotions in response to unanticipated events.

For more information, contact Jill Atkinson, General Manager/Advertising Director, *Lassen County Times*, Susanville, California at jatkinson@lassennews.com.

■ There is a lot to love about Christmas in Susanville, California. Each winter for the last 25 years, the hometown newspaper in this former logging and mining town in the northernmost part of the state has given its retailers and residents a little something extra to celebrate during the holiday season. And that something is "Santa Sleigh Days," a promotion and special section created by the *Lassen County Times*. General manager and ad director Jill Atkinson describes "Santa Sleigh Days" as a "community-involvement promotion that is a serious moneymaker for all involved." Prior to the start of the holiday season, Atkinson and her team invite local retailers to join in the fun and profit by donating five gifts that will become prizes awarded to lucky shoppers whose entry forms are chosen by one of the participating businesses.

To maximize contact between "Santa Sleigh Days" sponsors and shoppers, each business owner pulled one name from their box of entries. The owners then phoned their winners to break the good news and invite them back into the store to receive a "scratcher" ticket that would reveal the name of the business where they could retrieve their prize. This way, winners visited at least two of the participating businesses, though many shoppers entered drawings at several of the sponsors' stores.

"Each year, we typically have about 25 participating retailers, so there are a lot of winners," says Atkinson. "But it wasn't until last year that we added the 'Santa Sleigh Days Scratch and Win Tickets,' each of which had the name of one sponsoring business. To ensure that people visited more than one of the participating retailers, we scattered the 'scratchers' among the sponsors."

In 2015, "Santa Sleigh Days" participants — along with the newspaper — awarded more than

\$7,700 in cash and prizes. In addition to the five prizes donated by each sponsoring merchant, the *Lassen County Times* threw in \$500 in "Funny Money," which had to be spent at any of the participating merchants' businesses. The addition of the "Funny Money," says Atkinson, was a way for the merchants to recoup some of the money they spent to participate in the promotion. When all was said and done, there were 250 winners from among the hundreds who entered the drawings.

"It was such a success last year that we're going to use the 'scratchers' again this year," Atkinson notes. "The fact that the 'scratchers' were so well-received is an important reminder that it pays to try something new — even when a promotion is working really well in its traditional format."

To spread the word about "Santa Sleigh Days" and drum up interest among the newspaper's readers, the *Lassen County Times* published a 20-page special section devoted to the promotion. The section, which featured ads for all "Santa Sleigh Days" participants and a merry mix of Metro images and content, was inserted in the newspaper and every merchant received copies to distribute to shoppers. Atkinson says that the ad revenue generated by the section covered the cost of the scratchers.

While the promotion has been around for many years, the addition of the scratchers in 2015 led to "Santa Sleigh Days" winning a first-place award for special promotion/event from the California Newspaper Publishers Association in 2016.

"We're always trying to come up with something new for our readers," Atkinson says, "especially when it involves supporting the businesses that support our kids and our community."

M (P1611803001C)

METROFEATURE



Lori Figurski, Regional Advertising Director of Ogden Newspapers, notes that Metro's outstanding customer service is another reason that her Back to Basics program has been so successful. "Our sales teams are generally finding everything they need to create and sell spec ads and campaigns," explains Figurski. "But whenever they have needed something and can't find it, we let Metro know. Then they either create it for us or we'll see it in the next issue. In our experience, if Metro can help, they will."



CREATE a program that requires ad reps to generate and present spec ads to new and inactive advertisers every week.

SELL more spec ads with a "Back to Basics" strategy that includes in-person presentations, ready-to-roll spec ads and old-fashioned presentation boards.

PROFIT from producing high-quality spec ads in minutes with Metro's MiAD Wizard.

For more information, contact Lori Figurski, Regional Advertising Director, Ogden Newspapers, Wheeling, West Virginia at lfigurski@ogdennews.com.

Presto Change-o! Ogden Newspapers Make Magic with Metro Wizard

Ogden Newspapers
40 NEWSPAPERS IN 13 STATES

■ When nearly 40 newspapers in 13 states report significant revenue surges over a six-month period, it's tempting to call it magic. And in the case of Ogden Newspapers' Back to Basics program — a wildly successful spec ad sales strategy created by regional advertising director Lori Figurski — the magic resulted from old-school sales presentations of spec ads and campaigns generated with Metro's state-of-the-art MiAD Wizard.

Figurski's implementation of Back to Basics coincided with Ogden Newspapers' switch to Metro in early 2016 — roughly the same time that Metro launched MiAD Wizard. Since then, the program, which requires sales representatives at all Ogden publications to generate and present a given number of spec ads to new and inactive accounts each week, has jumpstarted ad sales at 90 percent of the company's newspapers. With the launch of Back to Basics, advertising salespeople at all Ogden locations set up sit-down meetings with new and inactive advertisers. Prior to each meeting, sales reps prepare a set of spec ads and campaigns using MiAD Wizard, which they display on old-fashioned presentation boards. In many cases, notes Figurski, the sales reps also prepare "leave-behind" binders featuring campaign concepts, budgets and other must-have advertiser information.

"I'm seeing staff at all our locations working harder than they ever have, but also getting really great results," Figurski says. "We needed to go back to old-school basics — talking to clients, presenting them with ideas and giving them opportunities to advertise in the newspaper. I'm a big believer in having materials to present to clients."

Figurski notes that this B2B program is both feasible and profitable because the sales reps can generate large numbers of spec ads and campaigns in minutes using MiAD Wizard.

"Without the Wizard and the campaigns that Metro has created, we wouldn't have as much success as we're seeing," Figurski says. "The increased revenue

we're seeing comes from our staff going out and selling, but Metro provides the tools — and the speed. Before, it took a lot of time to generate spec ads using our creative teams. But now, in 90 seconds, you're done! The staff can come in 15 minutes early and knock out 10 spec ads, do it from home or create ads instantaneously in front of the advertiser."

Each week, Figurski reviews the Back to Basics sales totals submitted by ad managers at all Ogden Newspapers, including how many spec ads were produced and presented, how many in-person meetings were conducted, the total number of email campaigns developed and sent, the budgets proposed and the revenue generated. After tallying the sales data, she sends it to every Ogden location so that advertising teams can see what and how their colleagues across 13 states are doing.

"With this program, sales practices have changed significantly at all of our locations," Figurski says. "In the first three weeks of August, one team generated 243 spec ads. And another produced 87 in a single week! The best part is that all of it is new business."

Figurski notes that Back to Basics has proven to be a highly effective review of sales basics while also serving as a reminder of the importance of connecting personally with both new and inactive advertisers. According to one Ogden Newspapers advertising manager, "Our staff is utilizing Metro spec ads, in addition to a needs assessment of the business. This has proven to be very effective. Keeping in touch with the clients and holding their hands through a new process has really helped establish new relationships, which in turn will create recurring revenue."

"I'm a true believer," Figurski says. "With this program and the tools Metro provides, we can go back to basics and create opportunities for advertisers to say yes."

M (P1611804001C)

METROFEATURE



Optimizing Advertising Opportunities

By Jo-Ann Johnson
Sales Consultant
Metro Creative Graphics

■ Last month, I wrote about the value of community publications and addressed the importance of developing an ongoing mix of advertising opportunities that target a wide range of readers and advertisers. A creative and profitable promotions calendar typically features an assortment of annual promotions (healthy living, family life, graduation, pets, women in business, car care, etc.) and the following five types of products, all of which can — and should — be published both in print and online:

1. Seasonal special sections and pages. In this category are sections focusing on activities that change with the weather, such as spring and fall home improvement, summer travel and activities, fall/winter sports, spring road trips, financial planning for the new year, the start of a new school year and spring/summer and fall/winter weddings. Metro's Fully-Templated Special Sections, which are designed to enable newspapers to easily create, sell and profit from seasonal special sections, address all of these topics and more. And don't forget that some of these topics — particularly home improvement — also lend themselves to advertising pages that run once a week or month during the busy season.

2. Holiday-oriented sections or pages. Just about any holiday, whether it's New Year's Day, Martin Luther King, Jr. Day, St. Patrick's Day, Halloween or Thanksgiving, offers an opportunity to generate new revenue with content focusing on history, trivia, local customs and celebration tips supported by a mix of advertising. Even Election Day offers opportunities to approach nontraditional advertisers such as local, state and national politicians. Metro offers a wealth of information, images, content and ad layouts for the major holidays celebrated across North America.

3. Community support promotions. These can be annual or one-time promotions. In both cases, the spotlight

is on local people, places and things — the opening of a new hospital, a celebration of area athletes or artists, profiles of new or longstanding businesses, or a "Playbill" for local high school plays. These promotions are perfect opportunities to feature as many familiar hometown faces as possible. Metro's MiAD Wizard was designed to help publications develop the kinds of spec ads that engage advertisers in supporting hometown events and celebrations.

4. Contests. There is no better way to engage both readers and advertisers than with a contest. Anything to do with pets and kids typically gets a big response, but consider something different this year. A holiday decorating contest? A bathroom makeover contest? A football contest? The possibilities are endless, and Metro offers a vast array of copyright-free features and puzzles that can help publications produce moneymaking sections, create specialty publications, fill an ROP gap and expand online offerings.

5. Last-minute, one-time promotions. While having a packed promotions calendar is critical, publications also need the flexibility and resources to produce advertising promotions in a flash to mark unanticipated happenings — the awarding of a special honor or a new addition to the community, such as a school district superintendent, fire chief, police chief, etc. Capturing special moments with captivating content and the support of local businesses is one way that community publications can continue to create, sell and profit.

The key to packing your promotions calendar with successful products? Arrive at every sales call with a selection of customized, high-quality spec ads that inspire your customers to say "Yes!"

M (P1611005007C)

CREATE a mix of seasonal, holiday-themed, community-support, reader-engagement and impromptu promotions that meet the needs of diverse advertisers.

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For more information, contact Client Services at 800-223-1600 or e-mail service@metro-email.com

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Simple Ways to Utilize Metro Editorial in Native and Sponsored Advertising

Native advertising is a hot topic in the ad industry these days. Studies have shown that consumers pay attention to native advertising at least one-and-a-half times more than display advertising. As a result, the research company BIA/Kelsey is projecting that spending on native advertising will reach \$6.4 billion (USD) in 2017. People are now bombarded with advertising from so many sources that they tend to ignore ads more than they might have in previous years, and app software is increasingly blocking mobile ads. Native advertising can help advertisers reach consumers, including mobile savvy Millennials, who might otherwise ignore their messages.

There are differences between traditional advertising and native advertising. Ads ask people to buy things directly, while native advertising provides something interesting and of value to the reader without a sales pitch. Ads tend to have an in-your-face message, while native content is more subtle. Some ads may return immediate results, but native advertising generally takes more time. That's because native advertising is designed to build brand recognition rather than sell a product.

Simple Ways to Use Metro Editorial

Metro Editorial can play an integral role in your native advertising strategy because it provides a host of informative and entertaining features on a wide variety of popular subjects. The Metro features that will most effectively complement your native advertising strategies are those that offer how-to tips, provide info on knowledge-based buying decisions and target specific categories of services or products. There are three easy ways to implement Metro Editorial into your native advertising plan:

- Simply add a "Sponsored Content" or "Sponsored By" note with a feature.
- Incorporate the name of the sponsor, or better yet, a person working at the sponsor's establishment, into the text. In the example to the right, a representative from an athletic wear retailer offers a handful of exercise tips.
- Situate your sponsor as a local expert on the subject at hand by attributing part of the feature to them. In the example pictured to the bottom right, a line from the feature has been made into a quote attributed to a specific person. In this case, the person is the manager of a hardware store, commenting in an article about making homes more energy efficient. You can also get a comment or quote directly from your sponsor and seamlessly insert it into a Metro feature.

While native advertising embeds the sponsor into the text, sponsorship advertising only requires inserting a sponsor name notification. You can sell sponsorship using *Did You Know?* tips from Metro Editorial and these value-added features:

- **Puzzles**
(Crosswords, Metro Sudoku, Word Scrambles, Word Searches, Crypto Fun)
- **Recipes**
- **Horoscopes**
- **Kids' Corner** features
- **Guess Who?** features

These features require nothing more than a "Sponsored by ..." notation, and since Metro provides them for weekly insertion (*Metro Sudoku* is provided for daily use!), you can offer long-term sponsorship contracts.

Native Advertising and the Law

The Federal Trade Commission (FTC) controls advertising in the United States. The key to staying within legal requirements for native advertising rests on when and how to add disclosure notification that what you're presenting is advertising. Notices of "Advertisement" or "Sponsored Content" may be the best course of action. As the FTC website states, "The more a native ad is similar in format and topic to content on the publisher's site, the more likely that a disclosure will be necessary to prevent deception."

Although there are no specific regulations regarding native advertising in Canada, general provisions of the federal Competition Act regarding misleading advertising remain in effect. Therefore, when in doubt, notify your readers that the content is sponsored.

As always, if you have any question on the legal compliance of your native advertising, consult professional legal services.

