

CREATE. SELL. PROFIT.

METRO

CREATIVE SERVICES



HOLIDAY GIFTS

Ready-to-present holiday ads to wrap up sales from the season's most popular retailers



DINING & ENTERTAINMENT

Everything to serve restaurant, bar and home entertaining advertisers this holiday season



NEW YEAR 2017

Festive ads, images, pages and sections to ring in big year-end sales



MiAD Spec Ad Library PP. 73-80

Ready-to-sell small-space ads for year-end and progress advertisers — MiAD enabled!

All the ingredients to whip up more

Holiday Ad Sales

THE SPIRIT OF CHRISTMAS



ON THE COVER: N1612P63011C

Make spirits – and sales – bright for grocery markets, foodcrafting supply stores, bake sales, bakeries or even weight loss advertisers with this image. Or tempt any type of advertiser to display their sweet savings on holiday products and services.

Unwrap all you need to create ads and special sections that capture the spirit of Christmastime.

- Find religious imagery to design ads celebrating the reason for the season (15, 70).
- Invite grocery stores, craft supply stores, bakeries and health food stores to tie advertising to holiday baking traditions (33, 37, 60, 61, 63).
- Find plentiful images and ads for holiday home and decorating advertisers, including Christmas tree farms and florists (12, 14, 22, 32, 36, 41).
- Target virtually any type of advertiser with a doubletruck layout of Christmas greetings or as a coloring book page sponsor (23, 59).
- Also find ads for popular holiday events like a Christmas concert, craft fair, tree lighting ceremony, breakfast with Santa and more (12, 17).



HOLIDAY GIFTS



Equip advertisers with all they need to attract holiday shoppers this season!

- Holiday-themed ads for top ad prospects include sporting goods, fitness equipment, antiques, framing services, stocking stuffers, fine jewelry, appliances, pet supplies, chocolates, toys and electronics (12, 18, 19).
- Help a local shopping center pull in more customers with an event promotion announcing Santa's arrival at the mall (17).
- Keep the focus on "being a local Santa" with a full-page coupon layout for all types of area advertisers (43).
- Help a local craft supply store capitalize on DIY gifting trends with a Single Sheet design (41).
- Keep sales going with Christmas clearance and after-Christmas promotions (12).



DINING & ENTERTAINMENT



Get your fill of sales from food and beverage advertisers with a wealth of holiday-themed images, plus ready-made ads for bars, restaurants, grocers and the like.

- Find photos of beer, wine, champagne and holiday cocktails to create Christmas bar and liquor store promotions, as well as ready-to-present-and-sell ads for a craft beer bar, winery and cocktail lounge (12, 60-62, 65, 66).
- Invite restaurants to showcase their "season's eatings" with a spec ad featuring holiday menus, such as a feast of the seven fishes special (61).
- Help a local grocer spotlight "holiday values in every aisle," party platters and more (13, 67).
- Additional ads and images feature Asian and Mexican cuisine (61, 62).



NEW YEAR 2017



Find festive content to celebrate New Year's Eve and beyond.

- A full-page "countdown corner" Marketplace layout features directory listing opportunities, as well as ready-made ads for New Year's Eve party favors, liquor store specials, party platters, festive fashions, a year-end furniture sale and an alcohol-free community celebration (13).
- Promote New Year's Eve and Day celebrations with bar and restaurant coverage (61).
- Invite multiple advertisers to participate in a New Year's Eve party guide directory (24).
- A full-page "sell-a-bration" sale ad is designed to usher in 2017 with big retail sales (31).
- Bundle a variety of content into a themed section with The New Year 2017 Themed Event Package or Resolutions TSS featured (34, 46).



WINTERTIME



Shop around seasonable ads and images for a variety of winter advertisers.

- Warm up sales with ads for several types of heating advertisers. Seasoned firewood is a hot seller. Pair *Single Sheet* designs back-to-back with an ad for heating systems and services on one side, and chimney cleaning services on the other side. Additional images can be used to create ads for propane and oil delivery, fireplace shops and the like (12, 14, 22, 41, 48).
- Incorporate ads for snowmobiles, ski resorts, ski shops and more in a *Themed Event Package* for winter sports (19, 35, 69).
- Promote winter travel with images and ads for warm-weather getaways (18, 22, 38).
- Also find a page of winter home images ideal for various home improvement advertisers (25).



DECEMBER PROMOTIONAL OPPORTUNITIES



Maximize year-end sales with additional promotional opportunities in December.

- Taking control of debt and finances is among the most popular of New Year's resolutions, making December a smart time to focus on recruiting financial advertisers with a Financial Planning TSS and related ads (47, 48).
- 2016 marks the 50th year of Kwanzaa. Find headings and images to create related event, product and service promotions (54, 58).
- Hanukkah begins at sundown on December 24. Find an ad for Hanukkah favorites and additional images featured (12, 54-56, 58).
- Head into the new year with progress-themed coverage utilizing electronics and business images, with additional ad coverage in December MSAL (48, 49).
- Be sure to access December MSAL for a variety of additional moneymaking ads for year-end sale and winter advertisers (74-80).



DECEMBER CUSTOMER REQUESTS

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



N1612P72009C

DECEMBER 2015'S MOST DOWNLOADED IMAGE & AD!



N1512A19006C



N1512P15002C

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 '15 issue of MNS.

FULLY TEMPLATED SPECIAL SECTIONS (TSS)

December's TSSs in Print & Online:

- FINANCIAL PLANNING
- RESOLUTIONS

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!



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COMPANION
WEB ADS NOW
AVAILABLE ON MCC!

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

METROFEATURE



Whether promoting its signature events, creating spec ads or developing special section content, *The Sentinel-Tribune* relies on Metro for art and inspiration.

Farmers Market and Car Show Flourish After Adoption by Newspaper

The Sentinel-Tribune
BOWLING GREEN, OHIO

■ When Banks Dishmon, advertising director for *The Sentinel-Tribune* of Bowling Green, Ohio, attended a meeting of the town's Downtown Business Association last February, he had no idea that his newspaper was about to enter uncharted territory. Upon hearing that two of Bowling Green's longstanding events — the weekly farmers market and annual vintage car show — were in danger of being eliminated due to the absence of oversight and marketing support, he sprang into action. By the end of the meeting, Dishmon had not only offered the newspaper's marketing resources, but proposed that *The Sentinel-Tribune* take over the operation and oversight of the events. Today, the farmers market and car show are thriving and both the community and the newspaper have profited from the arrangement.

The secret to the success of this venture, says Dishmon, lies in leveraging the newspaper's resources to promote and expand the two events.

"For example, every Tuesday, we run 'Cook's Corner,' where we feature a local individual and one of his or her recipes," Dishmon says. "To promote the farmers market, we now feature a different vendor each week along with the featured cook both in print and online. The farmers market also has its own Facebook page, so we've been able to create a social media following for the market both through the paper and on its own."

The Sentinel-Tribune has integrated the farmers market into its promotional activities in two other ways. First, Dishmon arranged for a local tavern/restaurant to sponsor live music at each farmers market. The musicians, who are scheduled to perform at the tavern that evening, appear during the first hour of each market. The performance is great entertainment for market visitors and drives business to the tavern, which is also promoted on the farmers market Facebook page. Second, the newspaper sponsors a farmers market frequent buyers program that drives traffic to downtown businesses. Each farmers market vendor offers its own frequent buyer card and gives customers one stamp for each \$5.00 they spend at that stall. When the card is full, shoppers exchange the card for \$5.00 in Bowling Green (BG) Bucks, which can be used at any business that belongs to the town's Downtown Business Association.

"With this program, there is an incentive for vendors to upsell in order for farmers market customers to receive additional stamps and, at the same time, we're driving business to our downtown merchants," says Dishmon. "This has been a big hit with shoppers and with our downtown business owners. The BG Bucks enable the downtown business owners to see how much money the newspaper is putting back into the retail sector and why the newspaper is such a positive force in the community. This is just one of the ways that we've been able to enhance our credibility in the community through these events."

The Sentinel-Tribune's adoption of Bowling Green's annual vintage car show, which celebrated its 15th anniversary in 2016, further enhanced the newspaper's credibility. This year, with the help of 90 volunteers, Dishmon and his team welcomed 369 cars — and car owners — and more than 2,500 spectators to the weekend event. Despite working on an extremely tight schedule, Dishmon says that the show went off without a hitch and was a huge success on all fronts.

"We have relationships with our big box stores, so we were able to get them involved in the event," Dishmon said. "Our car dealers, a major grocery chain and a bank were the major sponsors and we leveraged all of our marketing and social media resources to connect with area car clubs and promote the event. Next year, we're going to expand the show to include motorcycles as well, so that will add a whole new element."

For Bowling Green's *Sentinel-Tribune*, investing in the farmers market and car show has paid off handsomely. In addition to producing in-paper features and special sections devoted to the events, the payoff includes heightened admiration for the newspaper and the potential for developing new and profitable relationships throughout town.

"There's a whole new respect for the newspaper because people now see us as a major player in the life of the community," Dishmon says. "And doing these events has opened doors for us with the local schools and the county fair. All in all, these events have been great for business."

M (P1612802001C)

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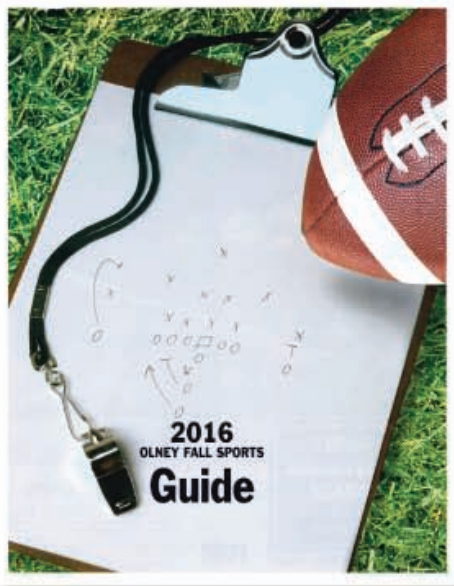
Create new opportunities by managing and marketing popular local events.

Sell sponsorships to major advertisers and drive business to downtown merchants.

Profit by forging new relationships with key players in the community.

For more information, contact Banks Dishmon, Advertising Director, *The Sentinel-Tribune*, Bowling Green, Ohio at bdishmon@sentinel-tribune.com.

METROFEATURE



To produce a top-notch "Fall Sports Guide" each year with only a handful of staffers, the *Olney Daily Mail* relies on Metro cover art and ad layouts.

Fall Sports Guide is a Keeper

Olney Daily Mail
OLNEY, ILLINOIS

■ Much like in other small towns across the country, life in Olney, Illinois revolves around the seasons — not just winter, spring, summer and fall, but football, soccer, baseball and track. And with the early stirrings of fall each year, Olney residents begin to look forward to the publication of the *Olney Daily Mail's* tribute to local high school teams, athletes and coaches.

The "Olney Fall Sports Guide" is a 24- to 28-page, all-glossy guide featuring everything anyone would want to know about Olney's football, soccer, cross-country, volleyball, girls' tennis, golf, cheerleading and dance teams. The guide includes everything from interviews with coaches to team photos to shots of the athletes in action. *Olney Daily Mail* sports editor Chip Barche says that the guide is an annual labor of love.

"I try to start in July to get the ball rolling so that I can be well prepared come fall sports media day, when I go in to get team photos for the guide," explains Barche. "I also meet with all the coaches and do a Q&A about their previous record, how many players are on the team and if there are any exchange students playing this year. The other thing I want to know is their approach to the season and what they will be focusing on during the season."

Filled with a mix of team previews, season schedules, photos and ads for local

businesses — all in big, bold, glossy color — the *Daily Mail's* "Fall Sports Guide" is a much-awaited keepsake for schools, athletes, parents, grandparents and other family members. And for the newspaper, it is not only an annual revenue driver, but also a reliably easy sale.

Account specialist Cathy Slunaker notes that advertisers jump at the chance to be featured in the guide because they know it is a cherished keepsake that is well read and filled with team schedules. They also appreciate that it is an all-glossy section that always has an eye-catching cover, courtesy of Metro.

"Our businesses really like this section because it features local kids and they know people will keep it both for the photos and the sports schedules," she adds. "We never have trouble filling the advertising spots and our hospital and banks are always eager for the bigger spots on the back page and inside back page."

