

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



NEW YEAR'S EVE

Ring in new sales with images and ready-to-run ads for dining, nightlife and party prep.



AFTER-CHRISTMAS & YEAR-END SALES

Wrap up post-Christmas ad sales with end-of-year and after-Christmas promotions.



PROGRESS IN THE NEW YEAR

Carry sales forward into 2016 with content geared toward self-improvement, progress and resolutions.

ALL THE CREATIVE TRIMMINGS TO CAPTURE THE SPIRIT OF **CHRISTMAS** AND GROW HOLIDAY SALES!



MiAD Spec Ad Library PP. 73-80:
Ready-to-sell small-space ads geared toward year-end sales and progress — MiAD enabled!

Financial Planning ■ Resolutions ■ December Timely Features

METRO Moneymakers

CHRISTMAS SHOPPING & CELEBRATING



ON THE COVER:
N1512P16007C

From tree farms to holiday decorating merchandise and services, use this classic Christmas tree image to help your advertisers promote their holiday offerings.

Christmastime coverage continues with ads for shops, services, restaurants and more!

- Holiday-themed ads for a car wash, electronics store, dry cleaner, jewelry store, craft supply shop, mobile phone center, pet supplies, candy shop, liquor store, bowling alley, bookstore and brewery target top advertisers (18, 19, 59).
- Multiple-advertiser layouts feature Christmas greetings, local shops and restaurants, a coupon directory, a restaurant guide, coloring book pages and a contest (9, 11, 24, 43, 60, 65).
- Other holiday ads are designed to promote restaurant offerings and groceries (63, 67).
- Find Single Sheets for a mall, general store and jeweler (41), as well as Themed Event Package ads for music and holiday decor stores (32, 33).



NEW YEAR'S EVE



Help local advertisers sell-a-brate New Year's Eve with festive ads and images.

- Use a full-page Marketplace design to ring in sales from various advertisers with ready-to-present-and-sell ads for a beauty salon, engagement rings, taxi service, a nightclub celebration and 31% off home furnishings (13).
- Invite multiple advertisers to participate in a New Year's Eve contest to win the ultimate night out, as well as a double-truck "celebration guide" directory (8, 25).
- Attract a hotel or nightlife advertiser to a premium placement opportunity with an eye-popping shaped Specialty Ad (40).
- Other ads are designed for a New Year's Eve prix-fixe dinner, as well as a New Year's Day Champagne brunch event (63).



AFTER-CHRISTMAS & YEAR-END SALES



Keep holiday season sales ho-ho-humming along with coverage for year-end sales and after-Christmas events.

- Use a "Twas the day after Christmas" sale theme to help any retailer promote markdowns on leftover holiday merchandise (18).
- A Themed Event Package presents the "year in review" that lets businesses showcase their accomplishments or promote year-end sales and specials. Find a print and online campaign designed to promote a furniture store's end-of-year sale (35).
- Find many more ads geared toward year-end special offers from a wide range of advertisers featured in December's MSAL issue.
- Finally, don't forget Boxing Day on December 26 (68, 71)!



PROGRESS IN THE NEW YEAR



Show advertisers how to lay the groundwork for strong first-quarter sales with progress-themed advertising geared toward the new year.

- A full-page multi-advertiser layout features special offers from various businesses geared toward encouraging potential customers to make a fresh start in 2016. Find ads for a bank, life coach, weight-loss center, health club, matchmaking service, sewing classes, bicycle shop and cosmetic surgery center (29).
- The December MSAL issue features progress-themed ads for a wide variety of advertisers, from weight-loss centers to salons and many more.
- Use this month's "Resolutions" Templated Special Section to springboard sales for these moneymaking ad ideas.



CHANUKAH, KWANZAA & CHRISTMAS WORSHIP



Find elements to create event promotions, ads and sponsored greetings related to Chanukah, Kwanzaa and Christmas.

- Chanukah begins at sundown on December 6. Find images to create promotions related to holiday meals, synagogue services and gifts (48).
- The seven days of Kwanzaa follow Christmas beginning on December 26. Create community event promotions celebrating the seven principles, sponsored greetings or ads for African American art and imports using the images provided (48).
- Find headings and art perfect for creating holiday worship schedules and service ads for local churches, as well as church events (21, 70).
- Gain access to hundreds more images and ready-made greetings for all of these holidays by ordering your 2015 Holiday Advertising Service!



Christmas Worship

DECEMBER PROMOTIONAL OPPORTUNITIES



Here are some additional moneymaking opportunities to help you wrap up more 2015 sales:

- December is Safe Toys and Gifts Month. Use a heading design and a series of toy illustrations to create related ads or sponsored PSAs (71, 73).
- Poinsettia Day on December 12 presents local garden centers and florists with a great opportunity to promote their most popular holiday offerings in time for Christmas (71).
- Winter begins on December 21 at 11:48 p.m. Encourage advertisers to create winter merchandise and service promotions at this time. Use elements from this month's "Winter Style" Themed Event Package to maximize sales from fashion retailers, beauty services and the like (34, 71).
- Finally, don't miss a series of beautiful gift basket photos featuring flowers, baked goods, gourmet foods, fruit, wine and holiday merchandise perfect for a variety of advertisers offering this popular holiday gift idea (22).



DECEMBER CUSTOMER REQUESTS

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



N1510P72009C

DECEMBER 2014'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 '14 issue of MNS.



N1412A26001C



N1412P36003C

DECEMBER TEMPLATED SPECIAL SECTIONS

December's Fully Templated Sections (TSS) in Print & Online:

- RESOLUTIONS
- FINANCIAL PLANNING

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



METRO

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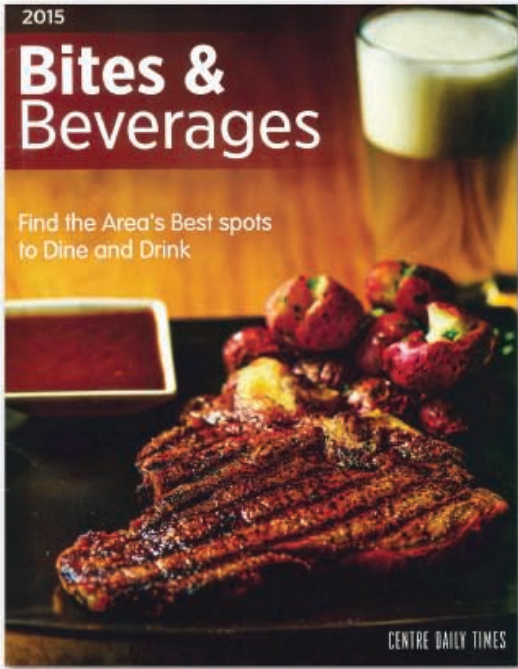
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COMPANION
WEB ADS NOW
AVAILABLE ON MCC!

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



The *Centre Daily Times*' "Bites & Beverages" dining magazine was one of several successful products of the same name published by McClatchy newspapers in 2015.

"Bites & Beverages" Brings Dining Options Home

Centre Daily Times
STATE COLLEGE, PENNSYLVANIA

■ It's no wonder that State College, Pennsylvania, home of Pennsylvania State University, is often referred to as "Happy Valley." In recent decades, the town of just over 40,000 has been ranked as one of the nation's least stressful and smartest places to live. State College has also been named one of the country's safest small cities, as well one of the best places to launch a career or business. In addition to all that, State College has garnered acclaim for its vibrant nightlife and music scene and been touted as a great place for singles, who can enjoy any of the dozens of restaurants and bars in the city's downtown area.

In May 2015, those restaurants and bars got a boost in visibility courtesy of a dining magazine published by the *Centre Daily Times*. The newspaper, which hopes to repeat its success in 2016, borrowed the idea from several other McClatchy publications that recently produced similar products, says Vice President of Advertising Janet Santostefano.

"Bites & Beverages" was conceived as a standalone, magazine product to feature local restaurants and bars," she notes. "But it was geared to the home delivery market rather than to college students. In our market, Yellow Pages have really scaled back and there wasn't another product out there that was home delivered, so we thought that it was something that our long-term residents could really use."

As it turns out, Santostefano was right on the mark. The 8.5-by-11-inch, full-color,

glossy magazine was well received by residents and advertisers alike. From its colorful cover and advertiser-specific table of contents to its two-page feature on the local dining scene and five-page directory of eating and drinking establishments (complete with addresses, phone numbers, hours, services and cuisines) to its 10-plus full-page ads and coupon-filled back cover, "Bites & Beverages" became Happy Valley's go-to dining guide for 2015.

"Just about every advertiser had a coupon on the back cover, with offers ranging from dining discounts to buy one/get one offers," says Santostefano. "We heard from the restaurants that many of the coupons were used in the first weeks after the magazine went out."

The *Centre Daily Times*' debut issue of "Bites & Beverages" did everything it needed to do: It drove in plus revenue in a business category in need of development, filled an information gap and provided advertisers with a high-quality, long-term advertising vehicle. It also undoubtedly added to Happy Valley's reputation as a great place to live, learn, launch businesses and enjoy an array of dining and drinking options.

"We're already looking at how we can improve on the magazine in 2016," Santostefano adds. "Our goal is to update the content and try to make it as comprehensive as possible."

M (P1512802001C)

For more information, contact Janet Santostefano, Vice President of Advertising, *Centre Daily Times*, State College, Pennsylvania at jsantostefano@centredaily.com.

METROFEATURE

Indiana Mall Merchants
2014 HOLIDAY BLITZ

part 1 - KICKOFF
GOAL: Get BLACK FRIDAY BACK!
Get EARLY traffic in your store on Black Friday morning - Apple iPad Giveaway.

FULL PAGE ADS will run
- Saturday, November 22
- Wednesday, November 26

part 2 - CONTEST
GOAL: Keep the shoppers COMING TO YOUR STORE EVERY WEEK
throughout the Holiday Season with the "Paul at the Mall" Contest!

FULL PAGE ADS will run 3 consecutive Sundays
November 16, 23, 30 and December 7 & 14

Black Friday iPad Giveaway
Enter to win 64GB - 128GB Giveaways at 12 stores. Must be present to win.

Grand Prize is an iPad. Winners up to \$10 gift cards from merchants who participate in campaign.

Paul at the Mall

BONUS
Get a 300x250 online ad for only \$75/wk (optional)
Fee from one to all 7 of your ads online...\$75/week!

YOU RECEIVE a 3.5"x3" ad on each of the seven (7) FULL PAGES, AND a PAUL AT THE MALL sign for your window, indicating that you are a participating contest merchant.

*Star investments for THE ENTIRE PROGRAM (7 ads) is only \$368 (\$62/wk value). Plus, each participating merchant must contribute. Fee is not refundable, at least one 300 gift cards for the Black Friday drawings, and one for the "Paul at the Mall" drawings. Every time you contribute gets another winner into your store! You may purchase multiple spaces.

The *Indiana Gazette's* multipronged promotion, called "Paul at the Mall," drove traffic to the Indiana Mall both before and after Christmas.

Paul the Penguin Heats Up Holiday Sales

Indiana Gazette
INDIANA, PENNSYLVANIA

■ The town of Indiana, Pennsylvania is a great place to celebrate Christmas. After all, the borough and surrounding region calls itself the "Christmas Tree Capital of the World" in honor of the National Christmas Tree Grower's Association, which was founded there. But the area's link to Christmas isn't just in the past. Not only is Indiana County home to many Christmas tree farms, but its local newspaper — the *Indiana Gazette* — is also home base for Paul the Penguin, the star of the *Gazette's* "Paul at the Mall" campaign.

According to advertising director Jarrod Lash, the 2014 campaign "was a two-step thing. The idea was to build sales at our local mall on Black Friday, but also to drive traffic to the mall throughout the holiday season."

"Paul at the Mall" combined a grand-prize drawing for a TV — which took place after Christmas — with a medium-sized-prize drawing for an iPad on Black Friday. The campaign launched on November 16, 2014, when the *Gazette* began running weekly ads that readers had to clip and present to the 12 participating mall merchants. Each merchant "signed off" on the coupon, which was designed to look like a bingo card, by presenting contest participants with a token that they could submit for the TV drawing. The more merchants they visited, the more tokens they gathered and the better their chances to win the television.

"To win the grand prize, people had to be present at the drawing, so it drove traffic

to the mall after Christmas," notes Lash. "The Black Friday drawing for the iPad also required participants to be present to win. To register for the drawing, people were required to fill out a ticket at our kiosk, where they also had a chance to meet Paul the Penguin, who was there to meet the kids, give out candy and encourage shoppers to sign up for subscriptions to the newspaper."

The Black Friday giveaway had another dimension as well. Mall merchants donated gift cards, which were given away at the *Gazette's* kiosk every hour between 6 a.m. and noon — key hours for nabbing the best deals. Hundreds of eager shoppers took part in the various giveaways and the presence of a friendly penguin (chosen to piggyback on the incredible popularity of the Disney movie "Frozen") helped to draw both children and parents to the *Gazette's* kiosk.

