

CREATE. SELL. PROFIT.

# METRO

CREATIVE SERVICES



**VETERANS DAY/  
REMEMBRANCE DAY**  
American and Canadian  
content to honor those  
who served, as well as  
retail promotions.



**BLACK FRIDAY  
& PLAID FRIDAY**  
Wrap up revenue with  
impactful ads, images  
and ideas to help  
advertisers kick off the  
holiday shopping season.



**GIVING BACK**  
Ready-to-sell ways to  
showcase local service  
organizations, events  
and opportunities during  
the season of giving.



**MiAD Spec  
Ad Library PP. 45-52:**  
Dozens of ready-to-sell spec ads  
for all types of holiday  
advertisers – MiAD enabled!

Get your piece of  
the pie with dozens  
of ways to tempt local  
**Thanksgiving  
Advertisers**



## THANKSGIVING



**ON THE COVER:**  
N1711P16010C

Tempt a variety of Thanksgiving advertisers — from markets and bakeries to “get ‘em while they’re hot” holiday deals — with this delectable pie image.

Serve up a host of great options for your Thanksgiving advertisers with a variety of holiday spec ads and ample image content.

- Satisfy a range of restaurant advertisers with tempting ads for Thanksgiving buffets, holiday menus, catering, markets and bakeries (39).
- Use a Thanksgiving Sale layout to promote special offers from virtually any type of retailer (60).
- A grocery ad showcases fall savings on “everything for your Thanksgiving table and more” (65).
- Use *Themed Event Package* content to create a Thanksgiving Recipes special section, perfect for dining, grocery ads and all types of promotions.
- Include a variety of sponsors in a crowd-pleasing Thanksgiving Coloring Contest or a “Thanksgiving Wishes” directory page (05, 24).



## VETERANS DAY



Find content to celebrate Canadian and American military veterans on Veterans Day and Remembrance Day November 11.

- Invite local businesses to join your publication in saluting the service of veterans with a message of gratitude or a contest sponsorship spot (05, 40).
- An ad layout for retail events surrounding Veterans Day or Remembrance Day is also provided (40).
- A *Themed Event Package* includes a tab cover, sponsored editorial feature and section promotional ads to create a “Thanking Our Veterans” special section for Veterans Day or Remembrance Day (12).
- Find images to create additional ads, sponsorship opportunities and other promotions, including a “veterans eat free” heading (31, 32, 62).



## BLACK FRIDAY & PLAID FRIDAY



Kick off the busiest shopping days of the year with promotions for Black Friday and Plaid Friday on November 24. Plaid Friday is a locally focused event created to encourage shoppers to support independent businesses.

- Create a variety of ads using a range of Black Friday headings and images provided. See some of these headings featured in a sleek ad for an electronics store sale, which can easily be personalized in *MiAD* to meet the needs of virtually any type of retailer (60).
- Another full-page Black Friday sale layout designed for a home furnishings store can be adapted for a variety of retailers (38).
- Run an ad promoting a Plaid Friday local shopping stroll and use images and headings provided to create ads for individual shops (49).



## GIVING BACK



Promotions related to “giving back” are particularly popular during the holidays, as readers look for ways to honor the spirit of the season and make year-end charitable donations.

- A *Giving Back Templated Special Section* delivers everything you need to showcase the work of local nonprofits and help them target donors and volunteers in a popular supplement (59).
- A *Marketplace* layout helps local service organizations spread the word during “The Season of Giving Back” with ads and directory spots. Find ready-to-present-and-sell spec ads for a variety of popular events and promotions, including a free soup kitchen Thanksgiving supper, food bank drive, charity bake sale, Christmas toy drive, veterans care package promotion and fundraising gift wrap kiosk (14).





## CHRISTMAS IS COMING



Close sales from a range of advertisers with content promoting Christmas gifts, merchandise, services and gift cards.

- Holiday-themed ads for top advertiser prospects this month include pet grooming, spa services, house cleaning, medspa treatments, a fashion boutique, craft supply store, appliance center, fireplace shop, internet service, frozen pies and holiday decor and furnishings (08, 09).
- Other ads target a seasonal Christmas shop, beauty salon, restaurant, retail open house event, jewelry store and antiques shop (19, 33, 61).
- A self-promotion ad touts holiday shopping savings featured in your newspaper (61).
- Include a variety of ad and image content from this month's issue in an Under \$50 Christmas Gift Guide, using a Themed Event Package (11).



## NOVEMBER PROMOTIONAL OPPORTUNITIES



Here are some additional ways to bring in revenue throughout November:

- Use a double-sided Single Sheet design to promote seasonal specials like vehicle winterization and furnace tune-ups from an auto repair shop and a home heating company (33).
- An event ad for a "WinterFest" celebration can be used to help drive seasonal business to a mall or shopping plaza (19).
- Target fall and winter hunting advertisers with a Themed Event Package (10).
- Top advertiser prospects featured this month include a ski shop, ski resort, outdoors store and accessory boutique (08, 09).
- Include restaurant, food, beverage and home advertisers in a Dining & Entertaining Tempted Special Section (58).
- Finally, turn to this month's issue of Mid Spec Ad Library for dozens more holiday-themed spec ads to make sales soar this Christmas (70-77).



## NOVEMBER CUSTOMER REQUESTS

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



N1711P69014C

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



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



## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

- 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 email service@metro-email.com to order!



# METRO

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Metro Creative Graphics, Inc.

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



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COMPANION WEB &  
MOBILE ADS NOW  
AVAILABLE ON MCC!

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





## Metro Content the Focal Point of **Successful Local Shopping Promotion**

*The Richland Center Shopping News, Richland Center, WI*

Sandwiched between two bigger cities, Richland Center residents are often drawn to these larger locales to do their major shopping. To create awareness around the importance of shopping locally, The Richland Center Shopping News worked with a local radio station and local businesses to create an eye-catching campaign inspired by a Metro image and tag line that got residents thinking — and buying — local.

**CREATE:** The Shopping News used an eye-catching image and “Think Local” tag line from a Metro local shopping promotion page to create their own customized campaign. The concept took into account the fact that, while many Richland Center residents would still need to travel out of town for some products and services, the campaign would encourage them to think about the purchases that they could keep local. The paper designed an impactful poster using the Metro image and “Think Local” headline for local businesses to display, and added a new weekly business feature to their publication. The feature was a Q&A, and all local businesses were invited to participate. The published Q&A article also included a photo of the business’s team wearing green glasses and hats, posing to mimic the model on the “Think Local” poster. In addition, the paper partnered with a local radio station to host each featured business’s owners for an interview following the article’s publication.

**SELL:** By encouraging all local businesses to participate in the “Think Local” campaign by displaying a free poster and completing the feature questionnaire, regardless of whether or not they were an advertising client, sales reps built credibility and camaraderie with the local business community. The strategy showed that they were truly invested in helping area businesses grow and thrive, and this local focus resonated with both advertisers and readers.

**PROFIT:** Publisher Lee Borkowski reports that the campaign and local radio partnership has been “a great one-two punch,” successfully creating a lot of buzz around town. Readers comment that the campaign has influenced their thinking and encouraged them to consider where they can make purchases locally. For instance, one reader who still needed to travel out of town to make a purchase made sure to fill his gas tank locally before making the drive.



**Added Plus:** A local insurance agent was contacted by an area business who told her that the “Think Local” campaign caused them to question why they were sending premium dollars out of town. They now buy their insurance locally!

*“To keep it fun after the fact, we take one of the featured business photos and recreate the ‘Think Local’ poster to now read ‘We Think Local.’ Our goal will be to have every business featured and owning their own signs.”*

– Lee Borkowski, Publisher

### Free Paper INK

Liverpool, NY  
877.203.2327  
Executive Director **Loren Colburn**  
loren@afcp.org





## Metro Templated Special Section (TSS) Produces a Healthy Profit

### Pickens County Progress, Jasper, GA

Metro Health & Wellness TSS provides the perfect framework to successfully target revenue from local advertisers.

**CREATE:** With the editorial content and layout of Metro's Health & Wellness TSS conveniently in place and ready to run, The Pickens County Progress was able to focus on filling the section's ready-made advertiser spots with eye-catching ads that could be complemented by the editorial topics.

**SELL:** With topics ranging from cosmetic concerns to health issues and preventive care tips relevant to readers of all ages and walks of life, the section's articles opened the door to approach a variety of advertisers. Presenting spec ads with a sample of the section itself gave sales reps the ability to demonstrate its impactful presentation. Various ad space sizes throughout the section made it inclusive for advertisers of all budgets.

**PROFIT:** Publisher John Pool reports that the section successfully generated generous revenue for the publication.



**Added Plus:** The Pickens County Progress also achieved success using Metro's Holiday Gift Guide TSS to produce another stellar supplement!

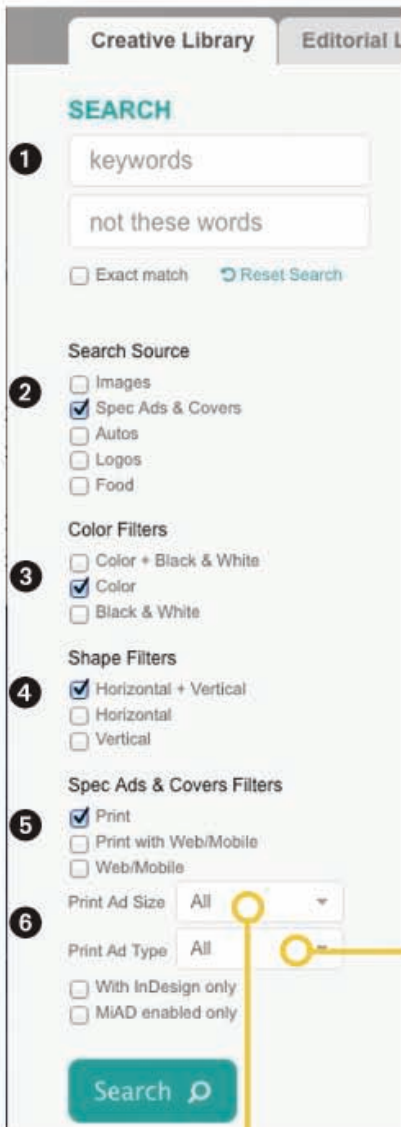
### Pickens County Progress

94 North Main Street  
Jasper, GA 30143  
Publisher John Pool



# Your Best Tips for MCC Spec Ad Searches

Use these handy tips, and any combination of ad filters with your own keywords, to make the most of your spec ad searches in the [metrocreativeconnection.com](http://metrocreativeconnection.com) Creative Library.



## SEARCH

- Keywords:** Add relevant keywords for optimal searching. When adding more than one keyword, click the "Exact Match" box. This is a great help to narrow your search. Add "not these keywords" to clarify searches. For instance, keywords of "Italian" and "restaurant" (plus exact match) will bring up all available Italian restaurant ads and not other restaurants. If you place "pizza" in the "not these words" field, you'll further eliminate all pizza restaurant ads from the search.
- Search Source:** Click exactly what you need so you can get just *Spec Ads & Covers* or add *Images* to your search.
- Color Filters:** Use the color filters to narrow your search. The default is "Color," but to see all spec ads that match your search criteria, select "Color + Black & White."
- Shape Filters:** The default is set to "Horizontal + Vertical" to return the widest selection. But you can choose *Horizontal* or *Vertical* to refine your search.
- Spec Ads & Covers Filters:** Choose *Print*, *Print with Web/Mobile* or *Web/Mobile* to narrow your search to quickly retrieve what you need.
- Spec Ads & Covers Filters Options:** You can further refine your search with a variety of choices, including *Ad Sizes* and *Ad Types*.

## Print Ad Types

- All
- Adscape/Shaped
- Bonus Ideas/Covers
- Calendar
- Campaign
- Contest
- Coupon Page
- Directory
- Grocery/Market
- Marketplace
- MetroBiz
- Multiple Advertiser
- Multiple Listing
- Quick Sell Page
- Religious/Spiritual
- Self-promotion
- Single Sheet
- Themed Event Package
- Top Ad Sales Prospects

## Spec Ads & Covers Filters Menu Options

Further narrow your searches and increase your creative options with filter selections. Here are the choices available under the *Spec Ads & Covers Filters*:

**Print Ad Size:** Ad sizes are based on PASS size column width. You can narrow your search by selecting an ad column size, but without an ad size selection the widest results search will be delivered. This menu will change if the *Web/Mobile* filter is checked.

**Print Ad Type:** Choose from a variety of ad types from this



Choose specific ads by keywords and Ad Sizes



Choose Directory to retrieve a variety of ads with multiple-advertiser listings.

pull-down menu. Select popular ad types like *Top Ad Sales Prospects* or choose *Campaign* for a series of ads on a single subject.

**Additional Check Boxes:** Click *With InDesign only* to limit the search only to ads that are available in InDesign® format. Select *MiAD enabled only* to limit your search to ads that are available in MiAD desktop.

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

P1711B04001C

## Print Ad Sizes

- All
- 1 Column
- 2 Column
- 3 Column
- 4 Column
- 5 Column
- 6 Column
- Broadsheet
- Doubletruck
- Postcard
- Fullpage
- Tabloid



Choose Contest to retrieve a variety of ad contest ideas.



Choose Self-Promotion to retrieve a variety of ad ideas designed to promote your publication.



# Thanksgiving Coloring Contest

Dress Tom the Turkey in your favorite colors for a chance to win!

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

THANKS to our generous contest sponsors!



