

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

M E T R O

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

Uncork More Year-End Sales

With a Top-Shelf Selection of Ads & Images for New Year's Celebrations



HOLIDAY DINING

Bring more to the table with premium images and ready-to-present promotions for food and beverage advertisers.



HOLIDAY GIVING

Wrap up big Christmas sales with fresh ideas to boost gift card and retail revenue for all the advertisers on your list.



HOLIDAY ENTERTAINING

Make your publication the most inviting place to advertise with unparalleled content for holiday home and lifestyle offerings.



MiAD Spec Ad Library PP. 73-80:
Ready-to-sell ads for year-end & winter sales and progress ads — MiAD enabled!

TEMPLATED SPECIAL SECTIONS:
Holiday Gifts & Lifestyle
Money Matters

NEW YEAR'S EVE



ON THE COVER:
N1412P00001C

Create sparkling New Year's Eve promotions for liquor stores, event venues, home décor shops, party supply stores and more with this festive Champagne image as the centerpiece.

Ring out 2014 on a high note with promotions geared toward welcoming the New Year.

- New Year's Eve is the biggest party night of the year. Help a local nightlife venue get a jump on the competition with a four-ad campaign, plus Web ads, promoting its festivities (32).
- Ads for musical entertainment services and party supplies give exposure to businesses who want to target at-home party planners (19).
- Help a liquor store "pop the cork" on a holiday sale promoting Champagne and other popular celebration beverages (63).
- Wrap up 2014 with a *Themed Event Package* that features a year-end sale campaign (34).
- Find a wealth of festive photos perfect for creating more ads for retail sales, beauty services, restaurants, bars, party provisions and beyond.



CHRISTMAS SHOPPING



It's estimated that nearly one quarter of all personal spending takes place during the Christmas shopping season. December MNS helps you make the most of this opportunity with ads and images designed to promote gift offerings from a variety of the month's top advertisers.

- Find a variety of ads that can be adapted to suit any number of retailers promoting "twelve days of Christmas savings," "fab-yule-ous finds," and "nick-of-time" savings (11, 13, 40).
- Other ready-to-sell holiday-themed ads promote toys, sporting goods, bikes, jewelry, florals and gift cards for various businesses (13, 18, 19).
- Find several of these ads featured in a full-page "Santa Suggests" Marketplace layout (13).
- More gift ads are featured in *December MSAL!*



HOLIDAY DINING



'Tis the season to eat, drink and be merry, so tempt local advertisers with a variety of ready-to-serve food and beverage ads and images!

- Find ads to help caterers and meat markets promote their seasonal offerings (19, 63).
- Target restaurant advertisers with a family-style dinner special or a gift card bonus offer (63).
- Promote the sweet stuff with ads for a chocolate shop and bakery (18, 63).
- A "cookies with Santa" promotion is a great way for any type of business — in this case a bank — to share in the spirit of the holidays (17).
- Finally, help grocers appeal to holiday hosts with a full-page, holiday-themed ad (67).
- Create more seasonal promotions for restaurants, markets, bars, liquor stores and the like with additional photos (62, 64-66).



HOLIDAY HOME & LIFESTYLE



Creating a warm and welcoming holiday atmosphere at home and around town also creates sales opportunities for your publication.

- A full-page Christmas coupon page layout provides the perfect place to showcase special holiday offers from all types of advertisers (25).
- Find a *Themed Event Package*, including a craft supply store ad campaign, geared toward holiday crafts and decorating (33).
- Ads for furniture and home decor, along with a wealth of photos, focus on creating a festive and guest-ready home for the holidays (13, 18).
- Invite virtually any type of business to connect with readers as page sponsors in this year's Christmas coloring book or with a seasonal greeting in a multi-advertiser double-truck ad (22, 26).



CHANUKAH & KWANZAA



Chanukah begins at sundown Tuesday, December 16 this year, and ends on the evening of December 24. The seven-day celebration of Kwanzaa begins on Friday, December 26. Find content to celebrate both of these holidays in this month's issue.

- Create ads for bakeries, restaurants, grocery stores, specialty markets, worship services, special events, gift shops and more with a selection of art, photos and headings featured. You'll also find an ad for "Chanukah gifts and specialties" perfect for a variety of retailers (45, 54, 64, 66).
- Promote Kwanzaa festivities, gifts, décor, or simply create sponsored greeting ads, using this month's images and headings. An ad for a local gallery or community center promotes an art exhibit celebrating African heritage (44, 54, 66).



DECEMBER PROMOTIONAL OPPORTUNITIES



Here are some more revenue-building opportunities spotlighted in this month's issue:

- As we head into a new year, this month's Money Matters editorial section is sure to connect with many readers' New Year's resolutions. Find materials to promote the section and create related ads, as well as a double-sided Single Sheet design promoting home mortgage loans on one side, and holiday-related financial solutions on the other (41, 47).
- Promote after-Christmas sales and events with a variety of images, as well as a ready-made retail clearance ad (19, 58).
- Find ads and images geared toward many of December's top advertisers like ski resorts, vacation resorts, laundromats, spas, pet groomers and more (18, 19, 48, 49, 61).
- Find a seasonable home heating ad (41).
- Finally, don't miss this month's holiday-themed contest ideas (8, 9).



DECEMBER CUSTOMER REQUESTS

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



N1412P72006C

DECEMBER 2013's MOST DOWNLOADED IMAGE & AD!

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

These are the most downloaded to date from the DECEMBER '13 issue of MNS.



N1312P43006C



N1312A26001C

THIS MONTH FROM METRO EDITORIAL SERVICES

Seasonal Copyright-Free Features:

- HOLIDAY GIFTS & LIFESTYLE
- MONEY MATTERS
- DECEMBER TIMELY FEATURES
- GAMES, PUZZLES

Fully Templated Print & Online Sections:

- HOLIDAY GIFTS & LIFESTYLE
- MONEY MATTERS



Metro Creative Graphics, Inc.

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

Make Money With Metro!

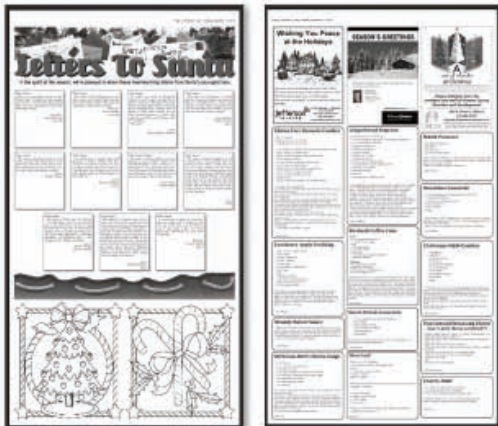


Get Web ads in the MCC Spec Ads & Covers Library. Click the Web button to limit your search to only ads that have a Web component. Click the "W" below each thumbnail and download the Metro Web ad as a layered Photoshop file (.psd).

METROFEATURE



Colorful seasonal graphics and a mix of editorial elements have made "Greetings of the Season" a longstanding success in southeastern Iowa.



Have you ordered your 2014 Holiday Advertising Service? If not, call Client Services at 800-223-1600 or e-mail service@metro-email.com.

A MERRY MIX OF PROMOTIONS To Stir Up The Holidays

The Bee & The Jefferson Herald
JEFFERSON, IOWA

The Bee & The Jefferson (Iowa) Herald are quintessential small-town newspapers. The publications serve several pint-sized communities in central Iowa, but come the holiday season, the two weeklies nevertheless serve up special sections and promotions that pack a big-city punch. Advertising Manager Deb Geisler, who has been on the job for more than two decades, is particularly proud of the newspapers' "Greetings of the Season" section, which has flourished and grown year after year. The secret to its longstanding success? A trio of strategies that includes knowing what advertisers want and giving it to them, sticking with what works, and adding new elements every so often to keep things interesting.

Spanning 10 broadsheet pages, the Bee's and Herald's annual four-color greetings section isn't just filled with vibrant holiday ads in a variety of sizes for area businesses ranging from realtors, retailers and restaurants to insurance companies, auto parts suppliers and business services. The section also includes letters to Santa from local children, two holiday-themed line drawings for coloring, and a full page of recipes — Gingerbread Popcorn, anyone? — submitted by Bee and Herald staffers.

"We've been doing our greetings section for at least as long as I've been here," Geisler explains, "and it has always combined those different elements — ads, Santa letters and, eventually, recipes from our staff. After so many years, it's both easy and fun to put together, and the advertisers always get a kick out of seeing the ads we've created for them."

With so many years of greetings under their belts, Geisler has a keen sense of her customers' preferences and goals for their annual ads. She knows which advertisers tend to go with seasonal themes and simple thanks, which prefer larger layouts featuring staff photos or a list of their names, and which want special elements, such as logos, incorporated into their greetings.

"As soon as the Metro Holiday Advertising Service book arrives, I go through it and identify the ads or elements that I want to use for each business," she notes. "The finished spec ads go into my folder and I begin selling them in mid-to-late November. And at this point, I have a pretty good idea of what our customers want, so it's mostly a matter of showing them the spec ads and getting their go-ahead. This year, I'm hoping to continue growing the section by reaching out a little farther to some of the other surrounding communities. We made over \$7,000 on it last year and this year should be even better."

In addition to "Greetings of the Season," the newspapers offer advertisers other ways to connect with shoppers during the months of November and December. During the second weekend of November, for example, participating merchants give out "Browse Coupons" offering 20 percent off either one item or the total purchase which are valid through Christmas Eve. To receive the coupons, shoppers must visit the participating retailers during that weekend.

Says Geisler, "We do a half- or full-page ad in our shopper that lists the participating businesses and features holiday-themed graphics. All the businesses try to be decorated for the event so that it becomes more festive and some even offer deeper discounts during that weekend."

Two weeks before Christmas, the Bee and Herald run a group page featuring photos of local merchants holding or standing next to their last-minute gift suggestions.

"Last year, we used a Metro border around the ad, which allowed our readers to see the faces of the people with whom they do business," Geisler says. "The ad is also part of our effort to promote shopping locally. The more we can keep business owners' faces out in front of people and feature merchants' merchandise, the better it is for everyone."

M (P1412B02001C)

METROFEATURE



The McDuffie Progress doubled its holiday revenue thanks to the spec ads they built and sold using Metro's Holiday Advertising Service.



Have you ordered your 2014 Holiday Advertising Service? If not, call Client Services at 800-223-1600 or e-mail service@metro-email.com.

For more information, contact Wayne Parham, Publisher/Editor, The McDuffie Progress, Thomson, Georgia, at wparham@mcduffieprogress.com.

SPEC AD SALES

Send Holiday Revenue Soaring

The McDuffie Progress
THOMSON, GEORGIA

■ Until 2012, The McDuffie Progress of Thomson, Georgia had produced holiday special sections that generated so-so revenue. But when Publisher/Editor Wayne Parham introduced spec ads to the newspaper's holiday sales strategy, the results were staggering.

"We had always had a Christmas section," Parham explains, "but 2012 was the first time that we did an active push to take out spec ads and build them in advance. The result was that we basically doubled our revenue for the holiday period — from a little over \$4,000 in 2011 to more than \$9,000 in 2012 and 2013 — and produced a 12-page broadsheet section that was very well received."

In addition to showing prospective advertisers custom-built spec ads — with the company name and information already plugged in — The McDuffie Progress offered its holiday advertisers the opportunity to repeat their ads as New Year's greetings at a discounted price. This both added to the publication's bottom line and proved to be an effective value-added offering.

Parham notes that, "Taking out customized ads makes a huge difference. Customers have something tangible that they can look at with their names and information filled in and the ads are ready to go. So they can either give us the go-ahead, provide us with some changes or new information, or turn it down. But it's more difficult to turn something down when they're presented with a spec ad that's been customized with their information and copy that's tailored to their business. And in many cases, we know the customers well enough to have a good idea of the elements — staff photos and that kind of thing — they want in their ad."

When advertisers do turn down an ad, Parham notes that it is easy to re-customize the ad and present it to another advertiser. He recalls one particular 5" x 7" spec ad featuring a cartoonish Rudolph the Red-Nosed Reindeer that did not get snapped up until it was shown three times. While the lack of a sale on the first two calls was disappointing, the ad required only minimal "tweaking" before it found its way into the section. And Parham believes that when those business

owners who turned down the ad saw it in print, they may well have experienced a twinge of regret and a newfound determination to jump on the holiday greetings bandwagon the following year. The use of holiday greeting spec ads also enhanced the weekly newspaper's "personpower," adds Parham.

"The other great thing about spec ads at Christmas is that we didn't overburden our graphics people," he says. "We had two other people with limited graphics experience working on them who were able to easily resize, add or change copy as needed and in that way multiplied our design force. That way, we could sell one batch while the next batch was being created. We had many of our spec ads built by the first week of December and by week three, had everything sold."

In addition to the large and colorful greetings, The McDuffie Progress holiday section featured hundreds of Letters to Santa penned by youngsters in several area schools accompanied by photos of schoolchildren participating in various celebratory activities. The unedited letters both personalize the section and make it a keepsake for hundreds of local parents and grandparents. The photos, which accompanied the letters for the first time in 2012, were taken throughout the school year and saved for the holiday section.

"Like many smaller community newspapers, we seek out letters to Santa by contacting area schools as well as running house ads," Parham says. "Typically, as the year is winding down, the teachers are happy to use the letter writing as a little class project and that works well for us. The unedited letters are so endearing and people love reading them each year."

This year, Parham expects to repeat the success of the past two, especially since he and his staff now have their spec ad strategy down to a science.

"It's clear that spec ads work and they work best when you build them as far in advance as possible," he adds. "We start working on them in November so they're ready to go the first week of December. If you're trying to pull off a section with 50-plus spec ads, it's absolutely not a last-minute project."

M (P1412603001C)

METROFEATURE

On Advertising Department by the Altoona Mirror • Tuesday, January 21, 2014

RESOLUTIONS 2014

JANUARY

START!