While the *Olney Daily Mail* makes every effort to feature winter and spring sports later in the school year, its "Fall Sports Guide" is the centerpiece of its high school athletic coverage. "I look forward to working on it because it's new and fresh every year," says Barche. "But I've learned that if I don't start early, it can get tricky."

M (P1612B03001C)



CREATE. SELL. PROFIT.

Create an annual guide to fall sports that is both a reference and a keepsake.

Sell advertising to businesses looking for long-term exposure in a well-read product.

Profit from both ad sales and strong connections with the community and school district.

For more information, contact Chip Barche, Sports Editor, *Olney Daily Mail*, Olney, Illinois at cbarche@olneydaily.com.

METROFEATURE

Harvest safely.
Long hours during harvest can leave you fatigued and less alert. Be sure to get enough rest.
This message brought to you by your friends at **Yard Stor, Inc. • Ridge Farm**



Leave plenty of room around your auger. **Harvest safely.**
This message brought to you by your friends at **Yard Stor, Inc. • Ridge Farm**



Harvest safely.
Common injuries with augers include amputations, lacerations, broken bones and electrocutions. Taking a few precautions can help prevent these injuries.
This message brought to you by your friends at **Yard Stor, Inc. • Ridge Farm**



Sleep deprivation can be fatal. **Harvest safely.**
This message brought to you by your friends at **Yard Stor, Inc. • Ridge Farm**



Rinda Maddox, owner and editor of the *Sidell Reporter*, understands the importance of self-promotion. When her tiny newspaper won awards during the Illinois Press Association Advertising Contest, she shared her winning entries with readers to let them know that even small publications can win big.

CREATE. SELL. PROFIT.

- Create** a variety of special products to engage small-town businesses, schools and organizations as both advertisers and sponsors.
- Sell** ads and sponsorships that showcase high-quality art and design.
- Profit** by letting advertisers know what the newspaper can do for them.

For more information, contact Rinda Maddox, Owner & Editor, *Sidell Reporter*, Sidell, Illinois at editor@thesidellreporter.com.

Tiny Newspaper Triumphs Year After Year

Sidell Reporter
SIDELL, ILLINOIS

■ It doesn't get much smaller than the *Sidell (Illinois) Reporter*. Established in 1888, the *Reporter* publishes 750 newspapers each week and serves a village in the central part of the state near the Indiana border whose population hovers at about 600. With the assistance of two very part-time employees, owner and editor Rinda Maddox has been at the newspaper's helm for more than 25 years. Over the years, she has seen both her town and her publication evolve from a sleepy village filled with "old timers" who knew everyone and treasured their hometown newspaper to a place where people don't necessarily know each other and have different expectations from local media.

"When I purchased the paper after working here for five years as a typist, there was a huge learning curve," recalls Maddox. "We cover five small communities, and I'm still learning. In the early years, there were still so many of the older generation around who wanted to see the paper continue and did everything they could to support it. Things are different now, but we've still got enough of a base to keep going and there are still people around who love the newspaper."

For Maddox and her two employees, there is often not enough time in the day to focus on creating and selling advertising. But the other issue, says Maddox, is the dearth of retailers in the area. The local bank, insurance company and farm supplier advertise regularly, but with a relatively captive audience, the owners of the town's small grocery and café have so far resisted placing ads in the *Reporter*.

To generate ongoing advertising revenue, Maddox and her team produce special products throughout the year — with help from Metro.

"For example, we always do a large 'Back to School' guide in August and a very large sports preview in the fall," Maddox says. "This is where we're able to sell most of our advertising and 90 percent of the art comes from Metro. And for the past four years, Metro has been a big help with custom artwork for our local PTA fundraiser. The first year, we requested a colorful image of walking feet, which was used as the logo for our first 'FUNdwalk.' This year, we did a luau and Metro designed amazing tiki masks, which were used as the event logo and also as a coloring page for the kids. The turnaround was so fast and when I sent them to the PTA, they were blown away!"

Despite the relatively small number of ads produced by the *Sidell Reporter* each year, the weekly has had enormous success in Illinois Press Association advertising contests — particularly during the years when Maddox's daughter, Amanda Rull, worked at the newspaper. It's not uncommon for the *Reporter* to walk away with three to five awards each year for everything from Best House Ad and Best Ad Series to Best Special Section and Best Small Ad.

"We've won a lot over the years and generally get at least one first-place award every time we enter," Maddox says. "To toot our own horn, we always create a full-page ad showing all of our winning entries. We want readers to know that, although we're little, we can compete — and win!"

This year, for the first time, Maddox also purchased Metro's Holiday Advertising Service and is looking forward to having so many great choices for the newspaper's annual Christmas issue.

Says Maddox, "Metro is a huge help to me all year round and I'm thrilled to have it!"

M (#P1612BD4001C)

METROFEATURE



CREATE. SELL. PROFIT.

Create & Sell
promotional products,
then watch your
Profit soar!

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

Thinking Beyond Advertising

By Jo-Ann Johnson
Sales Consultant
Metro Creative Graphics

■ Long gone are the days when daily and weekly publications made money solely from single-copy sales. The rise of advertising not only made it possible to lower costs for consumers, but also allowed publications to expand and flourish. As 2016 draws to a close, advertising revenue continues to be the largest source of support for most publications. But, in the words of Bob Dylan, "The times they are a-changin'."

Over the past decade, advertising has had to evolve to keep pace with technological innovation. While many community publications have continued to thrive despite a challenging business landscape, publishers are always on the hunt for new sources of revenue. Many have begun sponsoring and organizing community events, while others are experimenting with sponsored content and offering a wider range of sponsorship opportunities. In other words, many publishers have shifted from relying on advertising revenue to mining sources of promotional revenue.

Merchandising is another avenue for developing several streams of promotional revenue. Publications, especially those with long histories, possess a treasure trove of content that can be easily framed, compiled or transferred to merchandise. Following in the footsteps of some of the large, urban dailies, smaller publications have made a splash by offering readers opportunities to purchase pieces of history — in the form of a book of hometown vintage photos, framed articles, front pages from a particular year and day, and hats, t-shirts or mugs customized with headlines, photos, articles or images.

But today's merchandising goes beyond mugs and t-shirts. For example, *The New York Times* sells personalized jigsaw puzzles from reprints of front pages, aerial and topographic photos and crossword puzzles as well as keepsake books for birthdays and weddings. The keepsake books contain space for recipients to record information about the day as well as reprints of the publication from the date of the event.

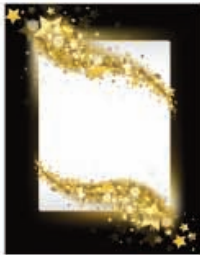
Technology also makes it possible for readers to create do-it-yourself merchandise based on a publication's photos or content. Since staffers tend to take more photos than can be published, the "extras" can be put to great use. Making these photos — as well as archived photos and content — available online and enabling readers to order reprints, posters, DVDs and other items is a simple and straightforward way to generate additional promotional revenue.

Advertiser collaborations offer still other opportunities to generate revenue. By teaming up with local retailers to cross-promote, publications can advance their customers' businesses as well as their own. Print, online and mobile ads can drive foot traffic to retailers' places of business, where shoppers are met with captivating displays and copies of the publication for sale.

There are countless sources of promotional ideas, and many can be easily replicated and implemented without a huge upfront investment. Metro offers a vast array of content that can be used in merchandising and to create distinctive collateral materials for events and promotions of every kind.

M (P1612B05001C)

Resolve to Bring In More Revenue



The end of the calendar year is unlike any other time of year, starting with a big party that ushers out the old and welcomes in the new. The advertising and editorial opportunities **New Year's Eve** presents are vast and varied, including:

- Restaurants and night clubs
- Liquor, wine and beverages
- Catering and takeout
- Home cleaning products and services
- Home entertaining needs, including cookware, small appliances, tableware, decorations and more
- Apparel, accessories and footwear

Ring In the New \$\$\$

Metro provides a variety of content — images, photos, headings, backgrounds and spec ads — for your New Year's Eve coverage. Expand your options and fourth quarter sales with access to the Holiday Advertising Service (see box at right).



Resolutions

New Year's Day and beyond brings a new set of opportunities. The dawn of a new year is a time of hope and optimism when we wipe the slate clean and begin anew. One way people approach this annual event (once the football season has ended) is to make resolutions to improve their existing state of being. According to StatisticBrain.com, nearly half of adults — of all ages — make some form of resolution and stick with it for at least six months. Reach this diverse group with a special section designed to help them reach their goals.

While lists examining the most popular resolutions are tweaked from one year to the next, some categories are always part of the mix. Chief among them are the goal to live a healthier lifestyle, and the various components that such a lifestyle encompasses. Other items that are perennial favorites include getting organized and gaining control of personal finances.

Metro has a fully-templated, 24-page print special section called **Resolutions** that is ready to sell. It is filled with valuable information for readers looking to make — and keep — their resolutions. Ad spaces are in-position so you can present the section and show prospects exactly the size of their ad and where it will appear.

The **Resolutions** section also has an optional online component. Like its print counterpart, the online e-section has multiple built-in and ready-to-sell ad opportunities.

Call Client Services at 800-223-1600 or e-mail service@metro-email.com for information on how you can add the print and online **Resolutions** section to your year-end roster of moneymaking opportunities. **M**

P1612B06001C



Get print and online versions of the Resolutions section, along with promotions ads aimed at readers and advertisers.

Create, Sell & Profit Even More with the 2016 Holiday Advertising Service...

ORDER TODAY!

Eye-stopping imagery and ads for New Year's, Christmas and more! Call 800-223-1600 or e-mail service@metro-email.com today for instant access.





All of your prospective advertisers want to know what you can do to help them get more customers. Spec ads are the most efficient method to show them what you can do. They are the best resource you have on hand to discover their wants and needs to create a program that will get them more results.

Why Make Spec Ads?

- Opens the door to approaching new advertisers
- Send via e-mail or FAX to preface an in-person visit
- Presents a professional impression to reinforce your commitment as their partner
- Gives prospect a visual beginning
- Assists in learning advertisers' needs
- Allows advertiser to adjust their copy and merchandise to something tangible
- Saves time for you and your advertiser
- Closes the deal faster
- Can help inspire an advertiser to spend more
- THEY WORK!

Good vs. Bad Ads: Why Make Spec Ads?

"Spec ad" takes its abbreviated name from the word *speculation*, which can be defined as making an investment with the hope of a gain. In the advertising arena, a **spec ad is a conversation starter, visual aid, sales motivator and time saver.** But why make spec ads in the first place?

Pave the Way

The world is getting busier by the day. Sometimes a quick e-mail can help pre-qualify a prospect and pave the way for a personal visit. Since many prospects can read e-mail on their smartphones, they will be able to quickly view one or two spec ads attached to your message. Just be sure your attachments are mobile-friendly and as small a file size as they can be while maintaining quality.

Making an Impression

When you arrive with spec ads in hand, whether you are presenting them in a printed form or on a screen, you are giving your prospect the impression that you are a professional who has prepared for this meeting. That translates into your prospect believing you care about their business and are ready to be their partner in getting results.

See Here

Humans comprehend things faster and easier with visual aids. Spec ads offer that immediate visual. As such, they can be an immediate conversation starter. Listen to what your prospects are saying and you will learn about what is most important to them. Even if prospects aren't on board with what you are presenting, they are giving you valuable information.

A visual aid also gives your prospect the size scale that you are proposing, and a place to start with customizing your specs to their needs. Some sales reps, and certainly some creative staff who may have been tasked with creating the specs, can get discouraged if a prospect dismantles a spec ad to the point where it is no longer recognizable. It is important for everyone to remember that the role of the spec ad is not necessarily to sell *THAT* spec ad. It's always nice when a client makes minimal changes to a spec, but the true role of any spec ad is to **SELL AD SPACE.**

Moving On Up

In the course of your conversation, you may discover that your client is open to expanding their original budget. In such instances, your spec ads become sales motivators for selling campaigns, cross-platform print and digital buys, larger ad spaces and more frequent runs.

Time Savers

No one has time to waste. Since spec ads help you get right to the point in the most efficient manner, they save time for you and your advertiser. And that closes the deal faster.

Results

What is the number one reason to make spec ads? Results. Spec ads help to sell more advertising, and that is a fact. Anecdotally, publishers have intimated to Metro that they sell between 75 and 90 percent of the prospects they visit when their reps arrive with spec ads in hand. So spec ads give you the results you need.

Results are also the reason that businesses advertise. They want more customers and more sales, too. Spec ads are the optimal resource to use to partner with your clients in an effort to guide them on the path that will get them the results they seek.