Bonus Entry Online  
at [nsmnewspress.com/contests](http://nsmnewspress.com/contests)

<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>Name Sponsor</b> 1234 Washington Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>
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Clip & Send Your Entry Here:

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

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

Contest open to children ages 10 and under. Limit one entry per child. Entries must be received by November 01, 2017 to be eligible to win. Entries will not be returned and will be considered property of this newspaper to print. Decision of judges is final. Relatives of newspaper employees and contest sponsors are not eligible to win. For complete contest rules and details, go to [nsmnewspress.com/contests](http://nsmnewspress.com/contests).

N1711A05001C

## Usage Note:

Get your youngest readers involved and excited with a **Thanksgiving Coloring Contest**. Co-sponsor the contest with your advertisers and post entries on your website with an online gallery as they come in. If you wish, suggest each sponsor's location act as a drop-off point for entries. Award prizes by age group plus a grand prize, or whatever is manageable for your staff. Announce the winners on your website on the week of Thanksgiving (Nov. 23), including info on where and when the winners can pick up their awards with their parents.

# Veteran Super Heroes Contest

Nominate an outstanding veteran you know!

Do you know a veteran or soldier who has gone above and beyond the call of duty in the military and in civilian life? We'd like to hear about it! Please go to [nsmnewspress.com/contests](http://nsmnewspress.com/contests) to give us the details, and nominate the exceptional person in our **Veteran Super Heroes Contest**.

In honor of the sacrifices our nation's veterans have made for their country, we'll be honoring five very special veterans or active-duty military members by awarding their contest entries in our **Thanking Our Veterans** special section on November 11. Each of these nominated veterans will receive a free dinner for two at one of the participating restaurant sponsor locations featured here. Our grand prize winner will also receive a **\$500 bonus cash prize**, compliments of our contest sponsors. For complete contest details, rules and entry, please visit the contest website at [nsmnewspress.com/contests](http://nsmnewspress.com/contests).



<b>RESTAURANT</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>RESTAURANT</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>RESTAURANT</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>
<b>FINANCIAL INSTITUTION</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>INSURANCE COMPANY</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>REALTY GROUP</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>

N1711A05003C

# Super Heroes Veterans Day Contest

Nominate an Outstanding Veteran You Know!

Do you know a veteran or leader who has gone above and beyond the call of duty in the military and in civilian life? We'd like to hear about it! Please go to [nsmnewspress.com/contests](http://nsmnewspress.com/contests) to give us the details, and nominate the exceptional Service member in our **Super Heroes Veterans Day Contest**.

In honor of the sacrifices our nation's veterans have made for their country, we'll be honoring five very special veterans or active-duty military members by awarding their contest entries in our **Thanking Our Veterans** special section on November 11. Each of these nominated veterans will receive a free dinner for two at one of the participating restaurant sponsor locations featured here. Our grand prize winner will also receive a **\$500 bonus cash prize**, compliments of our contest sponsors. For complete contest details, rules and entry, please visit the contest website at [nsmnewspress.com/contests](http://nsmnewspress.com/contests).



<b>RESTAURANT</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>RESTAURANT</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>RESTAURANT</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>RESTAURANT</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>RESTAURANT</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>SUPERMARKET</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>
<b>FINANCIAL INSTITUTION</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>INSURANCE COMPANY</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>REALTY GROUP</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>AUTO DEALER</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>MEDICAL CENTER</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>	<b>CORPORATE SPONSOR</b> 1234 Main Street Somerville Heights 555-555-5555 <a href="http://www.somerville.com">www.somerville.com</a>

N1711A05002C

## Usage Note:

Veterans Day (U.S.) and Remembrance Day (Canada) will be celebrated on Saturday, November 11. A **Veteran Super Heroes Contest** is a great way for advertisers and your publication to recognize the tremendous sacrifices made by veterans and their families. Sell sponsors for your print promotion, plus give them space on your website as well. Be sure to make your online access mobile-friendly for your readers' convenience. This contest can tie directly into this month's **Thanking Our Veterans Themed Event Package** (p. 12).



CREATE. SELL. PROFIT.



N1711A06001C - 10x13

A **Christmas for Kids** section or pages is aimed to appeal to kids and their parents. Include coloring pages, Letters to Santa, toy guides and whatever appeals to kids in the Christmas season. There is a broadsheet full-page version of the **Quick-Sell** layout in MCC to sell separately, or include the tab version in your section.



Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
Toy Store	Family Restaurant	Kid's Clothing Store
Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
Variety Store	Electronics Store	Toy Warehouse

N1711A06002C - 5 col x 13  
N1711A06003C - 6 col x 21



N1711A06004C - 10x13

The holiday season is traditionally a big time for giving to charities. A **Local Giving** section or pages can give your readers valuable information on the good work that charities in your area do on a daily basis. They can use the info for making decisions to volunteer and donate. Sell the **Quick-Sell** layout — in tab or full-page sizes — for inclusion in the section or as a part of your regular ROP page editions.



N1711A06005C - 5 col x 13  
N1711A06006C - 6 col x 21



N1711A06007C - 10x13

Plaid Friday is a "shop local" effort that was conceived to support the notion that many individual threads (small businesses) make for a strong fabric (community). Celebrated the day after Thanksgiving, it is a local alternative to the hectic craziness that has become Black Friday. A **Plaid Friday Guide** section or pages will inform readers about gift ideas and which advertisers are participating. Suggest that your entire staff don plaid and leisurely shop locally that day in support of your advertisers.

Advertiser Suggestion	Advertiser Suggestion
Coffee Shop	Clothing Boutique
Advertiser Suggestion	Advertiser Suggestion
Restaurant	Toy Store
Advertiser Suggestion	Advertiser Suggestion
Card & Gift Shop	Art & Frame Shop

N1711A06008C - 5 col x 13  
N1711A06009C - 6 col x 21



N1711A06010C - 10x13

A **Winter Sports** section or pages can highlight all the seasonal sports activities popular in your region, and the advertisers that supply the goods and services for local athletes. Include winter sports safety tips to expand your advertiser base with health and medical advertisers. Sell the **QuickSell** layout as part of the section or separately for your regular ROP pages.

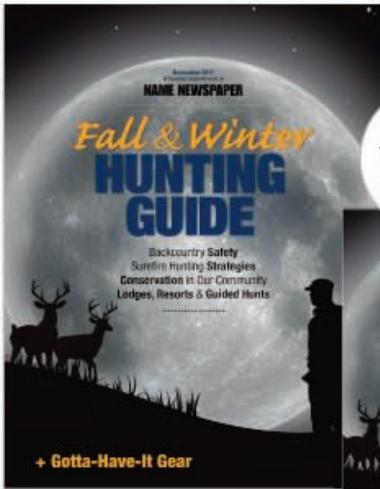


N1711A06011C - 5 col x 13  
N1711A06012C - 6 col x 21



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)



N1711A10001C - 10x13

A **Fall & Winter Hunting Guide** section or pages will give your readers valuable info on hunting in your region come the end of the year while giving advertisers a platform to connect with potential customers. See the full **Themed Event Package** for ads to help promote your section to readers and potential advertisers. Tab-sized and broadsheet full-page versions of the **Quick-Sell** layout are available on MCC.

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



N1711A10002C - 5 col x 13  
N1711A10009C - 6 col x 21



N1711A11001C - 10x13

The holiday season is here! Make your first **Christmas Gift Guide** of the season the most memorable by giving your readers info on budget-friendly gift buying. Sell the **Quick-Sell** layout for the section or run it in separate ROP editions, and duplicate the layout with alternate editorial from the MCC **Editorial Library** to accommodate additional sales.

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



N1711A11002C - 5 col x 13  
N1711A11009C - 6 col x 21



N1711A12001C - 10x13

Veterans Day is Saturday, November 11. A **Thanking Our Veterans** section or pages is an opportunity for you and your advertisers to shine a spotlight on area veterans and their families. See this complete **Themed Event Package** for corresponding self-promotion print, web and mobile ads for your readers and advertisers. Our Canadian friends can view the Remembrance Day **Themed Event Package** in MCC.

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



N1711A12005C - 5 col x 13  
N1711A12009C - 6 col x 21



N1711A13001C - 10x13

Thanksgiving will be celebrated on Thursday, November 23 in the U.S. Give readers a **Thanksgiving Recipes** section or pages to add to their holiday festivities. Cull recipes from area celebrities or chefs, or ask for reader contributions. Sell the **Quick-Sell** layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales as more ads are sold.

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



N1711A13002C - 5 col x 13  
N1711A13009C - 6 col x 21



N1711P36001C

# Chill Out



Ski and stay or play for the day!

**Great Midweek Specials**  
Call or go online for details.


00 Trails • 00 Lifts  
Season Passes  
Ski & Snowboard Instruction  
Bar, Restaurant & Resort

**Diamond Ski Resort**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1711A08001C PASS 2 COL. x 5

N1711P36002C

# Your Room With a VIEW



**Camping Starter Kit**  
Includes tent, sleeping bag, and more!  
**\$149**

Gift cards available

**Andes Sporting Goods & Outdoors**

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

AD# N1711A08002C PASS 2 COL. x 5

N1711P36003C



# Grooming for Your Christmas Cutie

Get your pet prepped for the holidays at our full-service grooming salon.  
All breeds & sizes welcome  
Compassionate & gentle  
All-natural products

**New Customers Save 10% Off Your First Service**

**The Groom Room**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1711A08003C PASS 2 COL. x 5

N1711P36004C



# Let It Glow

Your Holiday Beauty & Relaxation Spa

- + skin care
- + waxing
- + tanning
- + massage
- + lashes
- + nail care

Our premium skin care and beauty products make great gifts!  
\*\*\*\*\* Gift certificates available \*\*\*\*\*

**La Spa**

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

AD# N1711A08004C PASS 2 COL. x 5

N1711P08001C



that something *extra*

Take your style to the next level with the best eye-catching accessories.

**BOGO 50% Off Fashion Jewelry**  
now through 06/06/17  
Discount does not apply to liquid or lower value. Some exclusions apply.

**LTD Fashions**

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

AD# N1711A08005C PASS 2 COL. x 5

N1711P36005C

N1711P36006C

# Your Holiday Helpers

Whole-House Cleaning | Party Cleanup  
Window Cleaning | Service Contracts  
Residential & Commercial

New Customers  
**Save \$20 Off Your First Cleaning**  
Call now for details and booking.

Free Estimate  
Fully Insured & Bonded

**Cleanup Crew**

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

AD# N1711A08006C PASS 2 COL. x 5

N1203P46009C

Companion WEB + MOBILE ADS available on MCC

N1711P36007C



Free Consultation  
Call now to book your consultation and take advantage of these limited-time special offers.

# Have a Stunning Season

**B<sup>3</sup>L<sup>3</sup>X** \$9.99 per unit → \$12.99  
**25% Off Laser Hair Removal**

Name Brand Cosmetic Peel \$399  
IPL Photo Rejuvenation 4 Sessions for \$499

**Renew Medspa**

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

Check out our reviews online!

AD# N1711A08007C PASS 2 COL. x 5

N1711P08002C

# Take Us for a SPIN

**Enjoy \$50 in FREE Play**  
When You Join Our Free VIP Club  
Slots | Table Games | Poker Room

Sign up at the concierge desk to start earning comps and a free buffet dinner on your birthday!

Hotel • Buffet • Dining • Nightclub  
Valet • Shops • Golf • Pool

**River Run Casino**

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

AD# N1711A08008C PASS 2 COL. x 5

N1711P36009C

N1711P37006C

# Making Christmas Oh-Sew Merry



Sewing | Quilting  
Crafting | Knitting  
Scrapbooking  
Culinary Crafts  
Art Supplies

**In-Store Workshops**  
Learn to sew, knit, cake decorate & more!  
Stop by the store or visit us online for details and registration.

**Craft Supply**

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

AD# N1711A08009C PASS 2 COL. x 5



**HOLIDAY SHOPPING AT ITS BEST**

Fashionable Gifts for Her  
Friendly, Helpful Service  
Extended Holiday Hours  
Plenty of Free Parking  
Free Gift Wrapping  
Local & Convenient  
Gift Cards Available

Shop Monday-Saturday 9am-7pm, Sunday 10am-6pm  
Open Christmas Eve 10am-5pm | Closed Christmas Day

**Darcy Boutique**

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

AD# N1711A09001C PASS 2 COL. x 5

N1711P37001C

**Holiday Appliance Event**

Wishing for a dishwasher?  
Dreaming of a faster dryer?  
Now's the time to get what you really want for Christmas!

**10% to 40% Off Top Name Brands**  
Delivered in Time for the Holidays  
Going On Now Through Sunday

Sale ends 00.00.17. List details, terms and conditions here.

**Appliance World**

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

AD# N1711A09002C PASS 2 COL. x 5

N1711P37003C

N1203P46009C

**When the Weather Outside Is Frightful...**

You could be baking in the delightfully warm glow of your fireplace!

Indoor & Outdoor Fireplaces  
Custom Screens & Glass  
Mantels | Column Accessories  
Pellis, Gas & Wood Stoves  
Cleaning Services

**Fireplace World**

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

AD# N1711A09003C PASS 2 COL. x 5

N1711P37004C

N1203P46009C

**Slay the Slope**

Your One-Stop Ski & Snowboard Season Shop  
Ski & snowboards | boots & bindings  
apparel & accessories

Starter Packages \$299 & up

Sales & Rentals  
Tune-Ups & Repairs  
Seasonal Leasing  
Gift Cards Available

**Ski Chalet**

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

AD# N1711A09004C PASS 2 COL. x 5

N1711P37007C

**Give Yourself the Gift of Faster Internet**

Call or go online to make the switch today!

Get hooked up with fast and reliable internet service at a great price!