If you are selling sponsored content and native advertising, or have been thinking about giving it a try, take a look at Metro Editorial. **M**

P16119D60D1C

Sources consulted in the writing of this article, and places to get more information on native advertising:

- <https://www.ftc.gov/tips-advice/business-center/guidance/native-advertising-guide-businesses>
- <http://www.canadianadvertisinglaw.com/online-advertising/>
- <https://www.adstandards.com/en/Standards/theCode.aspx>
- <https://blog.hubspot.com/marketing/tips-to-make-native-advertising-work>
- <http://nativeads.com/blog/brands-native-advertising-tips/>
- <http://www.businessnewsdaily.com/6991-native-advertising-tips.html>

Get fit the smart way



Exercise is an important component of a healthy lifestyle. Many people establish bold fitness goals with a mind toward getting in shape. It's tempting to jump right in, especially when friends or relatives reach their own fitness goals. However, inactive men and women risk injury when diving right in and not taking a gradual approach to fitness and weight loss regimens.

To reap the most rewards from exercise, **Andrea Grayson from Mercury Athletic Wear** suggests you take the proper precautions and follow these guidelines.

- **Speak with your doctor before beginning an exercise regimen.** Get medical clearance before you begin a new

body of exercise, especially if you have any pre-existing conditions. Healthy individuals may be cleared outright and can begin their fitness regimens immediately. It's also wise to inform doctors of fitness plans and goals so they can help track your progress.

• Don't eat heavy meals before exercising. Avoid heavy meals

LS16A0320

Creating native advertising with Metro Editorial features can be as simple as including your sponsor's name within the article text.



5 Tips to make an older home more energy efficient

(MS) — While new homes are being built to be more energy efficient than ever before, thanks to a growing green building movement and increasingly strict building codes, the age of existing dwellings continues to present challenges. As a result, the housing stock will improve their building envelope to reduce energy consumption and increase efficiency.

Jim Ferguson, manager at Argon Hardware, says, "Improving your home's energy efficiency can help save money, keep you more comfortable, reduce pollution, and prevent global warming." Try these five simple measures to maximize the energy efficiency of your home:

1. **Seal cracks and gaps around your home's windows, doors, and vents.** These can be a considerable source of energy loss.

Unconditioned air to escape and unconditioned air to enter your home is a major source of energy loss. The process is an easy DIY solution to seal around windows, doors, and vents, and install or replace worn weatherstripping. An average home loses up to 30 percent of its energy through air leaks, so sealing your home is a worthwhile exercise.

2. **Top up or replace old insulation in your attic.** A poorly insulated attic is a primary source of energy loss. Also, over time, some types of insulation can settle and compact, allowing heat to escape through gaps. Downy insulation is usually a better choice

TF16A550



Good vs. Bad Ads: The Four P's of Marketing or SAVE: Solutions, Access, Value and Education

There is a difference between marketing and selling. With regard to marketing, ad salespeople must work alongside business owners or retailers before selling can occur. Since successful marketing encompasses more than just advertising, it's worth it for both salespeople and creative production staff to take a moment to internalize the process of marketing through the basic discovery methods of the **Four P's of Marketing: Product, Place, Price and Promotion**, or the **SAVE: Solutions, Access, Value and Education** approach.

Product/Solutions

The process begins with defining the product (or service) that the business delivers. Keep in mind that consumers aren't really buying products — they buy solutions to their problems. While a hardware store sells power drills, what the customer really needs is an eighth-inch hole. Charles Revson, founder of Revlon, once famously said that he manufactured cosmetics and perfumes, but what he sold was hope.

Work with the business to clearly delineate what the product is, and how it answers consumers' questions while also solving their problems.

Place/Access

The concept of "Place" seems obvious, but it is more expansive than the physical building — also known as the brick and mortar. Simply put, "Place" means where — and how — the consumer can get the product. That may include in-store visits, online ordering with store pick-up and ordering by phone or online with home delivery. It might also entail a certificate or voucher of some type that is redeemed later. In addition, a key part of "Place" is that the business needs to have sufficient inventory or ability to provide the product (goods or services) that is offered.

Price/Value

Setting proper pricing is a challenge for every business. Before setting pricing, businesses must consider the competition, the economy and the demographic makeup of the region in which they conduct business. Overhead, employment costs and the business' objectives also play a role in developing a pricing strategy. Discount sales, on the other hand, are usually reserved for clearing remaining inventory or to quickly raise cash. Labeling pricing as "sale priced" should then be reserved only for the specific events during the selling cycle when prices are significantly lower than usual in order to avoid impacting the credibility of the business.

Promotion/Education

At this point, the ad campaign, including print and digital components, comes into view. Successful

campaigns cannot be effectively planned and developed until the questions brought to mind in the previous three P's are answered. By answering those questions, the needs of the prospect will be revealed. Included in that process are:

- The specific goods or services offered
- How and when the offer is valid
- How the offer differentiates from competitors' offers
- Where the goods or services can be obtained
- The importance of pricing to the success of the campaign
- Which delivery mechanisms are best to attract the target audience, including social media, digital and print

SAVE Instead

In recent years, many people have suggested a remodeling update was necessary for the traditional *Four P's*. One alternative that bears exploring was developed by Motorola Solutions just a few years ago. In this system, the *Four P's* are replaced with the acronym, **SAVE**. This concept alters the main emphasis from *Products to Solutions*; swaps *Place* with *Access*; changes *Price* to *Value*; and switches *Promotion* to *Education*.

The differences can be subtle, but such a change may be the fresh mindset you need to better communicate with your potential clients and become their marketing partner. For example, *Value* may address the question of "what's in it for me" more effectively than mere price. And *Education* refers both to educating consumers about the product as well as your advertiser prospect on the best options available to them to accomplish their desired goals.

One might argue the semantics, but whether you embrace the **Four P's** or **SAVE** approach, the mission and end result remains the same: you'll make better, more effective ads when you have clear and concise information at hand. **M**

Every business and business owner is different. In order to become a marketing partner with your clients, you need to discover the *what, where, when* and *how* of their offerings. One way to quickly accomplish this is by adopting the *Four P's of Marketing* or *SAVE* approach.

CREATE. SELL. PROFIT.

Election OVERVIEW

Candidate spotlight
Local issues on the ballot
Local polling locations • How to register to vote

Advertisement Suggestion: Newspaper, Department Store, Office Supply Shop, Community Center, Electronics Store, Book Store

N1611A08001C - 10x13

The big election is right around the corner and voters are anxious for information on the issues that affect them. Use this **Election Overview** cover design and Quick-Sell layout to inform your readers about the issues, candidates and ballot proposals that are important to your area. Be sure to include non-partisan calls for total voter participation from election boards or city clerks.

N1611A08002C - 5 col x 13
N1611A08003C - 6 col x 21

Food & Fun

Tips for hosting at home
Planning a party menu
Reader recipe submissions
Safety first when serving alcohol

Food & Fun

Safety first when serving alcohol

Advertisement Suggestion: Beverage Center, Home Goods Store, Grocery Store, Caterer, Liquor Store, Car Service/Taxi

N1611A08004C - 10x13

The holidays are a season for **Food & Fun**. A separate section devoted entirely to holiday dining and entertaining can expand your seasonal coverage and highlight the businesses that are eager to provide the goods and services your readers need to make their season bright.

N1611A08005C - 5 col x 13
N1611A08006C - 6 col x 21

Local Philanthropy

Giving on a budget
Volunteer of the month
Volunteer opportunity listing
Spotlight on local charitable organization

Local Philanthropy

Being charitable when money is tight

Advertisement Suggestion: Volunteer Group, Clothing Store, Community Center

N1611A08007C - 10x13

'Tis the season for giving. A **Local Philanthropy** section can highlight the vital efforts of charities active in your area, as well as shine a spotlight on the volunteers who make it all possible. As the editorial feature in the Quick-Sell layout suggests, you can also help people learn how they can donate time and items in lieu of monetary donations.

N1611A08008C - 5 col x 13
N1611A08009C - 6 col x 21

Work Out!

Personal trainer listings
Avoiding exercise-related fatigue
Spotlight on local fitness center
Exercise for beginners

Work Out!

3 secrets to making morning workouts a reality

Advertisement Suggestion: Department Store, Sporting Goods Store, Gym, Mattress Store, Health Foods Shop, Spa

N1611A08010C - 10x13

The desire to stay in shape has never been stronger. A **Work Out!** section or pages can give your readers info on the options they are looking for when it comes to choosing health clubs, classes, apparel and equipment. Your section or pages would be a welcome addition to your website, too. Keep in mind the Quick-Sell print layout is available in both tab and broadsheet page sizes in MCC.

N1611A08011C - 5 col x 13
N1611A08012C - 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)

NAME NEWSPAPER
Honoring Our Heroes
Saluting Those Who Served
 Meet Our Local Veterans
 Veterans Day Parade Preview
 How You Can Support Our Troops

THANK YOU

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

N1611A32004C - 10x13

Veterans Day is November 11. An **Honoring Our Heroes** section or pages can express the gratitude readers and advertisers feel for veterans. Advertisers may want to single out employees who are veterans as well. Sell the Quick-Sell layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

NAME NEWSPAPER
Honoring Our Heroes
Saluting Those Who Served
 Meet Our Local Veterans
 Veterans Day Parade Preview
 How You Can Support Our Troops

THANK YOU

Advertisement Suggestion: Grocery Store, Party Store, Home Improvement Store, Auto Mechanic, Community Event

N1611A32005C - 5 col x 13
 N1611A32006C - 6 col x 21

Remembrance DAY
 A tribute to their service and sacrifice
NAME NEWSPAPER
 Memorial services and special events
 Remembrance Day honour roll

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

N1611A33004C - 10x13

Remembrance Day will be celebrated on November 11 in Canada. A section or series of pages can provide a forum for readers and advertisers to honour the memory of those who made the ultimate sacrifice for their country. See the complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

NAME NEWSPAPER
Remembrance DAY
 Honour veterans on Remembrance Day

Advertisement Suggestion: Major Area Employer

N1611A33005C - 5 col x 13
 N1611A33006C - 6 col x 21

NAME NEWSPAPER
Giving Thanks
 It is the Season to Volunteer, Socialize & Special Events. Meet the Clergy Gratitude Guide.
 Holiday Worship Schedules

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

N1611A34004C - 10x13

While you may want a **Local Philanthropy** section or pages to concentrate on charities, a **Giving Thanks** section or pages can provide the information people need to become volunteers. You can also expand the theme to coincide with Thanksgiving, and explore what "giving thanks" means to your readers and advertisers. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

NAME NEWSPAPER
Giving Thanks
 Factors for prospective volunteers to consider

Advertisement Suggestion: Soup Kitchen, Community Center

N1611A34005C - 5 col x 13
 N1611A34006C - 6 col x 21

NAME NEWSPAPER
Black Friday Shopper's Guide
 Your guide to the season's best sales

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

N1611A35004C - 10x13

Black Friday, the day after Thanksgiving in the United States, marks the beginning of the holiday shopping season. A section or pages can give your readers the info they want for store hours, discounts and tips on surviving the rush of the day. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

NAME NEWSPAPER
Black Friday Shopper's Guide
 Make the most of Black Friday shopping

Advertisement Suggestion: Shopping Center, Toy Store, Department Store, Electronics Store, Jewelry Store, Home Goods Store

N1611A35005C - 5 col x 13
 N1611A35006C - 6 col x 21



Reader Appreciation Thanksgiving Giveaway Contest

To show appreciation for our valued readers and customers, we've partnered with a host of local businesses to give away an abundance of great prizes!

Enter Online at namewebsite.com/contests
Get online early! Contest runs from 11:00 AM to 11:00 PM on 11/11/16.

All you have to do is register online before the November 09 contest deadline, and you'll be eligible to win your choice of prizes featured here, thanks to these generous contest sponsors:

| | | | | | |
|---|--|---|---|---|--|
|  Fresh Turkey & All the Fixings  Grocery Store <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  Name Brand Tablet  Electronics Store <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  Fully Cooked Spiral-Sliced Ham  Meat Market <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  \$50 Gas Card  Gas Station <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> | | |
|  Dining Room Set  Furniture Store <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  Thanksgiving Buffet for Four  Restaurant <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  Haircut & Color Package  Beauty Salon <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  Catered Thanksgiving Dinner for Six  Catering Company <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  \$75 Gift Card  Garden Center & Florist <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  Dinnerware Set  Home Store <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |

N1611A10001C

Usage Note:

Reader Appreciation Thanksgiving Giveaway Contest takes the "give thanks" message of Thanksgiving and applies it to your readership. Contest entries are submitted through your website and prizes can be donated by sponsors. Run it during Thanksgiving week or expand your giving for two or more weeks to get additional sponsor participation. Announce winners on your website to cross-promote print and digital platforms.



Veterans Day Salute Poster Contest

Show your thanks to the brave men and women who have sacrificed to serve our country by designing an original piece of poster art celebrating and saluting America's veterans!

Contest Open to Students Grades 1-8!
The winner in each category will receive a \$25 travel fund and have their poster on display at the Somerville County Library November 30-01. The winners will also present a \$1,000 prize check to Home Veterans Organization on November 11 as part of our Veterans Day Appreciation Ceremony.