*** Save \$100 Per Eye!**
On The Best Thing You'll Ever Do

LASIK by
ENVISION LASER CENTERS

800-887-2000 EnvisionLASIK.com

The festive front cover of the *Altoona Mirror's* "Resolutions 2014" tab was put together by the newspaper's creative services department using elements that represent some common New Year's goals.

There's a make, model for everyone in new year

Cars Cost Less in Coysburg

Zeigler Chevy.com

Check out our website for Full Vehicle Listing

1-800-243-8966 814-239-2125

Local experts: Financial freedom requires balancing act

The Harrock Group, Inc.

Find your strength. Grow your wealth.

57% OF JOURNALING THE

KEEP YOUR NEW YEAR, NEW VEHICLE RESOLUTION!

GREAT SELECTION • GREAT PRICES • GREAT SERVICE

2014 Jeep Wrangler 4x4 20 to Stock

2014 Ram Trucks 40 to Stock

ONLY \$29,990

Courtesy

Weight loss, health plans take flight in January

SNAP FITNESS

24-7 FREE ACCESS WORLDWIDE

IT'S JOIN OUR PLANET JANUARY!

\$10 Down

\$10 A Month

Join Now!

NO GYMTIMIDATION • NO LUNKS

UNLIMITED FITNESS ONLY \$10 PER MO.

UNLIMITED FITNESS & TANNING ONLY \$19.99 PER MO.

NOW OPEN 24/7

3218 Pleasant Valley Blvd., Altoona • 782-0099

New Year's Resolution Tab SERVES UP FOOD FOR THOUGHT

Altoona Mirror
ALTOONA, PENNSYLVANIA

■ Once the holiday season is drawing to a close and a new year is around the corner, 140 million Americans — about 45 percent of the population — pledge to do something different or something better — lose weight, get organized, save money, stay fit, quit smoking or fall in love — starting at the stroke of midnight on January 1st. While most of the statistics associated with New Year's resolutions are decidedly disheartening — consider that only eight percent of resolution-makers accomplish their goals and 36 percent abandon them after four weeks — one fact is particularly noteworthy: People who make explicit resolutions are 10 times more likely to achieve their goals than people whose resolutions are vague or unarticulated.

To inspire readers to put their best feet forward in the new year, the *Altoona* (Pennsylvania) *Mirror* published a new special section in January 2014 dedicated to and called "Resolutions 2014." The 20-page, four-color tab offers readers a combination of inspiration and information about several of the most common New Year's goals — weight loss and lifestyle changes, spending less and saving more, looking for and landing a new job or career — as well as a few that are less fashionable but equally inspired — buying a home, maximizing financial health, and acquiring a new car. The *Mirror* covers each topic with one or more articles surrounded by ads for related businesses. For example, articles focusing on achieving financial freedom and saving money appear on facing pages along with ads for a financial services firm and a credit union. Similarly, a two-page article dedicated to career-search skills and strategies is bordered by ads for Pennsylvania Highlands Community College and the Greater Altoona Career & Technical Center.

Projects Manager Amanda Kozak, who helped launch the "Resolutions" section late last year, notes that building in a link between its editorial content and advertising was key to its success.

"We used to do a single page in the paper and tried to get one business in each category," she says. "Now, we develop New Year's resolution stories to coincide with particular advertisers we want to target for the section. My guess is that if we had done a 'Resolutions' section with no editorial links to advertisers, they might not have gone for it at that time of year. January can be very challenging."

The *Mirror* also appealed to advertisers by calling on many of them to supply "expert" quotes for the articles. Kozak explains that this strategy resulted in numerous ad sales and many satisfied advertisers.

"The idea," she says, "is to develop a list of story ideas related to New Year's resolutions and then match them with multiple advertisers. We targeted multiple advertisers for each resolution and when we called them to get quotes, they usually ended by buying an ad. It worked extremely well."

"Resolutions 2014" generated \$6,430 for the *Altoona Mirror*, exceeding all expectations for a first-time project. Kozak and her colleagues intend to repeat the section each January and are anticipating that it will grow — and grow more profitable — as additional area businesses are offered the opportunity to support readers' efforts to make — and make good on — New Year's resolutions.

"Advertisers love to see their names in stories, so we'll have to work on building stories that allow us to expand to a new set of businesses," Kozak adds.

M (P1412B04001C)

For more information, contact Amanda Kozak, Projects Manager, *Altoona Mirror*, Altoona, Pennsylvania, at akozak@altoonamirror.com.

METROFEATURE



Two Ads that Follow THE FOUR RULES OF GREAT ADVERTISING

The Patriot News
HARRISBURG, PENNSYLVANIA

■ Of all the great, real-life "Mad Men" of the Golden Age of Advertising, Leo Burnett left behind some of the most perceptive and enduring quotes about creativity in advertising. Among the insightful utterances of the mastermind of campaigns such as Tony the Tiger, Charlie the Tuna, the Marlboro Man, the Maytag Repairman, United's "Fly the Friendly Skies," and Allstate's "Good Hands," was this four-part directive for effective print advertising: "Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read." Despite the fact that Burnett's heyday was more than 50 years ago, his assessment is no less true today.

The graphic design team at The Patriot News of Harrisburg, Pennsylvania seemed to have Burnett's mantra in mind when they created two inspired holiday-themed group ads for area churches several years ago. While the idea behind the ads could not have been simpler — a group ad offering churches the opportunity to inform readers about their schedule of holiday services — their layouts make them standouts. Both are not only simple, memorable, inviting, and fun to read, but also provide information that readers want at the time they want it.

The four-color, Christmas-themed ad presents details about the holiday services at 25 Harrisburg-area churches — the churches' names, addresses and contact information, the types of services they offer, and the dates and times of those services — inside candle images, complete with flames. The 25 honey-colored candles are placed on a background of Christmas tree branches, ornaments, ribbons and lights, giving the ad both luminosity and depth.

In the spring, The Patriot News publishes a similar ad promoting Easter services at a variety of churches in the Harrisburg area. While this ad is even simpler than its Christmas counterpart, it has been equally effective. The information is presented inside pastel-colored rectangles that together form a gothic church window, complete with stained glass and a cross at the top. "Both ads were designed by our in-house artists and they have been so popular that we have run them for the past five years or so," explains Advertising Operations Manager Karen Zywan. "They were created by our former manager for special products, who saw them as an opportunity to both reach out to the community and generate additional revenue for the newspaper."

At \$175 per listing, the cost is extremely reasonable — even for churches. Zywan says that the rate is even below the newspaper's already discounted ad rates for charitable organizations. And since the pages are sold over the phone by Patriot News advertising support staff rather than its account executives, the newspaper can pass along its savings to advertisers. Adds Zywan, "We've received a lot of compliments about these pages over the years and people really seem to respond to the artwork. While the churches also appreciate the way the ads look, they like them because they cut down on the number of calls that they receive requesting information about their holiday services and schedules."

■ (P1412B05001C)

By creating layouts that are simple, memorable, inviting, and fun to read, The Patriot News of Harrisburg, Pennsylvania has created two holiday-themed ads for local churches that continue to do their jobs year after year.



Editor's note: In the photo caption and contact section of the article, "One Newspaper's Adventures in Native Advertising" (11/14 issue, pg. 2), we inadvertently referred to Matt Miller (Sales and Marketing Director of the Observer-Reporter) as Mark Miller. And on pg. 3 of the same issue, in the article, "Unique Retailer Inspires Unparalleled Promotion," we inadvertently referred to John Wing (Owner of Heart of Michigan) as Don Wing, and Kathy Smolinski (The Marketeer's Art Director) as Solinsky. We regret the errors.

For more information, contact Karen Zywan, Advertising Operations Manager, The Patriot News, Harrisburg, Pennsylvania, at kzywan@pennlive.com.



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New Feature: Editorial Anchor Pages

Publishers know that appropriate editorial helps advertising. Now you can get full-page layouts (broadsheet or tabloid) that feature relevant editorial material as the attention-compelling anchor to a page of ads that pertain to the subject.

Editorial Anchor Pages combine monthly, seasonal or otherwise relevant editorial material with a variety of ad spaces. The added information gives your advertisers more exposure while you reap the benefits of full-page, full-color advertising that can be sold for multiple runs.

Editorial Anchor Pages give you:

- Ready-to-sell full-page layouts
- Seasonal, event-based or timely editorial material professionally written to capture reader attention and keep them on the page
- Different price point opportunities for maximum ad participation
- Choice of color or black & white

Access and download *Editorial Anchor Pages* in the *Metro CreativeConnection Spec Ads & Covers Library*. Use "editorial anchor" as keywords and click the *Exact Match* button.

Print the spec page at full size, if you have the capabilities, and present it to your prospects on your in-person sales visits. You can also make a PDF of the page to e-mail to prospects in advance of your visit to pre-qualify your leads.

Quick-Sell Editorial Layouts

You'll also find editorial material as the centerpiece to *Quick-Sell* layouts. The difference between the editorial *Quick-Sell* layouts and *Editorial Anchor Pages* is that *Quick-Sell* editorial layouts are designed with directory-style ad spaces, where *Editorial Anchor Pages* are created with display ad spaces.

Timed for You

Look for ready-to-sell *Editorial Anchor Pages* at optimal times throughout the year. *Quick-Sell* editorial layouts are available in each *MNS* issue.

No matter which editorial-based layouts you choose, you and your advertisers will benefit from these reader-friendly features. **M**

P1412B06001C



Editorial Anchor Pages made their debut in the *MNS* November 2014 issue. Look for more of these valuable, ready-to-sell display ad layouts that use appropriate editorial material as their anchor throughout the year.



Editorial-based *Quick-Sell* layouts pair relevant editorial with directory-style sponsor spaces. Timely subjects tie into holidays, seasons, events and topics of general interest to your readers.

Print and online
Fully Templated Sections,
just released:

Holiday Gifts & Lifestyle Money Matters

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



Find corresponding reader and advertiser promotional ads for each templated section in the *MCC Spec Ads & Covers Library*.





Mouthwatering food photography

Recipe and Food-Related Contents



Editorial Anchor Pages & Covers



Print & Web Combo



Grocery & Supermarket Spec Ads



See a huge and festive selection of images, photos, headings, frames and spec ads for holiday food promotions, recipe contests, pages and books, family meal preparations, restaurant dining and more. You'll find extensive coverage for every special event, holiday and everyday dining opportunities throughout the year.

It's Time to Eat, and You've Got the Recipe for Tasty Revenue

We love to eat, from the first meal of a brand new year to a spring holiday observance; a holiday weekend backyard barbecue to the biggest food feasting time of the year — encompassing a family gathering to give thanks, and a variety of religious and secular celebrations during the year-end holiday season. Yet we eat to more than fuel ourselves, we eat to savor the flavor of food — and life, and celebrate family and beliefs. And we enjoy these tastings year 'round, not just at holidays.

Naturally, this keeps food and dining near the top of the list for every ad department. That's why Metro has you covered every month with food-related content for:

- restaurant, dining and take-out images, photos and spec ads
- images and photos for every conceivable category within breakfast, lunch, dinner, dessert and party foods
- editorial material to use as attention-getters for your ad pages and sections
- grocery and supermarket images, photos and spec ads
- holiday, special event and everyday headings for food ads and pages

Drop & go silhouetted food-related imagery



Recipe for Scumptious Promotions

What's a meal without a delicious recipe? You'll also find coverage for recipe and baking ingredients, suggested recipes, recipe contest promotions and recipe section covers, at key points throughout the year.

The Christmas and New Year's season is one of the traditional times for publishing reader recipe books, holiday recipe contests and recipes for holiday meals, cookies and baked goods, and more. Take a look at what MCC has to offer when you plan your recipe contests, sections and pages.

Keep in mind that you can also repurpose any of the food-related content for your Web site. As your online usage and readership grows, Metro is right there to help.

During the holiday season and throughout the year, Metro gastronomic imagery and spec ads will help satisfy your hunger for more food-related revenue. **M**

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 Spec Ads & Covers Library /KEYWORDS: "QuickSell," "cover")



N1412A00001C

Holiday Gifts & Lifestyle
Great gifts for people who love to read

M

More
Sports Gear
Activities
Decorations, Space
Party Plans
Fashion & Style
Travel Ideas
Gift Guides
New Year's Resolutions

N1412A00008C

A **Holiday Gifts & Lifestyle** section can be a top revenue producer because of the vast amount of advertisers to target. Your readers will seek out your info and ads on helping them to host holiday parties, ways to save on traveling, gift-giving, and decorating inside and outside the home. A fully *Templated Special Section* on the subject is available.



N1412A09001C

After Christmas SALES
Get the Best Deals Now!

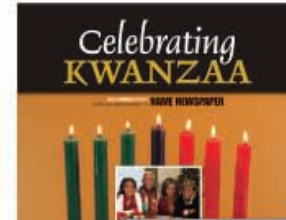
After Christmas SALES
How to simplify the process of returning gifts

R

Call Phone Forwarder
Luggage Store
Dresses Store
Therapeutic Store

N1412A09002C

Create a money-making section for **After Christmas Sales** by featuring all the discounts and promotions your advertisers will offer. Not only will bargain hunters and those on tight budgets take notice, so will retailers that want to liquidate last year's merchandise to make room for new inventory.



N1412A09003C

Celebrating KWANZAA
K

Community Center
Kwanzaa Specialty Shop
Party Supply Store
Grocery Store
Apparel Store

N1412A09004C

The **Kwanzaa Festival** runs from December 26 to January 1 so publishing a Kwanzaa section for African Americans will be a big draw in your community for readers and advertisers, resulting in higher profits for your publication. Focus the content and ads on culture and family traditions, celebration ideas, native food and drink, songs and prayers, etc.