**Holiday Special Only \$49 monthly**  
Includes: Fiber to the Home!  
Fast speeds, service and customer care. No data caps, no throttling, no ads. No double billing. Service and customer care. List details, terms and conditions here.

**Quest Cable**

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

AD# N1711A09005C PASS 2 COL. x 5

N1711P37008C

**They'll Never Know...**

Homemade taste without the hassle!

<b>Name Brand Ice Cream</b> half gallon <b>\$3.99</b>	<b>Name Brand Whipped Topping</b> 16 oz. <b>\$2.99</b>	<b>Name Brand Cheddar Cheese</b> 8 oz. <b>\$2.29</b>
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**Mulberry Market**

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

Advertisement offers good through 00.00.17. List details, terms and conditions here.

AD# N1711A09006C PASS 2 COL. x 5

N1711P16010C

Companion WEB + MOBILE ADS available on MCC

**So Over Thanksgiving Leftovers?**

Delivery Available

Skip the turkey and enjoy a fresh, delicious pizza tonight!

Large One-Topping Pizza **Only \$12.99**  
Limited time offer through 00.00.17.

Add Garlic Knots for Only \$1 More

**Roma's Restaurant**

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

AD# N1711A09007C PASS 2 COL. x 5

N1711P64008C

N1203P46009C

**All the Trimmings**

99¢ Specials • Ornaments • Decorations  
Tree Toppers • Stocking Stuffers • Lights  
Partyware • Party Favors • Balloons  
Candy • Greeting Cards • Gift Wrap

**Fiesta Party Supply**

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

AD# N1711A09008C PASS 2 COL. x 5

N1711P43007C

**Your Most Inviting Holiday Home**

Gift cards available

**Domain Linens & Home**

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

Premium Table Linens  
Fine & Casual Dinnerware  
Glassware & Stemware  
Tabletop Accents  
Luxury Bedding &  
Bath Furnishings  
Home Fragrances  
Gifts & Home Decor

AD# N1711A09009C PASS 2 COL. x 5

N1711P22005C

N1203P46009C



SECTION COVER:

November 2017  
A Special Supplement by  
**NAME NEWSPAPER**

## Fall & Winter HUNTING GUIDE

Backcountry Safety  
Surefire Hunting Strategies  
Conservation in Our Community  
Lodges, Resorts & Guided Hunts

**+ Gotta-Have-It Gear**

AD# N1711A10001C 10. x 13

HEADING:  
N1711P10001C\*O

## Fall & Winter HUNTING GUIDE

QUICK SELL:

**Advertiser Suggestion**

**TacklerMart**  
124 Washington Street  
Somerville, MA 02143  
www.tacklertmart.com

**Advertiser Suggestion**

**Bulcher**  
124 Washington Street  
Somerville, MA 02143  
www.bulcher.com

**Advertiser Suggestion**

**Shooting Range**  
124 Washington Street  
Somerville, MA 02143  
www.shootingrange.com

**Advertiser Suggestion**

**Guns & Ammo Store**  
124 Washington Street  
Somerville, MA 02143  
www.gunsandammo.com

**Advertiser Suggestion**

**Department Store**  
124 Washington Street | Somerville, MA 02143 | www.nameofstore.com

**Advertiser Suggestion**

**Sporting Goods Store**  
124 Washington Street  
Somerville, MA 02143  
www.sportinggoods.com

**Advertiser Suggestion**

**Bait & Tackle Shop**  
124 Washington Street  
Somerville, MA 02143  
www.baitandtackle.com

AD# N1711A10002C 9.667 x 13  
AD# N1711A10009C PASS 6 COL. x 21

SELF-PROMOTION READER CAMPAIGN:

### Gearing You Up for Hunting Season

Catch our Fall & Winter Hunting Guide for valuable features and advertising geared toward sportsmen. From safety tips and surefire hunting strategies to the latest gear and special offers to save you big bucks, this themed special section is targeted to help you enjoy your most successful hunting season.

**Fall & Winter HUNTING GUIDE**  
A Special Section From  
**NAME NEWSPAPER**

Get Your Copy November 00  
In Print & Online at [nameofnewspaper.com/fallandwinterhuntingguide](http://nameofnewspaper.com/fallandwinterhuntingguide)

AD# N1711A10003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

### A Surefire Way to Reach Local Hunters

Reach thousands of local readers in one shot with targeted advertising in our Fall & Winter Hunting Guide. This themed special section is loaded with engaging features related to hunting and the outdoors, making it the ideal place to promote your related products and services to a focused local audience.

**Fall & Winter HUNTING GUIDE**  
A Special Section From  
**NAME NEWSPAPER**

Reserve your ad space today!  
Call 000.000.0000 or email [nameofnewspaper.com](mailto:nameofnewspaper.com) before the November 00 advertising deadline. This special section will publish in print and online November 00.

AD# N1711A10006C PASS 2 COL. x 5

### A Hunting Season Must-Have

Catch our Fall & Winter Hunting Guide for valuable features and advertising geared toward sportsmen. From safety tips and surefire hunting strategies to the latest gear and special offers to save you big bucks, this themed special section is targeted to help you enjoy your most successful hunting season.

**Fall & Winter HUNTING GUIDE**  
A Special Section From  
**NAME NEWSPAPER**

Get Your Copy November 00  
In Print & Online at [nameofnewspaper.com/fallandwinterhuntingguide](http://nameofnewspaper.com/fallandwinterhuntingguide)

AD# N1711A10004C PASS 2 COL. x 5

### Capture Their Attention in Our Hunting Guide

Reach thousands of local readers in one shot with targeted advertising in our Fall & Winter Hunting Guide. This themed special section is loaded with engaging features related to hunting and the outdoors, making it the ideal place to promote your related products and services to a focused local audience.

**Fall & Winter HUNTING GUIDE**  
A Special Section From  
**NAME NEWSPAPER**

Reserve your ad space today!  
Call 000.000.0000 or email [nameofnewspaper.com](mailto:nameofnewspaper.com) before the November 00 advertising deadline. This special section will publish in print and online November 00.

AD# N1711A10007C PASS 2 COL. x 5

### Don't Miss It!

Catch our Fall & Winter Hunting Guide for valuable features and advertising geared toward sportsmen. From safety tips and surefire hunting strategies to the latest gear and special offers to save you big bucks, this themed special section is targeted to help you enjoy your most successful hunting season.

**Fall & Winter HUNTING GUIDE**  
A Special Section From  
**NAME NEWSPAPER**

Get Your Copy November 00  
In Print & Online at [nameofnewspaper.com/fallandwinterhuntingguide](http://nameofnewspaper.com/fallandwinterhuntingguide)

AD# N1711A10005C PASS 2 COL. x 5

### Aim Your Ad Toward More Local Sportsmen

Reach thousands of local readers in one shot with targeted advertising in our Fall & Winter Hunting Guide. This themed special section is loaded with engaging features related to hunting and the outdoors, making it the ideal place to promote your related products and services to a focused local audience.

**Fall & Winter HUNTING GUIDE**  
A Special Section From  
**NAME NEWSPAPER**

Reserve your ad space today!  
Call 000.000.0000 or email [nameofnewspaper.com](mailto:nameofnewspaper.com) before the November 00 advertising deadline. This special section will publish in print and online November 00.

AD# N1711A10008C PASS 2 COL. x 5





SECTION COVER:

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

**Under \$50**

**Christmas Gift Guide**

Budget-friendly gifts for all the names on your list!

AD# N1711A11001C 10. x 13

N1711P11002C

N1711P11003C

HEADING:  
N1711P11001C\*O

**Under \$50** **Christmas Gift Guide**

QUICK SELL:

**Under \$50** **Christmas Gift Guide**

*Gifting ideas for budget-conscious families*

**Advertiser suggestion**

**Toy Store**  
1234 Washington Street  
Merrillville, IN 46450  
www.toystore.com

**Advertiser suggestion**

**Arts & Crafts Store**  
1234 Washington Street  
Merrillville, IN 46450  
www.artsandcrafts.com

**Advertiser suggestion**

**Hardware Store**  
1234 Washington Street  
Merrillville, IN 46450  
www.hardware.com

**Advertiser suggestion**

**Card & Gift Shop**  
1234 Washington Street  
Merrillville, IN 46450  
www.cardsandgifts.com

**Advertiser suggestion**

**Department Store**  
1234 Washington Street  
Merrillville, IN 46450  
www.departmentstore.com

**Advertiser suggestion**

**Restaurant**  
1234 Washington Street  
Merrillville, IN 46450  
www.restaurant.com

N1711P11002C

N1711P11003C

AD# N1711A11002C  
AD# N1711A11009C

9.667 x 13  
PASS 6 COL. x 21

READER CAMPAIGN:

*Making Your List?*

Check out our Under \$50 Christmas Gift Guide for a great selection of budget-friendly ideas your friends and family will love!

**Under \$50** **Christmas Gift Guide**

A Special Section From  
**NAME NEWSPAPER**

Get Your Copy November 00  
In Print & Online at [namenewspaper.com/underthiftygiftguide](http://namenewspaper.com/underthiftygiftguide)

AD# N1711A11003C PASS 2 COL. x 5

N1711P11002C

N1711P11001C

*Wrap Up Your Shopping for Less*

Check out our Under \$50 Christmas Gift Guide for a great selection of budget-friendly ideas your friends and family will love!

**Under \$50** **Christmas Gift Guide**

A Special Section From  
**NAME NEWSPAPER**

Get Your Copy November 00  
In Print & Online at [namenewspaper.com/underthiftygiftguide](http://namenewspaper.com/underthiftygiftguide)

AD# N1711A11004C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

*Got Great Gift Ideas?*

Make sure local shoppers know what's in store for them with an ad in our Under \$50 Christmas Gift Guide. This special section is the ideal place to advertise your favorite budget gift picks and attract new holiday customers, opening the door to more sales. To learn more about appearing in this popular section or to reserve your ad space, contact us today!

**Under \$50** **Christmas Gift Guide**

A Special Section From  
**NAME NEWSPAPER**

Call 000.000.0000 or email [name@namenewspaper.com](mailto:name@namenewspaper.com) to advertise.  
Advertising Deadline: November 00 | Publication Date: November 00

AD# N1711A11006C PASS 2 COL. x 5

N1711P11002C

N1711P11011N

*They're Making Their Lists...*

Make sure local shoppers know what's in store for them with an ad in our Under \$50 Christmas Gift Guide. This special section is the ideal place to advertise your favorite budget gift picks and attract new holiday customers, opening the door to more sales. To learn more about appearing in this popular section or to reserve your ad space, contact us today!

**Under \$50** **Christmas Gift Guide**

A Special Section From  
**NAME NEWSPAPER**

Call 000.000.0000 or email [name@namenewspaper.com](mailto:name@namenewspaper.com) to advertise.  
Advertising Deadline: November 00 | Publication Date: November 00

AD# N1711A11007C PASS 2 COL. x 5

*Local Gifts for Less*

Check out our Under \$50 Christmas Gift Guide for a great selection of budget-friendly ideas your friends and family will love!

**Under \$50** **Christmas Gift Guide**

A Special Section From  
**NAME NEWSPAPER**

Get Your Copy November 00  
In Print & Online at [namenewspaper.com/underthiftygiftguide](http://namenewspaper.com/underthiftygiftguide)

AD# N1711A11005C PASS 2 COL. x 5

*Wrap Up More Holiday Sales*

Make sure local shoppers know what's in store for them with an ad in our Under \$50 Christmas Gift Guide. This special section is the ideal place to advertise your favorite budget gift picks and attract new holiday customers, opening the door to more sales. To learn more about appearing in this popular section or to reserve your ad space, contact us today!

**Under \$50** **Christmas Gift Guide**

A Special Section From  
**NAME NEWSPAPER**

Call 000.000.0000 or email [name@namenewspaper.com](mailto:name@namenewspaper.com) to advertise.  
Advertising Deadline: November 00 | Publication Date: November 00

AD# N1711A11008C PASS 2 COL. x 5





SECTION COVER:

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

# Thanking Our Veterans

**Military Honor Roll  
Parade & Events Schedule  
Special Offers for Veterans  
Helping Veterans in Need**

N1711P12002C\*O  
N1711P50005C  
N1711P50006C

AD# N1711A12001C 10. x 13

HEADING:  
N1711P12001C\*O

# Thanking Our Veterans

QUICK SELL:

## Thanking Our Veterans

### How to help veterans in need

**M**illions of men and women served in the military and made the sacrifice that our country needs. Many of them are now in need of financial help. Many veterans are struggling to pay for their medical bills, and many are struggling to pay for their education. Many veterans are struggling to pay for their housing. Many veterans are struggling to pay for their food. Many veterans are struggling to pay for their transportation. Many veterans are struggling to pay for their clothing. Many veterans are struggling to pay for their personal care items. Many veterans are struggling to pay for their prescription drugs. Many veterans are struggling to pay for their dental care. Many veterans are struggling to pay for their vision care. Many veterans are struggling to pay for their hearing aids. Many veterans are struggling to pay for their prosthetic limbs. Many veterans are struggling to pay for their adaptive equipment. Many veterans are struggling to pay for their home modifications. Many veterans are struggling to pay for their transportation modifications. Many veterans are struggling to pay for their personal care items. Many veterans are struggling to pay for their prescription drugs. Many veterans are struggling to pay for their dental care. Many veterans are struggling to pay for their vision care. Many veterans are struggling to pay for their hearing aids. Many veterans are struggling to pay for their prosthetic limbs. Many veterans are struggling to pay for their adaptive equipment. Many veterans are struggling to pay for their home modifications. Many veterans are struggling to pay for their transportation modifications.