Create, Sell and Profit

If spec ads are a speculation, then the investment you make in having spec ads for every sales call will return added revenue. Investigate all the ready-to-sell spec ads Metro gives you each month, and how customizing specs with advertiser info through MiAD Wizard® will make the process of getting specs faster and easier than ever before. **M**

Metro provides a wide variety of ready-to-sell spec ads in every issue, including Top Ad Sales Prospects. These ads target the businesses that have traditionally spent an appreciable amount of their annual ad budgets within that particular month, which gives you a head start on a prospect list.

MiAD Wizard is an ideal resource for creating spec ads as quickly as 1-2-3. You enter prospect info, choose an ad and print or e-mail a spec ad, thereby eliminating the argument that there is not enough time to make spec ads. MiAD Wizard can allow you to get multiple choices for your prospects as well as offer print and digital ad options.

P1612B07001C

CREATE. SELL. PROFIT.

Local Boxing Day deals

BOXING DAY

The history of Boxing Day

Boxing Day shopping tips

BOXING DAY GIFT IDEAS

NAME NEWSPAPER

Advertisement Suggestion

Shopping Center

Advertisement Suggestion

Department Store

Advertisement Suggestion

Jewelry Store

Advertisement Suggestion

Electronics Store

Advertisement Suggestion

Toy Store

Advertisement Suggestion

Book Store

Advertisement Suggestion

Clothing Shop

Advertisement Suggestion

Gifting extended a day more

N1612A08001C - 10x13

December 26 is **Boxing Day** in Canada. Boxing Day has become a great event for sales of all types. Canadian publications, and American publications located near the Canadian border, can release a Boxing Day section or pages to inform readers of the events and deals they can expect while giving retailers a platform to showcase their specials. Sell the Quick-Sell layout as part of the section, or separately.

N1612A08002C - 5 col x 13
N1612A08003C - 6 col x 21

December 2016
NAME NEWSPAPER

Chanukah

Chanukah recipes
Chanukah hosting how-to
Explore the many traditions of Chanukah
Local Chanukah celebration schedules

Chanukah
Tradition a major component of Chanukah celebrations

Advertisement Suggestion

Community Center

Advertisement Suggestion

Toy Store

Advertisement Suggestion

Shopping Center

Advertisement Suggestion

Judaica Store

Advertisement Suggestion

Gift Shop

N1612A08004C - 10x13

This year **Chanukah**, the Jewish Festival of Lights, will be celebrated from December 24 to January 1. Release a section or pages of information on religious service schedules and lighting ceremonies, plus gift suggestions from appropriate advertisers for your readers. See MCC for a broadsheet full-page version of the Quick-Sell layout.

N1612A08005C - 5 col x 13
N1612A08006C - 6 col x 21

December 2016
NAME NEWSPAPER

Christmas COLORING BOOK

Holiday images for kids
Challenges, Coloring Contests, every form
Christmas characters to color
Coloring tips for kids

Christmas COLORING CONTEST

WIN PRIZES
See our Newsletter

Advertisement Suggestion

Grocery Store

Advertisement Suggestion

Toy Store

Advertisement Suggestion

Clothing Store

Advertisement Suggestion

Gift Shop

Advertisement Suggestion

Electronics Store

Advertisement Suggestion

Family Dollar

Advertisement Suggestion

Card Shop

Advertisement Suggestion

Bakery

Advertisement Suggestion

Shopping Center

Advertisement Suggestion

Caterer

Advertisement Suggestion

Hardware

Advertisement Suggestion

Toy Store

Advertisement Suggestion

ENTRY FORM

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

DATE: _____

N1612A08007C - 10x13

A **Christmas Coloring Book** can be a terrific seasonal moneymaker in any size market. You can use the cover design as an alternative to the bonus Coloring Book Templated Special Section that is included with your Holiday Advertising Service. If you prefer, sell the Quick-Sell layout as a coloring contest, with sponsors providing prizes for your younger readers. List rules and prize structure on your website and post winning pages there to cross-promote your print and online platforms.

N1612A08008C - 5 col x 13
N1612A08009C - 6 col x 21

December 2016
NAME NEWSPAPER

KWANZAA

The history of Kwanzaa
Kwanzaa in the community
The 7 principles of Kwanzaa
Decorative symbols of Kwanzaa

KWANZAA

Kwanzaa decorating tips

Advertisement Suggestion

Bookstore

Advertisement Suggestion

Church

Advertisement Suggestion

Shopping Center

N1612A08010C - 10x13

Kwanzaa will be celebrated December 26 to January 1. The week-long event was created by Dr. Maulana Karenga in 1966 as a "celebration of African family, community and culture." A section or pages can focus on family life and highlight the significant contributions to business, education, science and culture of African Americans in your area.

N1612A08011C - 5 col x 13
N1612A08012C - 6 col x 21

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

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

Holiday HOME
NAME NEWSPAPER

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

Merry & Bright Decorating Ideas
DIY Christmas Crafts
Holiday Hosting Tips

Homecooking Holiday Recipe Guide

Handyman Store
Contractor
Home Goods Store
Painting Company
Shopping Center
Lighting Store

Safety first when stringing holiday lights

Advertisement Suggestion: Home Improvement Co., Real Estate Agent

N1612A32004C - 10x13

Home entertaining, gatherings with family and friends, overnight holiday guests and holiday decorating — to say nothing of the preparation time involved — points to a real interest in a **Holiday Home** section or pages. Set it up to be all-inclusive or concentrate on a specific part of the holiday home experience. Sell the Quick-Sell layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

N1612A32005C - 5 col x 13
N1612A32006C - 6 col x 21

Holiday Cookie
NAME NEWSPAPER

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

A guide to the season's best baked goods

How to keep cookies fresher longer
The secret to great gluten-free cookies
Healthy cookies you have to taste to believe

Over 100 top-rated cookie recipes

Sugar cookies and the holiday season often go hand-in-hand.

Bake a batch of sweet sugar cookies

Advertisement Suggestion: Grocery Store

N1612A33004C - 10x13

The holiday season is baking season. Create a **Holiday Cookies** section or pages to relay recipes, tips and info to readers, or ask readers to share their recipes. Some publications have had success selling these types of sections and giving the proceeds to local charities. See the complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

N1612A33005C - 5 col x 13
N1612A33006C - 6 col x 21

The New Year 2017
NAME NEWSPAPER

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

Coming Soon... Grand Openings in 2017
2017 Event & Activity Calendar
Resolutions Roadmap

LIFESTYLE TIPS for a Happy & Healthy New Year

The New Year 2017 New Year's Eve SAFETY TIPS

Advertisement Suggestion: Taxi Co., Restaurant, Limo Company, Bar/Nightclub, Clothing Boutique, Liquor Store, Variety Store

N1612A34004C - 10x13

The **New Year 2017** section or pages can be a guide to New Year's Eve dining and celebrations and home entertaining as well as a look ahead to what readers and the community can expect in the coming year. A full-page broadsheet version of the Quick-Sell layout is available in MCC. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

N1612A34005C - 5 col x 13
N1612A34006C - 6 col x 21

Winter SPORTS
NAME NEWSPAPER

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

Staying Active All Winter
Local Leagues for Kids & Adults

Ski Weekend Getaway Guide
The Coolest Winter Sports Gear

Origins of popular winter sports

Advertisement Suggestion: Ski Resort, Sporting Goods Store

N1612A35004C - 10x13

A **Winter Sports** section or pages is the perfect seasonal idea since it can give your readers info on everything from ski travel packages to the most popular winter sports in your area. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

N1612A35005C - 5 col x 13
N1612A35006C - 6 col x 21

Merry Little Christmas Coloring Contest

Print out more coloring fun pages online at www.namewebsite.com

Three lucky winners will receive the prizes featured here, thanks to our local contest sponsors!



Child's Name: _____ Contest Rules

Age: _____ Parent's Name: _____

Address: _____

City: _____ State: _____

Zip: _____ Phone: _____

Parent's Email: _____

To Enter, mail the completed picture and entry form to:
The Knoxville Press
Christmas Coloring Contest
1234 Washington Street, Knoxville Heights, TN 37930

Contest Rules

- Contest open to children ages 4-17. One drawing per child.
- Prizes will be awarded to the winners on or before December 31, 2015. Winner will be announced and notified January 1, 2016.
- Winners will be selected by random drawing on December 31, 2015. Winner will be notified by mail on January 1, 2016.
- Prizes are subject to change without notice.
- Prizes are not redeemable for cash.
- Prizes are not transferable.
- Prizes are not cashable.
- Prizes are not redeemable for cash.
- Prizes are not transferable.
- Prizes are not cashable.
- Prizes are not redeemable for cash.
- Prizes are not transferable.

<p>\$25 Gift Card</p> <p>Toy Store 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>		<p>\$25 Gift Card</p> <p>Children's Clothing Store 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>	
<p>\$25 Gift Card</p> <p>Family Restaurant 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>		<p>\$50 Savings Bond</p> <p>Bank 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>	
<p>\$25 Gift Card</p> <p>Art Supply Store 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>		<p>\$25 Gift Card</p> <p>Variety Store 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>	
<p>\$25 Gift Card</p> <p>Shoe Store 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>		<p>\$25 Gift Card</p> <p>Game Arcade 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>	

Usage Note:
Run this Merry Little Christmas Coloring Contest as a center spread in one of your holiday sections, or within your regular pages. We've suggested having entries dropped off at your paper's location, but you might want to have sponsors also accept entries as a way of directly connecting them to prospective customers. There is an alternative coloring panel available in a BonusIdeas Quick-Sell layout (N1612A08008C).

N1612A10001C

Countdown to Cash Giveaway Contest

Your New Year Could Be \$500 Happier!

Enter to Win Online Today at namewebsite.com/contests

All entries must be received by 11 p.m. December 31, 2015. Winner will be announced and notified January 1, 2016. Winner will receive \$500 cash in the form of a check or cash. Prizes are not transferable. Winner will be notified by mail on January 1, 2016.

Thanks to our generous contest sponsors!

<p>Bar 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>	<p>Restaurant 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>

<p>Liquor Store 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>	<p>Taxi Service 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>
<p>Food Market 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>	<p>Fitness Center 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>
<p>Beauty Salon 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>	<p>Clothing Store 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>
<p>Education Program 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>	<p>Jewelry Store 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>
<p>Nightclub 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>	<p>Party Supply Store 1234 Washington Street Knoxville Heights 000-000-0000 www.namewebsite.com</p>

Usage Note:
What better way to start a new year than to be given some cash? This Countdown to Cash Giveaway Contest proposes just that. Set it up any way that works for you and your sponsors — cash, gift cards or other prizes. We're suggesting that you use your website to gather contest entries and publish your winner list, so you can cross-promote print and online platforms.

N1612A10002C



Now close more sales like magic with

MiAD Wizard

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

Nearly 40 newspapers in 13 states reported **significant revenue surges** over a six-month period

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

Ogden publications charges team to generate and present more spec ads to new and inactive accounts

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

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

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



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

Lori Figurski, Ogden Regional Advertising Director

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

METRO'S FILE NAMING SYSTEM AT A GLANCE

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

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

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

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

N1612P12002K.TIF

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

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

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

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

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1612P16011C-●

Announcing Breakfast With Santa



Saturday, December 00
8am 9:30am 11am
Reserve your tickets by phone or online today! Kids \$10 Adults \$15

Somersville Diner

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



AD# N1612A12001C PASS 6 COL x 1

N1612P27012C-●



2-for-1 Holiday Fun

BOGO 50% Off
Select Toys, Games & Puzzles
Now through Sunday

Sale runs December 00-00, 2016. List details, terms and conditions here. List details, terms and conditions here.

Morett Toys

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



AD# N1612A12002C PASS 6 COL x 1

N1612P14008C-●

N1203P46009C*-○

Get Fired Up for Winter



Warm your home with our seasoned oak or hickory firewood, available for pickup or delivery.

Quality Firewood
Seasoned, Stacked, Delivered & starting at **\$99** a pallet
Call for details and delivery.

Anton's Tree & Firewood Service

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



AD# N1612A12003C PASS 6 COL x 1

N1612P22002C-●



Christmas Came & Went.

Now Save up to 80 Percent!

Stock up for next year with up to 80% off all remaining holiday merchandise while supplies last.