"'Paul at the Mall' was a big hit and helped to drive traffic to the mall prior to Black Friday, on Black Friday and after Christmas, when we gave away the grand prize," Lash recalls. "This year, we're going to do it again and add a few new twists, like giving away mall gift cards to the first so many shoppers in the door. We're also looking for a new grand prize — like a washer and dryer set or something similar. My guess is that, between the great prizes and the chance to meet Paul at the Mall, the second time around will be just as successful as the first."

M (P1512B03001C)

For more information, contact Jarrod Lash, Advertising Director, *Indiana Gazette*, Indiana, Pennsylvania at jlash@indianagazette.net.

METROFEATURE



The "2015 Birthday Calendar" produced by the *Pinckneyville Press* in late 2014 provided year-round visibility for local businesses, a year-end gift for local residents and an infusion of much-needed funds for the local high school newspaper.



"2015 Birthday Calendar" A Promotion For The Ages

Pinckneyville Press
PINCKNEYVILLE, ILLINOIS

■ Pinckneyville, Illinois is a small town with small-town sensibilities. The town of about 5,500, which sits in the southern portion of the state, has a single high school, a smattering of local businesses and community residents who know each other and — thanks to the *Pinckneyville Press* — know each others' birthdays.

For its final edition of 2014, the newspaper published a full-color "2015 Birthday Calendar" featuring the people and places that make Pinckneyville a great place to live. Each page features a different month, with the names of many of the townsfolk printed in the squares denoting their birthdays. The 8.5-by-11-inch calendar was printed in tab format on heavier stock, which made both the ads and photos pop.

In addition to individuals' birthdays and community events, the "2015 Birthday Calendar" featured photos from past editions of the *Pinckneyville Press*, which were surrounded by small ads for area businesses. Advertisers included a deli/bakery, an assisted living community, a restaurant, a heating/cooling company, an auto dealer, an insurance agency and an auto parts supplier. Pinckneyville Community Hospital purchased a full-page ad in the calendar's centerfold along with informational ad blocks at the bottom of every calendar page. The *Pinckneyville Press* used the other full page in the centerfold to send holiday greetings from its staff, whose photos were placed inside multicolored, graphic Christmas ornaments. Publisher Jeff Egbert notes that the calendar also includes community events, such as the Fall Thresherman Show held each October at the Fairgrounds in Pinckneyville.

In fact, the 2014 show served as the kick-off for the "Birthday Calendar."

"At that festival, people could come to our table to add names to the calendar," he explains. "We didn't charge for the birthday listings, but requested a \$1 donation for the newly formed newspaper club at the high school."

The Pinckneyville Community High School newspaper had been defunct for some time when the *Pinckneyville Press* came to town in 2009. Over the years, Egbert and his staff built strong ties with the town's only high school and recently offered to help resurrect its newspaper. It was an offer the administration couldn't refuse: The *Pinckneyville Press* donated four pages for the high school newspaper, which is published as a pull-out section. Funds from the "2015 Birthday Calendar" donations collected at the 2014 Fall Thresherman Show, which totaled about \$500, went toward purchasing a new camera, supplies and a membership in the National Scholastic Press Association for the student journalists.

"At the end of the year, it was nice to have a little something extra to put in the newspaper for our readers and to raise some money for the high school newspaper at the same time," recalls Egbert. "The calendar was an extremely effective way for us to give back to the community and for advertisers to have a 12-month advertising opportunity. All year long, we've seen the calendar hanging in most of the businesses in town and it's probably hanging in a lot of homes as well."

M (P1512604001C)

For more information, contact Jeff Egbert, Publisher, *Pinckneyville Press*, Pinckneyville, Illinois at ilnewsman2@yahoo.com.

METROFEATURE



Sponsoring Special Events Creates Special Opportunities

■ Publications have a special role to play in promoting special events. By listing the events in their community calendars, publications simultaneously inform readers and enable them to incorporate special events into their schedules. By posting information about local happenings on their Facebook pages, websites or via Twitter, publications drive both interest in and attendance at the events. By producing print event guides, programs and maps, publications enhance attendees' experiences and create meaningful memories. And by creating contests that tie in with existing events, publications both boost their own visibility and the visibility of their event-related advertisers. But there are no greater opportunities to generate a combination of good will and great revenue than when publishers develop, implement and promote their own special events.

There are many reasons that publications opt to produce their own events. In some cases, they take over an event from its original producer in order to prevent an ongoing revenue stream from drying up. In others, publishers develop events—such as bridal fairs—to complement and build on existing special sections. The best inspiration for creating and producing a special event, however, is that a publication finds a need and fills it.

For example, the *Telegraph Herald* of Dubuque, Iowa has produced a salute to local women each fall for nearly two decades. The event brings area women together for a day of pampering that includes a fashion show, lunch, a motivational speaker and time to peruse the booths of more than 80 area women-oriented vendors. Attendees also have chances to win a range of prizes, from jewelry to gift bags and gift certificates, and raise money for the publication's Newspapers in Education program. In addition to generating revenue from the sale of event tickets and vendor fees, the

publication sells event sponsorships, which help to offset the cost of producing the event.

In 2010, three Calkins Media newspapers serving the Philadelphia suburbs — the *Bucks County Courier Times*, *The Intelligencer*, and the *Burlington County Times* — launched a series of indoor flea markets held at local high school gyms that attract about 100 vendors. Based on the success of the indoor markets, the publication launched an outdoor market in the summer and a small-business expo for home-based businesses. The impetus for the markets was the drop in yard sale advertising revenue that occurs each winter when the weather in the greater Philadelphia area turns cold. Not only do the indoor winter flea markets generate revenue from vendor fees and both print and online advertising, but the events encourage readers and area residents to consider the newspaper an effective vehicle for selling their goods all year long. Another great example is the National Hot Dog Day celebration created by the *Rochelle (Illinois) News-Leader*. What began as a simple hot dog giveaway in 1986 to honor a meat-processing company that had recently moved to town now draws thousands of eaters and shoppers to downtown Rochelle in mid-July, when many retailers see a slump in sales. Today, 29 years later, several downtown merchants report that Hot Dog Day is their biggest shopping day of the year. The event also inspired the *News-Leader* to publish a yearly Hot Dog Day special section, which typically generates between \$5,000 and \$6,000 in revenue and draws a huge cross-section of the community's businesses, from banks, boutiques, and auto dealers to bars, restaurants, and liquor stores.

In the ongoing quest for new revenue, promoting and producing special events always deserve special consideration.

M (P1512605001C)

METRO

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Hungry for More Food-Related Revenue?

Restaurants, food and dining-related businesses generate a big part of every publication's monthly ad sales and Metro has all of the ingredients you need to serve them:

- ready-to-sell 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, including recipes, 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

Recipe for Scrumptious Holiday Promotions

What's a holiday without food? From Fourth of July hot dogs to Thanksgiving turkey and more, you'd expect the basics and beyond, and Metro delivers.

The Christmas and New Year's season is one of the traditional times to publish reader recipe books,

holiday recipe contests and recipes for holiday meals, baked goods, and more. Take a look at what MCC has to offer when you plan your recipe contests, sections and pages.

Objects of Your Desire

There are times when only silhouetted plates of food or single food items are needed for supermarket and restaurant ads, and you'll find those in the *MCC Creative Library*, too. Use the *object* and *EPS/vector art* image filters to narrow your search.

Take it to the Web

As your online usage and readership grows, keep in mind that you can easily repurpose any of the food-related content for your website.

Targeted food and dining headings; family dining ads and imagery; ethnic restaurant ads and imagery; dining guides and directories; and much more. 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**

Tempting Spec Ads

Campaigns, directories, all types of restaurant and supermarket spec ads, and more, are ready to present and sell, in a variety of ad sizes.



Vector & Photoshop EPS Images

Fruits, vegetables, meats of all types and more — silhouetted without a background — stand ready to drop into food ads and pages to add visual punch.



Foodies

People-focused campaigns, directories, all types of restaurant and supermarket spec ads, and more, are ready to present and sell.



Fresh Headings

Use headings as inspiration for spec ad development, directories and pages.



Variety is the Spice of Life

Find all types of food, from Italian to Asian, Mexican to Indian, and more.



P1512B06001C

Print and online
Fully Templated Sections,
just released:

Financial Planning
Resolutions
Distinctive Properties

(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 Creative Library*.



Get Extra Sales With Ready-to-Sell Holiday Options

The holiday season is here, so keep Metro ready-to-sell materials in mind as you finalize your plans for this year's selling schedule. Here are some of the features you can immediately take advantage of to save time and create more revenue with holiday sections, pages and niche publications:

In-Service Options:

(Located in the MCC Creative Library)



Quick-Sell Layouts and BonusIdeas Covers

Quick-Sell layouts are designed for easy selling to multiple advertisers in presentations or through PDF copies that are sent to prospects. Each has an editorial feature as a centerpiece to draw reader attention to the page and its featured advertisers. Use *BonusIdeas* covers as ready-made designs for your various holiday editions or as inspiration to create new sections and niche publications that cover the full gamut of community and shopping aspects of the holiday season.



Marketplace and Coupon Pages

Sell *Marketplace* layouts to offer advertisers the chance to participate at different price points, from directory listings to adaptable display space. Sell the pages to run several weeks at a time.

Coupon pages promise savings to your readers and a welcome relief to consumers' holiday budgets. These pages let you group advertisers together — related by category or location. Both *Marketplace* and *Coupon pages* are available in broadsheet and tabloid sizes.



Coloring Pages or Book

Sell your December MNS coloring book, complete with cover design, as a section or individual pages. Reserve each panel for a single advertiser as demonstrated, or divide the space to accommodate multiple sponsors per panel.



Contests offer another layer of holiday exposure for your advertisers by engaging readers with fun and enticing holiday themes, in print and online.

Separate Holiday Purchase Options:



Fully-Templated Holiday Print & Online Sections

Holiday Gift Guide & Lifestyle, *Giving Back* and *Resolutions* are fully-templated sections (TSS) that are ready to present and sell. Each is filled with seasonal features on gift buying, holiday living and setting and keeping New Year's goals. TSS for print give you complete 24-page section layouts with ready-to-present ad positions. TSS are available in QuarkXPress® or InDesign® formats. Each section is also available as an e-Section for bundled print and online sales.



Holiday Advertising Service

The all-new 2015 *Holiday Advertising Service* gives you more than 900 new holiday images and ads, plus:

- Two bonus fully-templated holiday special sections (TSS) — *Celebrate the Season* and *Home for the Holidays* — that are ready to sell and customize.
- A *Holiday Coloring Book* that can be sold as part of a holiday section ad package or on its own.
- MIAD access for creating instant spec ads

Of course, there's much more, including a *December Community Calendar page*, *Single Sheets*, *Shaped Ads* and loads of individual holiday ads for a wide variety of categories — and even more ready-to-sell holiday content in the MCC Creative Library. If you are not already purchasing print *Templated Special Sections* or *Metro e-Connect* online e-Sections, or would like to add access to the 2015 *Holiday Advertising Service*, call Client Services today at 1-800-223-1600 or e-mail service@metro-email.com and give your holiday selling an extra boost today! **M**



N1512A32004C



N1512A32005C

Use the entire *Themed Event Package* to link sponsors with community neighborhoods in an old-fashioned Christmas **Song Book**. Print extra copies for participating sponsors to distribute directly in their establishments, and make a printer-friendly 8 1/2 x 11 version of the pages for your website so site visitors can print the book on their home printers.



N1512A33004C



N1512A33005C

A great deal goes into making the **Holiday Home**, from cleaning and furniture buys to decorating and home dining and entertaining preparation. Use this *Themed Event Package* to highlight the advertisers that provide goods and services that help prepare homes for the holidays as well as those that provide for the events that will take place in the holiday home.



N1512A34004C



N1512A34005C

The beginning of winter — December 22 this year — can get lost in the holiday rush, but a **Winter Style** section or pages can fit right into gift-giving season, with outerwear as well as winter sports apparel. Each *Themed Event Package* contains the start of an ad campaign for print, plus companion Web and mobile ads in addition to the cover design and *Quick Sell* layout.



N1512A35004C



N1512A35005C

Year in Review sections are a perennial favorite. Use this *Themed Event Package* to get yours going for a look back at 2015. Include the momentous national and international events and cultural milestones of the year, but be sure to reference notable local news from the last year as well. Pay particular attention to what has transpired in your region over the past year.



N1512A09001C

The concept of a perfect New Year's Eve forms the basis for a **Win the Night of Your Life Contest**. Prospect the businesses that supply goods and services that consumers will need when preparing for their New Year's Eve night out. Gather entries through your website so you can offer advertisers an online presence with contest participation. Announce the winner or winners the week before New Year's so they have time to redeem their prizes.

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

Save 10%

Get an additional 10% off this year's service when you sign up for our convenient auto-ship service, and receive Metro's Holiday Advertising Service every year... automatically!