Contest Rules & Details:

- One winner will be chosen in each of the following age categories: Grades 1-3, Grades 4-5, Grades 6-8.
- Posters should be 5" x 7" in size.
- Posters should be mailed or hand delivered to **The Somerville Press Contests Department** at 1234 Washington Street, Somerville Heights, KY 00000.
- The following information should be included on the back of each poster: student's name, student's grade, student's school, student's teacher, parent or guardian's name, and parent or guardian's contact information.
- All entries must be received by November 09, 2016.
- For additional contest rules and details, go to namewebsite.com/contests.

Thanks to our generous contest sponsors for their support of our nation's veterans!

| | | | | | |
|--|---|---|---|---|--|
|  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |
|  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |  NAME SPONSOR BUSINESS <small>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</small> |

N1611A10002C

Usage Note:

Veterans Day is Friday, November 11. This **Veterans Day Salute Poster Contest** gets your youngest readers involved in raising awareness and expressing gratitude to our veterans by drawing posters. Display copies of the entries on your website and consider asking sponsors to showcase them in their establishments. Sponsors can contribute to the Grand Prize donation to a veterans' organization.



Now close more sales like magic with

MiAD Wizard

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

Sales blitz sells
\$104,500
in ad contracts

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

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

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

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

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



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

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

METRO'S FILE NAMING SYSTEM AT A GLANCE

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

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

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

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

N1611P12002K.TIF

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

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

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

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

Let Us Do the Decorating!

Tree Setup | Light Hanging | Nativity Scenes
Seasonal Storage | Ornament Rental | Home Decorating

Call today
for a free
consultation
and price quote!

Miller Landscaping

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



AD# N1611A12001C PASS 6 COL x 1

N1611P21008C-●

Your Florist for All Seasons

Order your custom holiday arrangements today!
Great Gifts Under \$25 Perfect for the holiday host!



Rustica Florals

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



AD# N1611A12002C PASS 6 COL x 1

N1611P58009C*-O

N1203P46009C*-O

Make Your List

Black Friday Sale Huge Storewide Savings
Friday, November 25 | Doors Open at 7AM

Central Home & Hardware

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



AD# N1611A12003C PASS 6 COL x 1

N1611P38013C-●

Sugar, Spice & Everything Nice

Your seasonal dessert and holiday catering specialists!
Holiday Pies | Cookie Trays
Dessert Platters | Custom Cakes
Cider Donuts | Specialty Cupcakes
Artisan Breads | & More

Corner Bakery

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



AD# N1611A12004C PASS 6 COL x 1

N1611P20001C-●

N1203P46009C*-O



No antibiotics.
No hormones.
No gobbledygook.

Order your pasture-raised all-natural turkey today for a healthy and delicious Thanksgiving feast!

Tilman Farms Meat Market

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



AD# N1611A12005C PASS 6 COL x 1

N1611P66033C-◇

N1203P46009C*-O

Tradition Is Served



Thanksgiving Day Special
Turkey Dinner Only \$12.99
Add a slice of our fresh pumpkin or apple pie for just \$2.99!

Millbrook Family Restaurant

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



AD# N1611A12006C PASS 6 COL x 1

N1611P47003C-●

Reserve Now for Christmas

Waterfront Restaurant

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

Open Christmas Eve, Christmas Day, New Year's Eve and New Year's Day for your enjoyment!



AD# N1611A12007C PASS 6 COL x 1

N1611P26009C-●



Christmas Vacation Packages

up to **40% Off!**
Call or go online today for details and booking.

Go Travel

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



AD# N1611A12008C PASS 6 COL x 1

N1611P15009C-●

Day Spa Now Open

Grand Opening Specials Going On Now
facials | massage | body care | waxing | reiki

Call or go online today for details and booking!
Gift Cards Available

Spa Lavinia

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



AD# N1611A12009C PASS 6 COL x 1

N1611P66034C-◇

sip the season



Try our delicious new seasonal latte flavors while they last!
Eggnog | Pumpkin | Cinnamon
Mocha | Candy Cane | Pecan Pie

Coffee Break

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



AD# N1611A12010C PASS 6 COL x 1

Holiday Shopper's Guide



N1611P13001C-

Lydia's
Great Party Dresses From \$29
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Great Party Dresses From \$29
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Great Party Dresses From \$29
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Great Party Dresses From \$29
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Great Party Dresses From \$29
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Great Party Dresses From \$29
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle
Open Christmas Eve and New Year's Eve for Dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle
Open Christmas Eve and New Year's Eve for Dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle
Open Christmas Eve and New Year's Eve for Dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle
Open Christmas Eve and New Year's Eve for Dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle
Open Christmas Eve and New Year's Eve for Dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle
Open Christmas Eve and New Year's Eve for Dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Mira Salon
Your Holiday Beauty Destination
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Mira Salon
Your Holiday Beauty Destination
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Mira Salon
Your Holiday Beauty Destination
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Mira Salon
Your Holiday Beauty Destination
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Mira Salon
Your Holiday Beauty Destination
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Mira Salon
Your Holiday Beauty Destination
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Usage Note:

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



Wonderful Gifts for Wondering Eyes



Our helpful associates have great gift suggestions for every interest and age, from toddlers to teens!

Cats & Educational Toys
Games & Puzzles
Arts, Crafts & Music
Building & Hobby Kits
Dolls & Action Figures
Outdoor & Active Toys

FunTime TOYS

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

AD# N1611A13004C
PASS 2 COL x 5

N1611P63007C-

It's Beginning to Look a Lot Like Christmas



Book your holiday photo session today!

Portrait Packages
KIDS | FAMILIES | Pets
starting at just
\$189
Includes 45-minute session with high-end digital images and printing rights.

Kellar Photography

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

Good Cheer

Save on premium name brand spirits for holiday entertaining!

| | | |
|--|---|--|
| Name Brand Imported Vodka 750 ml \$21.99 | Name Brand Irish Whiskey 750 ml \$24.99 | Name Brand Jamaican Rum 750 ml \$16.99 |
| Name Brand Tequila 750 ml \$19.99 | Name Brand Brandy 750 ml \$17.99 | Name Brand English Gin Tonic \$27.99 |

Additional price paid through individual state liquor laws. See your local liquor store for restrictions.

Martine Liquors

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

Free Holiday Cocktail Guide

AD# N1611A13002C
PASS 2 COL x 5
N1611P31004C-
AD# N1611A13003C
PASS 2 COL x 5
N1611P63003C-

Dashing Through the Deals

Stuff your shopping sleigh with big holiday bargains on apparel, accessories, housewares, holiday decor and more!

Variety Discounters



up to **50% OFF STOREWIDE**
Friday | Saturday | Sunday
November 25-27, 2016
List items, some and conditions here. List items, some and conditions here.

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

AD# N1611A13005C
PASS 2 COL x 5

N1611P46009C-
N1203P46009C-

Ho-Ho-Ho! Dollar Days

Dollar Specials on Holiday Supplies for Stocking Stuffers
See Special Booklet on White Apple Leaf!

- \$1 Candy
- \$1 Ornaments
- \$1 Stocking Stuffers
- \$1 Gift Wrap
- \$1 Greeting Cards
- \$1 Activity Books & More

Corner Pharmacy

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

Decorate. Dazzle. Delight.

Christmas Shop Now Open!

ornaments | tree skirts | pre-lit trees | indoor & outdoor lights | lawn inflatables | nativity sets | collectibles | figurines | candles | tableware | gifts & so much more!

Holiday Open House

The Saturday | Enjoy free refreshments, door prizes & discounts!

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

AD# N1611A13006C
PASS 2 COL x 5
N1611P26005C-
AD# N1611A13007C
PASS 2 COL x 5
N1611P26005C-
AD# N1611A13008C
PASS 2 COL x 5
N1611P26005C-

AD# N1611A13001C PASS 6 COL x 21
AD# N1611A13009C 10 x 13



N1611P14004C-●



N1611P14001C-●



N1611P14006C-●



N1611P14007C-●



N1611P14009C-●



N1611P14002C-●



N1611P14005C-●



N1611P14003C-●



N1611P14010C-●



N1611P14008C-●



N1611P15007C-●



N1611P15006C-●



N1611P15004C-●



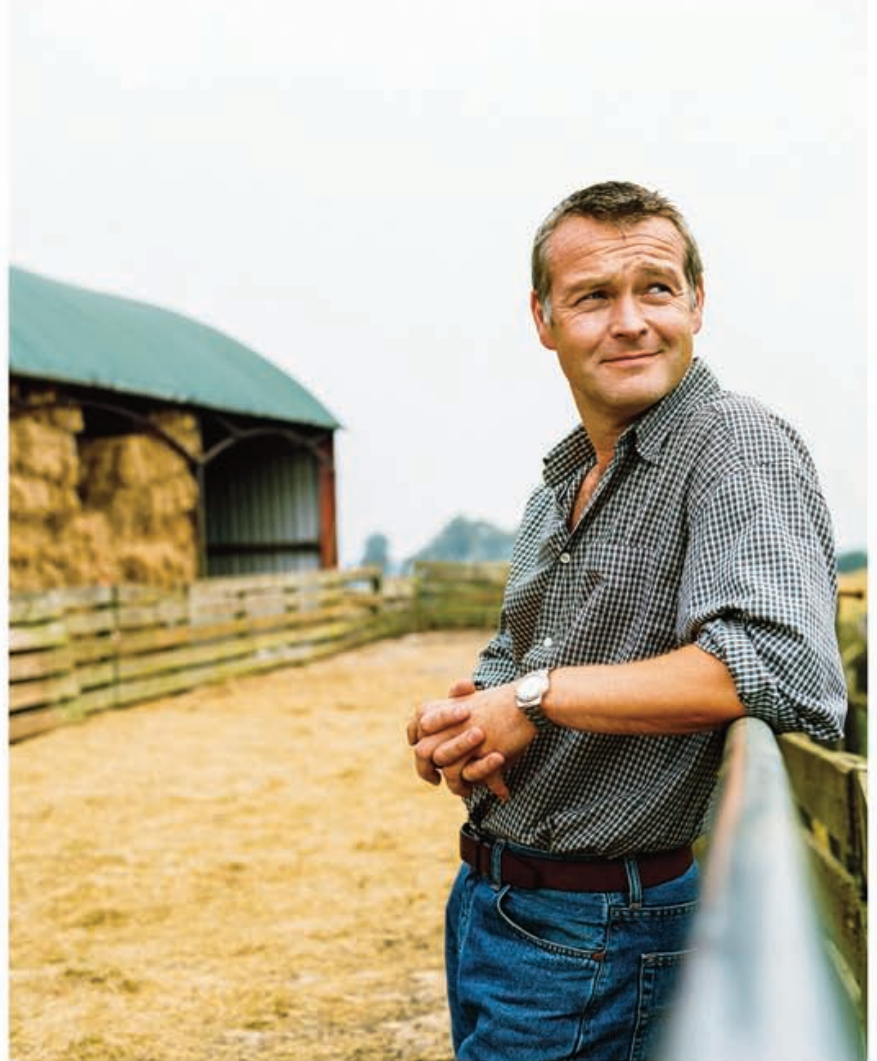
N1611P15003C-●



N1611P15005C-●



N1611P15009C-●



N1611P15010C-●



N1611P15008C-●



N1611P15002C-●



N1611P15001C-●



N1611P16011C-●



N1611P16008C-●



N1611P16006C-●



N1611P16009C-●



N1611P16005C-●



N1611P16004C-●



N1611P16007C-●



N1611P16003C-●



N1611P16010C-●



N1611P16002C-●



N1611P16001C-●

N1611P14001C
N1611P21006C

N1611P17002C

N1611P17001C

N1611P25012C
N1611P61004C



November

Community Calendar 2016

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|--------|--------------------------------------|-----------|-----------------------------------|-----------------------------------|---------------------------------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 <small>Daylight Saving Time Ends</small> | 7 | 8 <small>Thanksgiving Day</small> | 9 | 10 | 11 <small>Veterans Day</small> | 12 <small>November 12th US</small> |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 <small>Thanksgiving</small> | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |



November 00
Vegan Food Festival
\$10 tickets now on sale!
Somerville Community Center
11am-3pm
www.namewebsite.com



November 00
Food Bank Volunteer Day
Please call or go online to RSVP for a shift.
Somerville Food Pantry
000.000.0000
www.namewebsite.com

November 8
Election Viewing Party
Food & drink special all night!
Bill's Grill
Open at 4pm
www.namewebsite.com

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

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

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www.namewebsite.com

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www.namewebsite.com

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

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

Celebrating Those Who Served

Please join us in honoring the men and women of our Armed Forces this Veterans Day!

Veterans Day Parade & Military Appreciation Festival

Friday, November 11
11am - 6pm

Music | Vendors | Military Salutes
Kids' Zone | Food & Drink
Main Street Park
in Downtown Somerville
Parade begins at 12 noon along Main Street.

Presented by
The Somerville Veterans Association
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

November 15
Free e-Cycling Event
Drop off your electronics for free recycling!
Kress Supermarket Parking Lot
8am-4pm
www.namewebsite.com

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

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

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www.namewebsite.com

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

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



November 00
Free Diabetes Testing
No appointment needed.
Somerville Medical Center
9am-3pm
www.namewebsite.com

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

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

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

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

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



November 26
Downtown Shopping Stroll
Free refreshments, entertainment & big deals!
Main Street
9am-9pm
www.namewebsite.com

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

AD# N1611A17003C
PASS 6 COL. x 3
N1611P61010C
N1611P22001C

Thanksgiving Home Sale

Help yourself to holiday savings on entertaining essentials!

up to **30% Off**

Fine & Casual China
Flatware & Glassware
Cookware & Bakeware
Tabletop Linens

234 Washington Street
Somerville Heights
000.000.0000
www.namewebsite.com

Going On Now! Ends Sunday, November 30, 2016.