Meryll General Store

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



AD# N1612A12004C PASS 6 COL x 1

N1612P21005C-●



Sounds of the Season Christmas Concert

Somersville Youth Choir
Thursday, Friday & Saturday
December 00-00, 2016 • 7:30pm
Tickets Only \$10
Reserve your tickets online, or purchase them at the door.

Somersville Hall

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

AD# N1612A12005C PASS 6 COL x 1

N1612P64005C-●



Going, Going, Gone Christmas Clearance

Sale ends December 00, 2016. List details, terms and conditions here.

Hurry in for the best deals of the season on apparel, accessories, footwear, outerwear and more before this sale wraps up on Sunday!

Dunne Clothiers

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



AD# N1612A12006C PASS 6 COL x 1

N1612P14009C-●

Christmas Tree

Meet Santa, sip hot chocolate, carol & revel in the spirit of the season!



Lighting Celebration

Friday, December 2 • 6:30-8:30 pm
Free Admission & Parking

Somersville Plaza

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

AD# N1612A12007C PASS 6 COL x 1

N1612P58013C*-○

Low Prices on Hanukkah Favorites



Name Brand Halvah Cookies
00 oz. bag
\$4.79

Name Brand Hanukkah Gelt
00 oz. bag
\$1.99

Name Brand Hanukkah Candles
8 ct. box
\$4.99

Name Brand Potato Pancake Mix
00 oz. box
\$3.99

Offers good through 00.00.16. List details, terms and conditions here.

Fresh Fare Market

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



AD# N1612A12008C PASS 6 COL x 1

N1612P14004C-●



Tree Lot Now Open

Fresh-Cut Christmas Trees \$25 to \$99
Scotch Pine | Douglas Fir | White Pine

Free Cutting & Baling
Open Every Day Until Christmas

Gallo Farms

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

AD# N1612A12009C PASS 6 COL x 1

N1612P66022C-●

Hoppy Holidays

Seasonal craft beers, available for a limited time only!



Name Brewer Winterberry Sour
Name Brewer Holiday Spice Ale
Name Brewer Christmas Stout
Tasting Flights Available

Brew Bar

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



AD# N1612A12010C PASS 6 COL x 1

countdown corner

Sales, special offers and celebrations to ring in 2017!

Usage Note:

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



Lydia's
Chic Party Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Chic Party Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Chic Party Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Chic Party Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Chic Party Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Lydia's
Chic Party Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Martini Lounge
Taste Our New 2017 Cocktail Menu on NYE!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Martini Lounge
Taste our New 2017 Cocktails on NYE!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Martini Lounge
Taste our New 2017 Cocktails on NYE!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Martini Lounge
Taste our New 2017 Cocktails on NYE!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Martini Lounge
Taste our New 2017 Cocktails on NYE!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Martini Lounge
Taste our New 2017 Cocktails on NYE!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

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

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

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

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

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

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

Party FAVORITES
Low prices on everything to set the mood for a festive celebration!

31% Off New Year's Eve Tableware & Centerpieces

BOGO 50% Off New Year's Eve Hats & Glasses

99¢ Specials Cornish Herring | Fajon | Electro | Boboona & More

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

Pop Some Corks
Save on champagne, prosecco and sparkling wines to ring in the new year!

Name Brand Champagne 750 ml. **\$39.95** (reg. \$47.95)

Name Brand Sparkling Wine 750 ml. **\$9.95** (reg. \$12.95)

Name Brand Prosecco 750 ml. **\$12.95** (reg. \$14.95)

Mix & Match! EXTRA 10% OFF Purchase of 4 or More Bottles Champagne | Prosecco | All Wines

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

It's Party Time!
Ready, set, get dressed with big deals on festive looks for holiday fotos.

31% Off Women's Dresses
31% Off Men's Dress Shirts

31% Off Suits & Sport Coats

31% Off Fashion Jewelry

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

GoodNight 2016
New Year's Eve Community Celebration

Saturday, December 31 7pm-Midnight

Tickets Online Now **\$10 Adults FREE for Kids 12 & Under**

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

Entertain Tastefully

Imported Cheeses | Cured Meats | Cold Cut Platters | Fresh Breads | Vegetable Platters | Finger Foods | Assorted Sandwiches | Cookie Trays | Cakes & Pies | Homemade Dips & Sides | Gourmet Snacks

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

Save 10% Off Any Prepared Party Platter From Our Gourmet Deli

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

YEAR-END SALE
Give your home a new look for the new year!

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

\$20.16 Down + Interest-Free Financing Until 2018

N1612P50003C-
N1612P29006C-
N1612P30005C-
AD# N1612A13002C
PASS 2 COL x 5
AD# N1612A13005C
PASS 2 COL x 5

AD# N1612A13004C
PASS 2 COL x 5
N1612P13001C-
AD# N1612A13003C
PASS 2 COL x 5
AD# N1612A13006C
PASS 2 COL x 5
N1612P30007C-
N1612P30008C-
N1203P46009C-
AD# N1612A13001C
PASS 6 COL x 21
AD# N1612A13008C
10 x 13



N1612P14007C-●



N1612P14003C-●



N1612P14010C-●



N1612P14001C-●



N1612P14008C-●



N1612P14009C-●



N1612P14002C-●



N1612P14006C-●



N1612P14004C-●



N1612P14005C-●



N1612P15006C-●



N1612P15010C-●



N1612P15004C-●



N1612P150xxC-●



N1612P15003C-●



N1612P15011C-●



N1612P15005C-●



N1612P15012C-●



N1612P15001C-●



N1612P15008C-●



N1612P15007C-●



N1612P15009C-●



N1612P16006C-●



N1612P16010C-●



N1612P16005C-●



N1612P16012C-●



N1612P16009C-●



N1612P16004C-●



N1612P16007C-●



N1612P16001C-●



N1612P16011C-●



N1612P16008C-●



N1612P16003C-●



N1612P16002C-●

N1612P22008C
N1612P27006C

N1612P17002C
N1612P17001C

N1612P16003C
N1612P14005C
N1612P14006C



December

Community Calendar 2016

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



December 1
Santa Arrives at the Mall
Hot cocoa, caroling & pictures with Santa!
Somerville County Mall
6pm
www.namewebsite.com

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

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

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

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



December 3
Craft Fair
Free admission & parking!
Somerville County Mall
10 am - 4pm
www.namewebsite.com

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

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

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



December 00
Christmas Tree Lighting
An annual tradition for the whole family!
City Center Square
6pm
www.namewebsite.com

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

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

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

Shop handcrafted treasures for holiday giving, decorating and enjoying.

Holiday CRAFT FAIR

Saturday, December 3
10am - 4pm

Free Admission | Plenty of Free Parking
Over 50 Artisan Vendors | Refreshments for Sale
Gift Wrapping Booth | Christmas Carols

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



December 00
Holiday Concert
\$5 Tickets Now Online
Somerville Theater
7pm
www.namewebsite.com

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



December 00
Holiday Bake Sale
All proceeds benefit Name Charity
Somerville Community Center
9am - 2pm
www.namewebsite.com

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



December 00
Living Nativity Opens
Nightly through Christmas Eve
St. Matthew's Church
7pm
www.namewebsite.com

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



December 00
Holiday Open House
Special discounts, free refreshments & door prizes
Somerville Shopping Plaza
10am - 10pm
www.namewebsite.com

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



December 00
Poinsettia Sale
All proceeds benefit Name Charity
Somerville Community Center
10am - 4pm
www.namewebsite.com

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

December 00
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www.namewebsite.com

December 00
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www.namewebsite.com

December 00
Name Event Here
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www.namewebsite.com

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

AD# N1612A17002C
PASS 3 COL x 7

N1612P14003C

N1612P22006C
N1612P15009C
N1612P21001C

N1612P20006C
N1612P20007C

AD# N1612A17003C
PASS 6 COL x 3

N1612P16001C

Guess Who's Coming to Town?



Our holiday guest of honor arrives this Thursday! Stop by the mall for a welcome reception including free hot cocoa and festive caroling, and enjoy a free gift with your photo purchase. The fun starts at 6pm.

Somerville County Mall

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

Companion WEB ADS available on MCC

AD# N1612A17001C
AD# N1612A17004C

PASS 6 COL x 21
10 x 13

Can't Foot the Bills?

Holiday Loans borrow up to **\$5,000** rates as low as **7.89% APR**

Open a holiday loan with a low fixed rate, flexible terms and no prepayment penalty, and give high-interest credit cards the boot this Christmas!

Apply Today
by phone, online or in person

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

Let details, terms and conditions here.
Let details, terms and conditions here.
Let details, terms and conditions here.
Let details, terms and conditions here.



AD# N1612A18001C PASS 2 COL. x 5

Have Yourself a Sunny Little Christmas

Call, come in or go online today for our best year-end holiday travel special!

Venture Travel

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

Jamaica
Bahamas
Virgin Islands
Costa Rica
Thailand
Bali | Mexico & More



N1612P38003C

AD# N1612A18002C PASS 2 COL. x 5

Our Goal Is to Help You Find the Perfect Gift!

Sporting Goods
Active Apparel
Athletic Footwear
Fitness Gear
Hiking & Camping
Bikes & Boards
& so much more

Luxury Available
Gift Cards In Store

Team up with us on social media for great gift ideas and special offers.

Full Court Sporting Goods
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com



N1612P38008C

AD# N1612A18003C PASS 2 COL. x 5

Perfect the Art of Giving

The finishing touch for holiday portraits...
Professional Custom Framing Service
starting at only **\$99**

From our unique gift gallery...
Artistic Framed Posters & Prints
starting at only **\$29.99**

Preserve beautiful memories...
Hundreds of Frames in Every Size & Color
starting at only **\$9.99**

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



AD# N1612A18004C PASS 2 COL. x 5

FITNESS for Christmas

Holiday Special 0% Financing for 6 Months
Treadmills | Ellipticals
Stair Climbers
Stationary Bikes
Rowers | Home Gyms
Weight Stations

We Offer:
Warranty Plans
Delivery & Setup
In-Home Repair & Service
Equipment Leasing Programs

Elevate Sports & Home Fitness
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Offer good on in-store purchases over \$500 with credit approval through 01.01.16. Let details, terms and conditions here.



N1612P38011C

AD# N1612A18005C PASS 2 COL. x 5

The Spirit of Christmas Past

Antique Christmas Ornaments & Decorations
Vintage Tableware & Entertaining Essentials
Retro Party Fashions
One-of-a-Kind Gifts • Estate Jewelry

Stop in to browse, and enjoy complimentary cookies and hot cocoa!

Open Every Day Until Christmas
We also buy and appraise antiques!

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



N1612P38013C

AD# N1612A18006C PASS 2 COL. x 5

Companion WEB ADS available on MCC

Out With the Old. In With the New!

12 Months of Interest-Free Financing on In-Stock Appliances From Name Brand | Name Brand Name Brand | & More

Free Delivery
Free Removal & Recycling of Your Old Appliance
Extended Warranty & Service Plans
Minimum purchase required
See details for warranty pricing and details.

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



N1612P38014C

AD# N1612A18007C PASS 2 COL. x 5

Stuff Their Stockings for Less!

99c Toys
Stickers
Candy
Puzzle Books

\$2 Ornaments
Lip Gloss
Nail Polish
Gloves & Mittens

\$5 Plush Toys
Cosmetic Palettes
Craft Kits
Knit Scarves

Discount Variety Mart

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



N1612P38015C

AD# N1612A18008C PASS 2 COL. x 5

Holiday Engagement Event

up to **\$500 Off** Diamond Engagement Rings
Through December 31, 2016

We know how to ring in the holiday season!

Certified Diamonds
Affordable Financing
Trade-Up Programs

Astor Jewelry

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



N1612P38009C

AD# N1612A18009C PASS 2 COL. x 5

Pawliday Savings

Pet Stockings filled with their favorite treats \$9.99 & up | up to **30% Off** Creature Comforts for Christmas: treats | toys | beds | apparel | collars | leashes | cat furniture | grooming aids & so much more going on now through December 00 2016

Paws & Claws Pet Supply
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1612A19001C PASS 2 COL. x 5

N1612P39006C

Oh, What Fun It Is to Ride!

Dash in today for year-end special offers.

0% Factory Financing for 60 months with approved credit select 2016 models and models only

Manufacturer Markdowns up to \$1,599 Off MSRP select 2016 models and models only

Plus, pre-owned savings on certified sleds!