Order Now and Gain Access to Metro's Entire Online Holiday Archive, Featuring More Than

10,000 HOLIDAY ADS & IMAGES!

GUARANTEE

If you don't sell enough greetings to cover the cost of our base rate service as compared to your published open-line rate, we'll give you a full refund or credit!

2015 HOLIDAY ADVERTISING SERVICE

The 2015 Holiday Advertising Service from Metro is an unparalleled creative resource for developing your Christmas and New Year's advertising, greetings and special projects. This annual service is designed to help generate thousands in revenue for your publication, guaranteed!

OVER 900 New HOLIDAY IMAGES & ADS!

TO ORDER, CALL: 1-800-223-1600 OR EMAIL: SERVICE@METRO-EMAIL.COM

METRO'S FILE NAMING SYSTEM AT A GLANCE

Service Indicator.

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

Month Indicator.

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

Page Number.

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

Color Type.

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

N1512P12002K.TIF

Year Indicator.

two-digit field to indicate the year (i.e., 15 = 2015).

File Indicator.

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

Unique to File.

three-digit field that is unique to the item.

Extension.

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format



Merry Christmas to All

...and to all a great year!

These local businesses appreciate your friendship and support at the holiday season and year round!

N1512P14001C

N1512P21007C

N1512P21004C

N1512P21002C

N1512P21006C

N1512P68029 C

N1512P21008C

N1512P21005C

Name Hardware Store

Hope your holiday is merry in every way!

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

Name Clothing Store

Happy holidays to you and yours!

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

Name Dry Cleaner

All the best at Christmastime!

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

Name Bank

Wishing you 365 days of happy!

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

Name Jewelry Store

May your holiday sparkle with happiness!

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

Name Auto Dealer

Season's greetings from our family to yours!

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

Name Garden Center

May your holiday be blessed in every way!

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

Name Insurance Company

Wishing you a safe, happy and healthy holiday!

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

Name Card & Gift Shop

Thanks and best wishes, friends!

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

Name Photography Studio

Wishing you a picture-perfect holiday!

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

Name Home Store

Warmest wishes at Christmas!

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

Name Contractor

Merry Christmas and happy New Year!

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

Name Office Supply Store

Merry, bright wishes to you and yours!

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

Name Realtor

Wishing all of our friends and neighbors a happy holiday!

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

Name Pet Supply Store

Hope your holiday is pawisitively fabulous!

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

AD# N1512A11001C

PASS 6 COL. x 21

AD# N1512A11002C

10 x 13



N1512P12008C-●



N1512P12009C-●



N1512P12002C-●



N1512P12007C-●



N1512P12004C-●



N1512P12003C-●



N1512P12006C-●



N1512P12001C-●



N1512P12005C-●

N1512P13001C-



Restaurant Arnelle
New Year's Eve Prix-Fixe Dinner Party
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Juniper Catering
Hassle-Free Holiday Dinners & Party Catering
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Pilgrim Inn
Get Your New Year's Eve Tickets Today
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Garden Bistro
Open New Year's Eve for Dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Gourmet Market
Party Snacks & Catering
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

The Hadley Inn
New Year's Eve Overnight Packages
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Martini Lounge
Try Our Special Holiday Martinis
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Clark's Bar & Grill
Join Us for Happy Hour
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Club Hera
Get Your New Year's Eve Tickets Today
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bar Demi
Try Our Special Holiday Martinis
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Union Bar
Join Us for Happy Hour
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Club Luxe
Get Your New Year's Eve Tickets Today
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

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

Le Nail Bar
Sparkle Manis for the Holidays
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

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

Salon Style
Get a New Look for the New Year!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Nina's Nails
Glamorous Nails for Holiday Celebrations
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Party Fashions & Accessories
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Usage Note:

The purpose of this "NYE 2015" Marketplace layout is to give you the opportunity to promote local advertisers for New Year's Eve by offering a variety of price points to include even the smallest budgets. They can benefit from the association while you reap the rewards of a full-color page. Use this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. For your convenience, a tab-sized version of the page is available in the MetroCreativeConnection Creative Library.

Companion WEB ADS available on MCC

N1512P31007C-

Make It Count
New Year's Eve Party
Thursday, December 31
\$20 Admission | \$30 Door
\$75 VIP Admission
With 3-Hour Open Bar
Complimentary Champagne at Midnight
Music by DJ Name & DJ Name
Doors Open at 9PM
Dress to Impress

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

AD# N1512A13002C
PASS 2 COL x 5

Glamour Hour
Look fabulous at the stroke of midnight with celebrity-style hair and makeup from the beauty experts.
BOOK TODAY!
Limited Appointments Available for New Year's Eve 9AM-5PM
Cut & Color, Blowouts & Updos, Makeup | Tanning, Spray Tanning | Waxing

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

Set the Mood for a Fab Fete
29¢ a LP
29¢ a LP
29¢ a LP
Tableware + Decorations + Balloons + Invitations + Party Hats + Accessories + Nomenclatures + Favors + Rates & Drinkware + Marketplace Made
New This Year • Themed Party Kits
Kissing Balls, Marble Marquee, Tropical Lanes, Disco, Glow Balls & More!

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

AD# N1512A13004C
PASS 2 COL x 5
N1512P58002C-
AD# N1512A13003C
PASS 2 COL x 5
N1512P31011C-

N1512P58008C-

Year-End Entertaining Event
31% Off Home Entertaining Essentials
• Christmas • Shamrock
• Table Linens • Flatware
• Home Decor • & More
Shop at low through January 31st

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

AD# N1512A13005C
PASS 2 COL x 5

Ring It In
Exquisite diamond engagement rings to celebrate the start of your new life together.
Barrett Jewelers
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
A reputation for exceptional color, cut and clarity since 1930.

Make Us Your Designated Driver for New Year's Eve!
Reserve your ride today, or download our app for fast and easy pickup.
FREE Mobile App
Find us in your phone's app market, or scan this code.

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

AD# N1512A13006C
PASS 2 COL x 5
N1512P27010C-
AD# N1512A13007C
PASS 2 COL x 5
N1512P31003C-

AD# N1512A13001C PASS 6 COL x 21
AD# N1512A13008C 10 x 13



N1512P14006C-●



N1512P14005C-●



N1512P14004C-●



N1512P14008C-●



N1512P14010C-●



N1512P14009C-●



N1512P14012C-●



N1512P14003C-●



N1512P14001C-●



N1512P14007C-●



N1512P14002C-●



N1512P14011C-●



N1512P15003C-●



N1512P15011C-●



N1512P15005C-●



N1512P15002C-●



N1512P15012C-●



N1512P15001C-●



N1512P15010C-●



N1512P15006C-●



N1512P15007C-●



N1512P15008C-●



N1512P15009C-●



N1512P15004C-●



N1512P16009C-●



N1512P16002C-●



N1512P16008C-●



N1512P16010C-●



N1512P16013C-●



N1512P16004C-●



N1512P16003C-●



N1512P16001C-●



N1512P16012C-●



N1512P16006C-●



N1512P16011C-●



N1512P16007C-●



N1512P16005C-●

Jingle Bills?

Get the Christmas cash you need for a worry-free holiday. Our holiday loans feature a low fixed rate and flexible repayment terms up to 36 months, making them a smart alternative to carrying a credit card balance this season. For details or to apply, call, stop in or visit us online today!

Think ahead with a Christmas Club account.
Ask us for details about opening your free account with as little as \$5!



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

AD# N1512A18001C PASS 2 COL. x 5

It's Just What You've Always Wanted!



up to **30% OFF**
Top-Rated, Energy-Efficient Name Brand Appliances
Plus, **Interest-Free Financing for 6 Months**
on purchases over \$200 with credit approval. Limited-time offer. See store for details.


Price-Match Guarantee
Free Delivery & Setup
Great Protection Plans

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

Facebook Sale ends December 01, 2015. List details, terms and conditions here. List details, terms and conditions here.

AD# N1512A18002C PASS 2 COL. x 5

HO-HO-HOPS



Try our Holiday Ale, brewed with a delicious blend of spices like nutmeg and cinnamon to capture the flavor of the season.

Brew Pub Beer Tastings Brewery Tours

Now Serving Lunch & Dinner | Host Your Holiday Party Here
Imbibe Tuesday-Sunday 11am-11pm

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

AD# N1512A18003C PASS 2 COL. x 5

Wishing You a Holiday Filled With **Sweet Surprises**

Gourmet Chocolate Gift Boxes one-pound assortments from

Try our homemade fudge in 12 delicious flavors, including merry mint and marshmallow cocoa!

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



AD# N1512A18004C PASS 2 COL. x 5

Let It Flow, Let It Flow, Let It Flow



Your one-stop shop for holiday spirits, wine, beer, bubbly, snacks, mixers and more!

SAVE 10% Off
All Champagne & Wine By the Case

Stop in or visit us online for your free holiday cocktail recipe guide.

Bernie's Liquors
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

AD# N1512A18005C PASS 2 COL. x 5

HAVE A BALL
This Holiday Season



Holiday parties are right up our alley! Call today to speak with our events manager and reserve your date.

Great Food | Full Bar | 30 Lanes | Music & Fun

Gift Cards Available

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

AD# N1512A18006C PASS 2 COL. x 5

SALE

It was the Day After Christmas

SALE

All Holiday Merchandise Marked Down up to **80% Off**

Stock up on ornaments, decorations, gift wrap, boxed greeting cards, gifts and more for next year!

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

AD# N1512A18007C PASS 2 COL. x 5

Carats for Christmas

Shop the area's best selection of beautifully cut, quality diamonds set in an array of breathtaking designs.

Specialists in custom jewelry designs, gem resetting, repairs and engraving.

Diamond Stud Earrings
\$199 to \$2,999

Financing Available • Easy Gift Exchanges
Gift Wrapping Complimentary

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

AD# N1512A18008C PASS 2 COL. x 5

Gifts for Wondering Eyes



- Books
- Journals
- Magazines
- Stationery
- Writing Tools
- Gift Cards

Boxed Holiday Cards
Now On Sale
25% Off

Enjoy a coffee from our in-store cafe while you browse our extensive selection of titles, from current bestsellers to your favorite time-honored classics.

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

AD# N1512A18009C PASS 2 COL. x 5

N1512P39009C

N1512P12003C

Companion WEB ADS available on MCC

N1512P39009C

OUTDO SANTA

From the latest laptops, tablets and smartphones to wireless speakers and accessories, we have all the gifts they're wishing for this Christmas.

Your local choice for great service and value!
Price-Match Guarantee • We will match any advertised price within 30 days of your purchase.
List details, terms and conditions here. See store for details.

Advanced Electronics  

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

AD# N1512A19001C PASS 2 COL. x 5 

N1512P39010C

Make Your Sleigh Shine

Full-Service Wash | Express Hand Wax
Only \$9.99 | Only \$34.99

Protect your car against winter salt and grime with our premium wash and wax service.

Soapy Sal's Car Wash

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

Your 10th Wash is **FREE** when you join our **frequent customer club**. See cashier for details.

Our gift cards make **great stocking stuffers!**

AD# N1512A19002C PASS 2 COL. x 5 

N1512P22010C

N1203P46009C

Gift Baskets for the holidays

Beautiful custom creations perfect for friends, family, clients and coworkers.

Fruit Baskets
 Wine Baskets
 Gourmet Baskets
 Dessert Baskets
 Bath & Body Baskets
 Kids' Baskets & More

Call, stop in or visit us online to place your order today!



Carly's Gift Shop

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

AD# N1512A19003C PASS 2 COL. x 5 

N1512P14010C

Not Home for the Holidays?

Don't let a break-in ruin the most wonderful time of your year. Make sure your home is protected with the latest wireless security technology.

Wireless Home Security & Monitoring Systems
 starting as low as **\$99**

A great holiday gift!

Central Hardware & Lock

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

AD# N1512A19004C PASS 2 COL. x 5 

N1512P39006C

All the Trimmings

Put the finishing touch on Christmas with beautiful jewelry gifts to make it sparkle.

Bubbles & Baubles Soirée

Thursday, December 00 • 3pm-9pm
 Stop in to enjoy exclusive discounts paired with complimentary refreshments, gift wrapping and giveaways.
Enter to Win a Pair of Diamond Stud Earrings!

Wendell Jewelers

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

AD# N1512A19005C PASS 2 COL. x 5 

N1512P12007C

Sew Merry. Sew Bright.

Have yourself a crafty little Christmas with do-it-yourself gift and decorating ideas!

Save 20% Off
 Your Next Total Purchase
When you join our mailing list. In store or online through 10.00.15. See store or website for details.

CrossStitch Sewing & Crafts

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

Connect with us on social media for holiday workshops, special events, project inspiration and more.  

AD# N1512A19006C PASS 2 COL. x 5 

N1512P31012C

Your Best Looks Deserve an Encore

Premium dry cleaning service for your finest garments.