N1711P12002C\*O  
N1711P50005C  
N1711P50006C

Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion	Advertiser Suggestion
Doctor Group 1234 Main Street 12345 City, State 1234567890 www.doctor.com	Restaurant 1234 Main Street 12345 City, State 1234567890 www.restaurant.com	Coffee Shop 1234 Main Street 12345 City, State 1234567890 www.coffee.com	Grocery 1234 Main Street 12345 City, State 1234567890 www.grocery.com	Beverage Store 1234 Main Street 12345 City, State 1234567890 www.beverage.com	Hardware Store 1234 Main Street 12345 City, State 1234567890 www.hardware.com
Advertiser Suggestion	VA Hospital 1234 Main Street 12345 City, State 1234567890 www.va.com				

AD# N1711A12002C 9.667 x 13  
AD# N1711A12009C PASS 6 COL. x 21

SELF-PROMOTION READER CAMPAIGN:

A Special Section Dedicated to Those Who Served

Thanking Our Veterans is devoted to the men and women of our military and their loved ones. Learn more about local heroes right here in our community, as well as Veterans Day celebrations, special events and holiday promotions from a variety of area businesses in this very special section.

## Thanking Our Veterans

A Special Section From  
**NAME NEWSPAPER**

In Print & Online  
November 00  
name.newspaper.com/thankingourveterans

N1711P12002C\*O  
N1711P50005C  
N1711P50006C

AD# N1711A12003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

## Voice Your Support for Veterans

Our upcoming Veterans Day section offers your business a variety of ways to advertise. Whether you're promoting a sale, event or special offer, or you simply want to express your gratitude, Thanking Our Veterans will give your ad exposure to local readers in more than 60,000 households as they look for both retail promotions and ways to honor those who served.

## Thanking Our Veterans

A Special Section From  
**NAME NEWSPAPER**

Call or email us today to reserve your spot in this very special section.  
000.000.0000 | name@name.newspaper.com  
Advertising Deadline: November 00  
Publication Date: November 00

N1711P50005C  
N1711P50006C  
O-C20021P11L11N

AD# N1711A12006C PASS 2 COL. x 5

## Plan Your Veterans Day Weekend

Thanking Our Veterans is devoted to the men and women of our military and their loved ones. Learn more about local heroes right here in our community, as well as Veterans Day celebrations, special events and holiday promotions from a variety of area businesses in this very special section.

## Thanking Our Veterans

A Special Section From  
**NAME NEWSPAPER**

In Print & Online  
November 00  
name.newspaper.com/thankingourveterans

N1711P12002C\*O  
N1711P50005C  
N1711P50006C

AD# N1711A12004C PASS 2 COL. x 5

## Successful Veterans Day Promotions Start Here

Our upcoming Veterans Day section offers your business a variety of ways to advertise. Whether you're promoting a sale, event or special offer, or you simply want to express your gratitude, Thanking Our Veterans will give your ad exposure to local readers in more than 60,000 households as they look for both retail promotions and ways to honor those who served.

## Thanking Our Veterans

A Special Section From  
**NAME NEWSPAPER**

Call or email us today to reserve your spot in this very special section.  
000.000.0000 | name@name.newspaper.com  
Advertising Deadline: November 00  
Publication Date: November 00

N1711P50005C  
N1711P50006C  
O-C20021P11L11N

AD# N1711A12007C PASS 2 COL. x 5

## Celebrating Our Veterans

Thanking Our Veterans is devoted to the men and women of our military and their loved ones. Learn more about local heroes right here in our community, as well as Veterans Day celebrations, special events and holiday promotions from a variety of area businesses in this very special section.

## Thanking Our Veterans

A Special Section From  
**NAME NEWSPAPER**

In Print & Online  
November 00  
name.newspaper.com/thankingourveterans

N1711P12002C\*O  
N1711P50005C  
N1711P50006C

AD# N1711A12005C PASS 2 COL. x 5

## Help Celebrate Their Service

Our upcoming Veterans Day section offers your business a variety of ways to advertise. Whether you're promoting a sale, event or special offer, or you simply want to express your gratitude, Thanking Our Veterans will give your ad exposure to local readers in more than 60,000 households as they look for both retail promotions and ways to honor those who served.

## Thanking Our Veterans

A Special Section From  
**NAME NEWSPAPER**

Call or email us today to reserve your spot in this very special section.  
000.000.0000 | name@name.newspaper.com  
Advertising Deadline: November 00  
Publication Date: November 00

N1711P50005C  
N1711P50006C  
O-C20021P11L11N

AD# N1711A12008C PASS 2 COL. x 5





SECTION COVER:

N1711P13001C\*O

# Thanksgiving Recipes

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



Top-Rated Reader Recipes  
The Dish on Holiday Calories  
Dessert Recipes You'll Thank Us For  
Vegan Variations on Your Thanksgiving Favorites

AD# N1711A13001C

10. x 13

READER CAMPAIGN:

## Thanksgiving Is Served

Plan the perfect celebration with a little help from our Thanksgiving Recipes guide. This special section is stuffed with delicious recipe ideas, hosting tips, valuable advertising and more to save you time and money while helping you prepare a meal to remember.



## Thanksgiving Recipes

A Special Section From  
**NAME NEWSPAPER**

Help yourself to a copy November 00!  
In print and online at [namenewspaper.com/thanksgivingrecipes](http://namenewspaper.com/thanksgivingrecipes)

AD# N1711A13003C

PASS 2 COL. x 5



ADVERTISER CAMPAIGN:

## Carve Out More Thanksgiving Sales

Stuffed with eye-catching recipes, helpful hosting tips and more, our Thanksgiving Recipes guide has all the fixings for successful promotions. From food to furniture, home decor, tableware, home services and holiday sales, this popular special section is sure to serve up plenty of exposure for your business just in time for the Thanksgiving holiday.



## Thanksgiving Recipes

A Special Section From  
**NAME NEWSPAPER**

Make your ad reservation today! Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) to get started. Advertising Deadline: November 00 | Publication Date: November 00

AD# N1711A13006C

PASS 2 COL. x 5

HEADING:  
N1711P13001C\*O

# Thanksgiving Recipes

## Holiday Hosting?

Plan the perfect celebration with a little help from our Thanksgiving Recipes guide. This special section is stuffed with delicious recipe ideas, hosting tips, valuable advertising and more to save you time and money while helping you prepare a meal to remember.



## Thanksgiving Recipes

A Special Section From  
**NAME NEWSPAPER**

Help yourself to a copy November 00!  
In print and online at [namenewspaper.com/thanksgivingrecipes](http://namenewspaper.com/thanksgivingrecipes)

AD# N1711A13004C

PASS 2 COL. x 5

## Whip Up More Thanksgiving Revenue

Stuffed with eye-catching recipes, helpful hosting tips and more, our Thanksgiving Recipes guide has all the fixings for successful promotions. From food to furniture, home decor, tableware, home services and holiday sales, this popular special section is sure to serve up plenty of exposure for your business just in time for the Thanksgiving holiday.



## Thanksgiving Recipes

A Special Section From  
**NAME NEWSPAPER**

Make your ad reservation today! Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) to get started. Advertising Deadline: November 00 | Publication Date: November 00

AD# N1711A13007C

PASS 2 COL. x 5

QUICK SELL:

N1711P13001C\*O

## Thanksgiving Recipes

Delight guests with dessert



**B**lueberry Apple Lane Christmas Cake is a delicious holiday treat. It's a moist cake with a hint of citrus and a touch of sweetness. Perfect for the holidays!

- 1. 1/2 cup butter, softened
- 1/2 cup brown sugar
- 1/2 cup white sugar
- 2 eggs
- 1/2 cup flour
- 1/2 cup baking powder
- 1/2 cup milk
- 1/2 cup vanilla extract
- 1/2 cup blueberries
- 1/2 cup apple slices

**Directions:** Preheat oven to 350 degrees. In a large bowl, cream together butter and sugars. Add eggs one at a time, beating well. Stir in flour, baking powder, and milk. Fold in blueberries and apple slices. Bake for 30-35 minutes. Let cool before serving.

**Recipe by:** [Name] | [www.recipe.com](http://www.recipe.com)

Advertiser Suggestion

**Grocery Store**  
1234 Washington Street  
Dover, MA 01929  
[www.grocery.com](http://www.grocery.com)

Advertiser Suggestion

**Caterer**  
1234 Washington Street  
Dover, MA 01929  
[www.caterer.com](http://www.caterer.com)

Advertiser Suggestion

**Home Goods Store**  
1234 Washington Street  
Dover, MA 01929  
[www.homegoods.com](http://www.homegoods.com)

Advertiser Suggestion

**Bakery**  
1234 Washington Street  
Dover, MA 01929  
[www.bakery.com](http://www.bakery.com)

Advertiser Suggestion

**Meat Market**  
1234 Washington Street  
Dover, MA 01929  
[www.meatmarket.com](http://www.meatmarket.com)

Advertiser Suggestion

**Variety Store**  
1234 Washington Street  
Dover, MA 01929  
[www.variety.com](http://www.variety.com)

AD# N1711A13002C

9 667 x 13

AD# N1711A13009C

PASS 6 COL. x 21

## The Dish on Thanksgiving

Plan the perfect celebration with a little help from our Thanksgiving Recipes guide. This special section is stuffed with delicious recipe ideas, hosting tips, valuable advertising and more to save you time and money while helping you prepare a meal to remember.



## Thanksgiving Recipes

A Special Section From  
**NAME NEWSPAPER**

Help yourself to a copy November 00!  
In print and online at [namenewspaper.com/thanksgivingrecipes](http://namenewspaper.com/thanksgivingrecipes)

AD# N1711A13005C

PASS 2 COL. x 5

## Show Customers What You Bring to the Table

Stuffed with eye-catching recipes, helpful hosting tips and more, our Thanksgiving Recipes guide has all the fixings for successful promotions. From food to furniture, home decor, tableware, home services and holiday sales, this popular special section is sure to serve up plenty of exposure for your business just in time for the Thanksgiving holiday.



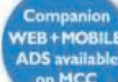
## Thanksgiving Recipes

A Special Section From  
**NAME NEWSPAPER**

Make your ad reservation today! Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com) to get started. Advertising Deadline: November 00 | Publication Date: November 00

AD# N1711A13008C

PASS 2 COL. x 5





N1711P21011C\*-O

# The Season of Giving Back

*It's the most wonderful time of the year to spread the spirit of caring and goodwill!*

## Usage Note:

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



**Health Nut Grocery**  
Donating \$1 per customer on November 23rd!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Health Nut Grocery**  
Donating \$1 per customer on November 23rd!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Health Nut Grocery**  
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000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Health Nut Grocery**  
Donating \$1 per customer on November 23rd!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Family First Diner**  
Donating 50 turkey dinners to local food banks!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

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000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Family First Diner**  
Donating 50 turkey dinners to local food banks!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Elm's Farm**  
Donating over 100lbs of fresh vegetables!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

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

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

**Elm's Farm**  
Donating over 100lbs of fresh vegetables!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

N1711P22003C-

*Happy Thanksgiving*

## FREE THANKSGIVING SUPPER

**Everyone is Welcome**  
Turkey & Stuffing  
Green Bean Casserole  
Creamed Corn | Gravy & Biscuits | Mashed Potatoes  
Donations appreciated from those who can give.

**Wednesday, November 22 3-7pm**

*Volunteers Needed. Call or visit us online for details.*

**St. Matthew's Church**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1711A14002C  
PASS 2 COL. x 5

## Warm Someone's Heart This Season

**Holiday Food Bank Donations Needed**  
Please stop by to deliver your nonperishable food donations or visit us online to donate, and help a family in need this holiday season.

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

These are some of the canned and pre-bagged goods we need most:  
vegetables  
cranberry  
gravy  
stuffed mix  
pasta & rice  
instant oatmeal  
sausage  
canned mix  
flour & fruit jams  
nuts  
snacks  
short-usable milk  
cooking oil  
peanut butter  
beans & cereals

## Charity Bake Sale

Doing good never tasted so good!

*Just in time for Thanksgiving!*

**Wednesday, November 22 12 noon-7pm**

- Homemade Cakes
- Cookie Plates
- Holiday Pies
- Baked Goods
- Quilts & Crafts
- Gluten-Free Treats
- Vegan Desserts
- & More

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

AD# N1711A14004C  
PASS 2 COL. x 5  
N1711P35005C-●  
AD# N1711A14003C  
PASS 2 COL. x 5

N1711P44001C-

## Christmas Toy Drive

Help make Christmas morning merry and bright for a little one in need!

Please bring your unwrapped new toy donation to one of these local drop-off locations:

Name Business 1234 Washington Street Somersville Heights 000-000-0000	Name Business 1234 Washington Street Somersville Heights 000-000-0000
Name Business 1234 Washington Street Somersville Heights 000-000-0000	Name Business 1234 Washington Street Somersville Heights 000-000-0000

To volunteer to help us wrap and distribute toys, please call or visit us online!

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

AD# N1711A14005C  
PASS 2 COL. x 5

## Send Your Support to Our Troops This Christmas

Your care package donation can help make the season brighter for the men and women in uniform who can't be home for the holidays.

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

Here are some suggested donation items, which can be dropped off at our office Monday-Friday from 9am-5pm:  
• socks  
• underwear  
• toothpaste  
• deodorant  
• soap  
• shampoo  
• instant noodle cups  
• instant rice  
• instant oatmeal  
• instant ramen  
• instant mac & cheese  
• instant noodle soup  
• instant noodle sauce  
• instant noodle seasoning  
• instant noodle broth  
• instant noodle powder  
• instant noodle sauce  
• instant noodle seasoning  
• instant noodle broth  
• instant noodle powder

**Mandatory Donations (Newspaper Fund)**  
To donate by check, please mail checks made out to Metro Newspaper to the address shown here. All cash donations are tax-deductible.