Companion WEB ADS available on MCC

AD# N1611A17001C PASS 6 COL. x 21
AD# N1611A17004C 10 x 13

CREATE. SELL. PROFIT.

*Let It Sew! Let It Sew!
Let It Sew!*

Holiday Sewing Sale Going On Now

up to **\$249 Off**
Name Brand Sewing Machines

up to **40% Off**
Assorted Fabrics & Notions



Small text: Sale ends Sunday, November 06, 2016. List details, terms and conditions here.

Stitcher Sewing Supply

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

AD# N1611A18001C PASS 2 COL. x 5

N1611P38002C

The Nutcracker

Brought to Life!

The holiday tradition returns
December 00-00, 2016
Tickets On Sale
Now \$22-\$55



For tickets, call, go online or visit the theater box office weekdays 10am-6pm.

Somersville Theater

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

AD# N1611A18002C PASS 2 COL. x 5

N1611P38006C

'Tis the **Ski**-son

Two mountains, ten slopes,
and endless winter fun!

Weekday rates with advance online purchase. Call or go online for details.

\$29 Ski Lessons
\$25 Lift Tickets



Mount Edna Ski Resort

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

AD# N1611A18003C PASS 2 COL. x 5

N1611P38004C

DON'T MISS A DEAL

Shop at the speed of Christmas with faster, more reliable Internet!



HotWire Cable

High-Speed Internet
Only \$29/mo
Speeds up to 50 Mbps
with free installation.

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

AD# N1611A18004C PASS 2 COL. x 5

N1611P38007C

Nobody Home for the Holidays?

Protect your property 24 hours a day, 365 days a year with an effective and easy-to-use wireless security system you can manage from anywhere.

Free Setup & One-Month Monitoring

ABC Home Security Solutions

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

AD# N1611A18005C PASS 2 COL. x 5

N1611P38012C

Peak flu season is right around corner. Vaccinate today, and make sure you're protected.

FLU SEASON AHEAD

Walk-In Flu Shot Clinic

Friday, November 00
Saturday, November 00
\$25

Somersville Health Clinic

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

AD# N1611A18006C PASS 2 COL. x 5

N1611P38010C

Companion WEB ADS available on MCC

Dashing Through



Save 20% Off Your First Ride!

Vogel Transportation

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

AD# N1611A18007C PASS 2 COL. x 5

N1611P38020C

Holiday Cookware & Cutlery Event

Slice, dice and sautee with ease this holiday when you scoop up the season's best deals on premium name brand cooking essentials!

up to 40% OFF TOP NAME BRANDS

The Kitchen Connection

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

AD# N1611A18008C PASS 2 COL. x 5

N1203P46009C-O

Your Recycling Makes an Impression



Every ton of paper recycled can save 17 trees, 380 gallons of oil and 7000 gallons of water!

Somersville Recycling Center

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

AD# N1611A18009C PASS 2 COL. x 5

N1611P38015C

Santa Baby Sale

up to **30% Off** Camera-Ready Looks For Babies & Toddlers

Baby Jogs

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

Going On Now! Sale ends Sunday, November 01. List details, terms and conditions here.

facebook | twitter

AD# N1611A19001C PASS 2 COL. x 5

N1611P39015C

Gift Cards Available

Fabababa Ahhhh

'Tis the season to melt away holiday stress with a customized massage.

Bodypoint Massage Therapy

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

Book Now for Special Holiday Rates! Call or go online for details and scheduling.

facebook

AD# N1611A19002C PASS 2 COL. x 5

N1611P39009C

N1203P46009C

It's Not Your Mother's Retirement Community

Say hello to new friends, new memories, and a whole new way to enjoy life!

Canyon Ridge Village

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

Modern & Private Retirement Apartments
luxury amenities | five-star dining activity programs | 24-hour security personalized assistance

Move In This Month!
Call or go online today to arrange a tour and learn more about our current move-in specials.

facebook

AD# N1611A19003C PASS 2 COL. x 5

N1203P46009C

Holiday Shipping Handled With Care

Let us expertly wrap, pack and ship your gifts for time-saving convenience and peace of mind.

Express Delivery
Domestic Service
International Shipping
Packing Service & Materials
Print & Copy Shop
Mailbox Rentals

facebook

Shipping Spot

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

Extended Holiday Hours:
Monday-Saturday 7am-11pm,
Sunday 8am-6pm
Open Christmas Eve 7am-6pm
Closed Christmas Day

AD# N1611A19004C PASS 2 COL. x 5

N1611P39005C

N1203P46009C

Holiday Hiring Specialists

Need extra help for the holidays? Let us quickly connect you with the screened and qualified seasonal employees you need to successfully serve your customers this holiday season.

Job Connect, LLC

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

Employers, call today to beat the holiday rush!
Applicants, please complete our online application profile to have one of our recruitment specialists contact you for an interview.

AD# N1611A19005C PASS 2 COL. x 5

N1611P39013C

N1611P39019C

Give Them Their Space

Customized Room Designs for Kids
Stop by our showroom today for a free family consultation!

Delancey Furniture & Decorating

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

Furniture
Accessories
Lighting
Decor | Textiles
Color Consultations
Space-Saving Solutions
Special Needs & More

AD# N1611A19006C PASS 2 COL. x 5

Companion WEB ADS available on MCC

BANKRUPTCY

An expert's touch to help you navigate the bankruptcy process and make a fresh start.

Chapter 7
Chapter 11 | Chapter 13
Business Bankruptcy
Foreclosure Assistance
Loan Modification
Credit Repair
Debt Cancellation

Free Consultation
Call or visit us online today to learn more about your options from an experienced and knowledgeable attorney.

Hillard Law Offices

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

AD# N1611A19007C PASS 2 COL. x 5

N1611P39008C

There's No Day Like a Snow Day!

Gear up today, and be ready to hit the slopes.

November Special 20% Off

All Ski & Snowboard Tuning Services

Skis | Snowboards
Apparel | Tuning
Rentals | Repairs
Mounting

Follow us for daily ski reports!

facebook | twitter

Ski Shack

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

AD# N1611A19008C PASS 2 COL. x 5

N1611P39011C

Tissue Season Is Here

We make being sick a little less of a headache with fast prescription service and low prices on over-the-counter comforts.

On Sale This Week

Name Brand 2-Ply Tissues
160 count **\$1.99**

Name Brand Cold Relief Tablets
50 count **\$6.99**

Name Brand Flu Tea
24 tea bags **\$4.99**

Offer good through 02/01/16.
List details, terms and conditions here.

30-Minute Prescription Refills
by phone, online or in person

Clayton Pharmacy

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

AD# N1611A19009C PASS 2 COL. x 5

N1611P39005C



N1611P20012C-●



N1611P20011C-●



N1611P20009C-●



N1611P20008C-●



N1611P20006C-●



N1611P20005C-●



N1611P20004C-●



N1611P20002C-●



N1611P20001C-●



N1611P20010C-●



N1611P20003C-●



N1611P20007C-●



N1611P21004C-●



N1611P21003C-●



N1611P21001C-●



N1611P21002C-●



N1611P21007C-●



N1611P21009C-●



N1611P21006C-●



N1611P21011C-●



N1611P21008C-●



N1611P21005C-●



N1611P21010C-●



N1611P22038C*-O
N1611P22039 C*-O



N1611P22026C*-O



N1611P22027C*-O



N1611P22022C*-O



N1611P22023C*-O



N1611P22024C*-O



N1611P22020C*-O



N1611P22018C*-O



N1611P22025C*-O



N1611P22021C*-O



N1611P22029C*-O



N1611P22031C*-O



N1611P22030C*-O



N1611P22028C*-O



N1611P22019C*-O



N1611P22032C*-O



N1611P22015C*-O



N1611P22014C*-O



N1611P22004C*-O



N1611P22013C*-O



N1611P22001C*-O



N1611P22017C*-O



N1611P22016C*-O



N1611P22011C*-O



N1611P22002C*-O



N1611P22003C*-O



Happy
TURKEY DAY!
N1611P22040C*-O



N1611P22005C*-O



N1611P22008C*-O



N1611P22006C*-O



N1611P22010C*-O



N1611P22009C*-O



N1611P22033C*-O
N1611P22034C*-O



N1611P22037C*-O



N1611P22038C*-O



N1611P22035C*-O



N1611P22007C*-O



Thanksgiving Savings

Please enjoy these special coupon offers as our way of saying, "Thanks for your business!"

N1611P23001C*-O

N1611P22002C*-O

N1611P230xxC*-O

AD# N1611A23002C
PASS 3 COL. x 3.5

AD# N1611A23004C
PASS 3 COL. x 3.5

AD# N1611A23006C
PASS 3 COL. x 3.5

AD# N1611A23008C
PASS 3 COL. x 3.5

Fresh Start Grocery
Your best holiday meals start with us!

Free Pie

With Purchase of \$40 or More. Coupon required. Expires 08.06.16. Limit one per transaction. List details, terms and conditions here. List details, terms and conditions here.

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

City Home & Hardware
Everything to make your home more beautiful for the holidays.

SAVE \$5.00 Off

Your Purchase of \$25 or More. Coupon required. Expires 08.06.16. Limit one per transaction. List details, terms and conditions here. List details, terms and conditions here.

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

Elegance Furniture
Give your home a holiday makeover!

25% Off

Any Dining Table or Dining Room Set. Coupon required. Expires 08.06.16. Limit one per transaction. List details, terms and conditions here. List details, terms and conditions here.

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

Zippy's Convenience Mart
Open 24 hours for your convenience at the holidays and all year!

BOGO 50% Off

Name Brand Egg Nog. Coupon required. Expires 08.06.16. Limit one per transaction. List details, terms and conditions here. List details, terms and conditions here.

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

Prentice Jewelry
Show your love and appreciation with a gift of fine jewelry!

10% Off

Any Jewelry or Timepiece. Coupon required. Expires 08.06.16. Limit one per transaction. List details, terms and conditions here. List details, terms and conditions here.

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

Mason Department Store
Your holiday gift and shopping headquarters.

SAVE 20% Off

Your Next Total Purchase. Coupon required. Expires 08.06.16. Limit one per transaction. List details, terms and conditions here. List details, terms and conditions here.

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

Clayton Pharmacy
Thanks for supporting your local family-owned pharmacy!

\$5 Off

Your Purchase of \$30 or More. Coupon required. Expires 08.06.16. Limit one per transaction. List details, terms and conditions here. List details, terms and conditions here.

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

Clothesline Apparel
New holiday party fashions have arrived!

BOGO 50% Off

Any Regularly Priced Item. Coupon required. Expires 08.06.16. Limit one per transaction. List details, terms and conditions here. List details, terms and conditions here.

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



AD# N1611A23001C PASS 6 COL. x 21
AD# N1611A23010C 10 x 13

AD# N1611A23003C
PASS 3 COL. x 3.5

AD# N1611A23005C
PASS 3 COL. x 3.5

AD# N1611A23007C
PASS 3 COL. x 3.5

AD# N1611A23009C
PASS 3 COL. x 3.5

N1611P24004C*-O

N1611P24001C*-O

N1611P24002C*-O

Thanksgiving Dining Guide

Make your reservations today for a hassle-free holiday!

Nell's Cafe
Kids eat free on Thanksgiving!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Mulberry Cafe
Family-style Thanksgiving Feast
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Millbrook Restaurant
Thanksgiving Buffet
11 a.m.-7 p.m.
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Mason's Family Restaurant
\$9.95 Turkey Dinner Special
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Dayton Meat Market
Order your fully cooked free-range turkey today!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Sage Gourmet Market
Delicious Thanksgiving Catering Packages
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Bistro Ellison
Prix-fixe Fine Dining for Thanksgiving
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Garden Hotel Restaurant
\$29 Thanksgiving Day Buffet
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Cafe Charleston
Enjoy a southern-style Thanksgiving feast!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

Shanghai Restaurant
Spice up your Thanksgiving!
www.namewebsite.com
1234 Washington Street
Somerville Heights
000-000-0000

AD# N1611A24001C 19,334 x 13



N1611P24003C-●

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)

Thanksgiving Greetings Open on Thanksgiving

N1611P24005C*-O

N1611P24006C*-O



N1611P25033C-●



N1611P25031C-●



N1611P25030C-●



N1611P25035C-●



N1611P25032C-●



N1611P25001C*-○



N1611P25002C*-○



N1611P25003C*-○



N1611P25004C*-○



N1611P25005C*-○



N1611P25006C*-○



N1611P25007C*-○



N1611P25008C*-○



N1611P25010C*-○



N1611P25011C*-○



N1611P25012C*-○



N1611P25013C*-○



N1611P25014C*-○



N1611P25009C*-○



N1611P25015C*-○



N1611P25016C*-○



N1611P25017C*-○



N1611P25018C*-○



N1611P25028C*-○



N1611P25029C*-○



N1611P25023C*-○



N1611P25019C*-○



November 8

N1611P25024C*-○

N1611P25025C*-○



N1611P25026C*-○



N1611P25027C*-○



N1611P25021C*-○



N1611P25020C*-○



N1611P25022C*-○



N1611P26003C-●



N1611P26001C-●



N1611P26010C-●



N1611P26009C-●



N1611P26004C-●



N1611P26008C-●



N1611P26007C-●



N1611P26005C-●



N1611P26002C-●



N1611P26006C-●



N1611P27002C-●



N1611P27001C-●



N1611P27012C-●



N1611P27009C-●



N1611P27007C-●



N1611P27003C-●



N1611P27005C-●



N1611P27008C-●



N1611P27006C-●



N1611P27004C-●



N1611P27011C-●



N1611P27010C-●



N1611P28008C-●



N1611P28006C-●



N1611P28007C-●



N1611P28010C-●



N1611P28009C-●



N1611P28005C-●



N1611P28001C-●



N1611P28003C-●



N1611P28004C-●



N1611P28002C-●



N1611P29012C*●🇨🇦



N1611P29004C*○



N1611P29001C*○



N1611P29002C*○



N1611P29003C*○



N1611P29006C*○



N1611P29009C*○🇨🇦



N1611P29007C*○



N1611P29008C*○



WE SALUTE OUR VETERANS!