December Special
Save 20% Off
Suit & Dress Dry Cleaning Service
Offer good December 00-31. See store for details, terms and conditions here.

Dry Cleaning | Laundry Service | On-Site Alterations | Seasonal Storage | Stains & Leaks | Garment Preservation

Anderson Dry Cleaning

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

Open Monday-
 Friday 7am-7pm,
 Saturday 9am-4pm

AD# N1512A19007C PASS 2 COL. x 5 

N1512P39007C

Be a Smart Santa

Ask about our holiday package specials on family plans and data sharing!

Smartphones | Tablets
 Accessories | Repair

Wireless Depot

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

FREE \$100 Gift Card
 when you renew your plan or sign up for new service during the month of December.
Offer good December 1-31, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1512A19008C PASS 2 COL. x 5 

N1512P39006C

Delighting Pets at the holidays and all year!

Premium Pet Food & Treats Made in the USA
 Safe & Durable Toys, Beds & Grooming Supplies
 Fashionable Collars, Leads & Pet Apparel
 Training Aids, Pet Habitats, Supplements & More

Holiday Pawty
 Saturday, December 00
 11am-3pm
 Join us for free treats, activities, discounts, giveaways and photos with Santa!

Pet Pantry

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

AD# N1512A19009C PASS 2 COL. x 5 

Companion WEB ADS available on MCC



PEACE
on EARTH,
GOOD WILL
TOWARD
ALL



N1512P20003C*-O



N1512P20007C*-O



N1512P20006C*-O

GIFT
IDEAS

N1512P20005C*-O



N1512P20004C*-O



N1512P20001C*-●



N1512P20002C*-O



N1512P20008C*-O



N1512P21023C*-O



N1512P21024C*-O



N1512P21013C*-O
N1512P21014C*-O



N1512P21022C*-O



N1512P21008C*-O



N1512P21009C*-O



N1512P21010C*-O



N1512P21011C*-O



N1512P21001C*-O



N1512P21003C*-O



N1512P21002C*-O



N1512P21007C*-O



N1512P21006C*-O



N1512P21004C*-O



N1512P21005C*-O



N1512P21012C*-O



N1512P21020C*-O
N1512P21021C*-O



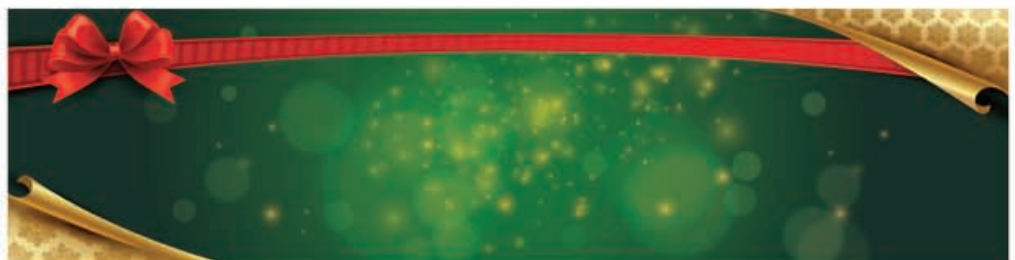
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N1512P21018C*-O



N1512P21015C*-O
N1512P21016C*-O



N1512P21019C*-O



N1512P22012C-●



N1512P22005C-●



N1512P22003C-●



N1512P22009C-●



N1512P22008C-●



N1512P22001C-●



N1512P22002C-●



N1512P22011C-●



N1512P22010C-●



N1512P22004C-●



N1512P22006C-●



N1512P22007C-●



N1512P23003C-●



N1512P23001C-●



N1512P23011C-●



N1512P23002C-●



N1512P23008C-●



N1512P23012C-●



N1512P23007C-●



N1512P23004C-●



N1512P23006C-●



N1512P23009C-●



N1512P23010C-●



N1512P23005C-●

N1512P24004C*-O

N1512P24001C*-O

N1512P24002C*-O

N1512P24002C*-O

Holiday Shopping Stroll

Discover great gifts and holiday merchandise from your local merchants!

 <p>Bejeweled Gifts they'll treasure from \$29 www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p>Funtown Toys Top-rated toys & games for 2015 www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p>Value Electronics Holiday price-match guarantee www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p>Nest Home Boutique Unique holiday & home merchandise www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p>City Florist Fresh flowers, plants & holiday gifts www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p>Lily's Cards & Gifts Special greeting cards on sale! www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>
 <p>Discount Variety Mart Save on everything for Christmas! www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p>Garmont Department Store Great gift ideas in every department www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p>Best Hardware Gift cards available for the holidays www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p>Runway Fashions Free personal shopping service www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p>The Book Nook Great gifts for readers & writers www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p>Paws & Claws Pet Supply Fill-a-stocking specials now in store www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>

AD# N1512A24001C 19.334 x 13



N1512P24003C-●

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.

Local Gift Picks

N1512P24006C*-O

Christmas Specials

N1512P24005C*-O

N1512P25002C*-O

N1512P25006C*-O

N1512P25005C*-O

New Year Celebration Guide

Your guide to ringing in the New Year in Name Town!

Millbrook Restaurant
Reserve now for New Year's Eve dinner & dancing.
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

Confetti Party Supply
Low prices on celebration essentials.
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

NYE 5K Party Run
Get your tickets online today!
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

Discount Market
Snacks, beverages & more for easy entertaining.
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

Apparel Unlimited
Great party looks for New Year's Eve!
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

Wendell's Restaurant
Open New Year's Eve & New Year's Day.
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

Luxe Lounge
Limited tickets remaining for New Year's Eve!
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

Spirit Liquors
premium liquors | craft beer | wine & bubbly
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

Daniel's Cafe
Reserve now for New Year's Day Champagne Brunch!
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

Club Expo
Don't miss the ultimate New Year's Eve Party!
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

Atlas Bar
No Cover on New Year's Eve!
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

AD# N1512A25001C 19.334 x 13



N1512P25001C-●

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.

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New Year's Eve Hot Spots

N1512P25003C*-O

New Year's Eve Dining & Entertainment

N1512P25004C*-O



N1512P26005C-●



N1512P26009C-●



N1512P26003C-●



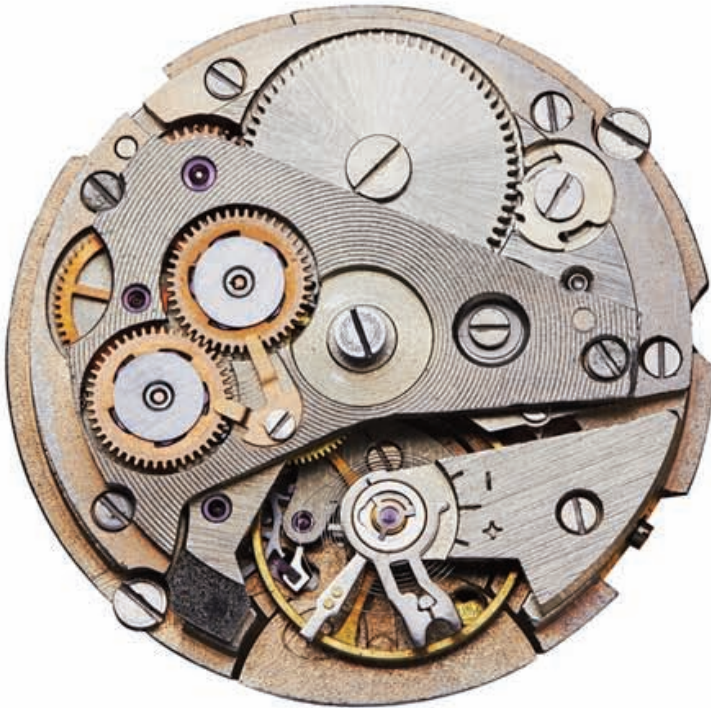
N1512P26011C-●



N1512P26004C-●



N1512P26006C-●



N1512P26008C-●



N1512P26010C-●



N1512P26002C-●



N1512P26007C-●



N1512P26001C-●

MCC Keyword Hints: Christmas, holiday, men's watch, fashion, timepiece, accessory, pocket watch



N1512P27010C-●



N1512P27008C-●



N1512P27002C-●



N1512P27005C-●



N1512P27001C-●



N1512P27003C-●



N1512P27011C-●



N1512P27006C-●



N1512P27004C-●



N1512P27007C-●



N1512P27012C-●



N1512P27009C-●



N1512P28001C-●



N1512P28005C-●



N1512P28007C-●



N1512P28002C-●



N1512P28004C-●



N1512P28009C-●



N1512P28003C-●



N1512P28006C-●



N1512P28008C-●

N1512P47004C

NEW YEAR GOALS

MANAGE DEBT

SAVE MONEY

New Year, Fresh Start!

A guide to making 2016 your best year yet!

N1512P46002C

Grow Your Savings

New Customers, Open a Savings Account With a Minimum Deposit of \$20 & Earn a Free \$16 Bonus!

First Bank of Somersville

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



Call, come in or visit us online to get started today!

- Free Savings Accounts
- CDs & Money Market Accounts
- Retirement Savings Accounts

Offer good through January 31, 2016. New customers only. List details, terms and conditions here. See website, terms and conditions here. See website, terms and conditions here. List details, terms and conditions here.

1. **Create the Future You Want**
2. Take charge of your year and your future with a personalized life coaching program designed to help you set and achieve your goals, improve your personal relationships, and start living the life you truly desire.
3. **FREE 30-Minute Consultation**
Call or go online today to schedule your complimentary, no-obligation phone consultation today.

Transformations Life Coaching

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

AD# N1512A29002C
PASS 3 COL x 4

AD# N1512A29003C
PASS 3 COL x 4

N1512P47002C

N1512P47001C

Customized meal and lifestyle programs designed to satisfy your cravings and your weight-loss goals!

Try One Month FREE when you sign up before January 31, 2016.

Find Your Perfect Balance

Brio Weight-Loss Center

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

AD# N1512A29004C
PASS 3 COL x 4

Put Your Best Self Forward

State-of-the-Art Equipment | Cardio Theater | Weight Training | Group Fitness Classes | Personal Training | Pedal & Sauna | Juice Bar & Boutique

JOIN FOR FREE!

Pay no initiation fees when you sign up before January 31.

Fitness World

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

AD# N1512A29005C
PASS 3 COL x 4

N1512P47005C

N1512P31005C

get a Love Life

We offer a variety of customized matchmaking services, fun social events and easy online networking tools to successfully connect local singles.

Attend a Free Speed Dating Event!
Simply register online by January 01, 2016 to receive your free invitation.

Somersville Singles

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

AD# N1512A29006C
PASS 3 COL x 4

Learn to Knit
crochet, sew, embroider, quilt & more

Choose from a variety of fun, day and evening classes, and learn something new this year!

Save 10% Off Any Single Class or Class Package with registration through 01.01.16.

Stitch Sewing & Craft Supply

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

AD# N1512A29007C
PASS 3 COL x 4

N1512P37010C

N1512P38003C

Enjoy More Family Time

up to 30% Off Select Bicycles men + women + kids during our New Year's Sale going on now through January 01, 2016

Cycle Station

Save on bikes for the whole family!

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

AD# N1512A29008C
PASS 3 COL x 4

Love Yourself

Save up to \$500 Off Cosmetic Procedures

With Our New Year Specials!

Now is the time to invest in yourself, and get the reflection you've always wanted. For details, call or visit us online today and arrange your free consultation. Issue after your first consultation through 01.01.16 only.

body contouring | breast augmentation | facial fillers & peels | face lifts | natural fat transfer | dermoplasty

Larson Center for Cosmetic Surgery

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

AD# N1512A29009C
PASS 3 COL x 4

N1512P37011C

AD# N1512A29001C PASS 6 COL x 21
AD# N1512A29010C 10 x 13



N1512P30016C-●



N1512P30015C-●



N1512P30013C-●



N1512P30001C*-○



N1512P30004C*-○



N1512P30002C*-○



N1512P30003C*-○



N1512P30005C*-○



N1512P30006C*-○



N1512P30014C*-○



N1512P30011C*-○



N1512P30017C*-○



N1512P30012C*-○



N1512P30010C*-○



N1512P30009C*-○



N1512P30008C*-○



N1512P30007C*-○



N1512P31005C-●



N1512P31010C-●



N1512P31009C-●



N1512P31004C-●



N1512P31006C-●



N1512P31012C-●



N1512P31003C-●



N1512P31008C-●



N1512P31007C-●



N1512P31001C-●



N1512P31013C-●



N1512P31011C-●

METRO Themed Event Package

SECTION COVER:

Song Book
NAME NEWSPAPER

Bring old-fashioned Christmas caroling to your neighborhood

Holiday singalong tips
Lyrics to your favorite holiday songs
Picking a holiday playlist

AD# N1512A32004C 10. x 13



N1512P32001C*O

QUICK SELL:

Song Book
Bring old-fashioned Christmas caroling to your neighborhood

Book | Music School | Christmas Shop | Singing Class

Event Ad for Chate Concert

AD# N1512A32005C 9.667 x 13

WEB ADS:

Repeat the Sounding **JOY**

Holiday Special
Free \$25 Gift Card
good toward any future in-store purchase

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

AD# N1512W32002S

Repeat the Sounding Joy

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

Holiday Special
Free \$25 Gift Card
good toward any future in-store purchase

AD# N1512W32002R

Companion WEB ADS available on MCC

MOBILE ADS:

Free \$25 Gift Card
good toward any future in-store purchase

Music Revolution

AD# N1512W32002B

Repeat the Sounding Joy

Holiday Special
Free \$25 Gift Card
good toward any future in-store purchase

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

AD# N1512W32002L

CAMPAIGN:

Make This Holiday a Big Hit

New & Gently Used Instruments
guitars • bass • drums • keyboards • band • cellos
Music Lessons | Instrument Repair & Tuning | Sales & Rentals | Sheet Music & Accessories

Holiday Special
Finance your new instrument to the tune of **0% APR for 6 Months**
Credit approval required. List details, terms and conditions here. Offer ends 02.02.15. See store for details.