## Here to help you wrap up your holiday to-do list faster!

**Charity Gift Wrapping Kiosk**  
Located at Greer Court  
\$2 small boxes  
\$4 medium boxes  
\$5 large boxes

All proceeds benefit Name Nonprofit Organization.

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

AD# N1711A14007C  
PASS 2 COL. x 5  
N1711P35002C-●  
AD# N1711A14006C  
PASS 2 COL. x 5  
AD# N1711A14009C  
PASS 2 COL. x 5  
N1711P32008C-●  
N1711P33006C-●

AD# N1711A14001C PASS 6 COL. x 21  
AD# N1711A14008C 10 x 13





N1711P15006C-●



N1711P15008C-●



N1711P15007C-●



N1711P15002C-●



N1711P15003C-●



N1711P15005C-●



N1711P15001C-●



N1711P15004C-●





N1711P16001C-●



N1711P16010C-●



N1711P16009C-●



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N1711P16007C-●



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N1711P16004C-●





N1711P17007C-●



N1711P17004C-●



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N1711P17005C-●



N1711P17003C-●



N1711P17006C-●



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N1711P17009C-●





N1711P18004C-●



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N1711P18005C-●



N1711P18007C-●



N1711P18008C-●



N1711P18001C-●



N1711P22001C  
N1711P64021C  
N1711P290001C  
N1711P19002C  
N1711P19001C  
N1711P55009C  
N1711P44001C  
N1711P44002C  
N1711P37002C  
N1711P35003C  
AD# N1711A19003C  
PASS 6 COL x 3



Community Calendar  
**November**

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

**SEE YOU THERE**

Snow much fun for the whole family!  
Photos With Santa  
Polar Ice Climbing Wall  
Ice Castle Bounce House  
Winter Carnival Games  
Santa's Workshop Crafts  
Face Painting & Balloon Artists  
Music & Entertainment All Day

**WinterFest**  
Saturday  
November 25  
11am - 4pm

Free Admission & Parking  
**Somersville Plaza Promenade**  
1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

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

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

**November 00**  
Tree Lighting  
An annual downtown tradition with carols and refreshments.  
Somerville Town Square • 7 pm  
www.namewebsite.com

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

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

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

**November 00**  
Bake Sale  
All proceeds benefit Name Charity Organization.  
Somerville High School  
10 am-3 pm  
www.namewebsite.com

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

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

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



**November 11**  
**Veterans Day Parade**  
Join us in honoring our nation's veterans!  
Downtown Main Street  
9 am  
www.namewebsite.com



**November 00**  
**Craft Fair**  
Dozens of talented artisans from around the region!  
Somerville Elementary School  
9 am-4 pm  
www.namewebsite.com

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

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

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www.namewebsite.com

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

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

**Christmas Shop Now Open**

Everything you need to deck the halls, trim the tree, hang the lights and more!  
ornaments • artificial trees • lights • activity sets • lawn inflatables • decoration tableware • tree stands & skirts • collectibles • board cards • unique gifts • much more

**The Christmas Shop at Somerville Plaza**  
1234 Washington Street • Somerville Heights • 000-000-0000 • www.namewebsite.com

Open Every Day Until Christmas

Companion WEB + MOBILE ADS available on MCC

AD# N1711A19001C PASS 6 COL x 21  
AD# N1711A19004C 10 x 13

AD# N1711A19002C  
PASS 3 COL x 7  
N1711P19003C  
N1711P50002C  
N1711P43007C  
N1711P44002C  
N1711P37002C  
N1711P35003C





N1711P20008C-●



N1711P20004C-●



N1711P20003C-●



N1711P20006C-●



N1711P20005C-●



N1711P20002C-●



N1711P20001C-●



N1711P20007C-●





N1711P21016C\*-○



N1711P21017C\*-○  
N1711P21018C\*-○



N1711P21010C-●



N1711P21019C\*-○



N1711P21011C\*-○



N1711P21005C\*-○



N1711P21008C\*-○



N1711P21004C\*-○



N1711P21001C\*-○



N1711P21009C\*-○



N1711P21020C\*-○  
N1711P21021C\*-○



N1711P21006C\*-○



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N1711P21012C\*-○



N1711P21014C\*-○



N1711P21013C\*-○



N1711P21015C\*-○





N1711P22007C-●



N1711P22008C-●



N1711P22004C-●



N1711P22005C-●



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N1711P23001C-●



N1711P23005C-●



N1711P23003C-●



N1711P23007C-●



N1711P23006C-●



N1711P23009C-●



N1711P23004C-●



N1711P23008C-●



N1711P24001C\*-O

N1711P24004C\*-O

N1711P24005C\*-O

# Thanksgiving Wishes

Creetings and gratitude from your local merchants at Thanksgiving.

**Name Sponsor**  
Happy Thanksgiving to you and yours!

**Name Sponsor**  
We appreciate your business!

**Name Sponsor**  
Warm wishes at Thanksgiving!

**Name Sponsor**  
Customer like you make us grand!

**Name Sponsor**  
Wishing you joy and good fortune at Thanksgiving!

**Name Sponsor**  
We hope you all the best this holiday season!

**Name Sponsor**  
Thanks for your generous support!

**Name Sponsor**  
We're so grateful for friends and customers like all of you!

**Name Sponsor**  
Thanks for shopping in us as at Thanksgiving and all year!

**Name Sponsor**  
With gratitude, we wish you a joyful Thanksgiving!

**Name Sponsor**  
Wishing you an abundance of happiness this Thanksgiving!

**Name Sponsor**  
Serving you has been our pleasure. Happy Thanksgiving!

**Name Sponsor**  
Peace, love, joy and abundance at Thanksgiving!

**Name Sponsor**  
Happy Thanksgiving and thank you for your patronage!

**Name Sponsor**  
We wish you the best for better friends and customers!

AD# N1711A24001C 19.334 x 13



N1711P24006C\*-O

### Usage Suggestion:

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

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

Reserve Now for Thanksgiving

N1711P24002C\*-O

Thanksgiving Savings

N1711P24003C\*-O





N1711P25013C\*-O



N1711P25036C\*-O



N1711P25035C\*-O



N1711P25034C\*-O



N1711P25033C\*-O



N1711P25012C\*-O



N1711P25030C\*-O



N1711P25032C\*-O



N1711P25031C\*-O



N1711P25011C\*-O



N1711P25022C\*-O



N1711P25029C\*-O



N1711P25010C\*-O



N1711P25026C\*-O



N1711P25007C\*-O



N1711P25015C\*-O



N1711P25027C\*-O



N1711P25009C\*-O



N1711P25006C\*-O



N1711P25028C\*-O



N1711P25017C\*-O



N1711P25008C\*-O



N1711P25004C\*-O



N1711P25019C\*-O



N1711P25005C\*-O



N1711P25001C\*-O



N1711P25020C\*-O



N1711P25025C\*-O



N1711P25014C\*-O



N1711P25002C\*-O



N1711P25024C\*-O



N1711P25018C\*-O



N1711P25016C\*-O



N1711P25003C\*-O



N1711P25021C\*-O



N1711P25023C\*-O





N1711P26020C\*-○



N1711P26025C-●



N1711P26024C-●



N1711P26021C\*-○



N1711P26004C-●



N1711P26001C-●



N1711P26012C\*-○



N1711P26007C\*-○



N1711P26005C-●



N1711P26002C-●



N1711P26003C-●



N1711P26014C\*-○



N1711P26010C\*-○



N1711P26019C\*-○



N1711P26013C\*-○



N1711P26011C\*-○



N1711P260xxC\*-○



N1711P26016C\*-○



N1711P26022C\*-○



N1711P26015C\*-○



N1711P26008C\*-○



N1711P26023C\*-○



N1711P26018C\*-○



N1711P26009C\*-○



N1711P26017C\*-○





N1711P27006C-●



N1711P27017C\*-○



N1711P27002C-●



N1711P27013C\*-○



N1711P27011C\*-○



N1711P27016C\*-○



N1711P27003C-●



N1711P27009C\*-○



N1711P27012C\*-○



N1711P27010C\*-○



N1711P27014C\*-○



N1711P27005C-●



N1711P27015C\*-○



N1711P27024C\*-○



N1711P27023C\*-○



N1711P27008C-●

**THINK  
PLAID**  
*Shop Locally!*

Friday, November 24

N1711P27019C\*-○

N1711P27026C\*-○



N1711P27018C\*-○



N1711P27001C-●



N1711P27004C-●



N1711P27025C\*-○



N1711P27021C\*-○

N1711P27022C\*-○

**PLAID  
FRIDAY  
SALE**

N1711P27020C\*-○



N1711P27007C-●





N1711P28001C-●



N1711P28002C-●



N1711P28003C-●



N1711P28004C-●



N1711P28005C-●



N1711P28006C-●





N1711P29003C-●



N1711P29001C-●



N1711P29006C-●



N1711P29004C-●



N1711P29002C-●



N1711P29005C-●



N1711P29019C\*-○



N1711P29020C\*-○  
N1711P29021C\*-○



N1711P29018C\*-○



N1711P29017C\*-○



N1711P29007C\*-○



N1711P29014C\*-○



N1711P29008C\*-○



N1711P29009C\*-○



N1711P29012C\*-○



N1711P29011C\*-○



N1711P29015C\*-○



N1711P29010C\*-○



N1711P29013C\*-○



N1711P29016C\*-○





N1711P30004C-●



N1711P30006C-●



N1711P30002C-●



N1711P30007C-●



N1711P30003C-●



N1711P30009C-●



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N1711P30008C-●



N1711P30005C-●





N1711P31007C\*-O 



N1711P31012C\*-O 



N1711P31011C\*-O



N1711P31010C\*-O



N1711P31002C\*-O



N1711P31005C\*-O



N1711P31003C\*-O



N1711P31001C\*-O



N1711P31013C\*-O



N1711P31006C\*-O



N1711P31004C\*-O



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N1711P31009C\*-O 





N1711P32008C-●



N1711P32006C-●



N1711P32005C-●



N1711P32007C-●



N1711P32004C-●



N1711P32009C-●



N1711P32003C-●



N1711P32002C-●



N1711P32001C-●



N1711P17004C



Make time for yourself this holiday season!

Relaxing Massage | Beautifying Facials | Spa Nail Care | Gel Polish | Waxing Services | Haircuts & Color | & so much more

Shop Premium Product Lines in Our Beau-tique Hair Care | Skin Care | Cosmetics | Nail Color | Accessories | Gifts

Enjoy Our Complimentary Espresso Bar With Your Service!

Happy Hour Specials 3-5PM Tuesday-Thursday \$25 Blowouts | 20% Off Cuts & Color | \$30 Mani-Pedi

Gift Card Sale Going On Now!

Save 10% Off All Gift Card Purchases

Hurry, offer ends November 01, 2017.

**Lotus Spa & Salon**

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



Holiday Open House November 01 Special offers, giveaways, refreshments & free mini treatments!

AD# N1711A33001C 8.5 x 11

C11109941L11N



Make your holiday reservations today!

Fresh Seafood | Premium Steak | Homemade Pasta | Decadent Desserts | Shared Plates | Specialty Martinis | and so much more

Special Holiday Hours & Menus Thanksgiving Day | Christmas Eve | New Year's Eve | New Year's Day

Half-Price Happy Hour 4-7PM Daily at the Bar

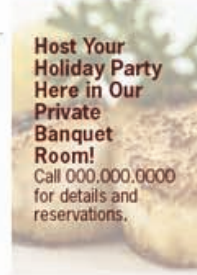
Join Us for New Year's Eve Dinner, Dancing & Entertainment

Gift Card Sale Going On Now! Receive a FREE \$20 Gift Card for every \$100 gift card purchase

Hurry, offer ends November 01, 2017.

**The Parker Grill**

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



Host Your Holiday Party Here in Our Private Banquet Room! Call 000.000.0000 for details and reservations.

AD# N1711A33002C 8.5 x 11

N1711P66002C

N1711P66004C



Winter Specials Car Care

Expert vehicle maintenance and repair for your safety on the road all year.

Complete Car & Truck Maintenance & Repair | Computer Diagnostics & Troubleshooting | Tune-Ups & Factory-Scheduled Service | Electrical Systems | Tire Center | Towing & Shuttle Service

Oil Change & Winterization Service With 27-Point Safety Inspection

**\$49.95**

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

Book Today! Limited-Time Offers

Radiator Service **\$79.95**

Wheel Alignment **\$59.95**

Front or Rear Brakes **\$159.95**

Advertised offers good through 00.00.17 by appointment. Call today for details and booking.

Free Estimates | Parts & Labor Guaranteed | Factory-Trained Technicians

**Perino Auto Repair**

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

AD# N1711A33003C 8.5 x 11

N1711P29002C

N1711P29016C

N1203P46009C



Winter Specials Home Heating

We're here to ensure your comfort all winter with reliable and efficient heating solutions.

Heating Systems | Air Conditioning | Ductless Systems | Water Heaters | Refrigeration | Sales, Service & Installation | All Major Makes & Models

Zero Payments & Zero Interest for 12 months on any new Name Brand Energy-Efficient Comfort System Plus, FREE 5-Year Warranty!

Other ends 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

Call Today! Limited-Time Offers

Furnace Tune-Up & Safety Check **ONLY \$79**

Other ends 00.00.17. List details, terms and conditions here.

FREE Service Call With Any Repair Service

Other ends 00.00.17. List details, terms and conditions here.