N1611P29013C*○



N1611P29010C*○



N1611P29011C*○🇨🇦



N1611P29005C*○🇨🇦



It is our pleasure and our privilege to serve and salute our local veterans. To the men and women in our community and around the country who have sacrificed to protect our freedom, we thank you greatly for your service. **Happy Veterans Day!**

Name Sponsor

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

AD# N1611A29001C PASS 6 COL. x 3

AD# N1611A29002C PASS 6 COL. x 3



N1611P30002C-●



N1611P30006C-●



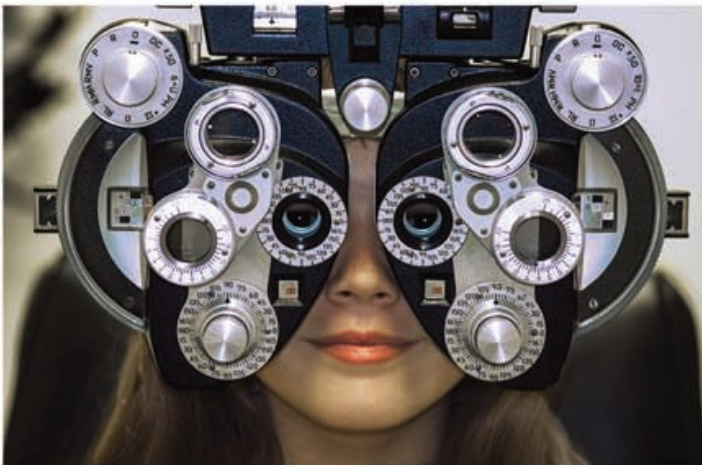
N1611P30001C-●



N1611P30011C-●



N1611P30007C-●



N1611P30003C-●



N1611P30004C-●



N1611P30008C-●



N1611P30010C-●



N1611P30009C-●



N1611P30005C-●



N1611P31004C-●



N1611P31001C-●



N1611P31008C-●



N1611P31007C-●



N1611P31005C-●



N1611P31009C-●



N1611P31010C-●



N1611P31003C-●



N1611P31002C-●



N1611P31006C-●

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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

N1611P33001C*O

Remembrance DAY

A tribute to their service and sacrifice

November 00
A Special Supplement to
NAME NEWSPAPER

Memorial services and special events

Remembrance Day **honour roll**

N1611P33002C

AD# N1611A33001C 10. x 13

HEADING:
N1611P33001C*O

Remembrance DAY

QUICK SELL:

| | | | | | |
|--|--|--|--|--|--|
| Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion |
| Grocery Store Offer special promotions and discounts on groceries and household items. | Restaurant Offer special promotions and discounts on food and beverages. | Coffee Shop Offer special promotions and discounts on coffee and pastries. | Bank Offer special promotions and discounts on banking services. | Party Supply Store Offer special promotions and discounts on party supplies. | Electronics Store Offer special promotions and discounts on electronics. |

N1611P33001C*O

Remembrance DAY Honour veterans on Remembrance Day

On the eleventh hour of the eleventh day of the eleventh month (11:11 AM on 11/11/11), we will observe the 100th anniversary of the end of World War I. It is a historic day that marks the end of the deadliest conflict in human history. The war resulted in the loss of millions of lives and the destruction of entire cities. It is a day that we should all remember and honor.

Remembrance Day is a time to reflect on the sacrifices of our military and veterans. It is a day to honor their service and sacrifice. We will be holding a special ceremony at 11:11 AM on November 11th. We will have a special program and a special message. We will have a special message and a special program. We will have a special message and a special program. We will have a special message and a special program.

Advertiser Suggestion

Major Area Employer
1524 Parkhill Street | Toronto, Ontario | (416) 593-0000 | www.namewebsite.ca

N1611P33002C

AD# N1611A33002C 9.667 x 13
AD# N1611A33009C PASS 6 COL. x 21

READER CAMPAIGN:

Remembering their courage & sacrifice

Our upcoming Remembrance Day special section honours the men and women whose military service and sacrifices have protected our nation for generations. Look for your copy in this newspaper and online to learn more about the efforts and achievements of our country's dedicated armed forces, and participate in local celebrations honouring those who served.

Remembrance Day

A Special Section From
NAME NEWSPAPER

Appearing November 00
in print & online at www.namepaper.com/heroes

N1611P37014C

AD# N1611A33003C PASS 2 COL. x 5

Honouring those who served

Our upcoming Remembrance Day special section honours the men and women whose military service and sacrifices have protected our nation for generations. Look for your copy in this newspaper and online to learn more about the efforts and achievements of our country's dedicated armed forces, and participate in local celebrations honouring those who served.

Remembrance Day

A Special Section From
NAME NEWSPAPER

Appearing November 00
in print & online at www.namepaper.com/heroes

AD# N1611A33004C PASS 2 COL. x 5

Your guide to Remembrance Day

Our upcoming Remembrance Day special section honours the men and women whose military service and sacrifices have protected our nation for generations. Look for your copy in this newspaper and online to learn more about the efforts and achievements of our country's dedicated armed forces, and participate in local celebrations honouring those who served.

Remembrance Day

A Special Section From
NAME NEWSPAPER

Appearing November 00
in print & online at www.namepaper.com/heroes

AD# N1611A33005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

Join us in commemorating our soldiers

Our upcoming Remembrance Day special section presents local businesses like yours with a unique opportunity to voice your gratitude and support for those who served, both in our community and around the country. To learn more about participating as a sponsor or advertiser, please contact your sales rep today.

Remembrance Day

A Special Section From
NAME NEWSPAPER

Call 000.000.0000 or email name@namepaper.com to reserve your space.
Reservation deadline: November 00
Publication date: November 00

N1611P37009C

N1611P33003C*O

AD# N1611A33006C PASS 2 COL. x 5

Show your support for those who served

Our upcoming Remembrance Day special section presents local businesses like yours with a unique opportunity to voice your gratitude and support for those who served, both in our community and around the country. To learn more about participating as a sponsor or advertiser, please contact your sales rep today.

Remembrance Day

A Special Section From
NAME NEWSPAPER

Call 000.000.0000 or email name@namepaper.com to reserve your space.
Reservation deadline: November 00
Publication date: November 00

AD# N1611A33007C PASS 2 COL. x 5

Be a part of our Remembrance Day tribute

Our upcoming Remembrance Day special section presents local businesses like yours with a unique opportunity to voice your gratitude and support for those who served, both in our community and around the country. To learn more about participating as a sponsor or advertiser, please contact your sales rep today.

Remembrance Day

A Special Section From
NAME NEWSPAPER

Call 000.000.0000 or email name@namepaper.com to reserve your space.
Reservation deadline: November 00
Publication date: November 00

AD# N1611A33008C PASS 2 COL. x 5

Companion WEB ADS available on MCC

SECTION COVER:

N1611P35001C*O



N1611P35002C

AD# N1611A35001C 10. x 13

HEADING:
N1611P35001C*O

Black Friday Shopper's Guide

QUICK SELL:

N1611P35001C*O

Black Friday Shopper's Guide

Make the most of Black Friday shopping

Black Friday is the best time to shop for the season's best deals. Our Black Friday Shopper's Guide offers you a comprehensive preview of the best local sales and special offers, as well as time-saving advice, budgeting tips and more to help you make the most of this valuable once-a-year shopping opportunity!

Toy Store
12th Washington Street
Bryn Mawr, PA 19009
610-526-0000
www.toy-store.com

Department Store
12th Washington Street
Bryn Mawr, PA 19009
610-526-0000
www.departmentstore.com

Electronics Store
12th Washington Street
Bryn Mawr, PA 19009
610-526-0000
www.electronicstore.com

Jewelry Store
12th Washington Street
Bryn Mawr, PA 19009
610-526-0000
www.jewelrystore.com

Home Goods Store
12th Washington Street
Bryn Mawr, PA 19009
610-526-0000
www.homegoodsstore.com

Shopping Center
12th Washington Street
Bryn Mawr, PA 19009
610-526-0000
www.shoppingcenter.com

Advertiser Suggestion

AD# N1611A35002C 9.667 x 13

AD# N1611A35009C PASS 6 COL. x 21

READER CAMPAIGN:

N1611P35001C*O

Get Ready. Get Set. Black Friday is Coming!

Make sure you're prepared to bag the season's best deals! Our Black Friday Shopper's Guide offers you a comprehensive preview of the best local sales and special offers, as well as time-saving advice, budgeting tips and more to help you make the most of this valuable once-a-year shopping opportunity!

Black Friday Shopper's Guide A Special Section From NAME NEWSPAPER

In Print & Online • Sunday, November 01
www.name.com/blackfridayshoppersguide

AD# N1611A35003C PASS 2 COL. x 5

Black Friday Is in the Bag!

Make sure you're prepared to bag the season's best deals! Our Black Friday Shopper's Guide offers you a comprehensive preview of the best local sales and special offers, as well as time-saving advice, budgeting tips and more to help you make the most of this valuable once-a-year shopping opportunity!

Black Friday Shopper's Guide A Special Section From NAME NEWSPAPER

In Print & Online • Sunday, November 01
www.name.com/blackfridayshoppersguide

AD# N1611A35004C PASS 2 COL. x 5

Don't Miss a Black Friday Bargain!

Make sure you're prepared to bag the season's best deals! Our Black Friday Shopper's Guide offers you a comprehensive preview of the best local sales and special offers, as well as time-saving advice, budgeting tips and more to help you make the most of this valuable once-a-year shopping opportunity!

Black Friday Shopper's Guide A Special Section From NAME NEWSPAPER

In Print & Online • Sunday, November 01
www.name.com/blackfridayshoppersguide

AD# N1611A35005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

N1611P35003C

Maximize Black Friday Sales

Put your Black Friday offers in the spotlight with advertising in our highly anticipated Black Friday Shopper's Guide. This special section offers readers a comprehensive preview of the best local sales and special offers, making it the perfect place to showcase your products and services as we kick off the holiday shopping season!

Black Friday Shopper's Guide A Special Section From NAME NEWSPAPER

Call now to advertise!
000.000.0000 | name@name.com
Advertising Deadline: November 01
Publication Date: November 01

AD# N1611A35006C PASS 2 COL. x 5

Your Key to a Successful Black Friday

Put your Black Friday offers in the spotlight with advertising in our highly anticipated Black Friday Shopper's Guide. This special section offers readers a comprehensive preview of the best local sales and special offers, making it the perfect place to showcase your products and services as we kick off the holiday shopping season!

Black Friday Shopper's Guide A Special Section From NAME NEWSPAPER

Call now to advertise!
000.000.0000 | name@name.com
Advertising Deadline: November 01
Publication Date: November 01

AD# N1611A35007C PASS 2 COL. x 5

Reach More Black Friday Shoppers

Put your Black Friday offers in the spotlight with advertising in our highly anticipated Black Friday Shopper's Guide. This special section offers readers a comprehensive preview of the best local sales and special offers, making it the perfect place to showcase your products and services as we kick off the holiday shopping season!