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

AD# N1512A32001C
PASS 2 COL. x 5

Repeat the Sounding Joy

New & Gently Used Instruments
guitars • bass • drums • keyboards • band • cellos
Music Lessons | Instrument Repair & Tuning | Sales & Rentals | Sheet Music & Accessories

Holiday Special
Free \$25 Gift Card
good toward any future in-store purchase with any instrument purchase of \$99 or more. Offer ends 02.02.15. See store for details.

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

AD# N1512A32002C
PASS 2 COL. x 5

Spread Peace & Harmony

New & Gently Used Instruments
guitars • bass • drums • keyboards • band • cellos
Music Lessons | Instrument Repair & Tuning | Sales & Rentals | Sheet Music & Accessories

Holiday Special
Save 10% Off
Any New Student Class Package
Offer ends 02.02.15. See store for details.

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

AD# N1512A32003C
PASS 2 COL. x 5

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, Web and mobile ads, a ready-made cover design and a quick-sell multiple advertiser page.

(MCC Creative Library / Print Ad Type pull-down menu: "ThemedEventPackage")

WEB ADS:

Your Home for Holiday Decorating

Name Brand Indoor & Outdoor Light Sets **Only \$2.99**

SHOP

Somersville Hardware & Home

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

AD# N1512W33003S

QUICK SELL:

Holiday Home

Keep poinsettias looking great through the holidays

Home Goods Store

Grocery Store

Flower Shop

Christmas Supercenter

Garden Center

AD# N1512A33005C 9,667 x 13

SECTION COVER:

Holiday Home

December 2015 A Special Supplement to NAME NEWSPAPER

How to keep poinsettias looking great through the holiday season

Decorating dos and don'ts

Picking the perfect Christmas tree

Kid-friendly decorating ideas

AD# N1512A33004C 10. x 13

Your Home for Holiday Decorating

Name Brand Indoor & Outdoor Light Sets **Only \$2.99**

SHOP

Somersville Hardware & Home

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

AD# N1512W33003R

Holiday HOME

N1512P33001C*O

MOBILE ADS:

Name Brand Light Sets **Only \$2.99** **SHOP** **Somersville Hardware & Home**

AD# N1512W33003B

Name Brand Light Sets **Only \$2.99** **SHOP** **Somersville Hardware & Home**

AD# N1512W33003W

Companion WEB ADS available on MCC

Your Home for Holiday Decorating

Name Brand Indoor & Outdoor Light Sets **Only \$2.99** **SHOP**

Somersville Hardware & Home

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

AD# N1512W33003L

CAMPAIGN:

Your Home for Holiday Decorating

We have the latest 2015 Christmas collections from Name Brand, Name Brand and Name Brand in stock for holiday decorating and giving!

Artificial Trees in stock from **\$49**

This Week Save 25% OFF

Entire Stock Name Brand Christmas Village Collection
December 00-00, 2015 Only

facebook Gift Cards Available

Somersville Hardware & Home

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

AD# N1512A33001C

PASS 2 COL. x 5

Your Home for Holiday Decorating

From string lights to tree stands, ornaments, outdoor inflatables, nativity sets and more, shop great deals on everything Christmas!

Artificial Trees in stock from **\$49**

This Week BOGO 50% OFF

All Open Stock & Boxed Christmas Tree Ornaments
December 00-00, 2015 Only

facebook Gift Cards Available

Somersville Hardware & Home

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

AD# N1512A33002C

PASS 2 COL. x 5

Your Home for Holiday Decorating

Find all the special touches to make your home merry and bright for the holidays!

Artificial Trees in stock from **\$49**

This Week Name Brand Indoor & Outdoor Light Sets 100-count strings **Only \$2.99** in stock December 00-00, 2015 Only

facebook Gift Cards Available

Somersville Hardware & Home

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

AD# N1512A33003C

PASS 2 COL. x 5

METRO Themed Event Package

SECTION COVER:

Winter Style

December 2015
A Special Supplement to
NAME NEWSPAPER

Planning your winter wardrobe
How to save on the latest fashions
Stay warm and keep cool with layering
Spotlight on local fashionistas

AD# N1512A34004C 10. x 13

N1512P37006C
N1512P37009C

N1512P37002C
N1512P37011C

QUICK SELL:

Winter Style

Make managing winter more fashionable

AD# N1512A34005C 9.667 x 13

WEB ADS:

Winter Sweater Event

Buy One, Get One
50% Off
Ladies' Fashion Sweaters

SHOP

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

AD# N1512W34001S

N1512P37011C

Winter Sweater Event

Buy One, Get One
50% Off
Ladies' Fashion Sweaters

SHOP

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

AD# N1512W34001R

N1512P37011C

Companion WEB ADS available on MCC

MOBILE ADS:

Buy One, Get One
50% Off
Ladies' Fashion Sweaters

SHOP

Grants Department Store

AD# N1512W34001B

Buy One, Get One
50% Off
Ladies' Fashion Sweaters

SHOP

Grants Department Store

AD# N1512W34001W

Winter Sweater Event

Buy One, Get One
50% Off
Ladies' Fashion Sweaters

SHOP

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

AD# N1512W34001L

CAMPAIGN:

The Comfort & Joy of Great Fashion

Winter Sweater Event
Going On Now
Buy One, Get One
50% Off
Ladies' Fashion Sweaters

Now through December 06, 2015.
Lift details, terms and conditions here.

Gift Cards Available
Shop Extended Holiday Hours:
Mon-Sat 9am-11pm, Sun 9am-5pm

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

AD# N1512A34001C

N1512P37011C

The Comfort & Joy of Great Fashion

Winter Outerwear Event
Going On Now Save up to
30% Off
Coats & Cold-Weather Accessories for Men & Women

Now through December 06, 2015.
Lift details, terms and conditions here.

Gift Cards Available
Shop Extended Holiday Hours:
Mon-Sat 9am-11pm, Sun 9am-5pm

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

AD# N1512A34002C

N1512P37008C

The Comfort & Joy of Great Fashion

Save on Party-Perfect Looks!
Festive Dresses on sale from **\$49**
Sport Coats on sale from **\$79**

Now through December 06, 2015.
Lift details, terms and conditions here.

Gift Cards Available
Shop Extended Holiday Hours:
Mon-Sat 9am-11pm, Sun 9am-5pm

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

AD# N1512A34003C

N1512P31009C

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, Web and mobile ads, a ready-made cover design and a quick-sell multiple advertiser page.

(MCC Creative Library / Print Ad Type pull-down menu: "ThemedEventPackage")

WEB ADS:

up to **50% Off**
Stylish Storage & Shelving

[view showroom gallery](#)

Claymont Furniture

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

AD# N1512W35002S

N1512P37004C

Companion
WEB ADS
available
on MCC

up to **50% Off**
Stylish Storage & Shelving

[view showroom gallery](#)

Claymont Furniture

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

AD# N1512W35002R

N1512P37004C

N1512P37004C

Claymont Furniture

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

up to **50% Off**
Stylish Storage & Shelving

[view showroom gallery](#)

AD# N1512W35002L

QUICK SELL:

Year in REVIEW Notable events from 2015

December 2015 | A Special Supplement to
NAME NEWSPAPER

Notable events from 2015
Community leader profiles
Top local stories from 2015
Local businesses that made their mark in 2015

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

AD# N1512A35005C 9,667 x 13

SECTION COVER:

Year in REVIEW

December 2015 | A Special Supplement to
NAME NEWSPAPER

Notable events from 2015
Community leader profiles
Top local stories from 2015
Local businesses that made their mark in 2015

AD# N1512A35004C 10. x 13

N1512P28009C

Year in REVIEW

N1512P35001C

MOBILE ADS:

Claymont Furniture

up to **50% Off**
Stylish Storage & Shelving

[view showroom gallery](#)

AD# N1512W35002B

Claymont Furniture

up to **50% Off**
Stylish Storage & Shelving

[view showroom gallery](#)

AD# N1512W35002W

CAMPAIGN:

✓ yes | Our Very Best Prices of the Year
✓ yes | Interest-Free Financing for 12 Months*
✓ yes | Free Delivery**

Year End Sale

Save 10% Off All Custom Sofas During Our Year-End Sale!

Claymont Furniture

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

AD# N1512A35001C

PASS 2 COL. x 5

N1512P37005C

N1203P46009C

✓ yes | Our Very Best Prices of the Year
✓ yes | Interest-Free Financing for 12 Months*
✓ yes | Free Delivery**

Year End Sale

up to **50% Off**
Stylish Storage & Shelving

Claymont Furniture

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

AD# N1512A35002C

PASS 2 COL. x 5

N1512P37004C

N1203P46009C

✓ yes | Our Very Best Prices of the Year
✓ yes | Interest-Free Financing for 12 Months*
✓ yes | Free Delivery**

Year End Sale

Dining Sets
orig. \$600-\$8,000 now on sale from
\$279

Claymont Furniture

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

AD# N1512A35003C

PASS 2 COL. x 5

N1512P37012C

N1203P46009C



N1512P36010C-●



N1512P36001C-●



N1512P36008C-●



N1512P36009C-●



N1512P36003C-●



N1512P36006C-●



N1512P36002C-●



N1512P36007C-●



N1512P36011C-●



N1512P36005C-●



N1512P36012C-●



N1512P36004C-●

MCC Keyword Hints: holiday, Christmas, lights, ornaments, tree, music, instrument, violin, piano, guitar, drums



N1512P37009C-●



N1512P37011C-●



N1512P37006C-●



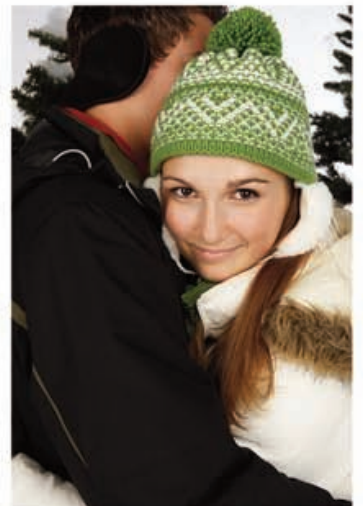
N1512P3708C-●



N1512P37003C-●



N1512P37010C-●



N1512P37001C-●



N1512P37012C-●



N1512P37007C-●



N1512P37002C-●



N1512P37005C-●



N1512P37004C-●



N1512P38001C-●



N1512P38012C-●



N1512P38011C-●



N1512P38002C-●



N1512P38003C-●



N1512P38007C-●



N1512P38006C-●



N1512P38008C-●



N1512P38009C-●



N1512P38010C-●



N1512P38005C-●



N1512P38004C-●

MCC Keyword Hints: holiday, Christmas, Santa, electronics, smartphone, computer, pet, family, money, fitness



N1512P39004C-●



N1512P39012C-●



N1512P39011C-●



N1512P39006C-●



N1512P39007C-●



N1512P39001C-●



N1512P39008C-●



N1512P39009C-●



N1512P39003C-●



N1512P39002C-●



N1512P39010C-●



N1512P39005C-●

Promote Premium Placement Opportunities With Metro AdScapes

The unique adscapes are designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.

These unique ads are designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.

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These unique ads are designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.



Pop the Bubbles

Dine, sip & celebrate in style at the area's premier New Year's Eve celebration.

Companion WEB ADS available on MCC

N1512P40001C

ad meti uti... (Placeholder text for the advertisement body)

ad meti uti... (Placeholder text for the advertisement body)

ad meti uti... (Placeholder text for the advertisement body)

Usage Note:
Use this shaped specialty ad to attract attention to a hotel's New Year's Eve party package. It can be adapted for nightclubs, restaurants and event spaces by changing the offers. The ad's unique positioning is sure to draw extra attention for your advertiser while gaining premium pricing for you.