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

AD# N1612A19002C PASS 2 COL. x 5

N1612P39002C

Your Pet's Holiday Spa & Hotel

Grooming | Sleepovers | Daycare

Special Offers for New Guests
\$10 Off First Overnight Stay
\$5 Off First Daycare Visit
20% Off First Grooming Service
Call today for details and booking!

Groom & Board

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

AD# N1612A19003C PASS 2 COL. x 5

N1612P39008C N1203P46090C

Shop a hand-selected assortment of unique gifts for the nicest names on your list.

Holiday Gift Boutique

Homes decor & accessories • Edible gourmet gifts
Collectible ornaments • Seasonal tableware
Gift wrap & greeting cards • Beauty gifts & fragrances
Fine leather goods • Jewelry & accessories
Children's books & toys • Journals & stationery

Sparrow Gifts

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Holiday Hours: Monday-Saturday 8am-10pm, Sunday 9am-7pm

AD# N1612A19004C PASS 2 COL. x 5

N1612P39009C

Don't panic. See us for fast cash solutions!

Holidays Breaking the Bank?

Payday Loans • Check Cashing
Auto Title Loans • Money Wiring • Bill Pay Center

Payday Financial Services

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

Easy Application
Fast Approval
Great Rates

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

AD# N1612A19005C PASS 2 COL. x 5

N1612P39007C

Dreaming of a Chocolate Christmas?

Gourmet filled chocolates & truffles
Classic candy brittles & turtles
Chocolate peppermints
Shaped specialty chocolates
Chanukah candy
Gift baskets

Holiday Gift Box Special
1 lb. milk & dark chocolate assortment in our signature holiday box
\$19.95 Available for a limited time only!

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

AD# N1612A19006C PASS 2 COL. x 5

N1612P39002C

N1203P46090C

Companion WEB ADS available on MCC

EVERYTHING THEY'RE WISHING FOR & MORE

Great selection • Helpful service
Free gift wrapping • Open late for the holidays!

FUNTIME TIMES

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

AD# N1612A19007C PASS 2 COL. x 5

N1612P27010C

N1612P27004C

N1612P27005C
N1612P27009C

Get What You've Always Wanted for Christmas

Cosmetic Dermatology
Lip Lip Injections
Skin Resurfacing
Lip Injections
Chemical Peels
Scar & Tattoo Removal

Cosmetic Surgery
Laser Liposuction
Facial Asymmetry
Tummy Tucks
Facelifts
Alotriplexy
Eye & Brow Lift

OUR GIFT TO YOU:
10% OFF ANY PROCEDURE
includes all. Call for details and your complimentary consultation today!

Visage Center for Cosmetic Surgery
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1612A19008C PASS 2 COL. x 5

N1612P14001C

Jingle, Jingle... That's the sound of up to **40% OFF** The Latest Tech Gadgets & Accessories for Christmas

Do You Hear What We Hear?

Save on laptops, tablets, smartphones, headphones, and the list goes on!

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

Better ho-ho-hurry! sale ends Sunday. List details, terms and conditions here. Call for details and your complimentary consultation today!

AD# N1612A19009C PASS 2 COL. x 5

N1612P21009C



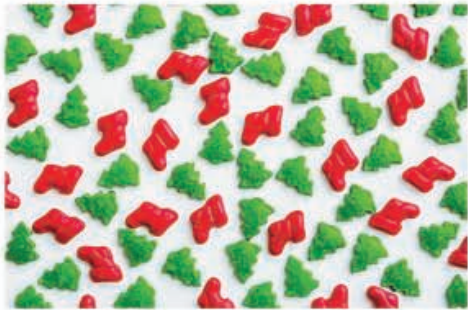
N1612P20001C-●



N1612P20009C-●



N1612P20010C-●



N1612P20005C-●



N1612P20006C-●



N1612P20004C-●



N1612P20011C-●



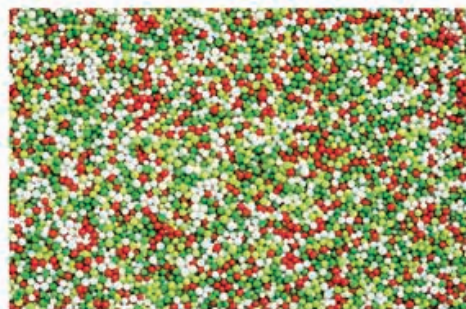
N1612P20012C-●



N1612P20007C-●



N1612P20003C-●



N1612P20002C-●



N1612P20008C-●



N1612P21001C-●



N1612P21002C-●



N1612P21005C-●



N1612P21004C-●



N1612P21006C-●



N1612P21007C-●



N1612P21010C-●



N1612P21009C-●



N1612P21003C-●



N1612P21008C-●



N1612P22009C-●



N1612P22001C-●



N1612P22012C-●



N1612P22007C-●



N1612P22008C-●



N1612P22003C-●



N1612P22004C-●



N1612P22005C-●



N1612P22006C-●



N1612P22011C-●



N1612P22010C-●



N1612P22002C-●



N1612P23001C*O
N1612P23005C*O

N1612P23002C*O

AD# N1612A23001C 19.334 x 13



N1612P23003C●

Usage Suggestion:

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

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

Shop Locally This Christmas Holiday Dining Guide

N1612P23004C*O

N1612P23006C*O

N1612P24005C*-O

N1612P24001C*-O

N1612P24002C*-O

New Year's Eve Party Guide

Make it a celebration to remember!

Skyline Restaurant

3-Course Dinner & Entertainment
\$99 per couple
Reserve today!

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

Martinis Lounge

DJ & Dancing • 3 Drinks • Champagne
Toast • Party Favors • Breakfast Buffet
Only \$49

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

Club Virgo

VIP New Year's Eve Bash
Open Bar • Dress to Impress
\$79 Tickets Now Online

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

Splash Bar & Grill

No Cover On New Year's Eve!
Enjoy live music & drink specials all night!
Dress optional (fun food served all night)

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

Value Grocery

99¢ Snack Specials
Stock up for New Year's Eve entertaining!
Site ends 12.31.16

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

Spirit & Co. Liquors

\$10 Champagne Specials
Top-Shelf Spirits On Sale
Huge Selection of Craft Beer

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

Herban Catering Co.

We want to make **your** party
New Year's Eve
Cocktail Party Specials
punch bowls • appetizers • desserts • & more

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

Somerville Community Center

New Year's Eve Alcohol-Free
Family Celebration
TICKETS ONLY NOW
\$10 Adults, \$5 Kids, Free for Kids 5 & Under

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

Runway Fashions

Shop rocking looks for New Year's Eve!
Party Dresses **\$29** & up
apparel • accessories • footwear

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

Confetti Party Supply

Everything to entertain festively!
2 for \$1! Hors d'oeuvres & Party Favors!
table linens • banners • streamers • & more

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

Energy Entertainment

The best in
party entertainment!
DJ • band • covers • reggae • covers
Call or go online today for NYC booking

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

Discount Party Rentals

Reserve now
for New Year's Eve!
dance floors • sound equipment • tables & chairs •
lighting • catering equipment • & more

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

Millbrook Restaurant

New Year's Eve Pils-Flan Dinner
\$79 per couple
Seatings at 7 p.m. & 9 p.m.

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

Star Lounge

Live Music • Champagne Toast • Party
Favors • Specialty Cocktails • Tapas Menu
Reserve Today!

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

Club Spin

New Year's Tickets Now On Sale!
Includes two drink tickets!
\$29 Early-Bird Pricing

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

AD# N1612A24001C 19,334 x 13



N1612P24006C-●

Usage Suggestion:

Multiple-advertiser, double truck layouts present unique opportunities for advertisers to gain more exposure while sharing the cost of appearing in color in a prime position.

At the same time, they give you a full-color spread. Use the alternative headings on this page to change the focus of the layout, and don't forget to repurpose the content for your Web site.

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

Celebration Spots

N1612P24003C*-O

New Year Sales & Specials

N1612P24004C*-O



N1612P25004C-●



N1612P25001C-●



N1612P25002C-●



N1612P25003C-●



N1612P25005C-●



N1612P25009C-●



N1612P25006C-●



N1612P25008C-●



N1612P25007C-●



N1612P25010C-●



N1612P26001C-●



N1612P26005C-●



N1612P26008C-●



N1612P26003C-●



N1612P26004C-●



N1612P26009C-●



N1612P26011C-●



N1612P26012C-●



N1612P26007C-●



N1612P26006C-●



N1612P26010C-●



N1612P26002C-●



N1612P27011C-●



N1612P27003C-●



N1612P27012C-●



N1612P27004C-●



N1612P27001C-●



N1612P27005C-●



N1612P27008C-●



N1612P27009C-●



N1612P27010C-●



N1612P27007C-●



N1612P27002C-●



N1612P27006C-●



N1612P28011C-●



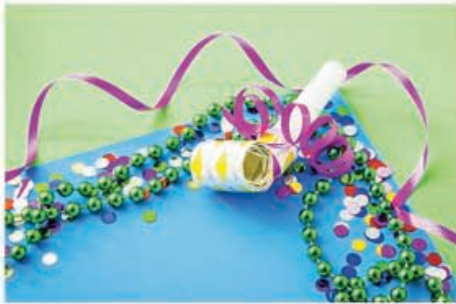
N1612P28009C-●



N1612P28003C-●



N1612P28001C-●



N1612P28012C-●



N1612P28010C-●



N1612P28002C-●



N1612P28013C-●



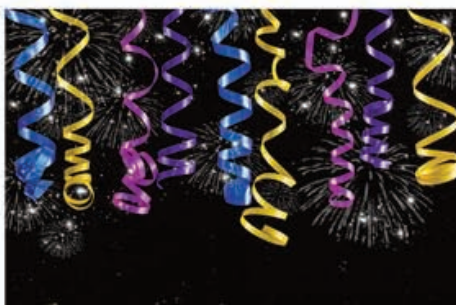
N1612P28008C-●



N1612P28004C-●



N1612P28006C-●



N1612P28014C-●



N1612P28005C-●



N1612P28007C-●



N1612P29012C-●



N1612P29002C-●



N1612P29010C-●



N1612P29008C-●



N1612P29011C-●



N1612P29006C-●



N1612P29005C-●



N1612P29009C-●



N1612P29004C-●



N1612P29003C-●



N1612P29007C-●



N1612P29001C-●



N1612P30008C-●



N1612P30004C-●



N1612P30005C-●



N1612P30006C-●



N1612P30003C-●



N1612P30002C-●



N1612P30001C-●



N1612P30013C-●



N1612P30020C-●



N1612P30018C-●



N1612P30016C-●



N1612P30015C-●



N1612P30007C-●



N1612P30019C*-○



N1612P30009C*-○
N1612P30010C*-○



N1612P30021C*-○



N1612P30011C*-○
N1612P30012C*-○



N1612P30017C-●



N1612P30014C*-○

*You're Invited
to our*

Enjoy Free Refreshments
& Sparkling Cider
Monday, January 2
Door Prize Giveaways
Enter in person or online to win a
new prize giveaway each day!

New Year's Sale-a-bration

We're ringing in the new year with
savings to celebrate throughout the store!

Starting Monday | January 2-8, 2017

80% Off

All Remaining
Christmas
Merchandise

lights | trees | ornaments | tree
stands | decorations | & more

up to

40% OFF

Tools & Power Tools
Outdoor & Snow Removal
Portable Heaters
Paint Center
Storage & Shelving
Kitchen & Bath Fixtures
Safety & Security
Cabinets & Vanities
Decorative Hardware
Energy-Saving Products
Household Cleaning

**Domicile
Hardware & Home**

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



Connect with us on social media or
register online for in-store workshops,
special offers and more!

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

AD# N1612A31001C

PASS 6 COL. x 21

AD# N1612A31002C

10 x 13

N1612P31001C-O

N1612P31001C-●

SECTION COVER:

Holiday HOME
December 2016
A Special Section from
NAME NEWSPAPER

Merry & Bright Decorating Ideas
DIY Christmas Crafts
Homecooking Holiday Recipe Guide
Holiday Hosting Tips

AD# N1612A32001C 10. x 13

HEADING:
N1612P32001C*○

Holiday HOME

QUICK SELL:

Advertiser Suggestion Hardware Store Decorative lighting, Christmas decorations, holiday gifts, home decor.	Advertiser Suggestion Contractor Decorative lighting, Christmas decorations, holiday gifts, home decor.	Advertiser Suggestion Home Goods Store Decorative lighting, Christmas decorations, holiday gifts, home decor.	Advertiser Suggestion Roofing Company Decorative lighting, Christmas decorations, holiday gifts, home decor.	Advertiser Suggestion Shopping Center Decorative lighting, Christmas decorations, holiday gifts, home decor.	Advertiser Suggestion Lighting Decorative lighting, Christmas decorations, holiday gifts, home decor.
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Holiday HOME

Safety first when stringing holiday lights

Instead of using one of those bundles in every light, they're more and more...
Make sure lights do not pose a safety hazard. First, make sure...
Safety should always come first when stringing lights.