N1412A00000C

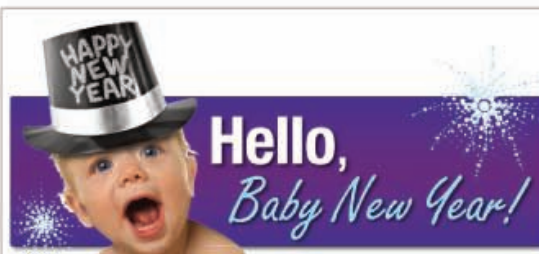
MoneyMatters
How to earn a more affordable mortgage

H

Property Portfolio
Finding a Mortgage
Defaulting Debt
HEALTH
COMPUTER
HOME
CREDIT CARD COUNSELOR
PERSONAL ACCOUNTANT

N1412A09008C

A supplement on **Money Matters** is ideal to publish at the end of the year, when readers will be looking for info to help them make better financial decisions in the new year. Saving for retirement or college, refinancing a mortgage, reducing credit card debt, and researching investment opportunities are just some of the topics to consider. Keep in mind a fully *Templated Special Section* on the subject is available.



We're welcoming the first baby of 2015 to town with a **Baby New Year Contest.**

If you are expecting a new arrival on or around **January 1**, you could bring home a bundle of exciting prizes along with your little one!

Take a peek at the sweet prizes our contest sponsors will shower on **Name County's** first baby of the year!

\$100 Savings Bond Financial Institution	\$50 in Diapers Variety Store	Baby's First Haircut Name Beauty Salon	Baby Safety Basket Pharmacy	\$50 Gift Card Name Family Restaurant	Massage for Mom Name Spa
Free Oil Change & Safety Inspection Auto Repair Clinic	Congratulations Bouquet Florist	\$50 Gift Card Baby Supply Store	Baby Book Bundle Bookstore	Gift Basket of Toys Toy Store	\$50 in Baby Food Grocery Store

N1412A09005C

"First Baby" contests have been an annual staple for many publications for decades. They not only bring in revenue, but generate community spirit in markets of varying sizes. This **"Hello, Baby New Year!" contest** is set up as a double truck. Use it as the center spread to holiday sections and editions leading up to New Year's. Participating advertisers agree to supply a service or gift for the winning families, so your list of prospects is long and varied.

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

METRO Bonus Ideas & Quick-Sell Layouts

MetroCreativeConnection:
**Related Content Means
 More Options, Higher
 Revenue Potential**



In the MCC Spec Ads & Covers Library, clicking the *Related Content* icon (*page icon*) shows ad layouts or cover designs that can be utilized along with the item you have selected.

For example, a *Quick-Sell* multiple advertiser ad layout may display other ad options and a corresponding *BonusIdeas* cover design. The ready-to-download presence of this cover can give you the option of taking the ad layout's theme to a full-blown special section, thereby expanding your ad reach and revenue potential.

The image shows a two-page spread for 'Last Minute Gifts'. The top left features a woman holding wrapped gifts. The main content is a grid of gift categories: Sporting Goods Store, Clothing Store, Computer Store, Pet Store, Stationery Store, Kids Toy Store, Boutique, Electronics Store, Jewelry Store, Fast Food Restaurant, Department Store, and Mens Care Store. A central article titled 'Strategies for last-minute shoppers' provides advice on gift-giving.

It's always a great idea to provide gift-giving advice to those who need it, especially for procrastinators looking for **Last Minute Gifts**. Advertisers will want to be where readers will look. Include gifts for all age groups, purchase info, gift-wrapping ideas, and advice on staying organized during the holidays and you'll create a last-minute win/win/win situation!

**TWO-PAGE
 SPREAD
 AD CONCEPTS:**
 Increase your
 sales opportunities.

METRO'S FILE NAMING SYSTEM AT A GLANCE

Service Indicator.

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

Month Indicator.

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

Page Number.

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

Color Type.

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

N1412P12002K.TIF

Year Indicator.
 two-digit field to indicate the year (i.e., 14 = 2014).

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

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

Extension.
 three-digit field that indicates the file format (TIF, eps, TXT, jpg, QXD).

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1412P11002C-0

N1412P11001K-0



Stop wishing, and start shopping with a dozen days of incredible Christmas deals!

12
SATURDAY
DECEMBER 00

SAVE 30% OFF
All Footwear
Dress and casual styles for the whole family.

Offer good December 00, 2014 only. List details, terms and conditions here.

11
SUNDAY
DECEMBER 00

Ladies' Cashmere Sweaters
Only **\$49.99**
Assorted styles and colors.
Reg. \$79.99-\$99.99

Offer good December 00, 2014 only. List details, terms and conditions here.

10
MONDAY
DECEMBER 00

Buy One, Get One 50% OFF
All Toys & Games
Including puzzles, dolls, action figures, electronic and active toys.

Offer good December 00, 2014 only. List details, terms and conditions here.

9
TUESDAY
DECEMBER 00

SAVE 30% OFF
All Fine & Fashion Jewelry
Including designer gift sets, diamonds and gemstones.

Offer good December 00, 2014 only. List details, terms and conditions here.

8
WEDNESDAY
DECEMBER 00

10% TO 25% OFF
Fragrances & Cosmetics
Including this year's hottest holiday gift sets.

Offer good December 00, 2014 only. List details, terms and conditions here.

7
THURSDAY
DECEMBER 00

SAVE 30% OFF
Entire Stock Sleepwear
Including robes, slippers and kids' character sets.

Offer good December 00, 2014 only. List details, terms and conditions here.

6
FRIDAY
DECEMBER 00

Name Brand Men's Jeans or Khakis
Only **\$19.99**
Assorted fits.
Reg. \$39.99-\$49.99

Offer good December 00, 2014 only. List details, terms and conditions here.

5
SATURDAY
DECEMBER 00

20% TO 40% OFF
All Outerwear
Save on styles for men, women, kids, juniors and young men.

Offer good December 00, 2014 only. List details, terms and conditions here.

4
SUNDAY
DECEMBER 00

2 FOR \$10
Name Brand Bath Towels
Assorted 100% cotton colors.
Reg. \$11.99 each

Offer good December 00, 2014 only. List details, terms and conditions here.

3
MONDAY
DECEMBER 00

Name Brand 10-Piece Cookware Set
Only **\$99.99**
Premium nonstick cookware.
Reg. \$199.99

Offer good December 00, 2014 only. List details, terms and conditions here.

2
TUESDAY
DECEMBER 00

20% TO 40% OFF
Entire Stock Bedding
Including pillows, blankets, sheet sets and throws.

Offer good December 00, 2014 only. List details, terms and conditions here.

1
WEDNESDAY
DECEMBER 00

UP TO 50% OFF
Holiday Decor & Trim
Ornaments, stockings, tree skirts, collectibles, dinnerware and more.

Offer good December 00, 2014 only. List details, terms and conditions here.

Companion WEB ADS available on MCC

N1412P11003C-0

Briggs
General Store

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



Get sale reminders sent to your phone! Scan this code with your smartphone or text SAVE to 00000.

Shop Extended Holiday Hours:
Monday-Saturday 8am-11pm, Sunday 8am-8pm
Open Christmas Eve 8am-3pm

AD# N1412A11001C PASS 6 COL. x 21 W

AD# N1412A11002C 10 x 13



N1412P12009C-●



N1412P12008C-●



N1412P12001C-●



N1412P12002C-●



N1412P12007C-●



N1412P12006C-●



N1412P12012C-●



N1412P12003C-●



N1412P12004C-●



N1412P12010C-●



N1412P12011C-●



N1412P12005C-●

MCC Keyword Hints: holiday, Christmas, cookies, decorations, candle, ornament, fireplace, gifts, candle, snow, house

N1412P13001C*-O
N1412P30011C*-O

Santa Suggests...

Help keep our community merry and bright by supporting these local merchants with your business this holiday season!

Usage Note:
The purpose of this "Santa Suggests" Marketplace layout is to give you the opportunity to prospect advertisers with a variety of price points to include even the smallest budgets. They can benefit from the association while you reap the rewards of a full-color page. Use this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. For your convenience, a tab-sized version of the page is available in the MCC Spec Ads & Covers Library.

Restaurant Arnelle
Gift Cards for the Holidays
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Juniper Market
Gourmet Edibles & Gift Baskets
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

La Spa
Gift Cards & Beauty Boutique
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Grant's Garden Center
Poinsettias Only \$4.99 & up
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Salon Minde
Give the Gift of Beauty With a Gift Card!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Ella Jewelry
Gifts She'll Treasure for a Lifetime
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Martini Liquors
Holiday Gift Sets Now In Store
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Clark's Menswear
Dress & Casual Fashions
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Hera Home
Beautiful Gifts & Home Decor
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Variety World
Everything for the Holidays
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Union Florist
Holiday Bouquets & Centerpieces
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Luxe Boutique
Ladies' Fashions & Accessories
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

City Hardware
Great Gifts & Stocking Stuffers
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Jim's Auto Supply
Gift Cards Available
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Kidswear
Portrait & Holiday Fashions for Kids
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Vance Stationers
Greeting Cards & Gifts for the Holidays
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Sparkle Beauty Supply
Pretty Little Gifts & Stocking Stuffers
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Candle Spot
New Seasonal Scents for the Holidays
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Companion WEB ADS available on MCC

N1412P15008C

Holiday Home Collection
Shop a dazzling display of handcrafted gifts and seasonal merchandise for the home this holiday!

Gift cards, gift receipts, complimentary gift wrapping services available for your convenience.

Now offering Full Service Decorating for your home. Offer a Special Event at the holidays and all year.

LTD Home & Gifts
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

It's the most wonderful time of the year...
This Weekend Only
25% Off All Watches
Shop over 100 styles by name and watch for exceptions, no exclusions.

Preview Night Friday, December 05, starting at 4pm

Enjoy the best selection and complimentary refreshments while you shop.

Morrel Fine Jewelry & Watches
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Sale ends Sunday December 06, 2014. Ltd details, terms and conditions here.

Santa's Got a Brand-New BIKE

He knows if you've been bad or good... and he knows where to find the sweetest rides.

Our Gift to You: **\$20 OFF**
Any purchase of \$100 or More. Offer valid with coupon presented on 12/11/14. Not valid on previous purchases. See store for details and restrictions.

Beach cruisers • kids' bikes • city bikes • folding bikes • hybrids • racing gear

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

AD# N1412A13002C
PASS 2 COL x 5

AD# N1412A13004C
PASS 2 COL x 5
N1412P19010C-●

N1412P13005C*-O N1412P23005C

Great gifts under **\$25!**

fab-yule-ous finds

To the season to see what's in store!

Winter & holiday fashions
Must-have footwear & handbags
The latest jewelry & accessory trends

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

Save Every Wish Way

Our top-selling toys are ready to help you find the best gift for your little one. So get the gift you want, and get it all for 50% OFF all the toys on their lists!

Giant Holiday Toy Sale
Going On Now - Save up to **50% OFF** all the toys on their lists!

Save until December 05, 2014. See store for details.

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

Dash In for Great Gifts

Perfume Gift Sets \$12.99 (1 ea)
Puffs Kids' Toys \$4.99 (1 ea)
Toys \$1.99 (1 ea)
Christmas Collectibles \$8.99 (1 ea)
Boarding Stocking Stuffers \$1.99 (1 ea)
Toys \$1.99 (1 ea)
Boarded Holiday Chocolates \$6.99 (1 ea)

Beauty Stocking Stuffers \$1.99 (1 ea)
Boarding Greeting Cards \$4.99 (1 ea)
Kids' Games & Puzzles \$3.99 (1 ea)

Gift Bags & Wraps \$9.99 (1 ea)

Open Early, Open Late!
Monday-Saturday 7am-11pm, Sunday 8am-9pm
Open Christmas Eve 7am-3pm

Scented Jar Candles \$4.99 (1 ea)
DVD Movies \$8.99 (1 ea)

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

AD# N1412A13005C
PASS 2 COL x 5

AD# N1412A13006C
PASS 2 COL x 5
N1412P12008C-●

N1412P23005C-●

AD# N1412A13001C PASS 6 COL x 21
AD# N1412A13008C 10 x 13



N1412P14011C-●



N1412P14005C-●



N1412P14009C-●



N1412P14002C-●



N1412P14008C-●
N1412P14012C-◇



N1412P14001C-●



N1412P14007C-●



N1412P14006C-●



N1412P14003C-●



N1412P14004C-●



N1412P14010C-●



N1412P15011C-●



N1412P15009C-●



N1412P15003C-●



N1412P15006C-●



N1412P15010C-●



N1412P15005C-●



N1412P15001C-●



N1412P15002C-●



N1412P15004C-●



N1412P15007C-●



N1412P15008C-●



N1412P16004C ●



N1412P16006C ●



N1412P16010C ●



N1412P16001C ●



N1412P16008C ●



N1412P16009C ●



N1412P16005C ●



N1412P16007C ●



N1412P16002C ●



N1412P16003C ●

MCC Keyword Hints: holiday, Christmas, beauty, fashion, hair, nails, sexy, stockings, naughty or nice, gift, winter, ice, snow

2014 December

two thousand fourteen

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	1	2	3	 <p>Free Lighting Celebration Town Square Center 5-9pm www.namewebsite.com</p>	5	 <p>Holiday Craft Fair Somerville High School 10am-5pm www.namewebsite.com</p>	
 <p>Pearl Harbor Remembrance Ceremony Grant Memorial Park 9am www.namewebsite.com</p>	8	9	 <p>Human Rights Day Candlelight Vigil Somerville Community Center 7pm www.namewebsite.com</p>	11	 <p>Poinsettia Day Festival Bloom Farms Garden Center 11am-5pm www.namewebsite.com</p>	12	 <p>Breakfast With Santa Sunny's Diner 8am-12 noon www.namewebsite.com</p>
14	15	16	17	18	 <p>Cookies With Santa Somerville Community Bank 12 noon-4pm www.namewebsite.com</p>	20	 <p>Christmas Pageant St. Matthew's Church 6pm www.namewebsite.com</p>
 <p>Free Christmas Concert Somerville County Mall 3pm www.namewebsite.com</p>	22	23	 <p>Happy Hanukkah!</p>	24	 <p>Candlelight Mass St. Joseph's Church 7pm & 11pm www.namewebsite.com</p>	25	 <p>Merry Christmas!</p>
 <p>Winter Carnival Somerville County Center 11am-4pm www.namewebsite.com</p>	28	29	30	 <p>NYE Community Celebration Somerville Community Center 7pm-1am www.namewebsite.com</p>	31	 <p><i>Get in the Christmas spirit with our Holiday Gifts & Lifestyle special section, arriving December 01. It's filled with the season's best gift ideas, sweets, recipes, decorating ideas and more for a festive holiday!</i></p> <p>'Tis the season to make great memories! For a complete listing of local events happening each week, check out our online event database at namenewspaper.com/events.</p>	



Cookies With Santa

Please join us in making sweet holiday memories!