The Armont Hotel

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



Discount Tickets & Overnight Packages Online Now

AD# N1512A40001C PASS 6 COL x 18

You're Invited to the Jewelry Event of the Season

Friday, Saturday & Sunday
December 4th-6th



Enjoy complimentary refreshments and our lowest prices of the year on a breathtaking assortment of diamonds and gemstones, gold and silver, his and her watches, engagement rings and more.

Free Gift for the First 50 Customers!
Shop 10 a.m.-9 p.m.

Mystique Jewelers

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

AD# N1512A41001C 8.5 x 11

FRONT

The Best Gifts Under the Tree Come From *Mystique Jewelers*



Engagement & Cocktail Rings
up to **40% Off**



Diamond Stud Earrings
up to **50% Off**



Ladies' Gold & Silver Watches
up to **30% Off**



Luxury Designer Men's Watches
up to **25% Off**

Your Holiday Jeweler for
 Unparalleled Value & Selection
 Personal Shopping Service
 Complimentary Wrapping
 Easy Gift Exchanges
 Affordable Financing
 Repairs & Resetting | Jewelry Cleaning

Mystique Jewelers

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

AD# N1512A41002C 8.5 x 11

BACK

Holiday Magic at the Mall

The one place to make all of their holiday wishes come true!



- Over 50 Specialty & Department Stores
- Santa's Village Now Open
- Winter Wonderland Play Park for the Kids
- Food Court & Restaurant Dining
- Parking Valet Available
- Gift Wrapping Service
- Extended Holiday Shopping Hours

- Don't Miss These Special Holiday Events!**
- Holiday Craft Fair**
December 00-00
- Christmas Concerts**
December 00 & 00 at 7 p.m.
- Charity Shopping Night**
December 00 5-10 p.m.
- Details online at namewebsite.com/events

Holiday Hours: Monday-Saturday 8 a.m.-11 p.m., Sunday 9 a.m.-9 p.m.
Open Christmas Eve 8 a.m.-3 p.m.

The Somersville County Mall

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

AD# N1512A41003C 8.5 x 11

FRONT

Holiday Gift Grab

Scoop up our lowest prices of the season on gifts for every name on your list!



Storewide Savings
Saturday & Sunday, December 00-00

– up to – **50% Off**

Holiday Fashions for the Whole Family
Outerwear & Accessories
Housewares & Kitchen Electrics
Bakeware & Cookware | Fine & Fashion Jewelry
Cosmetics & Fragrances | & More

Giveaways All Weekend
Register in store or online through December 00 to enter to win.

- Gift Cards up to \$100
- Diamond Stud Earrings
- Fragrance Gift Sets
- Christmas Collectibles and much more!

Holiday Hours: Monday-Saturday 8 a.m.-11 p.m., Sunday 9 a.m.-9 p.m.
Open Christmas Eve 8 a.m.-3 p.m.

Martin's General Store

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

AD# N1512A41004C 8.5 x 11

BACK

N1512P27009C-
 N1512P27004C-
 N1512P27009C-

N1512P27009C-
 N1512P26005C-

N1512P15002C-

N1512P42003C-



N1512P42001C-●



N1512P42004C-●



N1512P42002C-●



N1512P42012C*-○



N1512P42008C-●



N1512P42016C*-○



N1512P42015C*-○



N1512P42013C*-○



N1512P42003C-●



N1512P42007C-●



N1512P42018C*-○



N1512P42019C*-○



N1512P42006C-●



N1512P42010C*-○



N1512P42014C*-○



N1512P42005C-●



N1512P42009C*-○



N1512P42011C*-○

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 with "shop local" advertising.

(MCC Creative Library / Print Ad Type pull-down menu: "Campaign")

N1512P42001C



Santa's Choice

Santa says, "Save time, save gas and save money with seasonal savings on great gifts and holiday merchandise from your friendly local merchants!"

Christmas Coupon Guide

"SHOP LOCAL" SUPPORT

This month, find a full-page "Santa's Choice Christmas Coupon Guide" layout designed to increase exposure for local businesses by publicizing their holiday shopping goods and services with coupon enticements. It can easily be implemented to accommodate a variety of advertisers.

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

N1512P43001C

Apparel & Accessories

Boutique Bettina
party frocks | designer denim | trendy tops

30% Off
Any Single Item

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

Fine Jewelry

The Gem Den
The local choice for fine jewelry & diamonds since 1900.

\$10 Off
Your Purchase of \$99 or More

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

Home Furnishings

Nook Home & Gifts
Unique touches to feather your nest with style.

15% Off
Your Next Total Purchase

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

AD# N1512A43002C
PASS 2 COL. x 4

N1512P43002C

Holiday Desserts

Buttercream
cookie trays | artisan breads | custom cakes

\$2 Off
Your Purchase of \$10 or More

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

Gourmet Foods

Date & Palm Market
Local products & service from your gourmet grocer & caterer

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

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

Cards & Gift Wrap

Papel Stationers
Featuring letterpress & locally made greeting cards.

Buy 4 Cards, Get 1 FREE

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

AD# N1512A43005C
PASS 2 COL. x 4

N1512P43003C

Toys, Games & Kids' Gifts

Toy Zone
Safe, fun & education toys for kids of all ages.

\$5 Off
Your Purchase of \$15 or More

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

Electronics & Entertainment

Tech Depot Warehouse
The name brands you know. The local service you trust.

Free \$10 Gift Card
With Purchase of \$75 or More

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

Cosmetics & Beauty

Beauty Spot
Now offering in-store salon services!

15% Off
Your Next Total Purchase

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

AD# N1512A43008C
PASS 2 COL. x 4

N1512P43004C

Florals & Seasonal Decor

Mayfair Garden Center
Fresh ideas in holiday decorating & gifting.

Buy 1, Get 1 50% Off
Any Poinsettia or Amaryllis

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

Fashion Footwear

Sole Style Footwear
men | women | kids | wide sizes | orthotics

Buy 1, Get 1 50% Off
Any Pair of Shoes

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

Collectibles & Fine Gifts

The Studio
Shop unique, locally made gifts for the holidays!

Save \$5 Off
Your Purchase of \$30 or More

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Offer valid with coupon through December 30, 2015. List details, terms and conditions here. List details, terms and conditions here.

AD# N1512A43011C
PASS 2 COL. x 4

AD# N1512A43001C
AD# N1512A43014C
PASS 6 COL. x 21
10 x 13

AD# N1512A43004C
PASS 2 COL. x 4
AD# N1512A43009C
PASS 2 COL. x 4

AD# N1512A43007C
PASS 2 COL. x 4
AD# N1512A43008C
PASS 2 COL. x 4

AD# N1512A43010C
PASS 2 COL. x 4
AD# N1512A43009C
PASS 2 COL. x 4

AD# N1512A43013C
PASS 2 COL. x 4
AD# N1512A43012C
PASS 2 COL. x 4



N1512P44013A-●



N1512P44002A-●



N1512P44009A-●



N1512P44011A-●



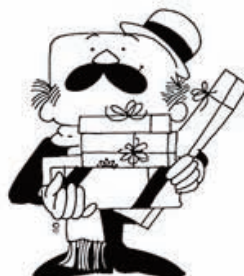
N1512P44012A-●



N1512P44010A-●



N1512P44004A-●



N1512P44005A-●



N1512P44006A-●



N1512P44008A-●



N1512P44007A-●



N1512P44001A-●



N1512P44003K-●



N1512P44014A-●



N1512P44015A-●

MCC Image Type: line art
 MCC Keyword Hints: retro, Christmas, three kings, New Year



N1512P45003A-●



N1512P45002A-●



N1512P45005A-●



N1512P45009A-●



N1512P45014A-●



N1512P45004A-●



N1512P45011A-●



N1512P45013A-●



N1512P45008A-●



N1512P45007A-●



N1512P45001A-●



N1512P45010A-●



N1512P45006A-●



N1512P45012A-●



N1512P45015A-●

METRO Templated Special Sections

Bonus images available in the Images Library:



N1512P46005C●



N1512P46003C●



N1512P46004C●



N1512P46001C●



N1512P46002C●



N1512P46006C●

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 **Financial Planning** Templated Special Sections package in MCC. 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:



N1512P47003C-●



N1512P47001C-●



N1512P47006C-●



N1512P47002C-●



N1512P47005C-●



N1512P47004C-●

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 **Resolutions** Templated Special Sections package in MCC. 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



N1512P48008C-●



N1512P48003C-●



N1512P48009C-●



N1512P48002C-●



N1512P48007C-●



N1512P48012C*-○



N1512P48006C-●



N1512P48013C*-○



N1512P48005C-●



N1512P48024C*-○



N1512P48023C*-○



N1512P48022C*-○



N1512P48018C-●
N1512P48019C-●



N1512P48004C-●



N1512P48021C*-○



N1512P48020C*-○



N1512P48011C*-○



N1512P48001C-●



N1512P48010C*-○



N1512P48016C*-○
N1512P48017C*-○



N1512P48014C*-○
N1512P48015C*-○

MCC Keyword Hints: holiday, Jewish, Chanukah, dreidel, menorah, African-American, Kwanzaa, kinara



N1512P49008C



N1512P49008C



N1512P49007C



N1512P49006C



N1512P49005C



N1512P49004C



N1512P49003C



N1512P49002C



N1512P49001C



N1512P50007C-●

Usage Notes:

Use these backgrounds to help promote Christmas sales and community events. Employ them for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules, cover designs ... and more.

(MCC Creative Library / Image Filter menu: "background")



N1512P50005C-●



N1512P50008C-●



N1512P50004C-●



N1512P50006C-●



N1512P50009C-●



N1512P50001C-●



N1512P50003C-●



N1512P50002C-●

N1512P51001C



Usage Suggestions:

Try this single bell ornament photo as a background or page header for all types of Christmas sales; concerts; and community events such as tree lightings, parades, and more, in print and online.

N1512P51002C



Usage Suggestions:

Christmas decoration sales, professional holiday decorating companies, gift ads and more can employ this banner photo. Use it as a background or page header in your print and online ads and pages.

N1512P51003C



Usage Suggestions:

Try this confectionery snowflakes banner photo for winter sales, winter wedding registries, holiday candy sales, baby's first Christmas Classifieds, holiday ski resort ads, and more.

N1512P51004C



Usage Suggestions:

The festive red ribbon and single ornament will lend an elegant feel to holiday fashion ads, restaurants, office party booking ads, and more, in print ads and pages and in online page headers and ad backgrounds.

N1512P51005C



Usage Suggestions:

Use this peppermint candy banner photo anywhere you need a more whimsical feel, from toyland openings to candy sales, kidswear to school concerts. Repurpose the image for online use.

N1512P51006C



Usage Suggestions:

Try this ornaments banner photo for home decoration sale ads, fast food and quick meal-on-the-go directories, teen gift ads, sportswear ads, toy store ads, party supplies, hostess gift ads, and more.



N1512P52015C*-O



N1512P52013C*-O



N1512P52014C*-O



N1512P52010C*-O



N1512P52016C*-O



N1512P52012C*-O



N1512P52006C*-O



N1512P52011C*-O



N1512P52004C*-O



N1512P52009C*-O



N1512P52007C*-O



N1512P52002C*-O



N1512P52008C*-O



N1512P52003C*-O



N1512P52005C*-O



N1512P52018C*-O



N1512P52020C*-O



N1512P52017C*-O



N1512P52019C*-O



N1512P52001C*-O



N1512P53002C*-O



N1512P53003C*-O



N1512P53004C*-O



N1512P53005C*-O



N1512P53006C*-O



N1512P53001C*-O



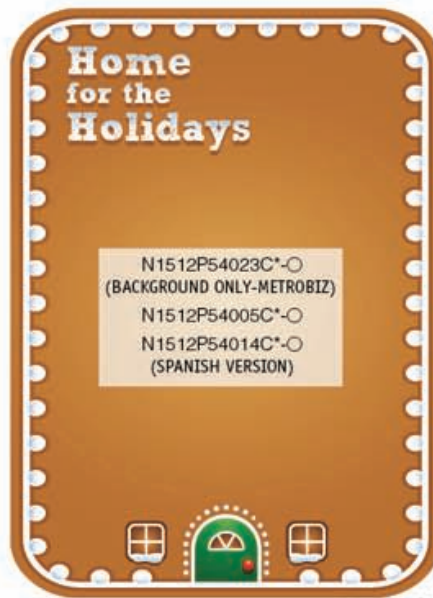
N1512P53007C*-O



N1512P53009C*-O

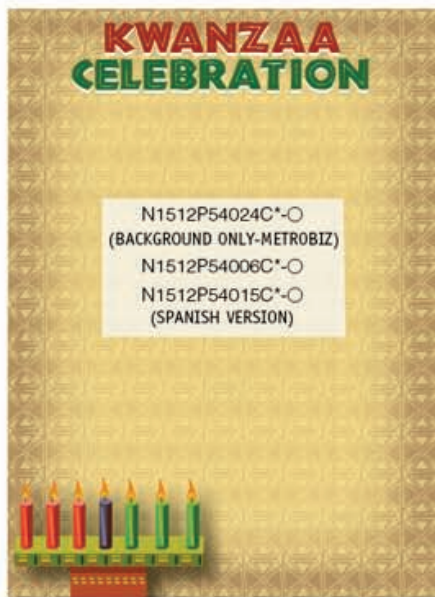


N1512P53008C*-O



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 Creative Library* to search and download these items.