24-Hour Emergency Service Residential & Commercial | Licensed & Insured

**Reliant Heating & Cooling**

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

AD# N1711A33004C 8.5 x 11

N1711P29001C

N1711P29016C

N1203P46009C





N1711P34007C-●



N1711P34008C-●



N1711P34005C-●



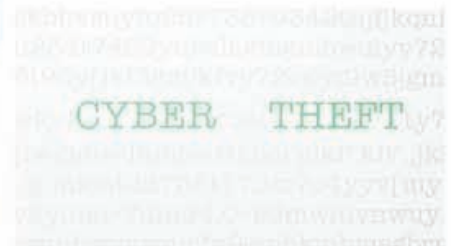
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N1711P34001C-●



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N1711P35004C-●



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N1711P35007C-●



N1711P35005C-●





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N1711P36002C-●



N1711P36003C-●



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N1711P36001C-●



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N1711P36006C-●





N1711P37006C-●



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N1711P37002C-●



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N1711P37001C-●



N1711P37009C-●



N1711P37005C-●



N1711P37007C-●



N1711P37003C-●



N1711P26002C

**BLACK FRIDAY SALE**

Doors Open at 7AM Friday  
Friday | Saturday | Sunday  
November 24-26

*Our Best Deals  
of the Year on the  
Season's Best Gifts!*

**20% to  
60% Off**  
STOREWIDE  
ALL WEEKEND

Cookware & Bakeware  
Household & Kitchen Electrics  
Dinnerware, Glassware  
& Flatware  
Table Linens  
Holiday Collections  
Sheets & Comforters

Premium Pillows  
Throws & Blankets  
Bath Towels  
Window Fashions  
Home Furnishings  
Wall Art & Home Decor  
& So Much More

*Super Doorbuster Bonus Buys*  
Friday Only 7AM-11AM

- \$10** Sheet Sets  
reg. \$21.99-\$27.99
- \$12** Coffeemaker  
reg. \$29.99
- \$15** Toaster Oven  
reg. \$34.99
- \$5** Cotton Bath Towels  
reg. \$9.99-\$11.99
- \$25** Dinnerware Set  
reg. \$49.99
- \$59** Area Rugs  
reg. \$49.99
- \$20** Down Duvet  
reg. \$48.99
- \$99** Cookware Set  
reg. \$199.99

Only While Supplies Last. Shop early for the best selection!  
List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**Integral Home**

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



AD# N1711A38001C

PASS 6 COL. x 10

AD# N1711A38002C

10 x 13



N1711P21009C\*-O  
 N1711P21002C\*-O  
 N1711P21008 C\*-O

# The Dish on Thanksgiving

Your guide to dining, catering and preparing for the Thanksgiving holiday.

**Farm to Thanksgiving Table**

Make your reservations today for a festive Thanksgiving feast!

**Chef's Special Thanksgiving Menu**  
 featuring your choice of starter, entree and dessert  
 \$39 per guest • Kids' menu \$19

N1711P23008C-●

AD# N1711A39002C  
 PASS 3 COL. x 6

**Harbor Edge Restaurant**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

**Host a Hassle-Free Thanksgiving, No Wishbone Needed!**

**Heat-and-Serve Favorites**

roasted turkey • mashed potatoes • green bean casserole • roasted root vegetables • candied sweet potatoes • stuffing • gravy • biscuits • cranberry relish • homemade pie

Call or go online to place your order today!

N1711P66012C-●

AD# N1711A39003C  
 PASS 3 COL. x 6

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

**All-You-Can-Gobble Thanksgiving Day Buffet**

Enjoy an abundance of delicious choices!  
 fresh seafood • soup & salad  
 made-to-order omelettes • carving stations • pasta bar • holiday sides  
 dessert stations • sundae bar

Adults \$29  
 Kids 12 & under \$14  
 Reserve Today!

**Thursday, November 23**  
 10am - 2pm

**Stagecoach Inn Restaurant**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

N1711P23002C-●

AD# N1711A39004C  
 PASS 3 COL. x 6

N1203P46009C\*-O

**Tradition with a Twist**

Herb-marinated turkey, slow-roasted pork shank, custard-stuffed pumpkins, maple-bacon fried Brussels sprouts, garlic and herb whipped potatoes, pumpkin bread pudding and more... Book your Thanksgiving reservation today and enjoy our chef's signature take on all of your Thanksgiving favorites - without the usual dishes!

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

N1711P16009C-●

AD# N1711A39005C  
 PASS 3 COL. x 6

**Your Holiday Hosting Headquarters**

All-Natural  
 Fresh & Frozen Turkey  
 Organic & Local Produce  
 Heat-&-Serve Sides  
 Cheese Shop • Olive Bar  
 Specialty Groceries  
 Gourmet Deli  
 Fresh Bread • Bakery  
 Desserts

Ask about our holiday catering services at the deli counter or online!

**Danya's Market**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

N1711P66007C-●

AD# N1711A39006C  
 PASS 3 COL. x 6

**Save the Best for Last**

Homemade holiday pies and more for your Thanksgiving table!

Seasonal Pies  
 Classic Desserts  
 Italian Pastries  
 Cookie Trays | Custom Cakes  
 Artisan Breads | Espresso Bar

Place your holiday orders today!

**Sugar & Spice Bakery**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

N1711P66010C-●

AD# N1711A39007C  
 PASS 3 COL. x 6

N1203P46009C\*-O

AD# N1711A39001C PASS 6 COL. x 10  
 AD# N1711A39008C 10 x 13



# With Gratitude, Happy Veterans Day!



On Veterans Day, we'd like to share our admiration and appreciation for the brave men and women in uniform whose service and sacrifice have protected our freedom and our way of life through the generations. To all of our dedicated soldiers both past and present, our deepest gratitude and best wishes remain with you and your families on Veterans Day and always!

## Veterans Day Parade

Saturday, November 11 at 9am

Main Street in Downtown Somersville  
*Join us in celebrating our veterans!*

### Name Sponsor

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

### Name Sponsor

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Somersville Heights  
000-000-0000  
www.namewebsite.com

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Somersville Heights  
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www.namewebsite.com

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Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1711A40001C

PASS 6 COL. x 10

AD# N1711A40002C

PASS 6 COL. x 10

## Veterans Day Weekend Sale

This Saturday & Sunday  
November 11 & 12, 2017

*Incredible Storewide Markdowns*

- Apparel for the Whole Family
- Outerwear & Accessories
- Footwear & Handbags
- Home Furnishings • Bed & Bath
- Pet Supplies • Personal Care
- & So Much More



**Bonus Military  
Discount 10% Off  
Sale & Regular Prices**

for retired and active-duty military  
November 11-12, 2017



## Somersville Variety Store

1234 Washington Street | Somersville Heights | 000-000-0000 | www.namewebsite.com  
List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.



AD# N1711A40003C

PASS 6 COL. x 10

AD# N1711A40004C

PASS 6 COL. x 10





N1711P41010A-●



N1711P41003A-●



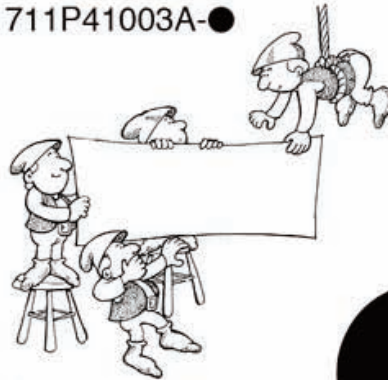
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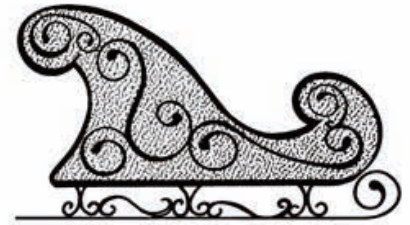
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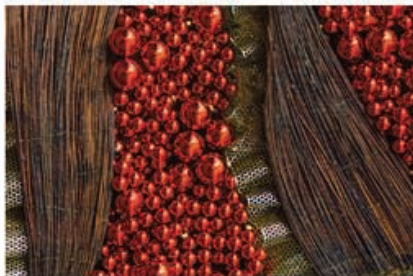
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N1711P43005C-●



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N1711P43009C-●



N1711P43006C-●



N1711P43004C-●



N1711P43001C-●



N1711P43003C-●



N1711P43002C-●





N1711P44004C-●



N1711P44002C-●



N1711P44009C-●



N1711P44001C-●



N1711P44003C-●



N1711P44005C-●



N1711P44006C-●



N1711P44007C-●



N1711P44008C-●





N1711P45002C-●



N1711P45005C-●



N1711P45001C-●



N1711P45006C-●



N1711P45007C-●



N1711P45003C-●



N1711P45004C-●



N1711P45008C-●



N1711P45009C-●





N1711P46007C-●



N1711P46001C-●



N1711P46004C-●



N1711P46005C-●



N1711P46008C-●



N1711P46009C-●



N1711P46002C-●



N1711P46003C-●



N1711P46006C-●





N1711P47001C\*-O



N1711P47003C\*-O



N1711P47002C\*-O



N1711P47007C\*-O



N1711P47006C\*-O



N1711P47012C\*-O



N1711P47005C\*-O



N1711P47010C\*-O



N1711P47011C\*-O



N1711P47004C\*-O



N1711P47008C\*-O



N1711P47009C\*-O





N1711P48011C\*-O



N1711P48013C\*-O



N1711P48014C\*-O



N1711P48012C\*-O



N1711P48021C\*-O



N1711P48015C\*-O



N1711P48019C\*-O



N1711P48020C\*-O



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N1711P48006C\*-O



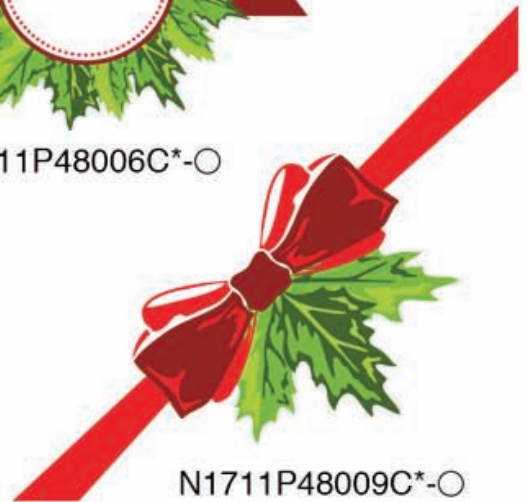
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N1711P48009C\*-O



N1711P48017C\*-O



N1711P48018C\*-O



N1711P48016C\*-O



N1711P48008C\*-O



N1711P48010C\*-O



N1711P48007C\*-O



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



N1711P49002C-●



N1711P49005C-●



N1711P49004C-●



N1711P49003C-●



N1711P49001C-●



N1711P49006C-●



N1711P49014C\*-○



N1711P49020C\*-○  
N1711P49021C\*-○  
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N1711P49015C\*-○  
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N1711P49011C\*-○  
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N1711P49013C\*-○



N1711P49017C\*-○  
N1711P49018C\*-○  
N1711P49019C\*-○



N1711P49007C\*-○



# Give Local

Thanks for thinking of your local merchants first this holiday shopping season!

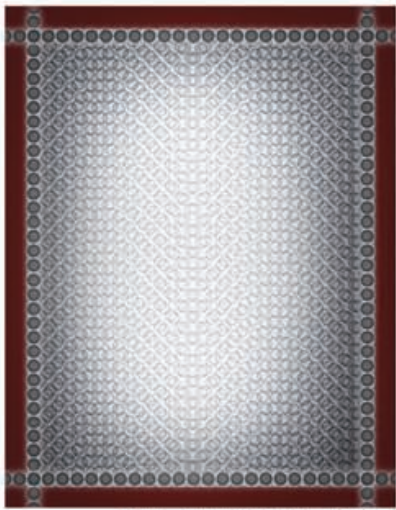
## Somersville Merchants Association

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

**Plaid Friday Shopping Stroll**  
Friday,  
November 24  
Special discounts, refreshments,  
giveaways and more from your  
favorite downtown businesses!