**Friday, December 01
12 noon-6pm**

FREE, Everyone Welcome!
Enjoy complimentary Christmas cookies and hot chocolate.
Bring your camera for free photos with Santa!

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

AD# N1412A17003C
PASS 6 COL x 0
N1412P23002C
N1412P17004C

AD# N1412A17001C
AD# N1412A17002C
PASS 6 COL x 21
10 x 13

N1412P59010C
N1412P17003C
N1412P17001C
N1412P17002C
N1412P31009C
N1412P31016C
N1412P6003C
N1412P12008C
N1412P15004C
N1412P44001C
N1412P14004C
N1412P12010C
N1412P6004C

Companion WEB ADS available on MCC

N1412P14003C

Host the Holidays in **STYLE**

We make it **easy** to furnish your home in great design. Complimentary home decorating service. Custom sofas and upholstery design. Free delivery and furniture setup. Affordable financing plans.

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

AD# N1412A18001C PASS 2 COL. x 5

N1412P38005C

GIFTS FOR ALL THE GOOD SPORTS ON YOUR LIST

This Weekend, Save an Extra 10% Off Storewide
Including Gift Card Purchases & Sale Merchandise!

Team Up Sporting Goods

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

Offer good December 09-09, 2014. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1412A18002C PASS 2 COL. x 5

N1412P38012C

Rock Star
Give glamorously this holiday.

Follow us to the gifts she really wants for Christmas

Bijou Fine Jewelry

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

AD# N1412A18003C PASS 2 COL. x 5

N1412P48005C

Filling the Holidays With Sweet Joy

Gourmet Chocolate Holiday Gift Boxes
\$12.99 6 pieces
\$24.99 12 pieces
\$39.99 24 pieces

Choose from a variety of pre-selected assortments, or customize your box with your favorite flavors.

Saving in for a free sample!

Truffles & More

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

AD# N1412A18004C PASS 2 COL. x 5

N1203P46009C

Enjoy Free Coffee & Television While You Wait
Open 7 Days 6am-10pm

NOW OPEN

Do your laundry in the comfort and convenience of our fully remodeled facility. We have dozens of fast and efficient front-loading washers, dryers and oversized machines for comforters and larger loads.

Like us on Facebook: facebook.com/laundry for special offers and discounts!

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

LET US DO THE DIRTY WORK!
Wash, Dry & Fold Special
Only 99¢/lb.

AD# N1412A18005C PASS 2 COL. x 5

N1203P46009C

Holiday Grooming
for a picture-perfect pet

Freshen up your pet for holiday guests with our full-service grooming packages!

- Wash & Brush Service
- Haircuts & Trims
- Nail Trimming
- Ear Cleaning
- Gland Expressing
- Medicated Baths

Bath & Brush
starting at only **\$19.99**

We use gentle, all-natural shampoos for the health and comfort of your pet. For details about our prices and services, please call or visit us online anytime.

Groom Time Salon

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

AD# N1412A18006C PASS 2 COL. x 5

N1412P49007C

Holiday Hosting?
We'll make your home sparkle!

Courteous & thorough screened professionals
All cleaning supplies provided by us
Green cleaning available on request
Competitive rates & unparalleled service.

New Customers, Get Two Hours for the Price of One when you book online or by phone with promo code SANTA by 00.00.14

Clean Team

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

AD# N1412A18007C PASS 2 COL. x 5

N1412P49009C

Singing His Praises at
CHRISTMAS

Please join us this Christmas season for a celebration of faith, family, friendship and unity.

Choir Services:
Every Sunday 8am & 10am
Christmas Eve Candlelight Mass 7pm & 11pm
Christmas Day Mass 9:30am & 11am

Free child care while you worship. RSVP to: same@namewebsite.com for details about our children's programs.

Unity Church

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

AD# N1412A18008C PASS 2 COL. x 5

N1412P38008C

Cash in a FLASH

Get an on-the-spot cash loan for your valuables with no credit check. Stop in today for a free, no-obligation evaluation, and walk out with the cash you need.

Shop here for the holidays and save!
musical instruments • fine jewelry • designer watches • collectibles & antiques • electronics • bikes & sporting goods • & much more

Stay posted on new inventory arrivals on

5-Star Pawnshop

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

AD# N1412A18009C PASS 2 COL. x 5

MUSIC IS THE LIFE OF THE PARTY

Connect With the Area's Premier Party Bands & DJs

From tribute bands to rock groups, jazz musicians, acoustic performers and world-class DJs, choose from a variety of talented professionals dedicated to making your event a resounding success.

Contact us today for your New Year's Eve entertainment needs!

ESTRELLA ENTERTAINMENT

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

AD# N1412A19001C PASS 2 COL. x 5

N1412P37006C

Ready to Party?

Why blow a bunch of money on overpriced party supplies? We have low prices on everything you need to host a festive celebration!

Shop Over 100 99¢ Party Supply Buys

Jars • tumblers • hats • balloons • tableware • decorations • favors • centerpieces • do-it-yourself

Open New Year's Eve, 8am-6pm

Discount Party Supply

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

AD# N1412A19002C PASS 2 COL. x 5

N1412P27010C

Going Somewhere?

We'll make your pet feel right at home here with plenty of playtime, 24-hour loving attention and cozy quarters he'll dig!

Happy Howlidays Special Save \$5 Off Your First Night's Stay

Offer good for new customers through 01.01.15. Mention this offer when booking. Sit details, terms and conditions here.

Day Care • Pet Hotel • Grooming • Training • Walking • Events

Camp Wag-a-Lot

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

AD# N1412A19003C PASS 2 COL. x 5

N1412P49004C

The Finest Meats & More for Your Holiday Table

Premium Pork • Free-Range Poultry • All-Natural Beef • House-Cured Cured • Specialty Sausages • Sustainable Seafood

Fully Cooked Boneless Smoked Ham \$9.99 lb.

Now Offering an Assortment of Freshly Prepared Side Dishes: roasted potatoes • mashed potatoes • grilled vegetables • pasta salads • hearty soups • gravy • stuffing • macaroni & cheese • G. meat

Arnolds Meat Market

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

AD# N1412A19004C PASS 2 COL. x 5

N1412P62005C

N1412P65001C

N1412P62010C

PEACE & Joy

Escape from holiday stress with a daycation getaway at our luxury beauty spa.

New Customers, Save 15% Off Any Service!

Preview our spa menu here or at our website.

Free Holiday Gift when you like us at facebook.com/shangrila spa. See page for details.

Shangri-La Spa

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

Our gift certificates make the perfect stocking stuffer!

AD# N1412A19005C PASS 2 COL. x 5

N1412P19005C

N1203P46009C

N1412P61007C

Your Holiday Florist

Set the mood for holiday celebrations with our festive and fabulous fresh florals: centerpieces • bouquets • garland • wreaths • swags • poinsettias • special events

Shop beautiful gifts for your holiday host... candles • gift baskets • ornaments • home fragrances • gourmet edibles • and more

Open Christmas Eve 8am-4pm
Delivery Service Available
Please place all Christmas Eve orders by 6pm Monday, December 22.

Krista Florals

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

AD# N1412A19006C PASS 2 COL. x 5

N1412P48011C

Companion WEB ADS available on MCC

Take a Holiday From the Holidays

Worry-Free, All-Inclusive Christmas Getaway Packages starting at just \$179 per night

Price per person based on double occupancy for travel dates 01.01.15 through 01.05.15. See details, terms and conditions here. Call or visit us online for details and booking. Limited Availability. Call or book online today!

Paradise Resorts Bahamas

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

AD# N1412A19007C PASS 2 COL. x 5

N1203P46009C

N1412P49002C

GIANT AFTER-CHRISTMAS CLEARANCE EVENT

'Tis the season to stock up for next year!

UP TO 80% OFF Seasonal & Holiday Merchandise

Sale Starts 8AM Friday, December 26
Shop early for the best selection!

Hammonds Variety Store

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

AD# N1412A19008C PASS 2 COL. x 5

N1412P58006C

N1203P46009C

Got a Special Delivery?

We'll get your holiday gifts where they need to go with reliable pro-to-pole stripping and expert packing service.

Mailbox STOP

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

Our services include:
Shipping • Packing • Crating • Mailbox Services • Copy, Print & Fax • Notary Services • Packing & Moving Supplies • Secure Document • Shredding

Great Shipping Rates • Fast, Helpful Service • Guaranteed Delivery

AD# N1412A19009C PASS 2 COL. x 5

N1412P49005C

N1203P46009C



N1412P20007C-●



N1412P20005C-●



N1412P20001C-●



N1412P20009C-●



N1412P20010C-●



N1412P20002C-●



N1412P20003C-●



N1412P20008C-●



N1412P20006C-●



N1412P20004C-●

MCC Keyword Hints: holiday, Christmas, door, wreath, home decorating, decoration



(FULL PAGE) N1412P21002C-●



(TAB SIZE) N1412P21003C-●



N1412P21001C-●

Usage Note:

MCC Images Library: Image Type:
background
holiday, Christmas, ornament, holly,
candy cane, decorations

These backgrounds can be used for a huge variety of holiday projects, from cover designs to page backgrounds and individual ads, in print and online.

For your convenience, these backgrounds have been saved in both broadsheet and tabloid sizes. They are presented on this page as horizontal visuals so that Metro could deliver ten of them for all your holiday needs.



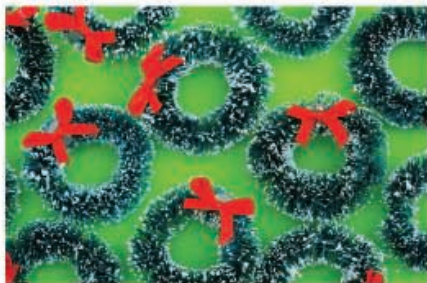
N1412P21004C-●
(FULL PAGE) N1412P21005C-●
(TAB SIZE) N1412P21006C-●



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(FULL PAGE) N1412P21008C-●
(TAB SIZE) N1412P21009C-●



N1412P21010C-●
(FULL PAGE) N1412P21011C-●
(TAB SIZE) N1412P21012C-●



N1412P21013C-●
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(TAB SIZE) N1412P21018C-●



N1412P21019C-●
(FULL PAGE) N1412P21020C-●
(TAB SIZE) N1412P21021C-●



N1412P21022C-●
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(TAB SIZE) N1412P21024C-●



N1412P21025C-●
(FULL PAGE) N1412P21026C-●
(TAB SIZE) N1412P21027C-●



N1412P21028C-●
(FULL PAGE) N1412P21029C-●
(TAB SIZE) N1412P21030C-●

N1412P22001C*O

Santa's Christmas COLORING BOOK



Coloring fun for everyone!

December 08, 2014

NAME NEWSPAPER

AD# N1412A22001C 8.5 x 11

N1412P222002K*O



Happy Holidays From
NAME SPONSOR
100 Magazine Blvd.
Baltimore, MD 21202
www.baltimorepostdepository.com

AD# N1412A22002K

8.5 x 11

N1412P222003K*O



Happy Holidays From
NAME SPONSOR
100 Magazine Blvd.
Baltimore, MD 21202
www.baltimorepostdepository.com

AD# N1412A22003K

8.5 x 11

N1412P222006K*O



Happy Holidays From
NAME SPONSOR
100 Magazine Blvd.
Baltimore, MD 21202
www.baltimorepostdepository.com

AD# N1412A22006K

8.5 x 11

N1412P222005K*O



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100 Magazine Blvd.
Baltimore, MD 21202
www.baltimorepostdepository.com

AD# N1412A22005K

8.5 x 11

N1412P222004K*O



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Baltimore, MD 21202
www.baltimorepostdepository.com

AD# N1412A22004K

8.5 x 11

N1412P222007K*O



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Baltimore, MD 21202
www.baltimorepostdepository.com

AD# N1412A22007K

8.5 x 11

N1412P222008K*O



Happy Holidays From
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Baltimore, MD 21202
www.baltimorepostdepository.com

AD# N1412A22008K

8.5 x 11

N1412P222009K*O



Happy Holidays From
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100 Magazine Blvd.
Baltimore, MD 21202
www.baltimorepostdepository.com

AD# N1412A22009K

8.5 x 11



N1412P23006C-●



N1412P23005C-●



N1412P23003C-●



N1412P23007C-●



N1412P23019C-●



N1412P23018C-●



N1412P23002C-●



N1412P23001C-●



N1412P23008C-●



N1412P23009C*○



N1412P23010C*○



N1412P23011C*○



N1412P23012C*○



N1412P23013C*○



N1412P23014C*○



N1412P23023C*○



N1412P23024C*○



N1412P23021C*○



N1412P23022C*○



N1412P23016C*○



N1412P23017C*○



N1412P23015C*○



N1412P23004C*○



N1412P23020C*○



N1412P24008C-●



N1412P24002C-●



N1412P24003C-●



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N1412P24001C-●



N1412P24005C-●



N1412P24006C-●



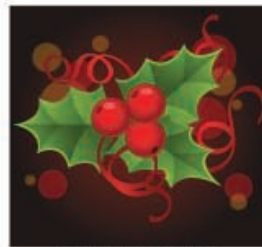
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N1412P24013C*-○