Black Friday Shopper's Guide A Special Section From NAME NEWSPAPER

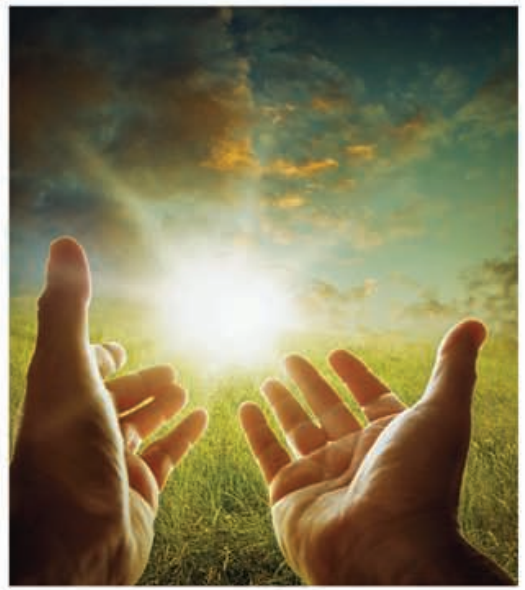
Call now to advertise!
000.000.0000 | name@name.com
Advertising Deadline: November 01
Publication Date: November 01

AD# N1611A35008C PASS 2 COL. x 5





N1611P36008C-●



N1611P36002C-●



N1611P36001C-●



N1611P36009C-●



N1611P36006C-●



N1611P36007C-●



N1611P36005C-●



N1611P36003C-●



N1611P36004C-●



N1611P37007C-●



N1611P37006C-●



N1611P37015C-●



N1611P37004C-●



N1611P37008C-●



N1611P37009C-●



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N1611P37003C-●



N1611P37013C-●



N1611P37011C-●



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N1611P37010C-●



N1611P37014C-●



N1611P37002C-●



N1611P37012C-●



N1611P38013C-●



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N1611P38012C-●



N1611P38017C-●



N1611P38016C-●



N1611P38006C-●



N1611P38015C-●



N1611P38005C-●



N1611P38008C-●



N1611P38011C-●



N1611P38004C-●



N1611P38001C-●



N1611P38019C-●



N1611P38007C-●



N1611P38002C-●



N1611P38003C-●



N1611P38020C-●



N1611P38009C-●



N1611P38018C-●



N1611P38010C-●

Put Safety First This Winter



1. Save our towing hotline in your phone contacts.
2. Schedule your winter service and safety check.
3. Keep a road emergency kit in your trunk.

24-Hour Towing Service & Roadside Assistance
000.000.0000
fast | friendly | reliable

Free Estimates
All Work Guaranteed
Complimentary Shuttle Service
Saturday Appointments Available

Like us on **facebook**

Olson's Auto Service
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

Winter Service Special & Safety Check ONLY \$79
Coolant Drain & Fill | Battery Test | Fluids Topped Off | Tire Rotation & Pressure Check | Brake, Steering & Chipping System Evaluations | 25-Point Vehicle Safety Inspection
Most services. Offer ends 12.31.16. Coupon required. List details, terms and conditions here.
Call today for your appointment!
Olson's Auto Service
1234 Washington Street | 000.000.0000 | www.namewebsite.com

N1203P46009C*O

N1611P39001C*O

AD# N1611A41001C 8.5 x 11

Compassion + Companionship + Care
for individuals coping with memory loss



When it comes to loved ones facing the challenges of memory loss, the peace of mind that comes with knowing their needs are being met in a safe, supportive environment is priceless. We offer a variety of care options, from senior day care and respite care to residential assisted living, designed to meet every family's specialized needs with skill, compassion and enjoyment.

Private & Shared Memory Care Apartments
Community Areas, Activities, Dining & Entertainment
Welcoming & Secure Homelike Setting
Highly Trained Staff of Memory Care Professionals
Senior Day Care & Respite Care Services

Lakeside Residential Care Center
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

Alzheimer's Disease Awareness Month Free Information Session
Saturday, November 26 at 11 a.m.
Learn about the latest research, care options and administrative techniques to enhance the care and quality of life of dementia patients. Complimentary refreshments will be provided.
RSVP to name@namewebsite.com or 000.000.0000 to reserve your seat.

N1611P39001C*O

N1611P39007C*O

AD# N1611A41002C 8.5 x 11

BETTER SELFIES START HERE



Improve the way you look, feel and live with a fun and energizing fitness routine!

Your First Month Is FREE
When You Join Before December 31.
Get Started Today With a Free Trial Pass!
Call, go online or stop by the studio to register for your free workout pass.

State-of-the-Art Equipment | Unlimited Group Fitness Classes | Certified Personal Trainers | Free Weights, Kettlebells & Stretching Stations | Locker Rooms & Spa Service | Pool & Sauna | In-Audio Massage Spa | Friendly & Welcoming Staff | Open Early, Open Late 7 Days

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

N1611P15007C*O

N1611P15006C*O

N1611P15004C*O

AD# N1611A41003C 8.5 x 11

Kind, Caring & Complete Family Dentistry



Our patients' smiles say it all!

NEW PATIENT SPECIAL ONLY \$59
Exam, Cleaning & Digital X-rays
Call to book your appointment today!
List of details, terms and conditions here. List other details, terms and conditions here.

State-of-the-Art Equipment | General Dentistry | Sedation Dentistry | Cosmetic Dentistry
Orthodontics | Root Canals | Oral Surgery | Periodontal Care | Easy Payment Plans
Insurance Plans Welcome | Friendly & Welcoming Staff

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

N1611P14009C*O

N1611P14006C*O

N1611P14002C*O

AD# N1611A41004C 8.5 x 11



N1611P42006C-●



N1611P42005C-●



N1611P42004C-●



N1611P42003C-●



N1611P42002C-●



N1611P42008C-●



N1611P42001C-●



N1611P42007C-●



N1611P42026C*-○
N1611P42027C*-○



N1611P42024C*-○



N1611P42025C*-○



N1611P42009C*-○



N1611P42016C*-○



N1611P42013C*-○



N1611P42011C*-○



N1611P42023C*-○



N1611P42014C*-○



N1611P42015C*-○



N1611P42017C*-○



N1611P42012C*-○



...begins at your local grocer!

N1611P42021C*-○



N1611P42022C*-○



N1611P42019C*-○



N1611P42010C*-○



N1611P42020C*-○



N1611P42018C*-○

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.

N1611P42020C*O

Plaid FRIDAY

specials

**Friday,
November 25th**

These local merchants are mad about Plaid Friday! Wear plaid at any of the participating local, independently owned businesses featured here this Friday to receive special discounts, offers and giveaways.

Show Your Local Pride and Sport Something Plaid on Friday, November 25 to Enjoy the Special Offers Featured Here!



N1611P43001C◇

N1611P43002C*O

N1611P43003C*O

Rustica Garden Gift Shop

Enter to win a **free holiday centerpiece!**

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

Katrina Jewelers

Enter to win a **\$100 gift card!**

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

Merchants Gift Boutique

Enjoy **free coffee & refreshments all day!**

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

Apparel Unlimited

Wear plaid to enjoy **10% off your purchase!**

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

Toy Joy

Games & prizes for the kids all day!

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

Central Hardware

Free hot cider & donuts all day!

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

Discount Electronics

Enter to win a **free Name Brand tablet!**

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

Little Boutique

Free card & gift wrapping service with purchase!

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

Wilma Beauty Supply

Free mini makeovers for plaid customers all day!

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

Somersville General Store

Free gift with purchase for customers wearing plaid!

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

The Book Nook

Live bands & free coffee all day!

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

Lynne's Craft & Sewing Supply

Free DIY workshops all day!

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

Thank you for supporting local, independent businesses in our area!

AD# N1611A43001C

PASS 6 COL x 21

AD# N1611A43002C

10 x 13

"SHOP LOCAL" SUPPORT

This Plaid Friday **Specials** multiple-advertiser layout supports the efforts of local merchants and independently-owned stores to create a local focus alternative to Black Friday. They can offer a more relaxed and personal shopping experience than the annual big box store madness. There is also an alternative tab size available in MCC.

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



N1611P44009K-●



N1611P44008K-●



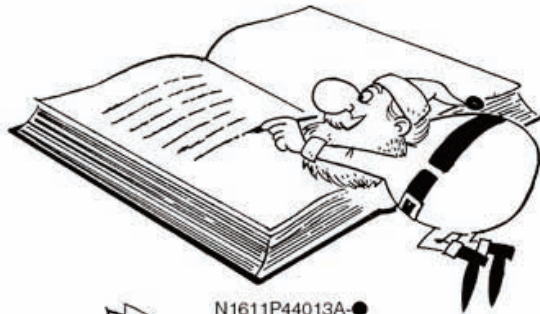
N1611P44010K-●



N1611P44006A-●



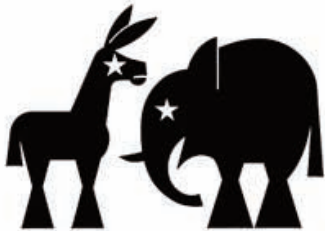
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N1611P44013A-●



N1611P44005A-●



N1611P44003A-●



N1611P44011K-●



N1611P44007A-●



N1611P44001A-●



N1611P44002A-●



N1611P44014K-●



N1611P44004A-●

Over 100 years of providing premium content makes Metro's archive one of the deepest and richest in existence. Now you can access some of the best from years past to use in your creative design work.

(MCC Creative Library / Image Type: Retro)



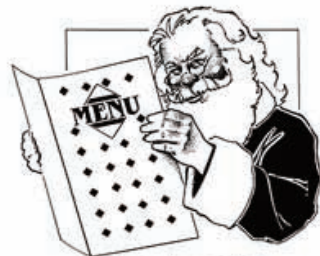
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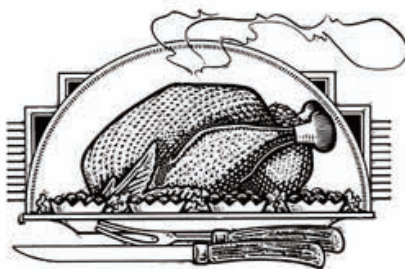
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N1611P45005A-●



N1611P45006A-●



N1611P45011A-●



N1611P45009A-●



N1611P45012A-●



N1611P45014A-●



N1611P45008A-●



N1611P45007K-●

N1611P45007C-●



N1611P45010A-●



N1611P45013A-●



N1611P45002A-●



N1611P45003A-●

Bonus images available in the MCC Creative Library:



N1611P46001C-●



N1611P46002C-●



N1611P46006C-●



N1611P46004C-●



N1611P46003C-●



N1611P46005C-●

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 **Giving Back** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call 800-223-1600 or email service@metro-email.com to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5

Bonus images available in the MCC Creative Library:



N1611P47006C-●



N1611P47004C-●



N1611P47001C-●



N1611P47002C-●



N1611P47005C-●



N1611P47003C-●

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

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

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

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

View this month's **Holiday Gifts & Lifestyle** Templated Special Sections package in the MCC Editorial Library. Like what you see? Call 800-223-1600 or email service@metro-email.com 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



N1611P48008C-●



N1611P48006C-●



N1611P48009C-●



N1611P48002C-●



N1611P48010C-●



N1611P48005C-●



N1611P48004C-●



N1611P48003C-●



N1611P48001C-●



N1611P48007C-●



N1611P49002C-●



N1611P49009C-●



N1611P49008C-●



N1611P49007C-●



N1611P49006C-●



N1611P49003C-●



N1611P49004C-●



N1611P49005C-●



N1611P49001C-●



N1611P50009C-●
N1611P50010C-●

Usage Notes:

Use these backgrounds to help promote services and merchandise for Veterans Day, Remembrance Day, Election Day, Thanksgiving, Christmas, winter 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)



N1611P50007C-●



N1611P50005C-●



N1611P50006C-●



N1611P50008C-●



N1611P50004C-●



N1611P50001C-●

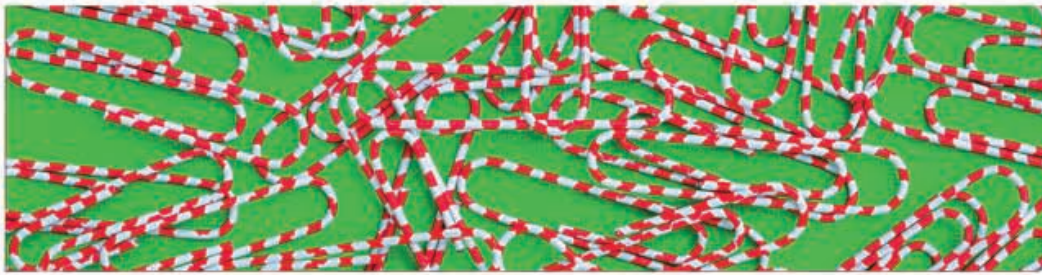


N1611P50002C-●



N1611P50003C-●

N1611P51001C



**Usage
Suggestions:**

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for harvest and Thanksgiving themes, Christmas gift ads, Election Day, Veterans Day... and more.