AD# N1711A49001C PASS & COL. x 3





N1711P50001C-●

### Usage Notes:

Use these backgrounds to help promote services and merchandise for fall sales, hunting and fishing, Thanksgiving, Veterans Day/ Remembrance Day, home improvement, Christmas, 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)




N1711P50002C-●



N1711P50003C-●



N1711P50005C-●

N1711P50006C-● 



N1711P50007C-●



N1711P50004C-●



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N1711P50009C-●



N1711P50010C-●



N1711P51001C-●



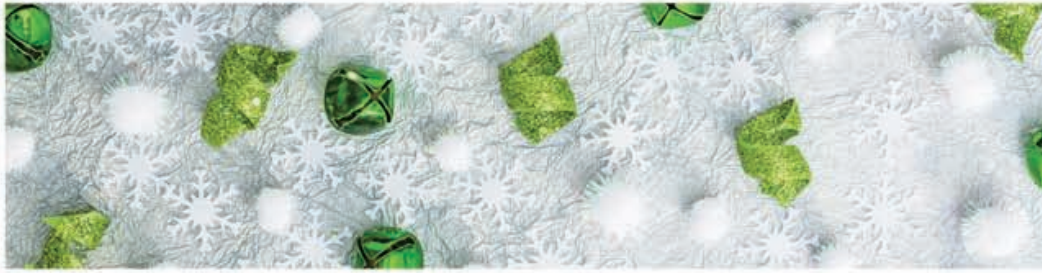
**Usage  
Suggestions:**

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

N1711P51002C-●



N1711P51003C-●



N1711P51004C-●



N1711P51005C-●



N1711P51006C-●







PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25

**Usage Note:**

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

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



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25





MCC KEYWORD HINT: IT Consultant  
N1711P53007C-●



MCC KEYWORD HINT: Jeweler  
N1711P53008C-●



MCC KEYWORD HINT: Massage Therapist  
N1711P53009C-●



MCC KEYWORD HINT: Leaf Removal Service  
N1711P53010C-●



MCC KEYWORD HINT: Grout & Tile Company  
N1711P53011C-●



MCC KEYWORD HINT: Holiday Decorating Service  
N1711P53012C-●

### 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.



N1711P53001C\*-○



N1711P53002C\*-○



N1711P53003C\*-○



N1711P53004C\*-○



N1711P53005C\*-○



N1711P53006C\*-○





N1711P54005C\*-O



N1711P54003C\*-O



N1711P54018C\*-O



N1711P54019C\*-O



N1711P54002C\*-O



N1711P54001C\*-O



N1711P54020C\*-O



N1711P54016C\*-O



N1711P54004C\*-O



N1711P54010C\*-O



N1711P54017C\*-O



N1711P54007C\*-O



N1711P54015C\*-O



N1711P54009C\*-O



N1711P54008C\*-O



N1711P54006C\*-O



N1711P54013C\*-O



N1711P54014C\*-O



N1711P54012C\*-O



N1711P54011C\*-O





N1711P55007C\*-O



N1711P55008C\*-O



N1711P55006C\*-O



N1711P55004C\*-O



N1711P55009C\*-O



N1711P55001C\*-O



N1711P55002C\*-O



N1711P55005C\*-O



N1711P55003C\*-O





MCC KEYWORDS: ICON SET, VETERANS DAY  
N1711S56005C\*-O



MCC KEYWORDS: ICON SET, BLACK FRIDAY  
N1711S56002C\*-O



MCC KEYWORDS: ICON SET, SHOPPING  
N1711S56003C\*-O



MCC KEYWORDS: ICON SET, WINTER  
N1711S56006C\*-O



MCC KEYWORDS: ICON SET, FALL  
N1711S56001C\*-O



MCC KEYWORDS: ICON SET, THANKSGIVING  
N1711S56004C\*-O





N1711P57018C\*-O



N1711P57019C\*-O



N1711P57020C\*-O



N1711P57021C\*-O



N1711P57022C\*-O



N1711P57023C\*-O



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N1711P57026C\*-O



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N1711P57028C\*-O



N1711P57029C\*-O



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N1711P57031C\*-O



N1711P57032C\*-O



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N1711P57016C\*-O



N1711P57017C\*-O



N1711P57005C\*-O



N1711P57006C\*-O



N1711P57007C\*-O



N1711P57008C\*-O



N1711P57009C\*-O



N1711P57010C\*-O



N1711P57011C\*-O



N1711P57012C\*-O



MCC KEYWORDS: ICON SET, THANKSGIVING  
N1711S57035C\*-O

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



Bonus images available in the MCC Creative Library:



N1711P5804C-●



N1711P5805C-●



N1711P5806C-●



N1711P5802C-●



N1711P5803C-●



N1711P5801C-●

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



TSS COVER



8.5 x 11 SALES SHEET



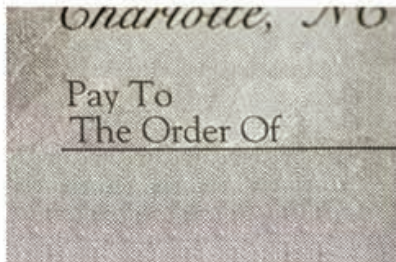
PASS 2 COL. x 5



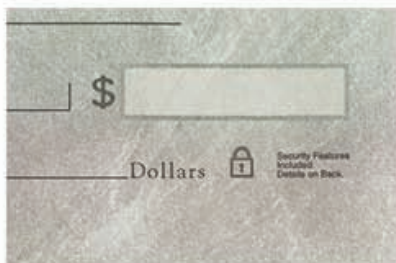
PASS 2 COL. x 5



Bonus images available in the MCC Creative Library:



N1711P59002C



N1711P59001C



N1711P59005C



N1711P59004C



N1711P59007C



N1711P59003C



N1711P59006C

## 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).

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



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



N1711P26020C\*O



Incredible One-Day-Only Deals  
**Friday, November 24**  
While Supplies Last • Doors Open at 6AM



**Name Brand  
16 GB Tablet**  
List details here  
reg. \$349

**\$279**



**Name Brand  
Laptop Computer**  
List details here  
reg. \$499

**\$379**



**Name Brand  
Gaming System**  
List details here  
reg. \$399

**\$299**



**Name Brand  
52" LED Television**  
List details here  
reg. \$499

**\$399**



**Name Brand  
Media Player**  
List details here  
reg. \$79

**\$49**



**Name Brand  
Smartwatch**  
List details here  
reg. \$399

**\$299**

# Value Electronics

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

Coupon savings you can use all weekend!



**\$10 OFF**  
Purchase of \$50 or More

Offer valid with coupon  
November 24, 26, 2017. List  
details, terms and conditions  
here. List details, terms and  
conditions here. List details,  
terms and conditions here.

**Value  
Electronics**  
1234 Washington Street  
000-000-0000 | www.namewebsite.com

**\$20 OFF**  
Purchase of \$100 or More

Offer valid with coupon  
November 24, 26, 2017. List  
details, terms and conditions  
here. List details, terms and  
conditions here. List details,  
terms and conditions here.

**Value  
Electronics**  
1234 Washington Street  
000-000-0000 | www.namewebsite.com

AD# N1711A60001C PASS 6 COL. x 10

N1711P16002C\*O

N1711P21012C\*O



Every aisle stuffed  
with savings!

**BOGO 50% Off**  
**Holiday Treats  
& Candy**  
reg. \$1.99-\$12.99

**Going On Now!**  
Sale ends Sunday, November 30, 2017.  
List details, terms and conditions here. List details,  
terms and conditions here.

**30% Off**  
**Seasonal Decor**  
reg. \$8.99-\$99.99

**BOGO Free**  
**Holiday Gift Wrap**  
reg. \$1.99-\$4.99

**30% Off**  
**Boxed Holiday Cards**  
reg. \$5.99-\$14.99

**40% Off**  
**All Holiday Partyware**  
reg. \$1.99-\$12.99

**BOGO 50% Off**  
**Beauty Products**  
Select Name Brands

**\$12.99**  
**Fragrance Sets**  
reg. \$19.99-\$27.99

**50% Off**  
**Plush Toys for Kids**  
reg. \$4.99-\$19.99

# Discount Pharmacy Shop



Closed  
Thanksgiving Day

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

AD# N1711A60002C PASS 6 COL. x 10



N1711P49011C\*-O

N1711P61001C\*-O



# It's a Really **BIG Deal**

The Somersville Press  
*Thanksgiving Day Edition*  
Thursday, November 23

**Don't miss the biggest shopping deals of the year!**

*Grab a copy at your local newsstand, or subscribe  
by phone or online today to take advantage  
of our special holiday home delivery rates.*

## The Somersville Press

Local News, Entertainment & Shopping  
*In Print & Online*  
000.000.0000 | www.namewebsite.com

AD# N1711A61001C PASS 3 COL. x 10

N1711P35004C-●

Get in the Spirit with  
Free Workshops &  
Demos  
holiday fashion & beauty  
decorating & home decor  
Visit us online or on  
Facebook for details!

# Holiday Open House

Saturday, December 2  
11am - 7pm

Enjoy Free Refreshments  
Enter to Win Great Door Prizes  
Save on Holiday Merchandise & Gifts

## 20% Off Storewide

Apparel • Boots • Jewelry • Accessories  
Beauty • Home Accents • Holiday Decorations  
Unique Gifts • & More

## Country Junction Boutique

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



Advertiser offers good November 22-23, 2017. 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.

AD# N1711A61002C PASS 3 COL. x 10

N1711P41014A-●



## Have Yourself a Vintage Little Christmas

**New  
Arrivals  
Daily!**

One-of-a-Kind Gifts  
Nostalgic Ornaments & Lights  
Holiday Collectibles & Antiques  
Vintage Dishes & Tableware  
Retro Drinkware & Entertaining Essentials  
Fine & Costume Jewelry

We buy antiques and vintage items!  
Please call to arrange an in-store appraisal.



## Village Antiques

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
Open Tuesday-Saturday 10am-7pm, Sunday 10am-4pm

AD# N1711A61003C PASS 3 COL. x 10

N1711P49004C-●



## Your Trusted Local Jeweler

*Proud to be the area's preferred purveyor of quality fine jewelry,  
certified diamonds and custom jewelry designs since 19XX.*

**Holiday Jewelry Event Going On Now**  
20% to 40% Off All Fine Jewelry  
10% to 30% Off Designer Timepieces

Sale ends Sunday, November 05, 2017. List details, terms and conditions here.

- Huge Selection of Engagement Rings
- Custom His & Her Wedding Band Design
- Affordable Financing & Holiday Layaway Plans
- Expert Repair, Resetting & Watch Maintenance
- Complimentary Gift Wrapping Service

## Holmes Jewelry

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

AD# N1711A61004C PASS 3 COL. x 10





N1711P62020C\*-O



N1711P62033C\*-O



N1711P62032C\*-O



N1711P62025C\*-O



N1711P62019C\*-O



N1711P62008C\*-O



N1711P62012C\*-O



N1711P62018C\*-O



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N1711P62004C\*-O



N1711P62014C\*-O



N1711P62013C\*-O



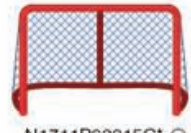
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N1711P62010C\*-O



N1711P62017C\*-O



N1711P62015C\*-O



N1711P62034C\*-O



N1711P62035C\*-O



N1711P62036C\*-O



N1711P62037C\*-O



N1711P62006C\*-O



N1711P62001C\*-O



N1711P62002C\*-O



N1711P62007C\*-O



N1711P62009C\*-O



N1711P62003C\*-O



N1711P62031C\*-O



N1711P62029C\*-O



N1711P62030C\*-O



N1711P62028C\*-O



N1711P62026C\*-O



N1711P62027C\*-O



N1711P62005C\*-O



N1711P62023C\*-O



N1711P62022C\*-O



N1711P62021C\*-O



(WE HAVE EVERYTHING YOU NEED FOR WINTER SPORTS)  
N1711P62024C\*-O





N1711P63013C-●  
DOWNTOWN TORONTO



N1711P63011C-●  
MORAINE LAKE IN BANFF



N1711P63010C-●  
MALIGNE LAKE, ALBERTA



N1711P63014C-●  
PACIFIC TRAIN



N1711P63009C-●  
THREE SISTERS MOUNTAIN



N1711P63003C-●  
DEER



N1711P63008C-●  
DIABETES TESTER



N1711P63004C-●  
WAR MEMORIAL, REMEMBRANCE DAY



N1711P63005C-●  
POPPY FIELD



N1711P63007C-●  
TORONTO SKYLINE



N1711P63012C-●  
REMEMBRANCE DAY



N1711P63002C-●  
REMEMBRANCE DAY



N1711P63001C-●  
BOY SLEDDING



N1711P63006C-●  
CANADIAN MAPLE LEAF SHIRT





N1711P64017C-●  
CRAB CAKES



N1711P64015C-●  
FISH & CHIPS



N1711P64014C-●  
PUMPKIN PIE



N1711P64011C-●  
CRANBERRY SAUCE



N1711P64005C-●  
CHICKEN NOODLE SOUP



N1711P64004C-●  
PECAN PIE



N1711P64008C-●  
CANNED FOODS



N1711P64001C-●  
PARFAITS



N1711P64013C-●  
THANKSGIVING DINNER



N1711P64003C-●  
SLICE OF PECAN PIE



N1711P64020C-●  
HAM SANDWICH



N1711P64032C-◇  
TURKEY SANDWICH



N1711P64031C-◇  
SLICED CRANBERRY SAUCE



N1711P64022C-◇  
PARFAIT



N1711P64018C-●  
TURKEY SANDWICH



N1711P64002C-●  
PECANS



N1711P64028C-◇  
FISH & CHIPS



N1711P64023C-◇  
CHOCOLATE PUDDING



N1711P64027C-◇  
FIRED CLAMS



N1711P64007C-●  
DEVILED EGGS



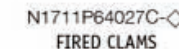
N1711P64012C-●  
TURKEY & MASHED POTATOES



N1711P64030C-◇  
CRANBERRY LEMONADE



N1711P64024C-◇  
CUP OF NOODLE SOUP



N1711P64019C-●  
TURKEY & CRANBERRY SANDWICH



N1711P64016C-●  
CRANBERRIES



N1711P64025C-◇  
CHICKEN SOUP



N1711P64026C-◇  
THANKSGIVING PLATE



N1711P64006C-●  
DEVILED EGG



N1711P64010C-●  
THANKSGIVING DINNER



N1711P64029C-◇  
BASKET OF FRIED CLAMS



N1711P64021C-◇  
PECAN PIE



N1711P64009C-●  
PEPPERONI PIZZA



N1711P21005C\*O  
N1711P21004C\*O N1711P21009C\*O

N1711P21006C\*O N1711P21002C\*O



# FEAST ON FALL SAVINGS

Everything for your Thanksgiving table and more!

Name Brand  
Tom Turkeys  
**\$1.99** lb.

Name Brand  
Shank Half Ham  
**\$1.79** lb.

Russet  
Potatoes  
**29¢** lb.

Sweet  
Yams  
**39¢** lb.

Green  
Beans  
**\$1.29** lb.

Yellow  
Onions  
**\$1.99** 5lb. bag

Seedless  
Red Grapes  
**\$1.79** lb.