N1412P24011C*-○
N1412P24015C*-○



N1412P24012C*-○
N1412P24016C*-○



N1412P24010C*-○
N1412P24014C*-○



N1412P24025C-●



N1412P24018C*-○
N1412P24019C*-○



N1412P24020C*-○
N1412P24021C*-○



N1412P24022C*-○



N1412P24023C-●



N1412P24017C*-○



N1412P24026C*-○

Christmas COUPON CORNER

N1412P25002C*O N1412P25001C*O

<p>Tomes Bookstore</p> <p>SAVE 25% OFF <i>Any Single Item</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>	<p>Galleria Fine China & Collectibles</p> <p>SAVE 10% OFF <i>Your Total Purchase</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>
<p>Harmony Dental</p> <p>Laser Teeth Whitening Only \$199</p> <p><small>Reg. \$299 Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>	<p>Herald Beauty Supply</p> <p>SAVE \$5 OFF <i>Your Purchase of \$15 or More</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>
<p>Accessory Attic</p> <p>Buy One, Get One 50% Off All Accessories</p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>	<p>Nelson Hardware</p> <p>SAVE 20% OFF <i>Your Next Total Purchase</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>
<p>Discount Variety Mart</p> <p>SAVE \$5 OFF <i>Your Purchase of \$20 or More</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>	<p>Perks Coffee Shop</p> <p>FREE COFFEE <i>With Gift Card Purchase of \$10 or More</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>
<p>Celebrations Party Supply</p> <p>EXTRA 15% OFF <i>All Christmas Merchandise</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>	<p>Jim's Ski Chalet</p> <p>\$25 GIFT CARD <i>With Your Purchase of \$100 or More</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>
<p>Zin's Gourmet Market</p> <p>SAVE \$5 OFF <i>Your Purchase of \$25 or More</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>	<p>Janine's Florals</p> <p>SAVE 10% OFF <i>Your Total Purchase</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>
<p>QuickShine Car Wash</p> <p>FREE CAR WASH <i>With Gift Card Purchases Totalling \$30 or More</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>	<p>Gamer's World</p> <p>\$10 GIFT CARD <i>With Purchase of \$50 or More</i></p> <p><small>Offer valid with coupon through 00.00.14. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.</small></p> <p>1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com</p>

Your source for
valuable holiday savings!

AD# N1412A25001C

PASS 6 COL X 21

AD# N1412A25002C

10 x 13

N1412P26004C*O

N1412P26002C*O

N1412P26001C*O

Season's Greetings

It's the most wonderful time of the year to share our thanks and best wishes with all of you!

AD# N1412A26001C 19.334 x 13



N1412P26003C●

Usage Suggestion:

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

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

Christmas Sales & Specials

N1412P26005C*O

Merry & Bright Holiday Happenings

N1412P26006C*O



N1412P27008C-●



N1412P27005C-◇



N1412P27002C-●



N1412P27004C-●



N1412P27003C-●



N1412P27001C-●

Happy New Year!



N1412P27010C-●



N1412P27006C-●



N1412P27007C-●



N1412P27009C-●



N1412P28005C-●



N1412P28003C-●



N1412P28002C-●



N1412P28009C-●



N1412P28007C-●



N1412P28010C-●



N1412P28001C-●



N1412P28006C-◇



N1412P28004C-◇



N1412P28008C-●

MCC Keyword Hints: holiday, New Year, clock, midnight, celebration, party, champagne, glass, confetti, hat, fireworks



N1412P29007C*-O



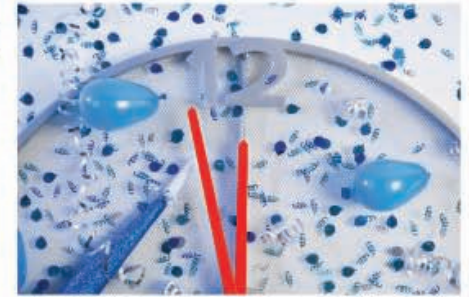
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N1412P29001C-●



N1412P29004C-●



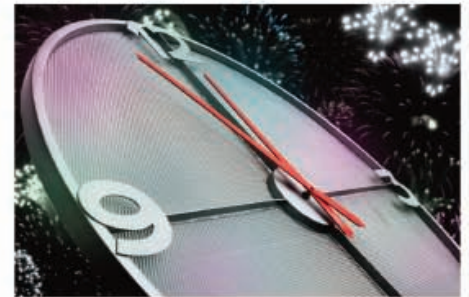
N1412P29003C-●



N1412P29008C*-O



N1412P29009C*-O



N1412P29002C-●



N1412P29011C*-O



N1412P29010C*-O



N1412P29006C*-O



N1412P29012C*-O



N1412P29013C*-O



N1412P30003C*-O



N1412P30002C*-O



N1412P30001C*-O



N1412P30008C*-O



N1412P30005C*-O



N1412P30006C*-O



N1412P30011C*-O



N1412P30004C*-O



N1412P30012C*-O



N1412P30007C*-O



N1412P30009C*-O



N1412P30010C*-O



N1412P31013C-◇



N1412P31014C-●



N1412P31010C-●



N1412P31004C-◇



N1412P31016C-◇



N1412P31006C-◇



N1412P31003C-◇



N1412P31005C-◇



N1412P31007C-◇



N1412P31001C-◇



N1412P31015C-◇



N1412P31012C-◇



N1412P31002C-◇



N1412P31011C-◇



N1412P31009C-◇



N1412P31008C-◇

Usage Note: Use these photo objects to add a festive flair to a variety of holiday ads, pages or sections, or as general merchandise.

METRO Themed Event Package

SECTION COVER:

2015
New Year

DECEMBER 2014
A SPECIAL SUPPLEMENT TO
NAME NEWSPAPER

Get Inspired
By These Top
10 Worthy
Resolutions
Plus Tips for Making
Them Stick

Prefer
Celebrating
at Home?
Check Out These
Tips for Creating an
Elegant Home Party

Count Down to
the New Year in
Style at These
Trendy
Hot Spots!

AD# N1412A32005C 10. x 13

N1412P27002C

N1412P27001C

QUICK SELL:

2015

Bring in
the New Year
with martinis

Liquor Store

AD# N1412A32006C 9.667 x 13

WEB ADS:

Order Presale Tickets Now

Don't Miss
the Party of
the Year!

Mystic Lounge

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

AD# N1412W32002S

N1412P27002C

Order Presale Tickets Now

Don't Miss the Party of the Year!

Mystic Lounge

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

AD# N1412W32002R

Companion
WEB ADS
available
on MCC

Order Presale Tickets Now

Don't Miss the Party of the Year!

Mystic Lounge

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

AD# N1412W32002L

N1412P27002C

*Welcome to the
New Year 2015*

N1412P32001C*O

CAMPAIGN:

Celebrate In Style

You're invited to ring in the New Year
at the area's premier place to party.

Free Champagne & Party Favors
Midnight Balloon Drop
Drink Specials All Night
DJ & Dancing T1 2AM

Dress to Impress!
Presale Tickets
Only \$20
Order online today. Limited
\$20 tickets available at the door.

For bottle service reservations, call 000.000.0000.

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

AD# N1412A32001C
PASS 2 COL. x 5

N1412P28009C

No Plans for New Year's Eve?
We've Got You Covered!

You're invited to ring in the New Year
at the area's premier place to party.

Free Champagne & Party Favors
Midnight Balloon Drop
Drink Specials All Night
DJ & Dancing T1 2AM

Dress to Impress!
Presale Tickets
On Sale Only \$20
Order online today. Limited
\$20 tickets available at the door.

For bottle service reservations, call 000.000.0000.

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

AD# N1412A32002C
PASS 2 COL. x 5

N1412P27002C

**Uncork
the New Year Here**

You're invited to ring in the New Year
at the area's premier place to party.

Free Champagne & Party Favors
Midnight Balloon Drop
Drink Specials All Night
DJ & Dancing T1 2AM

Dress to Impress!
Tickets Now
On Sale Only \$20
Order online today. Limited
\$20 tickets available at the door.

For bottle service reservations, call 000.000.0000.

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

AD# N1412A32003C
PASS 2 COL. x 5

N1412P36009C

Time Is Running Out

Don't miss your chance to ring in the New Year
at the area's premier place to party.

Free Champagne & Party Favors
Midnight Balloon Drop
Drink Specials All Night
DJ & Dancing T1 2AM

Dress to Impress!
Tickets Still
Available Only \$20
Order online today. Limited
\$20 tickets available at the door.

For bottle service reservations, call 000.000.0000.

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

AD# N1412A32004C
PASS 2 COL. x 5

N1412P36009C

These valuable packages give you what you need to take advantage of timely seasonal and event happenings during the month. Each provides a heading, imagery, print and web ads, a ready-made cover design and a quick-sell multiple advertiser page. (MCC Spec Ads & Covers Library / Ad Type pull-down menu: "ThemedEventPackage")

WEB ADS:

D-I-Y Holidays

Visit us online for easy, step-by-step holiday craft tutorials!

GET STARTED TODAY

Craft Corner

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

AD# N1412W33004S

N1412P21003C

Companion WEB ADS available on MCC

QUICK SELL:

HOLIDAY Crafts & Decorating

Easy ideas for holiday wreaths

Housewares Shop
Specialty Foods Shop
Holiday Decor Pop-Up Shop
Garden Center
Craft Store

AD# N1412A33006C 9.667 x 13

D-I-Y Holidays

Visit us online for easy, step-by-step holiday craft tutorials!

GET STARTED TODAY

Craft Corner

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

AD# N1412W33004R

SECTION COVER:

HOLIDAY Crafts & Decorating

DECEMBER 2014
A SPECIAL SUPPLEMENT TO
NAME NEWSPAPER

Creative Ways to Personalize & Wrap Gifts

DIY Holiday Decorations

Check Out the Latest Crafting Craze

Holiday Crafts Kids Will Love

AD# N1412A33005C 10. x 13

HOLIDAY Crafts & Decorating

N1412P33001C*O

D-I-Y Holidays

Visit us online for easy, step-by-step holiday craft tutorials!

GET STARTED TODAY

Craft Corner

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

AD# N1412W33004L

CAMPAIGN:

Make It a Great Holiday!

Craft Supplies • Sewing & Quilting
Art Supplies • Activity Kits
Holiday Decor • Scrapbooking
Custom Framing • Baking & Candy-Making
Tree Trimmings • Gift Wrap & Bows
Holiday Fabrics • & So Much More

In-Store Craft Workshops All Season
Details and registration online

Craft Corner

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

Save 50% Off One Regular-Price Item

Craft Corner

AD# N1412A33001C

PASS 2 COL x 5

Homemade for the Holidays

Craft Supplies • Sewing & Quilting
Art Supplies • Activity Kits
Holiday Decor • Scrapbooking
Custom Framing • Baking & Candy-Making
Tree Trimmings • Gift Wrap & Bows
Holiday Fabrics • & So Much More

Create edible holiday gifts with our specialty baking supplies and gift boxes!

Craft Corner

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

Name Brand Holiday Cookie Cutter Set Only \$9.99

Craft Corner

AD# N1412A33002C

PASS 2 COL x 5

Have a Creative Christmas

Craft Supplies • Sewing & Quilting
Art Supplies • Activity Kits
Holiday Decor • Scrapbooking
Custom Framing • Baking & Candy-Making
Tree Trimmings • Gift Wrap & Bows
Holiday Fabrics • & So Much More

Christmas Craft Fair in Store
Saturday, December 6th

Craft Corner

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

Save \$5 Off Your Purchase of \$20 or More

Craft Corner

AD# N1412A33003C

PASS 2 COL x 5

D-I-Y Holidays

Craft Supplies • Sewing & Quilting
Art Supplies • Activity Kits
Holiday Decor • Scrapbooking
Custom Framing • Baking & Candy-Making
Tree Trimmings • Gift Wrap & Bows
Holiday Fabrics • & So Much More

Visit us online for easy, step-by-step holiday craft tutorials!

Craft Corner

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

Name Brand Ornament Craft Kit Only \$12.99

Craft Corner

AD# N1412A33004C

PASS 2 COL x 5

METRO Themed Event Package

SECTION COVER:



2014 REVIEW
 DECEMBER 2014
 A SPECIAL SUPPLEMENT TO
NAME NEWSPAPER

A look back at...
 Local Events
 Industry Initiatives
 Business News
 Community Leaders

AD# N1412A34005C 10. x 13

QUICK SELL:



2014 REVIEW
 Notable events from 2014

AD# N1412A34006C 9.667 x 13

WEB ADS:



Opportunity is knocking with up to **60% OFF** designer home merchandise.

SHOP NOW

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

AD# N1412W34001S

A Look Back: 2014 Yearbook

N1412P34001C*-O

N1412P20001C



Opportunity is knocking with up to **60% OFF** designer home merchandise.

SHOP NOW

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

AD# N1412W34001R

Companion WEB ADS available on MCC

N1412P20001C



Opportunity is knocking with up to **60% OFF** designer home merchandise.

SHOP NOW

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

AD# N1412W34001L

CAMPAIGN:

N1412P20001C

You're Invited!
 Giant Year-End Home Sale Starts Tomorrow



Opportunity is knocking with up to **60% OFF** designer home merchandise.

Super Value
 Luxurious Sheet Sets
 100% Cotton, 100% Percale
 40% off \$249
\$149.99 twin

Scan the code or text YES to 60000 for additional details and an extra 10% off your total purchase on 12/15/14.

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

AD# N1412A34001C

N1412P20004C

It's Here!
 Giant Year-End Home Sale Going On Now



Opportunity is knocking with up to **60% OFF** designer home merchandise.

Super Value
 Designer Accent Pillows
 assorted styles
 now \$49.99
\$4.99

Scan the code or text YES to 60000 for sale details and an extra 10% off your total purchase on 12/15/14.