AD# N1612P32001C*○

Advertiser Suggestion Home Improvement Co. 1234 Main Street 12345 City, ST 12345 www.himco.com	Advertiser Suggestion Real Estate Agent 1234 Main Street 12345 City, ST 12345 www.realestate.com
AD# N1612A32002C	9.667 x 13
AD# N1612A32009C	PASS 6 COL. x 21

READER CAMPAIGN:

There's No Place Like Home for the Holidays

Welcome the comfort and joy of the Christmas season into your home with a little help from our latest special section. Holiday Home offers everything from decorating ideas and do-it-yourself crafts to seasonal recipes and helpful hosting tips. Plus, you'll find valuable advertising and special offers from a host of local businesses dedicated to saving you time and money this holiday season!

Holiday HOME A Special Section From **NAME NEWSPAPER**

Appearing December 00 in print & online at www.name newspaper.com/holidayhome

AD# N1612A32003C PASS 2 COL. x 5

Bring Home the Holiday Spirit

Welcome the comfort and joy of the Christmas season into your home with a little help from our latest special section. Holiday Home offers everything from decorating ideas and do-it-yourself crafts to seasonal recipes and helpful hosting tips. Plus, you'll find valuable advertising and special offers from a host of local businesses dedicated to saving you time and money this holiday season!

Holiday HOME A Special Section From **NAME NEWSPAPER**

Appearing December 00 in print & online at www.name newspaper.com/holidayhome

AD# N1612A32004C PASS 2 COL. x 5

Create a Warm & Welcoming Holiday Home

Welcome the comfort and joy of the Christmas season into your home with a little help from our latest special section. Holiday Home offers everything from decorating ideas and do-it-yourself crafts to seasonal recipes and helpful hosting tips. Plus, you'll find valuable advertising and special offers from a host of local businesses dedicated to saving you time and money this holiday season!

Holiday HOME A Special Section From **NAME NEWSPAPER**

Appearing December 00 in print & online at www.name newspaper.com/holidayhome

AD# N1612A32005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

Your Home for Holiday Advertising

Maximize your exposure to potential customers this holiday season with targeted advertising in Holiday Home. This special section is filled with festive features to attract and engage readers, making it a great place to draw their attention to your holiday products and services!

Holiday HOME A Special Section From **NAME NEWSPAPER**

Call 000.000.0000 or email name@name newspaper.com to reserve your space. Reservation Deadline: December 00 Publication Date: December 00

AD# N1612A32006C PASS 2 COL. x 5

Making Sales & Spirits Bright

Maximize your exposure to potential customers this holiday season with targeted advertising in Holiday Home. This special section is filled with festive features to attract and engage readers, making it a great place to draw their attention to your holiday products and services!

Holiday HOME A Special Section From **NAME NEWSPAPER**

Call 000.000.0000 or email name@name newspaper.com to reserve your space. Reservation Deadline: December 00 Publication Date: December 00

AD# N1612A32007C PASS 2 COL. x 5

There's No Place Like "Home for the Holidays" to Advertise

Maximize your exposure to potential customers this holiday season with targeted advertising in Holiday Home. This special section is filled with festive features to attract and engage readers, making it a great place to draw their attention to your holiday products and services!

Holiday HOME A Special Section From **NAME NEWSPAPER**

Call 000.000.0000 or email name@name newspaper.com to reserve your space. Reservation Deadline: December 00 Publication Date: December 00

AD# N1612A32008C PASS 2 COL. x 5



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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

N1612P33002C-
N1612P33001C-
N1612P33001C*
December 2014
A Special Section From
NAME NEWSPAPER

A guide to the season's best baked goods!

Holiday Cookies

How to keep cookies fresher longer
The secret to great gluten-free cookies
Healthy cookies you have to taste to believe

Over 100 top-rated cookie recipes

AD# N1612A33001C 10. x 13

HEADING:
N1612P33001C*
N1612P33001C*

Holiday Cookies

QUICK SELL:

N1612P33001C*
N1612P33002C-
Sugar cookies and the holiday season often go hand-in-hand.

Holiday Cookies

Bake a batch of sweet sugar cookies

Quick Sell:
Home Goods Store
Variety Store
Health Foods Store
Family Restaurant
Toy Store

Advertiser Suggestion:
Grocery Store

AD# N1612A33002C 9.667 x 13
AD# N1612A33009C PASS 6 COL. x 21

READER CAMPAIGN:

N1612P37004C-
N1612P33001C*
'Tis the Season for Great Cookies

Savor the season's sweetest tradition with our Holiday Cookies guide. This special section is loaded with more than 100 top-rated cookie recipes, including gluten-free and low-sugar creations everyone will love!

Scoop up your copy in print or online Sunday, December 00

www.name newspaper.com/holidaycookies

A Special Section From
NAME NEWSPAPER

Holiday Cookies

AD# N1612A33003C PASS 2 COL. x 5

Crazy About Cookies?

Savor the season's sweetest tradition with our Holiday Cookies guide. This special section is loaded with more than 100 top-rated cookie recipes, including gluten-free and low-sugar creations everyone will love!

Scoop up your copy in print or online Sunday, December 00

www.name newspaper.com/holidaycookies

A Special Section From
NAME NEWSPAPER

Holiday Cookies

AD# N1612A33004C PASS 2 COL. x 5

Bake It Merry

Savor the season's sweetest tradition with our Holiday Cookies guide. This special section is loaded with more than 100 top-rated cookie recipes, including gluten-free and low-sugar creations everyone will love!

Scoop up your copy in print or online Sunday, December 00

www.name newspaper.com/holidaycookies

A Special Section From
NAME NEWSPAPER

Holiday Cookies

AD# N1612A33005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

N1612P37009C-
N1612P33001C*
Your Advertising Sweet Spot

Everyone loves Christmas cookies, and that's why our Holiday Cookies special section is an advertising opportunity you don't want to miss. Filled with more than 100 delicious cookie recipes, this guide will grab the attention of almost every reader, making it the perfect place to tempt shoppers with your products and services just in time for the holiday!

Reserve your ad space today!

Holiday Cookies A Special Section From
NAME NEWSPAPER

Reserve your ad space today!

Call 000.000.0000 or email name@name newspaper.com
Reservation Deadline: December 00 | Publication Date: December 00

AD# N1612A33006C PASS 2 COL. x 5

A Special Section Shoppers Can't Resist

Everyone loves Christmas cookies, and that's why our Holiday Cookies special section is an advertising opportunity you don't want to miss. Filled with more than 100 delicious cookie recipes, this guide will grab the attention of almost every reader, making it the perfect place to tempt shoppers with your products and services just in time for the holiday!

Reserve your ad space today!

Holiday Cookies A Special Section From
NAME NEWSPAPER

Reserve your ad space today!

Call 000.000.0000 or email name@name newspaper.com
Reservation Deadline: December 00 | Publication Date: December 00

AD# N1612A33007C PASS 2 COL. x 5

The Secret Ingredient for More Holiday Sales

Everyone loves Christmas cookies, and that's why our Holiday Cookies special section is an advertising opportunity you don't want to miss. Filled with more than 100 delicious cookie recipes, this guide will grab the attention of almost every reader, making it the perfect place to tempt shoppers with your products and services just in time for the holiday!

Reserve your ad space today!

Holiday Cookies A Special Section From
NAME NEWSPAPER

Reserve your ad space today!

Call 000.000.0000 or email name@name newspaper.com
Reservation Deadline: December 00 | Publication Date: December 00

AD# N1612A33008C PASS 2 COL. x 5

Companion WEB ADS available on MCC

SECTION COVER:

The New Year 2017
A Special Supplement to
NAME NEWSPAPER

Coming Soon...
Grand Openings in 2017

2017
Event & Activity
Calendar

&
Resolutions
Roundup

LIFESTYLE TIPS for a
*Happy & Healthy
New Year*

AD# N1612A34001C 10. x 13

HEADING:

N1612P34001C*○
The New Year 2017

QUICK SELL:

The New Year 2017
New Year's Eve SAFETY TIPS

Advertiser Suggestion

Taxi Co.
1234 Main Street
City, State, Zip
www.name.com

Advertiser Suggestion

Restaurant
1234 Main Street
City, State, Zip
www.name.com

Advertiser Suggestion

Limo Company
1234 Main Street
City, State, Zip
www.name.com

Advertiser Suggestion

Bar/Nightclub
1234 Main Street
City, State, Zip
www.name.com

Advertiser Suggestion

Clothing Boutique
1234 Main Street
City, State, Zip
www.name.com

AD# N1612A34002C 9.667 x 13
AD# N1612A34009C PASS 6 COL. x 21

READER CAMPAIGN:

2016 **2017**

Your Guide to the New Year

Set yourself up for a successful year ahead with The New Year 2017 as your guide. This exciting special section is filled with events, activities, advice and special offers to help make 2017 your best year yet!

The New Year 2017 A Special Section From
NAME NEWSPAPER

Sunday, December 00 In Print & Online at
name.com/newyear2017

AD# N1612A34003C PASS 2 COL. x 5

2016 **2017**

The Local's Guide to 2017

Set yourself up for a successful year ahead with The New Year 2017 as your guide. This exciting special section is filled with events, activities, advice and special offers to help make 2017 your best year yet!

The New Year 2017 A Special Section From
NAME NEWSPAPER

Sunday, December 00 In Print & Online at
name.com/newyear2017

AD# N1612A34004C PASS 2 COL. x 5

2016 **2017**

Your Best Year Begins Here

Set yourself up for a successful year ahead with The New Year 2017 as your guide. This exciting special section is filled with events, activities, advice and special offers to help make 2017 your best year yet!

The New Year 2017 A Special Section From
NAME NEWSPAPER

Sunday, December 00 In Print & Online at
name.com/newyear2017

AD# N1612A34005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

2017

Advertising for the New Year

Make a fresh start with brand-new offers, merchandise arrivals or service promotions in our special section celebrating The New Year 2017. This supplement is the ideal place to align your advertising with the excitement and enthusiasm surrounding the kickoff of the new year, as readers look for ideas and inspiration to optimize the months ahead.

The New Year 2017 A Special Section From
NAME NEWSPAPER

To Get Started,
Call 000.000.0000 or Email name@namewebsite.com
Advertising Deadline: Thursday, December 00
Issue Date: Sunday, December 00

AD# N1612A34006C PASS 2 COL. x 5

2017

Ring In More Sales

Make a fresh start with brand-new offers, merchandise arrivals or service promotions in our special section celebrating The New Year 2017. This supplement is the ideal place to align your advertising with the excitement and enthusiasm surrounding the kickoff of the new year, as readers look for ideas and inspiration to optimize the months ahead.

The New Year 2017 A Special Section From
NAME NEWSPAPER

To Get Started,
Call 000.000.0000 or Email name@namewebsite.com
Advertising Deadline: Thursday, December 00
Issue Date: Sunday, December 00

AD# N1612A34007C PASS 2 COL. x 5

2017

It's a New Year to Grow Your Business

Make a fresh start with brand-new offers, merchandise arrivals or service promotions in our special section celebrating The New Year 2017. This supplement is the ideal place to align your advertising with the excitement and enthusiasm surrounding the kickoff of the new year, as readers look for ideas and inspiration to optimize the months ahead.

The New Year 2017 A Special Section From
NAME NEWSPAPER

To Get Started,
Call 000.000.0000 or Email name@namewebsite.com
Advertising Deadline: Thursday, December 00
Issue Date: Sunday, December 00

AD# N1612A34008C PASS 2 COL. x 5



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

(MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

Winter SPORTS
A Special Section From
NAME NEWSPAPER

December 2014

Staying Active All Winter
Local Leagues for Kids & Adults

Ski Weekend Getaway Guide + **The Coolest Winter Sports Gear**

AD# N1612A35001C 10. x 13

N1612P35001C*O

N1612P35002C

READER CAMPAIGN:

The Cure for Cabin Fever

Our Winter Sports section is your guide to the season's coolest activities. From local sports leagues and events to ski weekend getaways and the latest winter sports gear, this special section will equip you for a season of excitement!