MCC KEYWORD HINT: metrobiz
N1512P55001C*-O



MCC KEYWORD HINT: metrobiz
N1512P55002C*-O



MCC KEYWORD HINT: metrobiz
N1512P55003C*-O



MCC KEYWORD HINT: metrobiz
N1512P55004C*-O



MCC KEYWORD HINT: metrobiz
N1512P55005C*-O



MCC KEYWORD HINT: metrobiz
N1512P55006C*-O



N1512P55007C*-O



N1512P55008C*-O



N1512P55009C*-O

Usage Note:

MetroBiz, banner, Christmas, gift, party, entertaining, New Year, winter, snow

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, BABY NEW YEAR
N1512S56004C*-O



MCC KEYWORDS: ICON SET, CHAMPAGNE, NEW YEARS
N1512S56001C*-O



MCC KEYWORDS: ICON SET, CHANUKAH
N1512S56002C*-O



MCC KEYWORDS: ICON SET, SNOWMAN
N1512S56006C*-O



MCC KEYWORDS: ICON SET, NOISEMAKER, NEW YEARS
N1512S56005C*-O



MCC KEYWORDS: ICON SET, HOLLY, CHRISTMAS
N1512S56003C*-O



N1512P57023C*-O



N1512P57024C*-O

N1512P57025C*-O



N1512P57026C*-O



N1512P57027C*-O



N1512P57028C*-O

N1512P57031C*-O



N1512P57030C*-O



N1512P57029C*-O



N1512P57032C*-O



N1512P57033C*-O

N1512P57035C*-O



N1512P57034C*-O



N1512P57036C*-O



N1512P57037C*-O



N1512P57038C*-O



N1512P57039C*-O



N1512P57001C*-O



N1512P57002C*-O



N1512P57003C*-O



N1512P57004C*-O



N1512P57005C*-O



N1512P57006C*-O



N1512P57008C*-O



N1512P57007C*-O

PEACE

N1512P57009C*-O

JOY

N1512P57010C*-O

LOVE

N1512P57011C*-O



N1512P57012C*-O



N1512P57015C*-O



N1512P57016C*-O



N1512P57017C*-O



N1512P57013C*-O



N1512P57021C*-O



N1512P57018C*-O



N1512P57022C*-O



N1512P57014C*-O



N1512P57020C*-O



MCC KEYWORDS: ICON SET, CHRISTMAS

N1512S57040C*-O

MCC Keyword Hints:

Individual elements in Icon Sets are keyworded as "icon" and "symbol." Use either, along with another keyword, to quickly find what you need.

To search for borders, select "border" from the Image Filter Image Type menu along with your keyword(s) in the Search box. Try keywords of "Christmas," "New Year," "Chanukah" and "Kwanzaa" to access borders on this page in the MCC Creative Library. Click "Exact Match" when using more than one keyword.



N1512P58010C-●



N1512P58012C-●



N1512P58002C-●



N1512P58006C-●



N1512P58008C-●



N1512P58007C-●



N1512P58004C-●



N1512P58005C-●



N1512P58011C-●



N1512P58001C-●



N1512P58003C-●



N1512P58009C-●



Your Pet's Home Away From Home for the Holidays

We offer professional care for your pet, 24 hours a day, 7 days a week!

Let us pamper your pet while you travel this holiday season with spacious, cage-free accommodations and comforting attention from a caring staff of professionals who love animals as much as you do.

No Bones About It, Pets Devotively Love It Here!

- Full- & Half-Day Doggy Day Care
- Cage-Free Overnight Boarding
- Gentle Dog & Cat Grooming
- Reward-Based Training
- Pet Boutique

24-Hour Web Cam Access
so you can peek in on your pooch anytime!



Holiday Party & Open House

**Saturday,
December 5**

10am-2pm

Check out our facility and meet the staff, while your pet enjoys free playtime and treats!



Shop Great Gifts for Pets & Their People!

holiday fashions | bakery treats | toys & bedding

Call or go online to book your pet's reservation today.



The Pampered Pet Hotel

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com



New Guest Special Try Us for Free!

Enjoy One Day Care Session On the House!

Offer good with coupon December 00-00, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

The Pampered Pet Hotel
1234 Washington Street
000.000.0000 | namewebsite.com

Save on Grooming!

\$5 Off
Any Grooming Package

Offer good with coupon December 00-00, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

The Pampered Pet Hotel
1234 Washington Street
000.000.0000 | namewebsite.com

A Gift for You!

**Free \$25
Gift Certificate**

When You Book a Three-Night Minimum Stay

Offer good with coupon December 00-00, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

The Pampered Pet Hotel
1234 Washington Street
000.000.0000 | namewebsite.com

AD# N1512A59001C PASS 6 COL. x 21
AD# N1512A59002C 10 x 13

N1512P59001C*-O

N1512P39004C*-O

N1512P53006C*-O

N1512P59002K*-O

Santa's Gallery

Christmas Coloring Book



A Special Holiday Section From **The Somersville Press**

N1512P60008C*-O

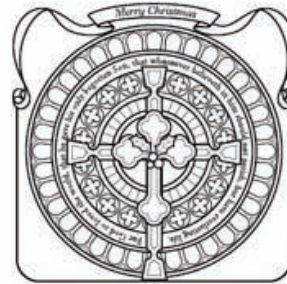
AD# N1512A60010C 8.5 x 11



N1512P60001A*-O

NAME BUSINESS

AD# N1512A60001K 8.5 x 11



N1512P60002A*-O

NAME BUSINESS

AD# N1512A60002K 8.5 x 11



N1512P60003A*-O

NAME BUSINESS

AD# N1512A60004K 8.5 x 11



N1512P60006A*-O

NAME BUSINESS

AD# N1512A60006K 8.5 x 11



N1512P60005A*-O

NAME BUSINESS

AD# N1512A60005K 8.5 x 11



N1512P60004A*-O

NAME BUSINESS

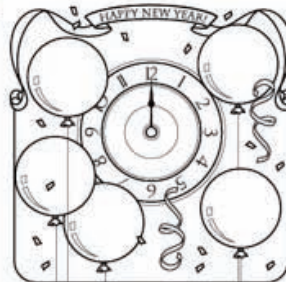
AD# N1512A60003K 8.5 x 11



N1512P60007A*-O

NAME BUSINESS

AD# N1512A60007K 8.5 x 11



N1512P60008A*-O

NAME BUSINESS

AD# N1512A60008K 8.5 x 11



N1512P60009A*-O

NAME BUSINESS

AD# N1512A60009K 8.5 x 11

Usage Note: sell as individual ROP pages or a section
MCC Keyword Hints: holiday, Christmas, coloring book



N1512P61016K-●



N1512P61005K-●



N1512P61001K-●



N1512P61010K-●



N1512P61006K-●



N1512P61014K-●



N1512P61013K-●



N1512P61012K-●



N1512P61003K-●



N1512P61011K-●



N1512P61009K-●



N1512P61007K-●



N1512P61015K-●



N1512P62011C-●



N1512P62001C-●



N1512P62012C-●



N1512P62006C-●



N1512P62003C-●



N1512P62009C-●



N1512P62004C-●



N1512P62007C-●



N1512P62002C-●



N1512P62010C-●



N1512P62005C-●

MCC Keyword Hints: holiday, Christmas, dining, family, food, place setting, decorations, cookies



N1512P58004C

Christmas Is Served

Join us this holiday season for wonderful food and welcoming service.

Reserve now for Christmas Eve & Christmas Day dinner!

Share the Spirit:

Give a Gift Card, Receive a Gift Card! For every \$50 in gift cards you purchase, get a free \$10 gift card to enjoy for yourself.

Offer good through December 31, 2015. List details, terms and conditions here.

Restaurant Leti

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com



AD# N1512A63001C PASS 3 COL. x 10



N1512P64011C

N1512P64007C
N1512P64003C

Celebrated Cuisine

Join us for an elegant evening of superb food, impeccable service and festive musical entertainment.

New Year's Eve Prix-Fixe 4-Course Dinner \$49 per guest

Choose from a variety of chef's specials like filet mignon, herb-crusted halibut and rosemary garlic chicken, served with your choice of appetizer, soup or salad and a decadent dessert.

Try our specialty **Champagne cocktails!**
Reservations essential

Promenade Restaurant

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

AD# N1512A63002C PASS 3 COL. x 10



N1512P58003C

Join Us for the After-Party!

*New Year's Day
Celebration Champagne
Brunch Buffet*

**Friday, January 1
10am - 3pm**

Start the new year in style at our fabulous brunch buffet, featuring a mouthwatering array of dishes, premium raw bar, custom omelettes and made-to-order Belgian waffles with your favorite fillings.

Make your reservations to get on the guest list today!



Gatehouse Bistro

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

AD# N1512A63003C PASS 3 COL. x 10



N1512P66014C

N1512P66019C

N1512P66011C

N1512P58008C

Hello, Sweet Stuff!

Make taste buds merry this season with our freshly baked holiday treats.

Holiday Cookies | Christmas Cupcakes | Yule Logs | Custom Cakes | Brownies & Blondies | Fresh Bread | Pastries | Croissants | Cinnamon Rolls | Crumb Buns | Danish | & More

Order your cookie trays and dessert platters today!
Fresh Coffee & Hot Cocoa All Day

Buttons Bake Shop

1234 Washington Street | Somersville Heights
000.000.0000 | www.namewebsite.com

Open Christmas Eve & New Year's Eve 9am-3pm
Closed Christmas Day & New Year's Day

AD# N1512A63004C PASS 3 COL. x 10



N1512P64005C-●



N1512P64011C-●



N1512P64007C-●



N1512P64009C-●



N1512P64012C-●



N1512P64002C-●



N1512P64003C-●



N1512P64006C-●



N1512P64008C-●



N1512P64010C-●



N1512P64001C-●



N1512P64004C-●



Taste of the Holidays Restaurant Guide

Scan each code with your smartphone for holiday hours, menus, reservations and more!

<p>Washington Bistro Eclectic American Cuisine</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Cucina Italia Authentic Italian Food</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Hal Bern's Upscale Steakhouse</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Grove Cafe Farm-to-Table Dining</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Hamilton's Steak, Burgers & Seafood</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Olive Vegetarian Restaurant</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Kyoto Sushi & Japanese Food</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Remington Room Classic American Menu</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Verano Bistro Fine Italian Dining</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>The Wharf Restaurant Fresh Seafood</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Sonali Authentic Indian Cuisine</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>GREAT WALL RESTAURANT SZECHWAN SPECIALTIES</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Violette Fine French Cuisine</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Country Cupboard All-You-Can-Eat Buffet</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Washington Bistro Eclectic American Cuisine</p>  <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>

To advertise, contact John Dwyer at 000.000.0000 or name@namenewspaper.com.

AD# N1512A65001C PASS 6 COL x 21

AD# N1512A65002C 10 x 13



N1512P66018C-●
PUMPKIN PIE



N1512P66010C-●
DANISH



N1512P66003C-●
BROWNIES



N1512P66016C-●
POPCORN SHRIMP



N1512P66023C-●
HOT CHOCOLATE



N1512P66020C-●
SLICE OF PUMPKIN PIE



N1512P66001C-●
KIWI



N1512P66014C-●
GINGERBREAD COOKIES



N1512P66004C-●
SANGRIA



N1512P66026C-●
EGG NOG



N1512P66025C-●
HOT CHOCOLATE



N1512P66021C-●
MAPLE SYRUP & PANCAKES



N1512P66036C-◇
PUMPKIN PIE



N1512P66028C-◇
KIWI



N1512P66017C-●
SHRIMP



N1512P66013C-●
APPLE PIE



N1512P66038C-◇
CHAMPAGNE BOTTLE



N1512P66037C-◇
EGGNOG



N1512P66030C-◇
GLASS OF SANGRIA



N1512P66035C-◇
GINGERBREAD COOKIES



N1512P66019C-●
YULE LOG



N1512P66011C-●
APPLE PIE



N1512P66039C-◇
CHAMPAGNE FLUTES



N1512P66031C-◇
HARD CANDY



N1512P66029C-◇
FUDGE BROWNIES



N1512P66006C-●
APPLE TURNOVERS



N1512P66008C-●
FRUITCAKE



N1512P66032C-◇
GALA APPLES



N1512P66027C-◇
DATES



N1512P66034C-◇
CHRISTMAS BOOT & GINGERBREAD COOKIES



N1512P66007C-●
STRAWBERRY DANISH



N1512P66009C-●
FRUITCAKE



N1512P66033C-◇
RED DELICIOUS APPLES



N1512P66002C-●
FUDGE BROWNIES



N1512P66012C-●
APPLE PIE



N1512P66024C-●
HOT CHOCOLATE



N1512P66022C-●
CANDY CANES



N1512P66005C-●
HARD CANDY



N1512P66015C-●
GINGERBREAD COOKIES

N1512P64004C



Stock up for holiday cooking, baking and entertaining with this week's specials!