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

AD# N1412A34002C

N1412P20007C

Be Our Guest!
 Giant Year-End Home Sale Ends Today



Opportunity is knocking with up to **60% OFF** designer home merchandise.

Super Value
 Name Brand Espresso Beverage Maker
 12-cup, 1500W, 1.5L
 now \$79.99
\$79.99

Scan the code or text YES to 60000 for sale details and an extra 10% off your total purchase on 12/15/14.

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

AD# N1412A34003C

N1412P20002C

Come On In!
 Giant Year-End Home Sale Ends Today



Opportunity is knocking with up to **60% OFF** designer home merchandise.

Super Value
 Decorator Window Curtains
 assorted styles & sizes
 starting at \$17.99

Scan the code or text YES to 60000 for sale details and an extra 10% off your total purchase on 12/15/14.

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

AD# N1412A34004C

WEB ADS:



N1412P16001C

GET ON OUR GOOD LIST!

Click this ad or text NICE to 00000 for special beauty offers.

Profile Salon

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

AD# N1412W35001S

Companion WEB ADS available on MCC



N1412P16001C

GET ON OUR GOOD LIST!

Click this ad or text NICE to 00000 for special beauty offers.

Profile Salon

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

AD# N1412W35001R



GET ON OUR GOOD LIST!

Click this ad or text NICE to 00000 for special beauty offers.

Profile Salon

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

AD# N1412W35001L

QUICK SELL:

HOLIDAY Style

How to make your holiday party unique

Furniture Store

Gift Shop

Bakery Store

Cafe

Hardware Store

AD# N1412A35006C 9.667 x 13

SECTION COVER:

HOLIDAY Style

DECEMBER 2014
A SPECIAL SUPPLEMENT TO
NAME NEWSPAPER

Easy Festive Tableware Looks to Recreate at Home

Popular Clothing & Accessories for the Holidays

Try Out These *Seasonal Holiday* Looks in Hair & Makeup

Get Inspired with These Holiday Decorating Ideas

Add that Final Touch to Your Home Decor with These Merry Table Toppers

AD# N1412A35005C 10. x 13

LOOKBOOK

TWO THOUSAND FIFTEEN

N1412P35001C*O

CAMPAIGN:

Nick-of-Time Beauty Deals

Let it glow, let it glow, let it glow...
Custom Airbrush Tan Only \$29

Profile Salon

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

AD# N1412A35001C

N1412P16001C

Nick-of-Time Beauty Deals

Dare to bare this Christmas...
20% Off All Waxing Services

Profile Salon

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

AD# N1412A35002C

N1412P16007C

Nick-of-Time Beauty Deals

Be the girl who stole Christmas...
Airbrush Makeup Application Only \$34.99

Profile Salon

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

AD# N1412A35003C

N1412P16006C

Nick-of-Time Beauty Deals

Show off a little Christmas color...
Free Haircut

Profile Salon

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

AD# N1412A35004C

N1412P23007C



N1412P36013C-●



N1412P36008C-●



N1412P36007C-●



N1412P36009C-●



N1412P36012C-●



N1412P36003C-●



N1412P36004C-●



N1412P36001C-●



N1412P36002C-●



N1412P36011C-●



N1412P36010C-◇



N1412P36005C-●
N1412P36006C-◇



N1412P37006C ●



N1412P37002C ●



N1412P37001C ●



N1412P37007C ●



N1412P37004C ●



N1412P37005C ●



N1412P37008C ●



N1412P37012C ●



N1412P37010C ●



N1412P37011C ●



N1412P37009C ●



N1412P37003C ●



N1412P38012C-●



N1412P38008C-●
N1412P38009C-◇



N1412P38002C-●



N1412P38016C-●



N1412P38015C-●



N1412P38004C-●



N1412P38001C-●



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N1412P38014C-●



N1412P38003C-●



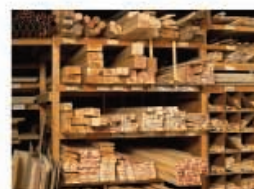
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N1412P38007C-●



N1412P38013C-●



N1412P38011C-●



N1412P38006C-●



N1412P39009C-●



N1412P39001C-●



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N1412P39008C-◇



N1412P39005C-●



N1412P39002C-●



N1412P39006C-●



N1412P39010C-●
N1412P39011C-◇



N1412P39003C-●



N1412P39007C-●



N1412P42002C-●



N1412P42005C-●



N1412P42004C-●



N1412P42007C-●



N1412P42001C-●



N1412P42014C*-○



N1412P42010C*-○



N1412P42008C-●



N1412P42009C*-○



N1412P42011C*-○



N1412P42003C-●



N1412P42006C-●



N1412P42012C*-○



N1412P42013C*-○

MCC Keyword Hints: retail, shopping, shop local, Christmas, holiday, gift, stocking, gold ribbon, mattress store, toy store

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

(MCC Spec Ads & Covers Library / Ad Type pull-down menu: "Campaign")

N1412P43001C*~O



for Holiday Cheer

Check out these local spots for **great drink specials** at the holidays, and all year!

1 O'Malley's Pub 1234 Washington Street	4 Avenue Wine Bar 1234 Washington Street
2 Marine Lounges 1234 Washington Street	5 Club Halo 1234 Washington Street
3 Bar Bette 1234 Washington Street	6 J.R.'s Bar & Grill 1234 Washington Street

The Somersville Press
Your Community Newspaper
000-000-0000 • www.namewebsite.com

AD# N1412A43001C PASS 2 COL x 5

N1412P42001C*~O



for Holiday Gifts

Check out these local spots for **great shopping** at the holidays, and all year!

1 Merd Boutique 1234 Washington Street	4 Grant's General Store 1234 Washington Street
2 Conkelt's Cars & Cams 1234 Washington Street	5 Retailer Florist 1234 Washington Street
3 Zany Toys 1234 Washington Street	6 Maya Furnishings 1234 Washington Street

The Somersville Press
Your Community Newspaper
000-000-0000 • www.namewebsite.com

AD# N1412A43002C PASS 2 COL x 5

N1412P42001C*~O

CAMPAIGN OPPORTUNITY

Why sell one ad when you can sell a campaign? Now in addition to a combination package of Web and print ads, you can sell multiple print ads for quarterly campaigns.

This month, find a "Think Local for the Holidays" campaign designed for sponsorship, and demonstrated with your publication as sponsor. The ads come complete with companion Web choices to allow you to sell both print and Web at the same time.

Look for two additional "shop local" pages each month for a variety of advertiser categories. Present print and Web ads for multiple runs and watch your sales grow!

N1412P43001C*~O



for the Holidays

CLICK HERE
for our local shopping, dining and entertainment guides!

The Somersville Press
Your Community Newspaper
000-000-0000
www.namewebsite.com

AD# N1412W43004R

N1412P16003C*~O

N1412P43001C*~O



for Holiday Dining

Check out these local spots for **great food and atmosphere** at the holidays, and all year!

1 The Mill Inn 1234 Washington Street	4 Paris Bistro 1234 Washington Street
2 Demetri's 1234 Washington Street	5 Blake's Place 1234 Washington Street
3 Cafe on Washington 1234 Washington Street	6 Cucina Italia 1234 Washington Street

The Somersville Press
Your Community Newspaper
000-000-0000 • www.namewebsite.com

AD# N1412A43003C PASS 2 COL x 5

N1412P43001C*~O



for Holiday Beauty

Check out these local spots for **all of your beauty needs** at the holidays, and all year!

1 Lotus Spa 1234 Washington Street	4 City Nail Bar 1234 Washington Street
2 Waves Salon 1234 Washington Street	5 Heaven Light Hair Styling 1234 Washington Street
3 Cosmo Hair Styling 1234 Washington Street	6 Nuance Dental 1234 Washington Street

The Somersville Press
Your Community Newspaper
000-000-0000 • www.namewebsite.com

AD# N1412A43004C PASS 2 COL x 5

N1412P16003C*~O

N1412P43001C*~O



for the Holidays

CLICK HERE
for our local shopping, dining and entertainment guides!

The Somersville Press
Your Community Newspaper
000-000-0000
www.namewebsite.com

AD# N1412W43004S

Companion WEB ADS available on MCC

N1412P43001C*~O

N1412P16003C*~O



for the Holidays

CLICK HERE for our local shopping, dining and entertainment guides!

The Somersville Press
Your Community Newspaper
000-000-0000
www.namewebsite.com

AD# N1412W43004L



N1412P44002C-●



N1412P44003C-●



N1412P44004C-●



N1412P44010C*-O



N1412P44008C*-O



N1412P44006C*-O



N1412P44001C*-O



N1412P44009C*-O



N1412P44005C*-O



N1412P44011C*-O



N1412P44012C*-O



N1412P44007C*-O

Companion WEB ADS available on MCC

A Celebration of African Art & Culture

Opening Day Reception
 Friday, December 26 • 3pm-10pm
 Meet the artists while enjoying traditional West African refreshments and live music.

Vision Gallery

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

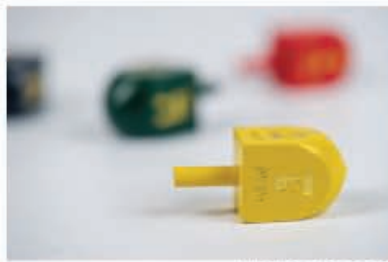
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N1412P45002C-●



N1412P45001C-●



N1412P45003C-●



N1412P45004C-●



N1412P45011C*-○



N1412P45008C*-○



N1412P45007C*-○



N1412P45010C*-○



N1412P45012C*-○



N1412P45009C*-○



N1412P45006C*-○

Chanukah
Begins at Sundown
Tuesday, December 16

N1412P45013C*-○

CHANUKAH
GIFTS & SPECIALTIES

N1412P45005C*-○



Share the joy of the season
with a handpicked gift from
our Chanukah collection.

CHANUKAH
GIFTS & SPECIALTIES

Elan Cards & Gifts

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



- Dreidels & Toys
- Candles
- Menorahs
- Gourmet Edibles
- Perfumes & Skincare
- Cookbooks
- Collectibles
- Jewish Jewelry
- Gift Baskets

AD# N1412P45001C PASS 6 COL. x3

METRO Templated Special Sections

Bonus images available in the Images Library:



N1412P46006C



N1412P46002C



N1412P46005C



N1412P46004C



N1412P46003C



N1412P46001C

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

Want to **grow your special sections program and ad sales**, starting now? With Metro's fully templated print sections, you can (online versions also available). These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion postcard to invite advertisers

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section. View this month's **Holiday Gifts & Lifestyles** package in the *Templated Special Sections Library*. If you like what you see, call **800-223-1600** or email **service@metro-email.com** to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



5 x 7 POSTCARD

Bonus images available in the images Library:



N1412P47002C-●



N1412P47005C-●



N1412P47004C-●



N1412P47003C-●



N1412P47006C-●



N1412P47001C-◇

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

Want to **grow your special sections program and ad sales**, starting now? With Metro's fully templated print sections, you can (online versions also available). These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion postcard to invite advertisers

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section. View this month's **Money Matters** package in the *Templated Special Sections Library*. If you like what you see, **call 800-223-1600 or email service@metro-email.com to order** and grow your special sections revenue!

Money Matters
Invest in Smart Advertising.

Defeating DEBT
Millions to spend when faced with debt

Property Pointers
What to look for in an investment property

Finding a Home For Your Money
How to find the best bank for you

NAME NEWSPAPER

TSS COVER

Money Matters
Invest in Smart Advertising.

Each year, saving money is one of the most popular New Year's resolutions people make. Ensure you're reaching more of these potential customers with targeted advertising in Money Matters. This themed special section is loaded with helpful tips and articles about spending, investing and saving, making it the perfect place to advertise your financial solutions and money-saving offers to the right audience at the right time. Learn more about this valuable advertising opportunity today when you contact your sales rep or call 000-000-0000.

Money Matters
NAME NEWSPAPER

AD RATES

1/4 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE
1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE
1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE
1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE

ADVERTISING ONLINE

NAME NEWSPAPER

8.5 x 11 SALES SHEET

Money Matters
Invest in Smart Advertising.

Each year, saving money is one of the most popular New Year's resolutions people make. Ensure you're reaching more of these potential customers with targeted advertising in Money Matters. This themed special section is loaded with helpful tips and articles about spending, investing and saving, making it the perfect place to advertise your financial solutions and money-saving offers to the right audience at the right time. Learn more about this valuable advertising opportunity today when you contact your sales rep or call 000-000-0000.

Money Matters
A Special Section From
NAME NEWSPAPER

Friday, December 00 is your last chance to advertise in Money Matters, so contact your sales rep or call 000-000-0000 today. This section will publish in print and online Sunday, December 00.

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

5 x 7 POSTCARD



N1412P48010C ●



N1412P48002C ●



N1412P48008C ●



N1412P48003C ●



N1412P48004C ●



N1412P48011C ●



N1412P48007C ●



N1412P48005C ●



N1412P48001C ●



N1412P48006C ●



N1412P48009C ●



N1412P49010C-●



N1412P49005C-●



N1412P49002C-●



N1412P49004C-●



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N1412P49006C-●



N1412P49012C-●



N1412P49003C-●



N1412P49011C-●



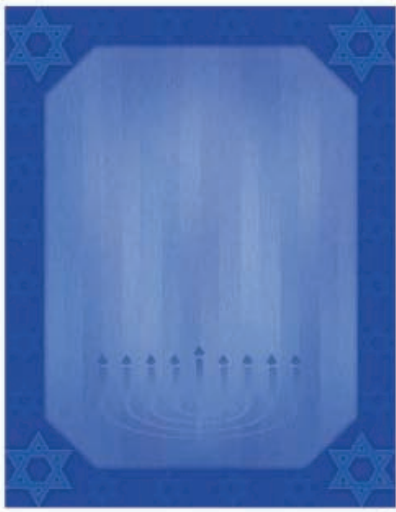
N1412P49001C-●



N1412P49007C-●



N1412P49008C-●



N1412P50005C-●

Usage Notes:

Use these backgrounds to help promote Chanukah, Kwanzaa, Christmas and New Year's ads and covers. Use them for page directories, holiday worship schedules, merchandise ads, event schedules, Christmas gifting promotions ... and more.