Winter SPORTS A Special Section From
NAME NEWSPAPER

In Print & Online Sunday, December 00
www.nameweb.com/wintersports

AD# N1612A35003C PASS 2 COL. x 5

N1612P39002C

N1612P35001C*O

ADVERTISER CAMPAIGN:

Stay Ahead of the Competition

Team up with our latest special section for high-impact advertising geared toward winter sports enthusiasts. Winter Sports gives your business targeted advertising distribution to potential customers in more than 00,000 local households, so you can reach your seasonal sales goals.

Winter SPORTS A Special Section From
NAME NEWSPAPER

Call now to advertise!
000.000.0000 | name@nameweb.com
Advertising Deadline: December 00
Publication Date: December 00

AD# N1612A35006C PASS 2 COL. x 5

N1612P39014C

N1612P35001C*O

HEADING:
N1612P35001C*O

Winter SPORTS

Your Active Guide to Winter

Our Winter Sports section is your guide to the season's coolest activities. From local sports leagues and events to ski weekend getaways and the latest winter sports gear, this special section will equip you for a season of excitement!

Winter SPORTS A Special Section From
NAME NEWSPAPER

In Print & Online Sunday, December 00
www.nameweb.com/wintersports

AD# N1612A35004C PASS 2 COL. x 5

Strengthen Your Sales Strategy

Team up with our latest special section for high-impact advertising geared toward winter sports enthusiasts. Winter Sports gives your business targeted advertising distribution to potential customers in more than 00,000 local households, so you can reach your seasonal sales goals.

Winter SPORTS A Special Section From
NAME NEWSPAPER

Call now to advertise!
000.000.0000 | name@nameweb.com
Advertising Deadline: December 00
Publication Date: December 00

AD# N1612A35007C PASS 2 COL. x 5

QUICK SELL:

Winter SPORTS

Origins of popular winter sports

Advertiser Suggestion

- Ski Snow Shop**
- Shoe Store**
- Clothing Store**
- Department Store**
- Local Ice Cream**
- Skiable Shop**
- Ski Resort**

Advertiser Suggestion

Sporting Goods Store

AD# N1612A35002C 9.667 x 13
AD# N1612A35009C PASS 6 COL. x 21

N1612P35001C*O

N1612P35002C

Gear Up for Winter Fun

Our Winter Sports section is your guide to the season's coolest activities. From local sports leagues and events to ski weekend getaways and the latest winter sports gear, this special section will equip you for a season of excitement!

Winter SPORTS A Special Section From
NAME NEWSPAPER

In Print & Online Sunday, December 00
www.nameweb.com/wintersports

AD# N1612A35005C PASS 2 COL. x 5

Score More Sales This Winter

Team up with our latest special section for high-impact advertising geared toward winter sports enthusiasts. Winter Sports gives your business targeted advertising distribution to potential customers in more than 00,000 local households, so you can reach your seasonal sales goals.

Winter SPORTS A Special Section From
NAME NEWSPAPER

Call now to advertise!
000.000.0000 | name@nameweb.com
Advertising Deadline: December 00
Publication Date: December 00

AD# N1612A35008C PASS 2 COL. x 5

Companion
WEB ADS
available
on MCC



N1612P36002C-●



N1612P36010C-●



N1612P36001C-●



N1612P36004C-●



N1612P36003C-●



N1612P36006C-●



N1612P36007C-●



N1612P36009C-●



N1612P36008C-●



N1612P36005C-●



N1612P37001C-●



N1612P37002C-●



N1612P37003C-●



N1612P37006C-●



N1612P37007C-●



N1612P37008C-●



N1612P37005C-●



N1612P37004C-●



N1612P37009C-●



N1612P38007C-●



N1612P38009C-●



N1612P38013C-●



N1612P38011C-●



N1612P38002C-●



N1612P38010C-●



N1612P38014C*-O



N1612P38012C-●



N1612P38006C-●



N1612P38004C-●



N1612P38008C-●



N1612P38001C-●



N1612P38003C-●



N1612P38005C-●



N1612P39005C-●



N1612P39003C-●



N1612P39001C-●



N1612P39009C-●



N1612P39010C-●



N1612P39011C-●



N1612P39004C-●



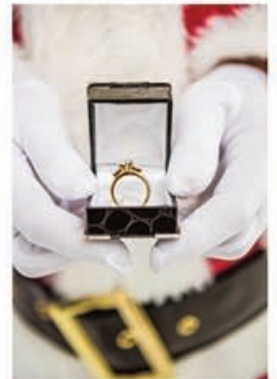
N1612P39006C-●



N1612P39008C-●



N1612P39007C-●



N1612P39013C-●



N1612P39012C-●



N1612P39014C-●



N1612P39002C-●

N1612P14009C

Craft

the Perfect Christmas

Your holiday headquarters for do-it-yourself gifts and decorating.

Seasonal & Holiday Fabrics | Faux Florals & Wreath-Making Supplies
Sewing, Knitting & Needlecrafts | Baking & Foodcrafting Essentials
Papercraft & Scrapbooking Supplies | Art Supplies, Crafting Kits & Creative Gifts for Kids

<p>40% Off Name Brand Holiday Collection Fabrics</p> <p><small>List all other details, terms and conditions here. List all other details, terms and conditions here. List all other details, terms and conditions here.</small></p> <p>Hanson Craft Supply 1234 Washington Street 000-000-0000 www.namewebsite.com</p>	<p>BOGO 50% Off Name Brand Yarns</p> <p><small>List all other details, terms and conditions here. List all other details, terms and conditions here. List all other details, terms and conditions here.</small></p> <p>Hanson Craft Supply 1234 Washington Street 000-000-0000 www.namewebsite.com</p>	<p>\$5 Off Purchase of \$25 or More</p> <p><small>List all other details, terms and conditions here. List all other details, terms and conditions here. List all other details, terms and conditions here.</small></p> <p>Hanson Craft Supply 1234 Washington Street 000-000-0000 www.namewebsite.com</p>
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Hanson Craft Supply
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Hours: Monday-Saturday 8 a.m.-10 p.m. Sunday 9 a.m.-9 p.m.

Facebook | Twitter

AD# N1612A41001C 8.5 x 11

N1612P22008C

Christmas Trees & Holiday Florals

Everything to fill your home with the natural beauty of Christmastime.

Everly Cut Douglas Fir, Blue Spruce, White Pine & Fraser Fir Trees
Poinsettias in Every Size & Color | Designs & Evergreen Christmas Wreaths
Swags, Centerpieces, Baking & Mantelpieces | Centerpieces, Floral Arrangements & Holiday Plants
Christmas Ornaments, Crafts & Homemade Baked Goods

<p>BOGO 50% Off Poinsettias & Holiday Plants</p> <p><small>List all other details, terms and conditions here. List all other details, terms and conditions here. List all other details, terms and conditions here.</small></p> <p>Evergreen Garden Center 1234 Washington Street 000-000-0000 www.namewebsite.com</p>	<p>10% Off Any Christmas Tree</p> <p><small>List all other details, terms and conditions here. List all other details, terms and conditions here. List all other details, terms and conditions here.</small></p> <p>Evergreen Garden Center 1234 Washington Street 000-000-0000 www.namewebsite.com</p>	<p>Buy 2, Get 1 Free Christmas Tree Ornaments</p> <p><small>List all other details, terms and conditions here. List all other details, terms and conditions here. List all other details, terms and conditions here.</small></p> <p>Evergreen Garden Center 1234 Washington Street 000-000-0000 www.namewebsite.com</p>
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Evergreen Garden Center
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

OPEN EVERY DAY UNTIL CHRISTMAS!

Facebook | Twitter

AD# N1612A41002C 8.5 x 11

N1612P48004C

Surrounding You With Warmth & Comfort All Season

Count on us for reliable and affordable comfort system installation, service and repair.

High-Efficiency Heating & Cooling System Specialists
Easy Financing Plans on New Systems
24-Hour Emergency Repair Service
Maintenance Contracts Available
Parts & Labor Guaranteed
All Major Brands

Ask us about current Rebate Savings

Only \$89 up to **\$2,500** on new high-efficiency systems

FURNACE TUNE-UP
List all other details, terms and conditions here. List all other details, terms and conditions here. List all other details, terms and conditions here.

ACE HEATING & COOLING
1234 Washington Street | 000-000-0000 | www.namewebsite.com

ANY NEW SYSTEM INSTALL
List all other details, terms and conditions here. List all other details, terms and conditions here. List all other details, terms and conditions here.

\$500 OFF
ACE HEATING & COOLING
1234 Washington Street | 000-000-0000 | www.namewebsite.com

FREE SERVICE CALL WITH REPAIR SERVICE
List all other details, terms and conditions here. List all other details, terms and conditions here. List all other details, terms and conditions here.

ACE HEATING & COOLING
1234 Washington Street | 000-000-0000 | www.namewebsite.com

ACE HEATING & COOLING
1234 Washington Street
Somersville Heights
000-000-0000 | www.namewebsite.com

Facebook

AD# N1612A41003C 8.5 x 11

N1612P14002C

'Tis the Season for Chimney Safety

A neglected chimney can result in dangerous creosote buildup, creating a serious threat to your health, safety and property. That's why the National Fire Protection Association (NFPA) recommends having a chimney cleaning and inspection every year to help prevent fires and carbon monoxide poisoning. If it's been more than 12 months since you had your chimney cleaned, be sure to call us today for a professional inspection.

Our Gifts to You

\$25 OFF Chimney Cleaning <small>List all other details, terms and conditions here. List all other details, terms and conditions here.</small>	Only \$49 Chimney Inspection <small>List all other details, terms and conditions here. List all other details, terms and conditions here.</small>
\$10 OFF Dryer Vent Cleaning <small>List all other details, terms and conditions here. List all other details, terms and conditions here.</small>	\$15 OFF Installed Chimney Flue Cap <small>List all other details, terms and conditions here. List all other details, terms and conditions here.</small>

Chimney Pros

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

Call Today!
Offers End December 00.
List all other details, terms and conditions here.

Fully Insured
License# 00000000

Facebook

N1203P46009C

AD# N1612A41004C 8.5 x 11



N1612P42007C-●



N1612P42004C-●



N1612P42003C-●



N1612P42006C-●



N1612P42008C-●



N1612P42005C-●



N1612P42002C-●



N1612P42001C-●



N1612P42023C-●
N1612P42024C-●



N1612P42021C*-○
N1612P42022C*-○



N1612P42010C*-○
N1612P42011C*-○



N1612P42025C*-○
N1612P42026C*-○



N1612P42020C*-○



N1612P42017C*-○



N1612P42019C*-○



N1612P42018C*-○



N1612P42018C*-○ N1612P42015C*-○



SHOP LOCAL!

N1612P42014C*-○



N1612P42013C*-○



N1612P42009C*-○



N1612P42012C*-○

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



*Make Your List.
Check It Twice.
Save Locally on Everything Nice!*

N1612P16006C

"SHOP LOCAL" SUPPORT

This month, see a full-page of coupon ads that demonstrate the community draw of your publication as readers redeem them as a show of shop-local support. There is also an alternative tab size available in MCC.

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

Town Hardware

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

↓ Great gifts & stocking stuffers for the holidays
↓ Huge selection of holiday lights & decorations

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Coupon required. Expires 01.00.15. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



Emblem Jewelers

\$20 Off
Your Purchase of \$100 or More

↓ Trusted quality & value in fine jewelry since 1922
↓ The Nano Breed jewelry collection is here for the holidays!

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Coupon required. Expires 01.00.15. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



Lalo Boutique

20% Off
Any Single Item

↓ Scoop up the latest holiday party looks!
↓ FREE GIFT with gift card purchase of \$50 or more

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Coupon required. Expires 01.00.15. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



Highlights Salon

10% Off
All Gift Card Purchases

↓ Cut & color expertise for the whole family
↓ Now offering custom airbrush tanning!