Low Prices on Everything to

Make It Merry



Entertaining Edibles

Sugar, Spice & Everything Nice

The Main Course

Spiral-Sliced Half Ham
bone-in
\$1.29 lb.

Name Brand Whole Chicken
all-natural
99¢ lb.

Fresh Whole Pork Loin
boneless
\$1.99 lb.

Fresh Atlantic Salmon Filets
farm-raised
\$5.99 lb.

USDA Choice New York Strip
boneless
\$5.89 lb.

Wholesome Sides

Russet Potatoes
extra large
49¢ lb.

Green Beans
fresh picked
\$1.99 lb.

Broccoli Crowns
organic
\$1.49 lb.

Sweet Onions
yellow
29¢ lb.

Baby Carrots
peeled
99¢ lb.

Brussels Sprouts
great for roasting
\$2.99 lb.

Name Brand Party Crackers
0 oz. pkg.
\$1.75

Name Brand Frozen Appetizers
00 oz. varieties
\$4.99

Name Brand Snack Chips
00 oz. varieties
\$1.99

Name Brand Mixed Nuts
00 oz. varieties
\$2.49

Name Brand Sparkling Cider
750 ml.
\$2.99

Name Brand Party Dips
assorted flavors
\$2.99

Name Brand Cake Mix
00 oz. varieties
2 for \$3

Name Brand Refrigerated Cookies
00 oz. varieties
\$4.99

Name Brand Sugar Toppings
00 oz. varieties
99¢

Name Brand Sweet Butter
one pound
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Name Brand Enriched Flour
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AD# N1512A67001C

PASS 6 COL. x 21

AD# N1512A67002C

10 x 13



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N1512P68016C*-O
N1512P68015C*-O



N1512P68019C*-O



N1512P68013C*-O



N1512P68012C*-O



N1512P68018C*-O



N1512P68007C*-O



N1512P68005C*-O



N1512P68008C*-O



N1512P68017C*-O



N1512P68006C*-O



N1512P68009C*-O



N1512P68010C*-O



N1512P68011C*-O



(TANTALIZING GIFTS)
N1512P680xxC*-O



(HOLIDAY LOW-PRICE EXTRAVAGANZA)
N1512P68003C*-O



(HAPPY NEW YEAR!)
N1512P68001C*-O



(COME PLAY OUTSIDE!)
N1512P68002C*-O



N1512P69008C-●
PYRAMID LAKE



N1512P69009C-●
DOWNTOWN TORONTO



N1512P69012C-●
SASKATCHEWAN LEGISLATIVE BUILDING



N1512P69010C-●
TORONTO CITY AT NIGHT



N1512P69006C-●
NATHAN PHILLIPS SQUARE



N1512P69001C-●
CHRISTMAS IN ONTARIO



N1512P69005C-●
ICEBERG, BAFFIN ISLAND



N1512P69002C-●
HOUSE OF PARLIAMENT, OTTAWA



N1512P69003C-●
QUEBEC CITY



N1512P69007C-●
CITY OF TORONTO



N1512P69004C-●
CHRISTMAS NIGHT IN QUEBEC CITY



N1512P69011C-●
NATHAN PHILLIPS SQUARE

MCC KEYWORD HINT: week1

This is your illustration and copy for December 3, 2015.

N1512P70007C*
N1512P70002C*
O

Rising to the Occasion



A medium of stress in our lives is to be expected, and may even be a good thing. Rising to the occasion to meet a challenge at work or school almost always makes us mentally and emotionally stronger, just as exercise stresses the body and makes us physically stronger. But sometimes we are overpowered by problems which are seemingly beyond our abilities and then stress can wear us down. Sometimes the problem is too big to handle by ourselves, and we need to ask for help. At other times problems keep coming one after the other, until we just can't cope any longer. Other times the little annoyances at the end of a long day that trigger the meltdown, not the big problems that come early on. We are usually better able to meet challenges early in the day, before fatigue sets in, and then it may be wiser to plan your day and its potential problems accordingly. It helps to know that in the grand scheme of things, most of our day-to-day problems won't be remembered a year from now, and certainly not in a hundred years. It also helps to know that God has our back, and should be called on to help with all of our problems, both large and small. —Christopher Simon

"This is the gift of all your fears and not an excuse and mystery" —Psalm 137:5

AD# N1512A70001C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week2

This is your illustration and copy for December 10, 2015.

N1512P70010C*
N1512P70005C*
O

We Shall Overcome



The shooting and killing of nine people engaged in a Bible study this past June in a Charleston church basement was horrific on many levels. How anyone could do such a thing was beyond comprehension for most of us. Still what struck our compassion even more was the reaction of love and forgiveness by family members of the slain victims. Forgiving such a heinous crime requires a deep and abiding faith, and was so morally and spiritually beautiful as to bring many of us to tears. Out of tragedies such as this, God works miracles, and the miracle here was how a young man hoping to bring fame and riches to his country actually brought a show of love and unity. There will always be hate and tears among us. Our love is stronger and more pervasive, and ultimately more effective in overcoming hate. We are reminded of Jesus' words on the cross: "Father, forgive them, for they do not know what they are doing." (Luke 23:34 NIV) And remember, it's easy to forgive the little stuff, the real task is to forgive the seemingly unforgivable. —Christopher Simon

"To us it means by and by we are one and will last" —Isaiah 54:17

AD# N1512A70002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for December 17, 2015.

N1512P70008C*
N1512P70003C*
O

Spread Good News



There is something in us that seems to crave a bad news. Why do we listen with such keen interest to the news story of the latest horrific crime or natural disaster? We just can't seem to resist telling everyone about our cases and woes, and even when we know the car crash is going to be ugly, we have to look. Rather than spreading the news about how bad it was, maybe we should focus on the good works of those who came to the rescue. Instead of talking about how poorly things are going, maybe I would be better to talk about what is working. That might spur others to follow the good example. There will always be plenty to complain about in this world, but there is also a lot of good news. Many parts of the world are actually safer and less violent than in previous ages and people are living longer than ever. But since we live in a world of instant access to all of the world's news it's easy to understand why people think the world is horribly violent and unsafe. Specific crimes and violence are newsworthy precisely because they are relatively unusual. People helping each other and treating others humanely is the rule. Violence is the exception. Perhaps we should spread that good news, and encourage others to do likewise. —Christopher Simon

"Choose to play every day, because the number of days you play is finite" —Psalm 138:12

AD# N1512A70003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for December 24, 2015.

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N1512P70001C*
O

Nobody Likes a Know-It-All



A man's education should be like his pocket watch, for like and not for show. Just as pocket watches are somewhat out of fashion and people are tempted to show off their wealth and status by wearing expensive watches, most people can't resist the urge to show off their education. It is hard to resist the urge to demonstrate how smart we are, and it's even harder when people are saying things that we know to be false or inaccurate. But it is really necessary to correct every misstatement of our friends, families, and colleagues? There may be times when safety or civility dictates that we disabuse others of their ignorance, not knowing that there is a tipping point on the stairs or a hot pan on the stove is ignorance of a kind which should be remedied. But pouring out other people's ignorance usually only makes us look arrogant and the other person defensive. It is usually better to hold our tongue or to profess our own uncertainty on the matter, and if the other person wants to hear our version of the facts, they will probably ask. Perhaps the reason that nobody likes a know-it-all is because we all know that nobody knows it all. —Christopher Simon

"Do not be wise in your own eyes" —Psalm 137:5

AD# N1512A70004C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week5

This is your illustration and copy for December 31, 2015.

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The Importance of Character



David Brooks' recent bestseller The Road to Character makes a compelling case for the importance of character in our lives. He draws a distinction between what he calls the secular virtues and the eulogy virtues. The secular virtues are our accomplishments and competencies which help us gain employment while the eulogy virtues are those things which have most to do with our character. Are we kind, honest, or brave, and do we form loving and lasting relationships? Do we spend as much time cultivating our character as we do our work skills and educational credentials? His book is a powerful and moving exhortation to spend more time and effort working on our character. We will probably be remembered more for our character or lack thereof than for the skills and accomplishments listed on our resumes. Reflect on what you can do this year to improve your character. —Christopher Simon

"After a year passes only in the morning when a willow with a crown is in bloom" —Psalm 137:5

AD# N1512A70005C PASS 2 COL. x 5.25

Christmas Worship

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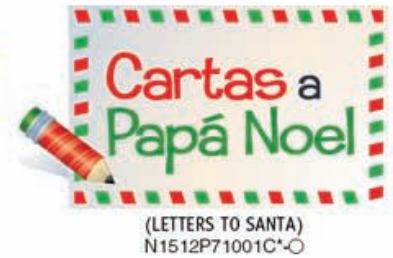
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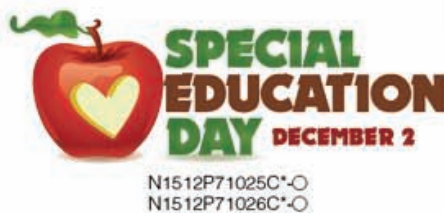
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(Campfire Stove)



N1512P72027C*-○
(Toy Train)



N1512P72026C*-○
(Toy Airplane)



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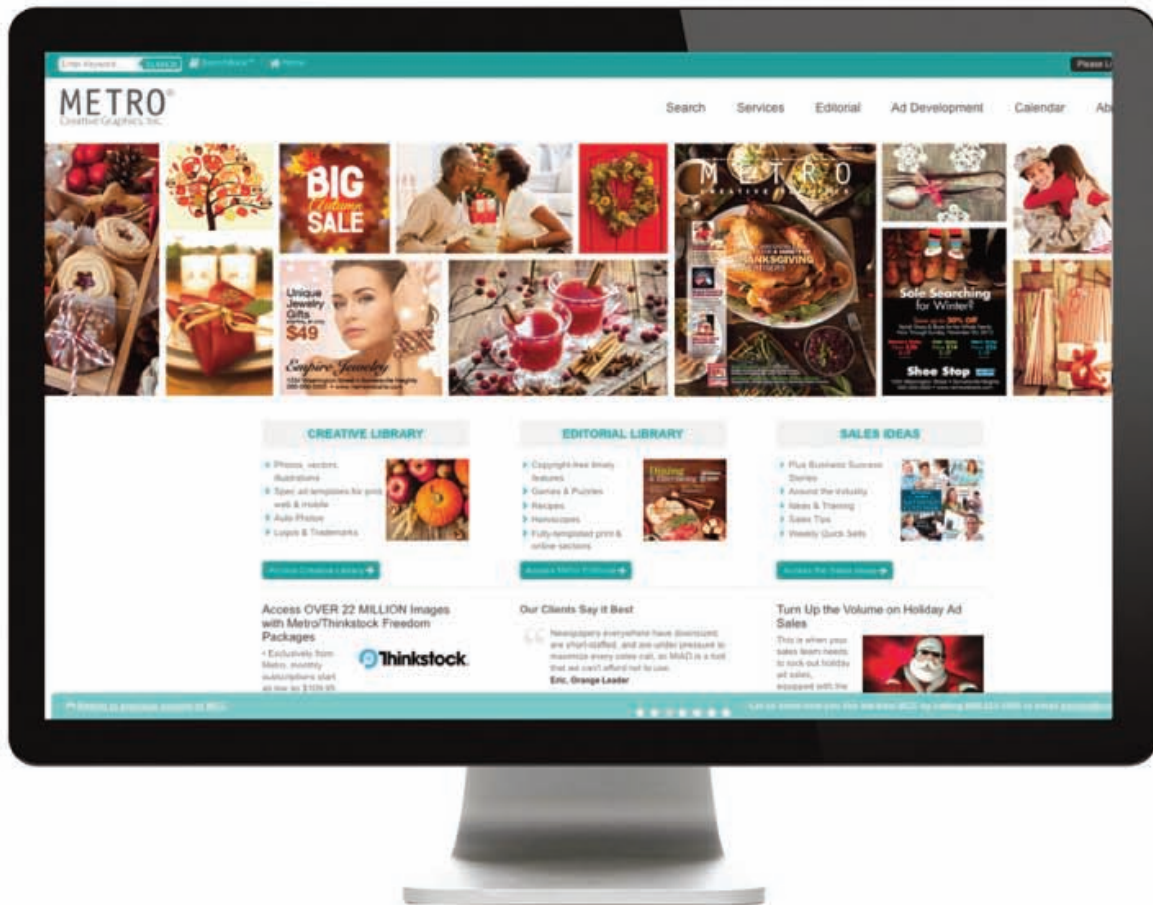
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