(MCC Images Library / Image Type pull-down menu: "background")



N1412P50006C-●



N1412P50007C-●



N1412P50009C-●



N1412P50008C-●



N1412P50010C-●



N1412P50002C-●



N1412P50003C-●



N1412P50004C-●

N1412P51001C



Usage Suggestions:
Use this banner-style ornaments photo in holiday ads for upscale advertisers, from jewelers to furniture stores, holiday interior decorators to fine dining restaurants, and more, in print and online.

N1412P51002C



Usage Suggestions:
The intricate nature of this holiday photo lends itself to DIY and craft merchandise ads, home decorating items, holiday fashion ads, hair salons, and more ... in print or online promotions.

N1412P51003C



Usage Suggestions:
This banner-style photo can be used as the background or page header for store toylands, candy and bakery sweets sales, kids' holiday fashions, and more ... in print and online promotions.

N1412P51004C



Usage Suggestions:
This gumdrops candy photo is the perfect image or background for holiday candy ads, Breakfast with Santa directories, toy ads, and more ... in print and online promotions.

N1412P51005C



Usage Suggestions:
try this pine cones in snow banner-style photo for outdoor holiday decorations sales, Christmas tree lighting schedules, holiday outerwear sales, country-style store ads, and more.

N1412P51006C



Usage Suggestions:
This modern-yet-traditional ornaments photo lends itself to holiday liquor ads, fashion boutiques, home decorations, holiday dining directories, in print and online gift guide directories, and more.



N1412P52010C*-O



N1412P52017C*-O



N1412P52020C*-O



N1412P52003C*-O



N1412P52014C*-O



N1412P52013C*-O



N1412P52012C*-O



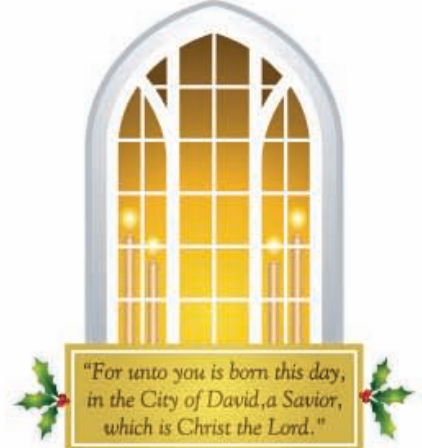
N1412P52011C*-O



N1412P52007C*-O



N1412P52006C*-O



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N1412P52001C*-O



N1412P52019C*-O



N1412P52008C*-O



N1412P52005C*-O



N1412P52004C*-O



N1412P52016C*-O



N1412P52015C*-O



N1412P52018C*-O



N1412P52002C*-O



N1412P53005C*-O



N1412P53008C*-O



N1412P53009C*-O



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N1412P53003C*-O



N1412P53004C*-O



N1412P53006C*-O



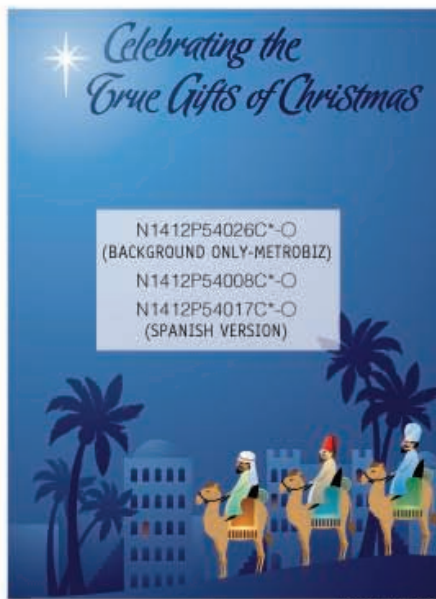
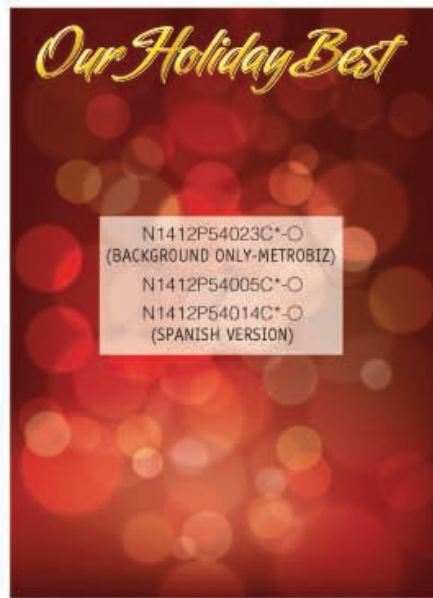
N1412P53002C*-O



N1412P53007C*-O

Usage Note:

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

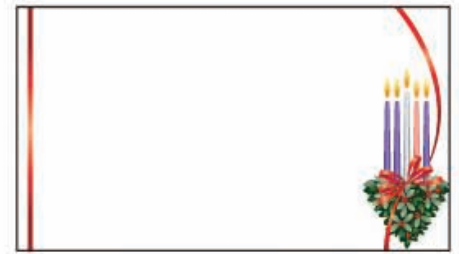




MCC KEYWORD HINT: metrobiz
N1412P55001C*-O



MCC KEYWORD HINT: metrobiz
N1412P55002C*-O



MCC KEYWORD HINT: metrobiz
N1412P55003C*-O



MCC KEYWORD HINT: metrobiz
N1412P55004C*-O



MCC KEYWORD HINT: metrobiz
N1412P55005C*-O



MCC KEYWORD HINT: metrobiz
N1412P55006C*-O



N1412P55007C*-O



N1412P55008C*-O



N1412P55009C*-O

Usage Note:

MetroBiz, banner, holiday, Christmas, decorations, tree, snow, entertaining, ornament, candle, winter, snow removal

Use these timely frames in print inserts, ads or online ads and areas. Items that Metro creates to help you expand your printing business are keyworded as "MetroBiz" for your convenience in searching and downloading. The banner-style frames can be used for top- or bottom-of-the-page print ads or repurposed for Web banners. Look for more seasonal and timely subjects throughout the year.



MCC KEYWORDS: ICON SET, THREE KINGS
N1412S56001C*-O



MCC KEYWORDS: ICON SET, ANGELS
N1412S56002C*-O



MCC KEYWORDS: ICON SET, BELLS
N1412S56003C*-O



MCC KEYWORDS: ICON SET, SANTA
N1412S56006C*-O



MCC KEYWORDS: ICON SET, REINDEER
N1412S56005C*-O



MCC KEYWORDS: ICON SET, NEW YEAR
N1412S56004C*-O



N1412P57020C*-O

N1412P57021C*-O

N1412P57022C*-O

N1412P57019C*-O



N1412P57023C*-O



N1412P57026C*-O



N1412P57025C*-O



N1412P57024C*-O



N1412P57032C*-O



N1412P57033C*-O



N1412P57034C*-O



N1412P57035C*-O



N1412P57027C*-O



N1412P57029C*-O

N1412P57031C*-O



N1412P57030C*-O



N1412P57028C*-O



N1412P57001C*-O



N1412P57002C*-O



N1412P57003C*-O



N1412P57004C*-O



N1412P57005C*-O



N1412P57006C*-O



N1412P57007C*-O



N1412P57008C*-O



N1412P57009C*-O



N1412P57011C*-O



N1412P57013C*-O



MCC KEYWORDS: ICON SET, CHRISTMAS

N1412S57036C*-O



N1412P57014C*-O



N1412P57016C*-O



N1412P57017C*-O



N1412P57018C*-O



N1412P57012C*-O



N1412P57010C*-O



N1412P57015C*-O

MCC Keyword Hint:

Separate, individual graphics are keyworded as "icon" and "symbol" to help you narrow category searches.

Please note: When searching the MCC Images Library for borders, select "border" from the Image Type pull-down menu along with your keyword(s) in the Search box. Click the Exact Match link when using multiple keywords like "New Year" to return a selection of those specific borders pictured on this page. "Horizontal" or "vertical" can also be used as keywords.



N1412P58009C ●



N1412P58008C ●



N1412P58001C ●



N1412P58012C ●



N1412P58011C ●



N1412P58010C ●



N1412P58002C ●



N1412P58003C ●



N1412P58006C ●



N1412P58004C ●



N1412P58005C ●



N1412P58007C ●



N1412P59011C ●



N1412P59012C ●



N1412P59006C ●



N1412P59001C ●



N1412P59003C ●



N1412P59002C ●



N1412P59009C ●



N1412P59004C ●



N1412P59007C ●



N1412P59010C ●



N1412P59005C ●



N1412P59008C ●



N1412P60006C-●



N1412P60002C-●



N1412P60011C-●



N1412P60001C-●



N1412P60012C-●



N1412P60009C-●



N1412P60008C-●



N1412P60010C-●



N1412P60004C-●



N1412P60005C-●



N1412P60007C-●



N1412P60003C-●



N1412P61012C ●



N1412P61011C ●



N1412P61004C ●



N1412P61003C ●



N1412P61010C ●



N1412P61001C ●



N1412P61007C ●



N1412P61002C ●



N1412P61006C ●



N1412P61005C ●



N1412P61009C ●



N1412P61008C ●



N1412P62010C-●



N1412P62005C-●



N1412P62001C-●



N1412P62004C-●



N1412P62006C-●



N1412P62009C-●



N1412P62003C-●



N1412P62007C-●



N1412P62008C-●



N1412P62002C-●

N1412P27007C



Join us for our celebrated
Champagne Brunch Buffet

Grant's Restaurant

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

New Year's Day
Thursday, January 1, 2015 • 10am-4pm
\$34.95 adults • \$14.99 children 4-12
Children 3 and under eat free. • Designated drivers, **SAVE \$6!**

Reserve Today

Enjoy an eye-popping array of delicious food and bottomless Champagne or mimosas!

AD# N1412A63001C PASS 6 COL. x 3

N1412P12002C



Celebrate Family-Style

Begin a new holiday tradition when you book your Christmas Eve dinner reservation with us!

Christmas Eve Family-Style Dinner
your choice of chicken, ham, turkey or prime rib, served with generous portions of your favorite sides
\$39.99 serves 4
Additional guests \$9.99 each

The Mill Inn Restaurant
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1412A63002C PASS 6 COL. x 3

N1412P66024C

N1412P66034C

N1412P66014C

Spreading Sweet Joy at the Holidays

We put the icing on your holiday celebrations with delicious, fresh-baked Christmas treats!
cakes • stollen • pies • cookies • gingerbread • fruitcakes • cupcakes • donuts • pastries • & much more

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

Open Christmas Eve 7am-2pm • Ask about our party platters!

Enjoy a Free Cookie when you like us at facebook.com/sweettoothbakery.com



AD# N1412A63003C PASS 6 COL. x 3

N1203P46000C

N1412P62001C



Savor the Holidays

'Tis the season to treat yourself to our delicious holiday specials, like filet mignon with peppercorn sauce, roasted herb salmon, leg of lamb with mint jelly, rosemary chicken and decadent desserts.

Our gift to you: Free \$20 Gift Card
for future use when you enjoy dinner with us through December 30, 2014.
Offer good with minimum \$50 purchase through 06/03/14. See details, terms and conditions here. Limit details, terms and conditions here.

Enjoy handcrafted specialty holiday cocktails like our peppermint martini and hot buttered rum. • Sample a wide selection of craft beers and wines from around the world. • Host your holiday party in our private banquet room for up to 100 guests.

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

AD# N1412A63004C PASS 2 COL. x 7

N1412P62010C

We've Popped the Cork on OUR HOLIDAY SALE

Make It Sparkle Stop in today and stock up on your favorite beverages for holiday entertaining!

Name Brand Champagne 750 ml. **\$5.99** (reg. \$7.99)
Name Brand Champagne 750 ml. **\$9.99** (reg. \$12.99)
Name Brand Champagne 750 ml. **\$24.99** (reg. \$31.99)
Name Brand Seasonal Beer Sampler 6-pack **Only \$9.99**

Save on Spirits

Name Brand Scotch 750 ml. **\$14.99** (reg. \$19.99)
Name Brand Vodka 750 ml. **\$16.99** (reg. \$21.99)
Name Brand Gin 750 ml. **\$12.99** (reg. \$19.99)
Name Brand Brandy 750 ml. **\$9.99** (reg. \$14.99)

20% Off All Wines by the Case
10% Off All Gift Sets
Choose from a variety of ready-to-give seasonal gift sets from your favorite brands.

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

Happy Holidays! Specials available while supplies last. Limit one per customer. See our website for details. Some restrictions may apply. ©2014 Valley Spirits. All rights reserved.

AD# N1412A63005C PASS 2 COL. x 7

N1412P27001C



Holiday Helpings

Full-service, five-star catering for your holiday events

★★★★★

We offer a variety of options to cater to your needs, including buffet or table service, as well as a versatile mix of menu selections to please the palates of each and every guest. For a free menu consultation and price quote, please call or visit us online today.

No time to cook? Have a fully prepared holiday feast delivered to your door! Prices start at just \$12.99 per guest. Call 000-000-0000 or visit us online for details.