Seedless  
Clementines  
**\$3.99** 5lb. box

Name Brand  
Stuffing Mix  
00 oz. package  
**\$1.99**

Name Brand  
Cranberry Relish  
00 oz. can  
**79¢**

Name Brand  
Canned Pumpkin  
00 oz. can  
**\$1.29**

Name Brand  
Turkey Gravy  
00 oz. can  
**\$1.79**

Name Brand  
Canned Vegetables  
00 oz. varieties  
**2 for \$3**

Name Brand  
Cornbread Mix  
00 oz. box  
**\$1.19**

**Holiday Pies**  
regular & family size  
**\$3.99 to \$5.99**

## Marketplace Grocery

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



Advertised offers good November 00-00, 2017. 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. List details, terms and conditions here. List details, terms and conditions here.

AD# N1711A65001C

PASS 6 COL. x 21

AD# N1711A65002C

10 x 13





N1711P66005C-●  
LINGUINE & CLAMS



N1711P66012C-●  
TURKEY DINNER



N1711P66008C-●  
HOT CHOCOLATE



N1711P66001C-●  
CASHEWS, ALMONDS, OATS & SOY



N1711P66011C-●  
TURKEY, STRING BEANS & CRANBERRY



N1711P66010C-●  
PUMPKIN PIE



N1711P66009C-●  
GRILLED ASPARAGUS & POTATOES



N1711P66004C-●  
SCALLOPS



N1711P66007C-●  
THANKSGIVING TURKEY



N1711P66006C-●  
PUMPKIN PIE



N1711P66003C-●  
SIDE DISHES



N1711P66002C-●  
PECAN DESSERT



**MCC KEYWORD HINT: week1**

This is your illustration and copy for November 2, 2017.



## A Deep Yearning

**W**e all desire to love and to be loved, and we all know the pain of loneliness and loss. The desire to understand others and to be understood is as human an attempt to feel connected. We are simply not whole by ourselves and require the connection with others that comes most completely through love to make our sense of wholeness. This is perhaps the most pressing problem of the modern world—loneliness, alienation and disconnectedness. Much of what is said about the value of the individual and his or her right to live as he or she sees fit continues to ignore "Using their own thing" at the expense of building relationships with others that might give them this connection and satisfy the deep yearning. Of course, there are many ways to relate to others. We can do it through friends and family. We can do it through our jobs and our hobbies. And we can even do it through modern technology, e.g., social media. That ultimately it all comes down to being kind and loving to the people we interact with, to make the promise to love and be loved, first and foremost by making yourself worthy of love.

*"You would be kind, fair, and be lovable."*  
—Benjamin Franklin

*"You would be kind, fair, and be lovable."*  
—Benjamin Franklin

AD# N1711A67001C PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week2**

This is your illustration and copy for November 9, 2017.



## We Cannot Eat Gold

**T**hose espousing a simpler way of life have often reminded us that we can't eat money. There are many stories about naive Americans being persuaded by the obsession of the newly arrived Europeans with gold. Many actually did manage to find their way with entrepreneurship, who say that corporate interests will destroy the earth's ability to provide healthy food. This idea is even put forward by modern-day evangelists who had previously advised people to invest in gold, fearing that traditional currency would be useless when society eventually fails. Some of them now argue that gold will be so useless because in the coming apocalypse, people because you can't eat gold. It is better to have a reliable store of food, or the means of producing it, they say, than gold. But why are we so obsessed with money in the first place? For anyone who has ever struggled to come up with enough money to buy food, or to pay the rent, the answer is obvious: money provides us with a modulus of security. We may not be able to eat money, but money can usually buy us food. Having a surplus of money gives us the power of mind to not worry about the unexpected expense of life. While there is nothing wrong with saving for a rainy day, the question is whether we have the right attitude about our money.

*"The life force of money is a test of all kinds of evil. Some people, eager for money, have wandered from the faith and pierced their consciences with many griefs."*  
—1 Timothy 3:13 NIV

*"The life force of money is a test of all kinds of evil. Some people, eager for money, have wandered from the faith and pierced their consciences with many griefs."*  
—1 Timothy 3:13 NIV

AD# N1711A67002C PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week3**

This is your illustration and copy for November 16, 2017.



## Teach Us How to Pray

**I**t is unfortunate that the disciples requested of Jesus that He teach them how to pray. These were religious men who had been following Jesus for quite some time. How could it be that they did not know how to pray? (Don't we all pray, almost instinctively, every time we have a nice view or when we feel good? There is certainly something about every citizen has its form of prayer, and almost everyone instinctively says something like "Dear God, help me through this" in times of crisis. There is also the non-verbal shaping of hands to pray and the recitation of "Oh my God" when we see something horrific or are in pain. Even many of our everyday expressions contain a simple prayer: "Goodbye" is etymologically connected to the expression "God be with you," just as "hello" in Spanish literally means "Hi God.") Many of us also utter prayers spontaneously in times of joy or wonder, thanking God or praising Him for a beautiful sunset or a beautiful run of events. "Alabado" is one such expression. And sometimes there are cross-cultural borrowings of prayer without us knowing it: the Spanish word "salud," which means "bravely" is derived from the Arabic meaning "my God with it." "Which brings us back to the disciples' request. In answering their request, Jesus gave them the Lord's prayer, which tells us, among other things, to pray that God will be done. How do you pray? —Christopher Simon

*"Teach us how to pray, just as Jesus taught his disciples."*  
—Luke 11:1 NIV

AD# N1711A67003C PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week4**

This is your illustration and copy for November 23, 2017.



## Giving Thanks

**T**hanksgiving is many people's favorite holiday, and with good reason. People of all faiths, and even non-believers, can all genuinely enjoy this holiday. And Thanksgiving isn't just a holiday but a state of mind that can improve our well-being any time of year. There is ample evidence from countless studies that taking time to give thanks and counting our blessings on a regular basis makes us happier. It is good that we officially take time out to do this once a year, and especially that we call to mind those "New England Pilgrims who celebrated the first Thanksgiving, despite their hunger from the previous year, but we would all do well to keep giving thanks every day. In fact, it's a great way to start and end each day, for instance, by thanking God for another day each morning as we awake, and thanking Him each night as we lay down to sleep for what went well. Thank God also for the chance to learn and improve from what didn't go well. Perhaps the Thanksgiving holiday is a good time to take the long view, and to think over the past year and what you should be thankful for concerning your whole life. But always remember to be thankful for the small blessings too.

*"Give thanks to the Lord, for he is good, for his love endures forever."*  
—1 Chronicles 16:14 NIV

*"Give thanks to the Lord, for he is good, for his love endures forever."*  
—1 Chronicles 16:14 NIV

AD# N1711A67004C PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week5**

This is your illustration and copy for November 30, 2017.



## Pilgrimage

**A** pilgrimage is an external journey with religious or spiritual significance. Christians, Jews and Muslims all consider Jerusalem to be a holy site and make pilgrimages there. Every faith and every sect has their holy sites for pilgrimages. Muslims go to Mecca, Buddhists go to Lumbini, and Catholics journey along the Way of St. James in Spain. Pilgrimages are usually long and difficult, and the external journey may be reached by danger and enormous effort, but the more important thing is the internal or spiritual journey. A pilgrimage is opposed to change us. The Pilgrims who came to America from England evangelized these nations. They took a long and dangerous journey across the ocean to start a new life in a new land, and they were certainly changed by the experience. It is believed that less than half of them survived the first winter in America. None of us are likely to experience such profound changes or take such dangerous pilgrimages, and yet we are all pilgrims sometimes, journeying through the world to search for ultimate truth. Be strong and prepare yourself for the journey, seeking God at every point along the way. —Christopher Simon

*"Blessed are those whose strength is in you, whose hearts are set on pilgrimage."*  
—Psalm 142 NIV

AD# N1711A67005C PASS 2 COL. x 5.25



# Give Thanks

N1711P67014C\*  
N1711P67015C\*  
N1711P67013C\*  
N1711P67016C\*

N1711P67011C\*  
N1711P67012C\*

NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR
NAME SPONSOR	NAME SPONSOR

AD# N1711A67006C PASS 6 COL. x 7



## Offer Thanks Unto The Lord

N1711P67012C\*  
N1711P67012C\*





(LIBERTY)  
N1711P68028C\*O



(HOLIDAY EVENTS)  
N1711P68027C\*O



(CHRISTMAS SHOPPING)  
N1711P68024C\*O



(CHRISTMAS LIGHTS)  
N1711P68026C\*O



(HAPPY THANKSGIVING)  
N1711P68021C\*O



(THANKSGIVING DAY MENU)  
N1711P68022C\*O



(HONORING OUR VETERANS)  
N1711P68023C\*O



(TOY DRIVE)  
N1711P68025C\*O



(WORLD DIABETES DAY)  
N1711P68020C\*O



(BLACK FRIDAY'S BEST DEALS )  
N1711P68019C\*O

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



N1711P68018C\*O



N1711P68015C\*O



November 7  
N1711P68004C\*O  
N1711P68005C\*O



November 15  
N1711P68001C\*O  
N1711P68002C\*O



November 13-17  
N1711P68003C\*O



N1711P68008C\*O



N1711P68007C\*O



N1711P68014C\*O



November 19-25  
N1711P68012C\*O  
N1711P68013C\*O



November 25  
N1711P68016C\*O  
N1711P68017C\*O



NOVEMBER 19-26  
N1711P68009C\*O  
N1711P68010C\*O

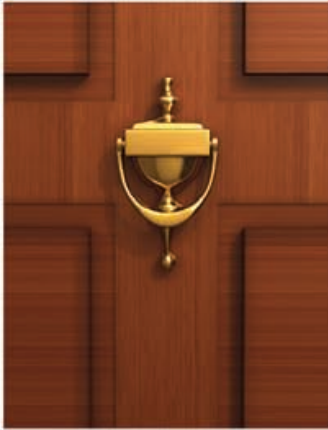


N1711P68006C\*O



N1711P68011C\*O





N1711P69015C-●



N1711P69003C-●  
(Chicken and Biscuits)



N1711P69018C-●  
(Tiger)



N1711P69017C-●  
(Lion)



N1711P69008C\*-○  
(Quinceanera)



N1711P69005C\*-○  
(Cow Holding Platte)



N1711P69006C\*-○  
(Cow Holding Platter of Milk)



N1711P69008C\*-○



N1711P69012C\*-○  
(Bulldog Superhero)



N1711P69013C\*-○  
N1711P69014C\*-○  
N1711P69012C\*-○  
(Homecoming Float)



N1711P69016C\*-○  
(Hunters Breakfast)



N1711P69009C\*-○  
(Ducky Derby)



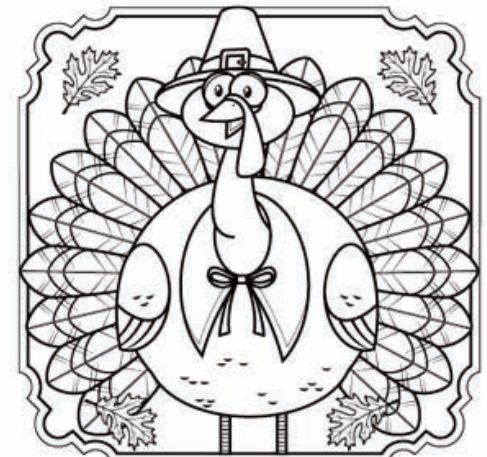
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(Thanksgiving Coloring Panel)



N1711P69007C\*-○



N1711P69010C\*-○  
N1711P69011C\*-○



N1711P69001A\*-○  
(Thanksgiving Coloring Panel)



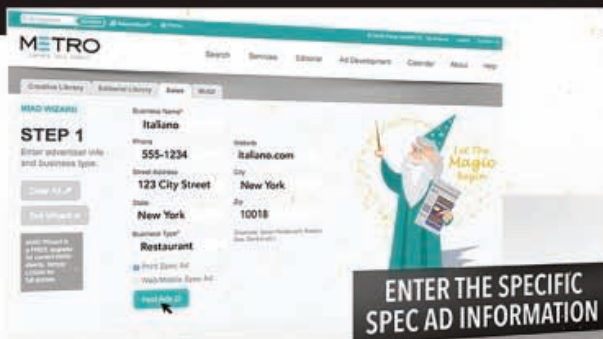


# Now close more sales like magic with

# MiAD Wizard

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

STEP 1



ENTER THE SPECIFIC SPEC AD INFORMATION

STEP 2



CLICK ON THE AD STYLE YOU LIKE BEST

STEP 3



PRESTO READY TO SELL!

MiAD® Wizard success stories are already rolling in!

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

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

**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.

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

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





**METRO**  
CREATIVE GRAPHICS, INC.  
519 Eighth Avenue  
New York, NY 10018

PRSR STD  
US POSTAGE  
PAID  
SOUTHERN, MD  
PERMIT 4205

## METRO NEWSPAPER SERVICE

Harvest big profits with November MNS sales opportunities. See valuable ready-to-sell coverage for Veterans/Remembrance Day, Thanksgiving, Black Friday/Plaid Friday, Christmas and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

## MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with November's MSAL spec ads for Holiday Gift Guide and 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.  
53-65

## CAMPAIGNS & CLASSIFIED

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



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

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

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

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



Order  
TODAY  
and start  
SELLING!

## Whip Up More Revenue

With a Fresh  
Batch of Holiday  
Ads & Images

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

### FEATURES:

- Quick-Sell formats for multiple advertisers
- Advertiser-specific ads and images
- Online SearchBook®
- Dynamic cover designs

- Color and black-and-white versions for every image
- QuarkXPress® and InDesign® formats
- BONUS: FREE Access to MiAD® WIZARD**

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



**800.223.1600**  
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