N1611P51002C



N1611P51003C



N1611P51004C



N1611P51005C



N1611P51006C





N1611P52009C*-O



N1611P52010C*-O



N1611P52001C*-O



N1611P52003C*-O



N1611P52011C*-O



N1611P52012C*-O



N1611P52004C*-O



N1611P52002C*-O



N1611P52006C*-O



N1611P52005C*-O



N1611P52008C*-O



N1611P52007C*-O



N1611P52017C*-O



N1611P52019C*-O



N1611P52016C*-O



N1611P52014C*-O



N1611P52018C*-O



N1611P52020C*-O



N1611P52013C*-O



N1611P52015C*-O



N1611P53003C*-O



N1611P53006C*-O



N1611P53009C*-O



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N1611P53008C*-O



N1611P53002C*-O



N1611P53001C*-O

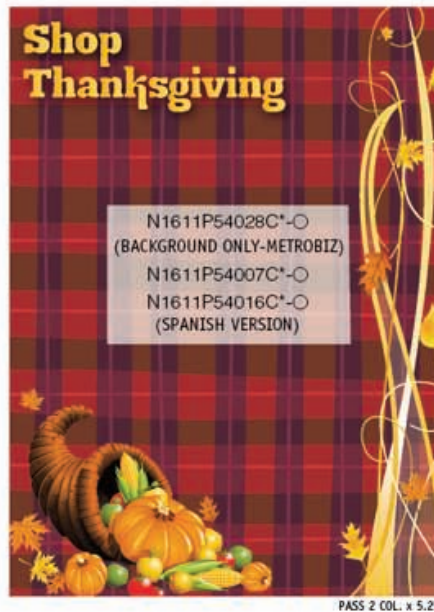
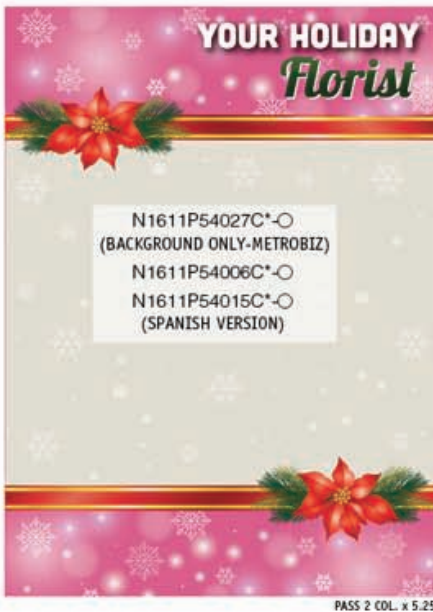
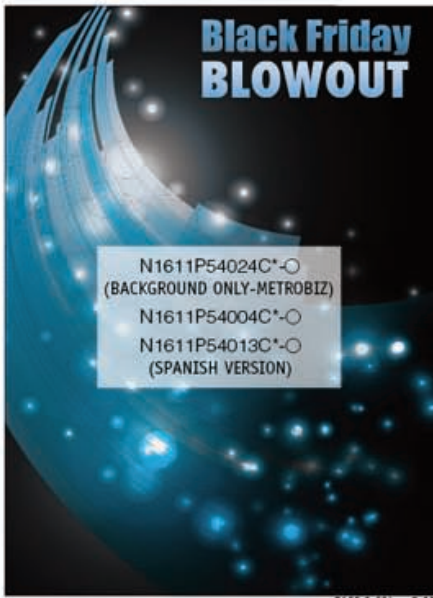


N1611P53007C*-O

Usage Note:

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

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





MCC KEYWORD HINT: Medspa
N1611P55008C-●



MCC KEYWORD HINT: Brow & Lash Salon
N1611P55009C-●



MCC KEYWORD HINT: Bar & Liquor Store
N1611P55010C-●



MCC KEYWORD HINT: Florist
N1611P55011C-●



MCC KEYWORD HINT: Dentist
N1611P55012C-●



MCC KEYWORD HINT: Children's Boutique
N1611P55013C-●

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.



N1611P55001C*-○



N1611P55002C*-○



N1611P55003C*-○
N1611P55008C*-○



N1611P55004C*-○



N1611P55005C*-○



N1611P55006C*-○



MCC KEYWORDS: ICON SET, VETERANS DAY
N1611S56006C*-O



MCC KEYWORDS: ICON SET, FOOTBALL
N1611S56002C*-O



MCC KEYWORDS: ICON SET, FURNITURE
N1611S56003C*-O



MCC KEYWORDS: ICON SET, BLACK FRIDAY
N1611S56001C*-O



MCC KEYWORDS: ICON SET, THANKSGIVING
N1611S56005C*-O



MCC KEYWORDS: ICON SET, POINSETTIA, FLORAL
N1611S56004C*-O



N1611P57019C*-O



N1611P57020C*-O



N1611P57021C*-O



N1611P57022C*-O



N1611P57023C*-O



N1611P57024C*-O



N1611P57025C*-O



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N1611P57030C*-O



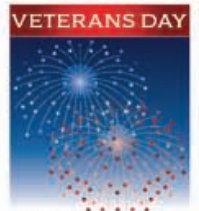
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N1611P57032C*-O



N1611P57033C*-O



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N1611P57035C*-O



N1611P57001C*-O



N1611P57014C*-O



N1611P57002C*-O



N1611P57003C*-O



N1611P57004C*-O



N1611P57017C*-O



N1611P57016C*-O



N1611P57015C*-O



N1611P57018C*-O



N1611P57005C*-O

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



N1611P57006C*-O



N1611P57007C*-O



N1611P57008C*-O



N1611P57009C*-O



N1611P57010C*-O



N1611P57011C*-O



N1611P57012C*-O



N1611P57013C*-O



MCC KEYWORDS: ICON SET, THANKSGIVING
N1611S57036C*-O



N1611P58022C-●



N1611P58018C-●



N1611P58016C-●



N1611P58015C-●



N1611P58014C-●



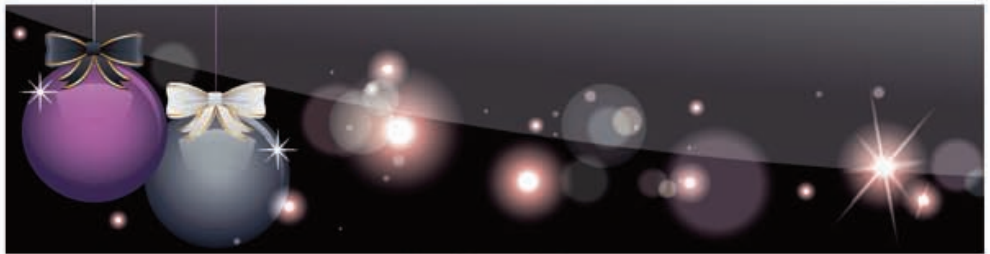
N1611P58017C-●



N1611P58021C-●



N1611P58007C*-○
N1611P58008C*-○



N1611P58009C*-○



N1611P58004C*-○
N1611P58005C*-○ N1611P58006C*-○



N1611P58003C*-○



N1611P58012C*-○



N1611P58010C*-○



N1611P58011C*-○



N1611P58013C-●



N1611P58001C*-○



N1611P58002C*-○



N1611P58019C-●

BLACK FRIDAY SALE

Shop the ultimate Black Friday sale event, featuring huge storewide savings all weekend.

Set your alarm for the season's best deals!
Doors Open at 6AM
 Friday, November 25
 Save Through Sunday!



up to
50% OFF
 ALL WEEKEND

Home Essentials & Accessories
 towels | bedding
 kitchenware
 household electrics
 tabletop
 home decor

Fashions for the Whole Family
 apparel | footwear
 handbags | belts
 foundations

& More
 jewelry | cosmetics
 fragrances | toys
 holiday

BONUS Black Friday Coupon Deals 6AM-11PM FRIDAY ONLY

EXTRA \$5 OFF

Purchase of \$30 or More
 Offer good November 25, 2016 only with coupon.
 List details, terms and conditions here. List details, terms and conditions here.

Somerville Department Store

1234 Washington Street | 000.000.0000 | www.namewebsite.com

EXTRA \$10 OFF

Purchase of \$50 or More
 Offer good November 25, 2016 only with coupon.
 List details, terms and conditions here. List details, terms and conditions here.

Somerville Department Store

1234 Washington Street | 000.000.0000 | www.namewebsite.com

EXTRA \$15 OFF

Purchase of \$75 or More
 Offer good November 25, 2016 only with coupon.
 List details, terms and conditions here. List details, terms and conditions here.

Somerville Department Store

1234 Washington Street | 000.000.0000 | www.namewebsite.com

EXTRA \$25 OFF

Purchase of \$100 or More
 Offer good November 25, 2016 only with coupon.
 List details, terms and conditions here. List details, terms and conditions here.

Somerville Department Store

1234 Washington Street | 000.000.0000 | www.namewebsite.com

Shop extended holiday hours beginning Saturday!

Monday-Saturday 7am-11pm
 Sunday 8am-9pm
 Open Christmas Eve 7am-3pm
 Closed Christmas Day



Somerville Department Store

1234 Washington Street
 Somerville Heights
 000.000.0000
www.namewebsite.com

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

AD# N1611A59001C

PASS 6 COL. x 21

AD# N1611A59002C

10 x 13

N1611P58008C*-O



N1611P60010C-●



N1611P60007C-●



N1611P60005C-●



N1611P60009C-●
N1611P60011C-●



N1611P60004C-●



N1611P60008C-●



N1611P60003C-●



N1611P60006C-●



N1611P60012C*-○



N1611P60016C*-○



N1611P60015C*-○



N1611P60022C*-○



N1611P60025C*-○



N1611P60013C*-○



N1611P60018C*-○



N1611P60019C*-○



N1611P60001C-●



N1611P60014C*-○



N1611P60024C*-○



N1611P60002C-●



N1611P60017C*-○



N1611P60020C*-○



N1611P60021C*-○



N1611P60023C*-○



N1611P61007C-●



N1611P61008C-●



N1611P61012C-●



N1611P61011C-●



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N1611P61002C-●



N1611P61003C-●



N1611P61010C-●



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N1611P61001C-●



N1611P61006C-●



N1611P61004C-●



N1611P62010C-●



N1611P62003C-●



N1611P62008C-●



N1611P62007C-●



N1611P62009C-●



N1611P62002C-●



N1611P62004C-●



N1611P62006C-●



N1611P62005C-●



N1611P62001C-●



N1611P63004C-●



N1611P63003C-●



N1611P63006C-●



N1611P63002C-●



N1611P63005C-●



N1611P63007C-●



N1611P63008C-●



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N1611P64006C-●



N1611P64005C-●



N1611P64002C-●



N1611P64004C-●

N1611P21006C



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You Make
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Enjoy a delicious slow-roasted turkey served with our famous homemade herb stuffing, fresh salad and your choice of tasty sides and dessert.

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start at just
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AD# N1611A65002C PASS 3 COL. x 10

N1611P20006C

N1611P20004C

**Gobble.
Gobble.
Gobble.**

**Thursday,
November 24
11am - 7pm**

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roasted root vegetables
mashed potatoes
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cranberry relish | cornbread
apple-walnut salad
butternut squash soup
green bean casserole
macaroni & cheese
dessert & espresso bar

\$29
per guest

\$12.95
for children
10 & under

AD# N1611A65003C PASS 3 COL. x 10

N1203P46009C

N1611P65001C

N1611P62007C

N1611P62005C



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AD# N1611A65004C PASS 3 COL. x 10

N1611P62006C



N1611P66003C-●
PECAN BROWNIE SUNDAE



N1611P66024C-●
TURKEY DINNER



N1611P66014C-●
PECAN SANDIES



N1611P66008C-●
RAISIN BREAD



N1611P66026C-●
COOKED HAM



N1611P66001C-●
FRESH SALAD



N1611P66018C-●
CAPPUCCINO



N1611P66020C-●
HOT LATTE



N1611P66030C-●
POPCORN



N1611P66012C-●
ICE CREAM SUNDAE



N1611P66016C-●
POMEGRANATE JUICE



N1611P66021C-●
FRENCH TOAST



N1611P66011C-●
RAISIN BREAD



N1611P66004C-●
TUNA SANDWICH



N1611P66028C-◇
TURKEY SANDWICH

N1611P66031C-◇
TURKEY SANDWICH



N1611P66037C-◇
ICE CREAM CONE



N1611P66009C-●
NUTRITION



N1611P66013C-●
ICE CREAM SUNDAE



N1611P66022C-●
TURKEY



N1611P66029C-◇
PECANS



N1611P66036C-◇
MASHED SWEET POTATOES



N1611P66034C-◇
CAPPUCCINO



N1611P66017C-●
THANKSGIVING DINNER



N1611P66015C-●
POMEGRANATE



N1611P66027C-◇
ROAST BEEF SANDWICH



N1611P66033C-◇
THANKSGIVING DINNER



N1611P66038C-◇
COLD CUT HERO



N1611P66007C-●
TURKEY SANDWICH



N1611P66025C-●
TURKEY DINNER



N1611P66035C-◇
FRENCH TOAST



N1611P66032C-◇
RAW CLAMS



N1611P66002C-●
MILK



N1611P66019C-●
FRENCH TOAST



N1611P66006C-●
POPCORN TREAT



N1611P66005C-●
PECANS



N1611P66010C-●
FRESH VEGETABLES



N1611P66023C-●
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Bone-In
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\$4.99 5 lb. bag

Whole Cauliflower
89¢ lb.

Russet Potatoes
69¢ lb.

Red Delicious Apples
\$1.19 lb.

Fresh Broccoli
\$1.19 lb.

Seedless Red Grapes
\$1.99 lb.

Whole Pineapple
99¢ lb.

Name Brand Stuffing Mix
00 oz. box
\$1.79

Name Brand Sour Cream
00 oz. varieties
\$1.89

Name Brand Frozen Vegetables
00 oz. varieties
2 for \$1

Name Brand Cranberry Sauce
00 oz. can
\$1.29

Name Brand Shredded Cheese
00 oz. varieties
\$2.89

Name Brand Snack Chips
00 oz. varieties
\$1.99

Name Brand Soup Broth
00 oz. varieties
\$2.89

Name Brand Fresh Eggs
12 count
\$3.99

Name Brand Wild Rice
20 oz. bag
\$2.19

Name Brand Butter
00 oz. package
\$2.99

Name Brand Canned Vegetables
00 oz. varieties
2 for \$1

Name Brand Biscuit Mix
20 oz.
\$2.79

Advertised offers good through November 00, 2016. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.