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

AD# N1412A63006C PASS 2 COL. x 7

N1412P62003C



N1412P64009C-●



N1412P64010C-●



N1412P64003C-●



N1412P64002C-●



N1412P64007C-●



N1412P64001C-●



N1412P64008C-●



N1412P64005C-●



N1412P64004C-●



N1412P64006C-●



N1412P65003C



N1412P65004C



N1412P65010C



N1412P65009C



N1412P65001C



N1412P65002C



N1412P65012C



N1412P65008C



N1412P65011C



N1412P65007C



N1412P65005C



N1412P65006C

MCC Keyword Hints: holiday, Christmas, egg nog, cupcake, champagne, mulled wine, food, fruitcake, ham, turkey



N1412P66027C-●
CHAMPAGNE



N1412P66028C-●
CHAMPAGNE



N1412P66025C-●
GLASS OF CHAMPAGNE



N1412P66032C-●
HOLIDAY DINNER



N1412P66021C-●
EGG NOG



N1412P66024C-●
CHRISTMAS CAKE



N1412P66015C-●
FRUITCAKE



N1412P66033C-●
GINGERBREAD COOKIES



N1412P66023C-●
EGG NOG



N1412P66034C-●
GINGERBREAD HOUSE



N1412P66019C-●
PEPPERMINT MARTINI



N1412P66017C-●
HOT CHOCOLATE



N1412P66029C-●
KWANZAA



N1412P66011C-●
HOLIDAY HAM



N1412P66020C-●
MARTINI



N1412P66022C-●
CUP OF EGG NOG



N1412P66031C-●
ROASTED CHICKEN



N1412P66026C-●
TOASTING CHAMPAGNE



N1412P66012C-●
HOLIDAY HAM



N1412P66016C-●
HOT CHOCOLATE



N1412P66005C-◇
MARTINI



N1412P66004C-◇
PEARS



N1412P66002C-◇
ASSORTED APPLES



N1412P66010C-◇
FROZEN DINNER



N1412P66009C-◇
BOWL OF POTATO CHIPS



N1412P66006C-◇
CHRISTMAS STOCKING



N1412P66013C-●
HAM



N1412P66018C-●
HOT CHOCOLATE



N1412P66008C-◇
CHOCOLATE MILKSHAKE



N1412P66030C-●
CHANUKAH



N1412P66001C-◇
ASSORTED FRUIT



N1412P66007C-◇
KWANZAA



N1412P66003C-◇
HOLIDAY HAM



N1412P66014C-●
FRUITCAKE



'Tis the season for gathering around the table with family, friends and great food!

Merry Meals START HERE

N1412P12012C

N1412P66031C

N1412P62010C

N1412P67002C

N1412P67001C

Fresh Turkey

99¢ lb.



Bone-In Sirloin Steak

\$4.99 lb.



Green Beans

\$1.19 lb.

Garnet Yams

59¢ lb.

Red Bell Peppers

\$1.29 lb.

Whole Carrots

89¢ lb.

White Mushrooms

\$1.19 lb.

Fresh Broccoli

79¢ lb.

Russet Potatoes

29¢ lb.

D'Anjou Pears

99¢ lb.

Name Brand Canned Vegetables
00 oz. varieties

2 for \$1

Name Brand Frozen Pies
8" varieties

2 for \$5

Name Brand Canned Soups
00 oz. varieties

59¢ ea.

Name Brand Cooking Oil
00 oz. varieties

\$1.99

Name Brand Instant Potatoes
00 oz. box

\$1.39 ea.

Name Brand Snack Chips
00 oz. varieties

\$1.99 ea.

Name Brand Canned Fruit
00 oz. varieties

89¢ ea.

Name Brand Snack Crackers
00 oz. varieties

\$2.49 ea.

Name Brand Salad Dressing
00 oz. varieties

\$1.79 ea.

Name Brand Cheese Spread
00 oz. varieties

\$2.99 ea.



Spiral-Sliced Half Ham

\$1.89 lb.

Roasting Chicken

\$1.79 lb.



**Save More
GROCERS**

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



Get Our Free Holiday Recipe Guide
when you scan this code or visit our website.

Additional prices in effect December 9-10, 2014. 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# N1412A67001C

PASS 6 DOL X 21

AD# N1412A67002C

10 x 13

N1412P67003C

N1412P65002C

N1412P65011C

N1203P46009C



N1412P68007K ●



N1412P68015C* - O



N1412P68011C ●



N1412P68017C* - O



N1412P68019C* - O



N1412P68009C* - O



N1412P68018C* - O



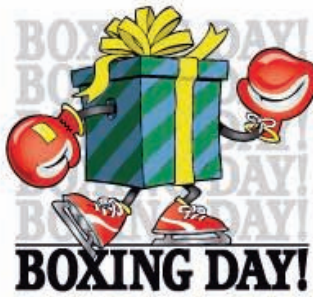
N1412P68014C* - O



N1412P68013C ●



N1412P68020C* - O



N1412P68008C* - O



N1412P68001C* - O



N1412P68010C ●



(THE SUN IS WAITING FOR YOU)
N1412P68003C* - O



N1412P68016C* - O



N1412P68002C* - O



N1412P68012C ●

**Payer moins d'impôts,
pourquoi pas?**

(PAY FEWER TAXES, WHY NOT?)
N1412P68006C* - O

Vive l'hiver!

(ENJOY WINTER!)
N1412P68005C* - O

**NOS BAS
PRIX
SONT GELÉS!**

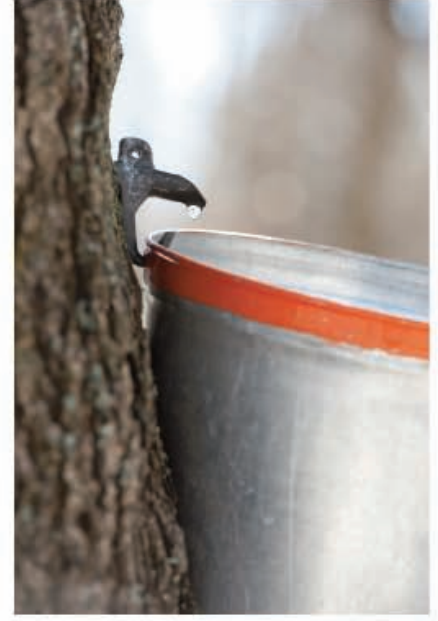
(OUR LOW PRICES ARE FROZEN)
N1412P68004C* - O



N1412P69009C ●



N1412P69008C ●



N1412P69005C ●



N1412P69002C ●



N1412P69004C ◇



N1412P69006C ●



N1412P69007C ●



N1412P69010C ●



N1412P69003C ●



N1412P69001C ●

METRO Spanish

Cada mes Metro ofrece una variedad de títulos en español, estos pueden ser encontrados en la biblioteca de imágenes de MetroCreativeConnection, usando "Spanish" como palabra clave. (Each month Metro presents a selection of Spanish headings.)

(MCC Images Library / Keyword: "Spanish" / Ad Type pull-down menu: "heading")



(HAPPY NEW YEAR)
N1412P71010C*-O



(CHRISTMAS SPECIALS)
N1412P71002C*-O



(CHRISTMAS DISCOUNTS)
N1412P71004C*-O



(HAPPY 2015!)
N1412P71008C*-O



(END-OF-YEAR SALE)
N1412P71009C*-O



(TOY DRIVE)
N1412P71001C*-O



(CHRISTMAS IS COMING)
N1412P71005C*-O



(MERRY CHRISTMAS)
N1412P71007C*-O



(THREE KINGS DAY)
N1412P71003C*-O



(CHRISTMAS SALE)
N1412P71006C*-O

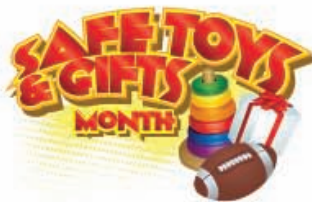
METRO Events

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.

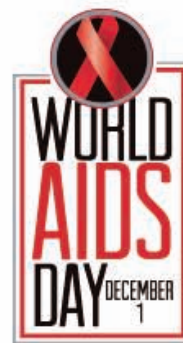
(MCC Images Library / Keyword: "MetroEvent" / Ad Type pull-down menu: "heading")



N1412P71016C*-O



N1412P71019C*-O



N1412P71021C*-O



N1412P71011C*-O



N1412P71022C*-O



N1412P71018C*-O



N1412P71020C*-O



N1412P71015C*-O



N1412P71012C*-O



N1412P71013C*-O



N1412P71014C*-O



N1412P71017C*-O

METRO Customer Requests

Thanks to your feedback, we've included a number of customer-requested art, headings, photos and spec ads in our service. Have a request? Share your suggestions by e-mailing us at service@metro-email.com! (MCC Images Library / Keywords: Art Subject)



N1412P72005C*-O
Bulldog Mascot



N1412P72002C*-O
Bulldog Mascot



N1412P72001C*-O
Bulldog Mascot



N1412P72004C*-O
Bulldog Mascot



N1412P72007C*-O



N1412P72003C*-O
Bulldog Mascot



N1412P72006C*-O
70's Volkswagen Bug



N1412P72008C*-●
Snow Plow

METRO Metro Retro

Over 100 years of providing premium content makes Metro's archive one of the deepest and richest in existence. Now you can access some of the best from years past to use in your creative design work. (MCC Images Library / Keywords: Retro plus art subject)



N1412P72009A-●



N1412P72011A-●



N1412P72015A-●



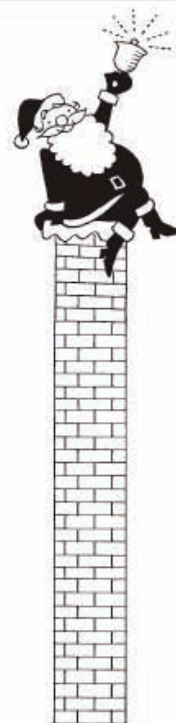
N1412P72014A-●



N1412P72012A-●



N1412P72013A-●



N1412P72010A-●

2015 THEME SCHEDULE - FURTHER EXPANDED & NEWLY TIMED FULLY-TEMPLATED ONLINE AND PRINT SPECIAL SECTIONS

JANUARY PACKAGE:

Available 11/20/14

Weddings
Health, Mind & Body
The New Year*



JULY PACKAGE:

Available 5/20/15

School Year
Weddings
NEW! On the Grill*



FEBRUARY PACKAGE:

Available 12/19/14

Spring Home
Think Green
Valentine's Day*



AUGUST PACKAGE:

Available 6/19/15

Fall Home
Healthy Lifestyle
Breast Cancer Awareness
NEW! Best of the Best**



MARCH PACKAGE:

Available 1/20/15

Living 50 Plus
Spring...On the Road
Healthcare Profiles**
St. Patrick's Day*



SEPTEMBER PACKAGE:

Available 7/20/15

Holiday Gift Guide
Cancer Awareness
Fall/Winter Sports**
Hispanic Heritage*



APRIL PACKAGE:

Available 2/20/15

All About Pets
Lawn & Garden Time
Graduation 2015**
Prom & Graduation*



OCTOBER PACKAGE:

Available 8/20/15

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



MAY PACKAGE:

Available 3/20/15

Family & Parenting
Women Today
Communions & Confirmations*



NOVEMBER PACKAGE:

Available 9/21/15

Giving Back
Dining & Entertainment
Pet Friendly*



JUNE PACKAGE:

Available 4/21/15

Health & Wellness
How-To
Summer Fun*



DECEMBER PACKAGE:

Available 10/20/15

Financial Planning
NEW! Resolutions
NEW! Distinctive Properties



Images from previously published sections

* Online e-section only ** Print section only, with no editorial features

"All the news for you to use... to Make Money with Metro!" See what's cooking this month in your Metro services, as well as new product and service features you won't want to miss.



METRO NEWSPAPER SERVICE

December is the most wonderful time of the year for colorful, festive holiday ad sales! In this issue, see coverage for Christmas, New Year's, Chanukah, Kwanzaa, the beginning of winter... and more. Plus, get a fantastic selection of seasonal images, ads, Web ads and ideas in the online MCC Libraries.



MiAD SPEC AD LIBRARY

(formerly Sales Spectaculars)
Spec ads sell, and this service is ready to go with popular themed ad layouts. This month, get Year-End & Winter Sales and Progress ads. Corresponding Web ads are also included for selected advertisers. Plus, all ads are MiAD enabled for immediate customization and presentation.



CAMPAIGNS & CLASSIFIED

(formerly Classified Dynamics)
The all-important, end-of-year sales season is here! Be ready with retail campaign selling, ready-to-sell timely and seasonal auto, recruitment, real estate, self-promo ads and Web ads. Campaigns & Classified is presented quarterly in this book and available as an online e-Edition.



More valuable than ever: Campaigns & Classified

We've given *Classified Dynamics* a makeover to keep up with the evolving needs of your ad sales and creative teams. Now the new **Campaigns & Classified** delivers the fresh auto, real estate and recruitment content you already value, as well as a wealth of ready-to-sell campaigns focused on supporting local businesses and generating more revenue from every single sales call!



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service@metro-email.com



Act Now & Be Prepared to Maximize Holiday Ad Sales

Metro's Holiday Service is here to help you wrap up more year-end sales. Packed with over 900 new holiday ad and art selections for 2014, this one-of-a-kind creative resource also includes 10+ years' worth of archived seasonal image content, putting the keys to a successful holiday sales strategy at your fingertips. What's more, Metro's Holiday Service is GUARANTEED to pay for itself and make you money, so you have nothing to lose and thousands to gain. Order yours today, so you can deliver the results local advertisers want for Christmas!

- **Quick-sell multi-advertiser formats** offer options for every advertiser budget
- **Advertiser-specific ads and images** target your most popular local businesses
- **Full-color print book and e-Edition** facilitate sales presentations and production
- **Holiday coloring contest** presents ready-to-sell sponsorships
- **Dynamic cover designs** inspire special pages and sections
- **Color and black-and-white versions for every image** expand design and print options
- **QuarkXPress® and InDesign® formats** are available for all ad files
- **Two fully templated holiday sections** provide ready-to-present and -sell opportunities
- **FREE ACCESS to Metro interactive Ad Designer (MIAD™)** makes editing copy, swapping images, adding a logo, creating a PDF and even creating press-ready proofs a snap!