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FREE Holiday Recipe Guide

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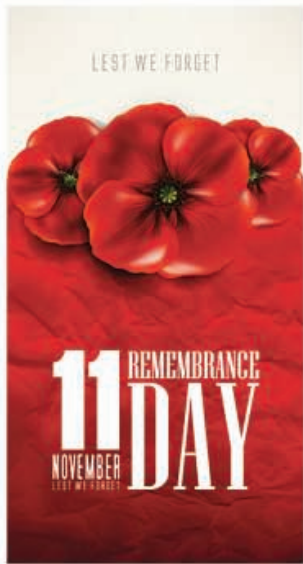


AD# N1611A25001C

PASS 6 COL. x 21

AD# N1611A25002C

10 x 13



N1611P68026C-●
N1611P68027C-●



N1611P68025C-●



N1611P68023C*-○



N1611P68013C*-○



N1611P68015C*-○



Remembrance Day

N1611P68014C*-○



N1611P68001C*-○



N1611P68009C*-○



N1611P68011C*-○



N1611P68005C*-○



N1611P68024C*-○



N1611P68020C*-○



N1611P68010C*-○



N1611P68012C*-○



N1611P68008C*-○



N1611P68003C*-○



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N1611P68006C*-○



N1611P68021C*-○



N1611P68022C*-○



Les experts des plaisirs d'hiver
(THE EXPERTS FOR WINTER FUN)

N1611P68019C*-○



Portons le coquelicot
(WEAR YOUR POPPY)

N1611P68018C*-○



Tout pour votre liste de cadeaux
(EVERYTHING FOR YOUR CHRISTMAS LIST)

N1611P68017C*-○



Réservez maintenant pour votre party!
(RESERVE NOW FOR YOUR CHRISTMAS PARTY)

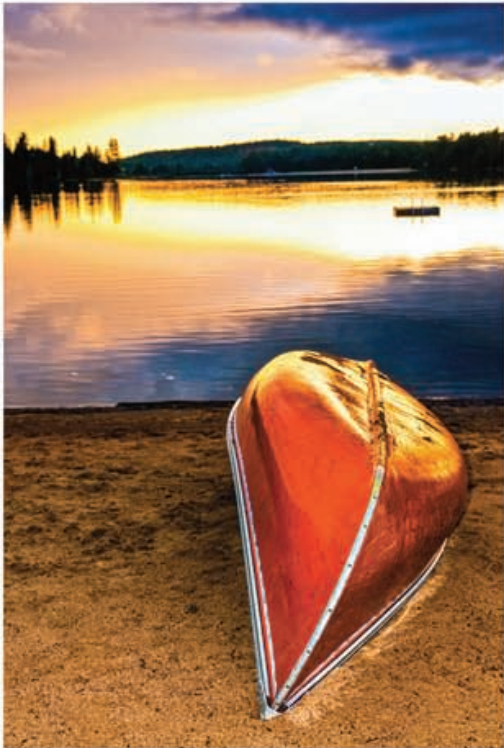
N1611P68016C*-○



N1611P69010C-●
SINCLAIR CANYON KOOTENAY NATIONAL PARK



N1611P69012C-●
PEGGY'S COVE, NOVA SCOTIA



N1611P69002C-●
LAKE SUNSET



N1611P69007C-●
VANCOUVER FALSE CREEK



N1611P69006C-●
CANADIAN SOLDIER



N1611P69003C-●
OTTAWA'S NATIONAL WAR MONUMENT



N1611P69004C-●
HEADSTONE FALLEN SOLDIER



N1611P69005C-●
TOMB OF THE UNKNOWN SOLDIER



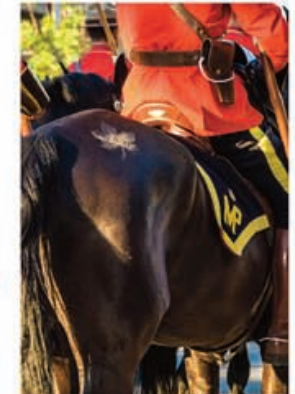
N1611P69008C-●
COPPER MAPLE LEAF



N1611P69011C-●
BANFF NATIONAL PARK



N1611P69009C-●
POPPIES



N1611P69001C-●
CANADIAN MOUNTIE

MCC KEYWORD HINT: week2

This is your illustration and copy for November 10, 2016.

N1611P70008C*
N1611P70004C*
N1611P70006C*
N1611P70002C*

Whistle While You Work!



Music is truly a universal language. We don't need to understand the lyrics to know whether a song is happy or sad because the music literally speaks the language of our souls, pulling our heartstrings or uplifting our spirits in the process. It's amazing how readily our spirits can be moved by music. Armen have harnessed the power of music for centuries with marching music and fight songs, and we all know the power of music to make us weep. Under the right circumstances, a sad song will move everybody to tears. One of the most potent uses of music is to help us complete our work, especially when the work is long and hard. When workers march, there's a reason they sing cadences: it keeps them all in step and it motivates them. For work that we're not particularly enthusiastic about, a happy upbeat song can keep us going. Most activities can be improved with the right music, so whether you are literally or figuratively dancing to the music, sing a song unto the Lord and use music to enhance your life.
—Christopher Simon

"Sing and make music from your heart to the Lord, always giving thanks to God the Father for everything, in the name of our Lord Jesus Christ."
—Ephesians 5: 18-20 NIV

AD# N1611A70002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for November 17, 2016.

N1611P70006C*
N1611P70001C*
N1611P70005C*
N1611P70003C*

Living in Two Worlds



Amidst the holding of two contrary attitudes or feelings is built a love. We are spiritual creatures who seek God while living in a material world. That there is such a love and sense about our physical existence makes the substance all the more satisfying. We know that we should seek God's kingdom first, but we hold tightly to the things of this world. How many of us could give everything away and completely trust in the Lord to provide for our needs? Ambivalence can be satisfying in some ways. Being attracted to something while simultaneously being repelled by it—think of the chemist that thrives to improve your material diet—literally creates a mixture of positive and negative feelings that, for a better word, just feel "mucky." Psychologists tell us that positive and negative feelings tend to be processed by different sides of the brain, and those uncomfortable feelings of ambivalence are literally caused by our simultaneously experiencing opposing emotions. It would perhaps be better if the right hand did not know what the left hand was doing, but alas, we cannot ignore or hide from ambivalence. It is a signpost, in our significant relationships, in our passions and values, and in our very being. As far as possible, we should minimize it. We can love our enemies as much as our friends and we shouldn't love the world as much as we love God. — Christopher Simon

"The Father you are beloved—whether for me or not—I am about to give you out of my mouth."
—Revelation 3: 14 NIV

AD# N1611A70003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for November 24, 2016.

N1611P70006C*
N1611P70002C*

Thanksgiving



Thank the Pilgrims who came to America, considered it right and proper to honor God with a feast of thanksgiving, despite being nearly half of their numbers to disease and lack of proper shelter during their first year. Speak volumes about their character. That many present-day Americans see the holiday as little more than a chance to indulge the vices of cloth and gluttony perhaps says more about our character than we would wish. There we should not imagine that there was no greediness among the Pilgrims. Surely some of them grumbled and complained about the conditions and read the day they left European shores, and it is likely that some of them felt more like cursing God than thanking Him. But the better angels of their nature won the day, and in November of 1621 the Pilgrims celebrated a harvest with the natives, in what was the first Thanksgiving. We should take this as an occasion to give thanks to all things, both in good times and in bad, in times of plenty and in times of scarcity, and to share our harvest with our families, friends and neighbors, no matter the size of the harvest or our relations with our families, friends and neighbors.
—Christopher Simon

"Rejoice always, pray continually, give thanks in all circumstances; for this is God's will for you in Christ Jesus."
—1 Thessalonians 5: 16-18 NIV

AD# N1611A70004C PASS 2 COL. x 5.25



N1611P70010C*
N1611P70011C*



N1611P70014C*

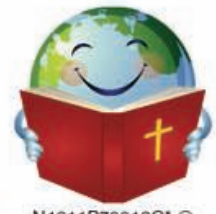


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MCC KEYWORD HINT: week1

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The Power of Posture

The Harvard social psychologist Amy Cuddy has done a variety of interesting studies on the power of posture. Her research demonstrates that standing tall and engaging in various "power poses" can actually improve our performance. It won't endow you with knowledge you don't already have or allow you to have superhuman strength, but standing like a superhero will allow you to make the most of your inherent abilities and knowledge. One of the interesting things to come out of her research is the finding that you can do these "power poses" in private for relatively short periods of time (as little as one or two minutes) and see improvements in your performance. The standard power pose is simply standing tall, putting your hands on your hips (arms akimbo), pulling your shoulders back (to thrust out your chest), and holding your head up. Pretty easy to do, and we are also warned that "powerless poses," such as being slumped over and drooping your head can lead to poorer performance. Let's face it, when we look and feel confident, we are more likely to perform well, and God wants us to do and be well. So stand up tall and hold your head high. You can do it.
— Christopher Simon

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AD# N1611A70005C PASS 6 COL. x 7

70 NOVEMBER 2016

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(CHRISTMAS GIFT GUIDE)
N1611P71010C*O



(HAPPY SHOPPING!)
N1611P71001C*O



(WE SALUTE OUR VETERANS)
N1611P71004C*O



(CYBER MONDAY SPECIALS)
N1611P71007C*O



(YOUR VOTE COUNTS)
N1611P71003C*O



(BLACK FRIDAY SALE)
N1611P71008C*O



(ELECTION DAY)
N1611P71002C*O



(HAPPY THANKSGIVING)
N1611P71005C*O



(CHRISTMAS LIGHTING)
N1611P71009C*O



(GIVING THANKS)
N1611P71006C*O



N1611P71028C*O
N1611P71029C*O



N1611P71015C*O
N1611P71016C*O



NOVEMBER 15
N1611P71013C*O
N1611P71014C*O



N1611P71022C*O
N1611P71023C*O



N1612P71027C*O



NOVEMBER 14-18
N1611P71011C*O
N1611P71012C*O



N1612P71019C*O



NOVEMBER 25
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N1611P71026C*O



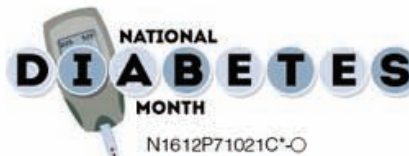
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N1612P71020C*O



N1612P71017C*O



N1612P71021C*O



N1612P71018C*O



N1611P72002C-●
(Woman Football Player)



N1611P72001C-●
(Woman Football Player)



N1611P72016C*-○
(Steer)



N1611P72017C*-○
(Cow)



N1611P72018C*-○
(Steer)



N1611P72019C*-○
(Cow)



N1611P72007C*-○
(Hard Hat)



N1611P72022C*-○
(Steer)



N1611P72023C*-○
(Cow)



N1611P72012C*-○
(Installing Carpet)



N1611P72003C*-○
(Hearing Protector)



N1611P72005C*-○
(Respirator)



N1611P72020C*-○
(Steer)



N1611P72021C*-○
(Cow)



N1611P72004C*-○
(Safety Goggles)



N1611P72006C*-○
(Work Gloves)



N1611P72013C*-○
(Carpet Installer)



N1611P72026C*-○
(Kitchen Appliances)



N1611P72024C*-○
(Rocketship In Book)



N1611P72011C*-○
(AG Safety- Working Too Close)



N1611P72010C*-○
(AG Safety-Sleep Deprivation)



N1611P72014A*-○
N1611P72015A*-○
(Cows Playing Basketball)



N1611P72008C*-○
(AG Safety-Loose Clothing)



N1611P72009C*-○
(AG Safety-Night Driving)



N1611P72025C*-○
(Boy with Telescope)

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Green Living
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Healthy Lifestyle
Think Pink
Best of the Best**



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Spring...On the Road
Healthcare Profiles**
St. Patrick's Day*



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Cancer Awareness & Prevention
Fall/Winter Sports**
Hispanic Heritage*



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All About Pets
Graduates**
Prom & Graduation*



OCTOBER PACKAGE | Available 8/21/17

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Holiday Gifts & Lifestyle
Halloween
Local Professionals Guide**



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Communions & Confirmations*



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How-To
Health & Wellness
Coloring for Adults/All Ages**
Summer Fun*



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Financial Planning
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Distinctive Properties



PP. 01-72

METRO NEWSPAPER SERVICE

November MNS has a cornucopia of ready-to-sell sales opportunities for Veterans/Remembrance Day, Thanksgiving, Black Friday, shop local, Christmas gifting, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 73-80

MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with November's MSAL spec ads for Holiday Gifts & Lifestyle advertisers. Presented in this book and available to view online in the MSAL SearchBook®, every ad is also available in MiAD Wizard so you can immediately personalize ads to present and close more sales.



OCTOBER Issue
PP. 81-93

CAMPAIGNS & CLASSIFIED

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

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