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Coupon required. Expires 01.00.15. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



Runway Shoes

**BOGO
50% Off**
Any Pair of Shoes

↓ Fresh dress & casual arrivals for the whole family
↓ We carry extra-wide sizes & orthopedic styles

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Coupon required. Expires 01.00.15. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



Stitches Craft Supply

20% Off
Your Next Total Purchase

↓ Your headquarters for homemade holiday gifts
↓ Sign up online for class & workshop invitations

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Coupon required. Expires 01.00.15. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



Central Pharmacy

\$5 Off
Your Purchase of \$25 or More

↓ Fragrance gift sets now in stock for the holidays
↓ Great stocking stuffers from 99¢

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Coupon required. Expires 01.00.15. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



Pine Ridge Garden Center

**FREE Tree Stand
or Lights Set**
With Purchase of
Christmas Tree 6' or Taller

↓ Free cutting & baling service
↓ Huge selection of poinsettias in assorted colors & sizes

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Coupon required. Expires 01.00.15. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



Riviera Cafe

**FREE
\$25 Gift Card**
With Every \$100 in Gift Card Purchases

↓ Open Christmas Eve, New Year's Eve & New Year's Day
↓ Host your holiday party with us!

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Coupon required. Expires 01.00.15. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



Eclectica Boutique

20% Off
Any Single Item

↓ Local, handmade & unique holiday gifts
↓ Free gift wrapping service

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Coupon required. Expires 01.00.15. List details, terms and conditions here.
List details, terms and conditions here. List details, terms and conditions here.



AD# N1612A43002C
PASS 3 COL x 3.25

AD# N1612A43004C
PASS 3 COL x 3.25

AD# N1612A43006C
PASS 3 COL x 3.25

AD# N1612A43008C
PASS 3 COL x 3.25

AD# N1612A43010C
PASS 3 COL x 3.25

AD# N1612A43003C
PASS 3 COL x 3.25

AD# N1612A43005C
PASS 3 COL x 3.25

AD# N1612A43007C
PASS 3 COL x 3.25

AD# N1612A43009C
PASS 3 COL x 3.25

AD# N1612A43011C
PASS 3 COL x 3.25

AD# N1612A43001C PASS 6 COL x 21
AD# N1612A43012C 10 x 13



N1612P44011A-●



N1612P44013A-●



N1612P44003K-●



N1612P44005A-●



N1612P44002K-●



N1612P44006A-●



N1612P44009K-●



N1612P44004A-●



N1612P44008A-●



N1612P44012A-●



N1612P44015A-●



N1612P44010K-●



N1612P44007A-●



N1612P44001K-●



N1612P44014A-●

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

(MCC Creative Library / Image Type: Retro)



N1612P45005K-●



N1612P45010K-●



N1612P45012A-●



N1612P45008K-●



N1612P45009K-●



N1612P45006A-●



N1612P45002A-●



N1612P45004A-●



N1612P45007A-●



N1612P45003A-●



N1612P45001A-●



N1612P45015K-●



N1612P45014K-●



N1612P45013K-●



N1612P45011A-●

Bonus images available in the MCC Creative Library:



N1612P46003C-●



N1612P46006C-●



N1612P46002C-●



N1612P46001C-●



N1612P46005C-●



N1612P46004C-●

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

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

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

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

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



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5

Bonus images available in the MCC Creative Library:



N1612P47006C-●



N1612P47005C-●



N1612P47004C-●



N1612P47003C-●



N1612P47002C-●



N1612P47001C-●

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

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

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

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

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



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



N1612P48009C-●



N1612P48010C-●



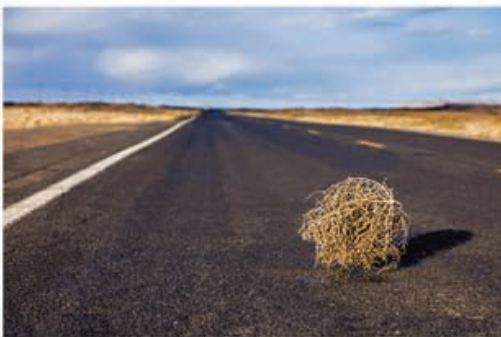
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N1612P48006C-●



N1612P48005C-●



N1612P48008C-●



N1612P48002C-●



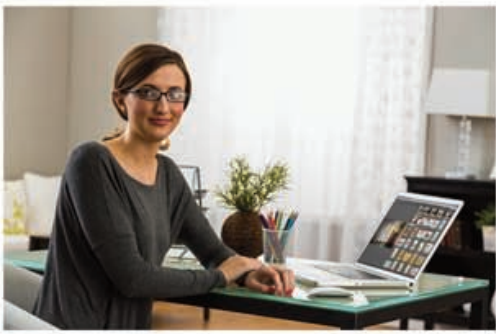
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N1612P48004C-●



N1612P48001C-●



N1612P49009C-●



N1612P49008C-●



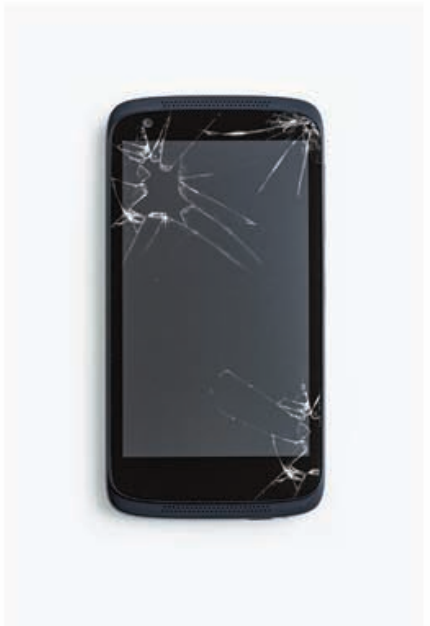
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N1612P49010C-●



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N1612P49001C-●



N1612P49004C-●



N1612P49003C-●



N1612P49005C-●



N1612P49006C-●



N1612P50004C-●

Usage Notes:

Use these backgrounds to help promote services and merchandise for Christmas gifting, religious Christmas events, winter sales and winter sports, New Year's Eve, celebrations, and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

(MCC Creative Library / Image Type: Background)



N1612P50003C-●



N1612P50001C-●



N1612P50006C-●



N1612P50002C-●



N1612P50005C-●



N1612P50007C-●

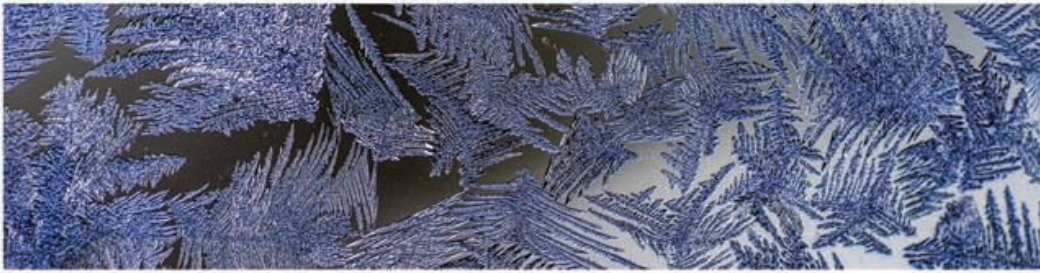


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N1612P50008C-●

N1612P51001C



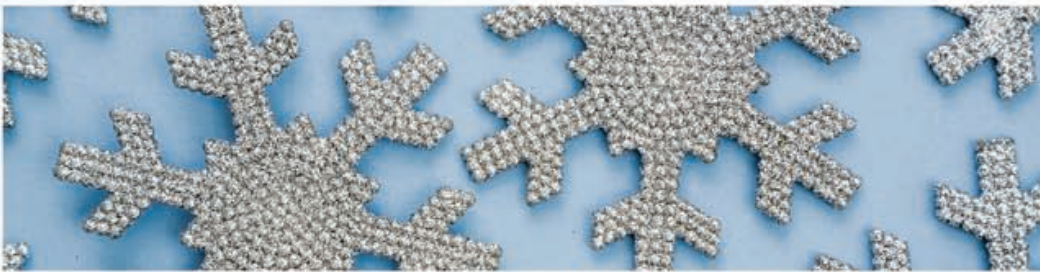
N1612P51002C



N1612P51003C



N1612P51004C



N1612P51005C



N1612P51006C



Usage Suggestions:

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for Christmas gift ads, winter sales, New Year's Eve, anniversaries and celebrations ... and more.



N1612P52010C*-O



N1612P52007C*-O



N1612P52001C*-O



N1612P52004C*-O



N1612P52006C*-O



N1612P52003C*-O



N1612P52002C*-O



N1612P52005C*-O



N1612P52019C*-O



N1612P52020C*-O



N1612P52017C*-O



N1612P52018C*-O



N1612P52014C*-O



N1612P52012C*-O



N1612P52009C*-O



N1612P52008C*-O



N1612P52016C*-O



N1612P52015C*-O



N1612P52011C*-O



N1612P52013C*-O



N1612P53007C*-O



N1612P53001C*-O



N1612P53002C*-O



N1612P53006C*-O



N1612P53004C*-O



N1612P53003C*-O



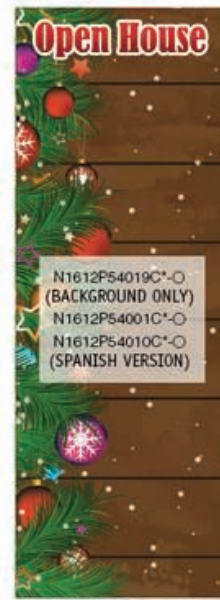
N1612P53008C*-O



N1612P53009C*-O



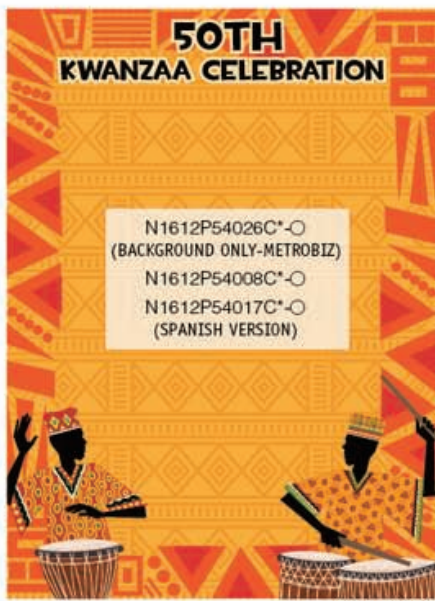
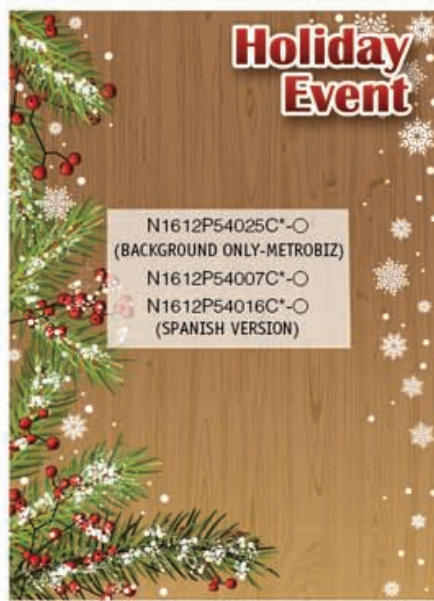
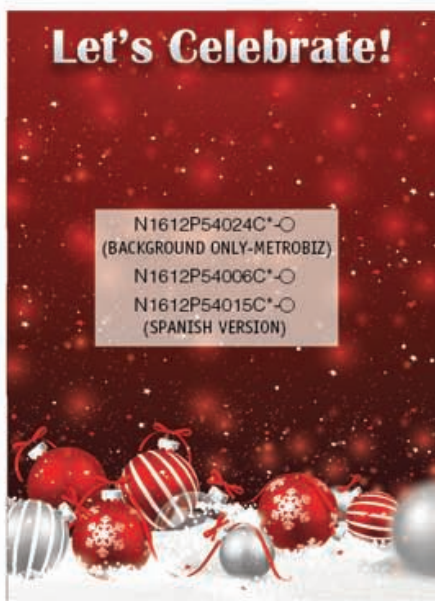
N1612P53005C*-O



Usage Note:

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

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





MCC KEYWORD HINT: Bake Shop
N1612P55007C-●



MCC KEYWORD HINT: Party Planner
N1612P55008C-●



MCC KEYWORD HINT: Child Care Provider
N1612P55009C-●



MCC KEYWORD HINT: Landscaper
N1612P55010C-●



MCC KEYWORD HINT: Florist
N1612P55011C-●



MCC KEYWORD HINT: Winery
N1612P55012C-●

Usage Note:

MCC Creative Library / Image Type: frame, background, photo or MetroBiz, where applicable

Use these business card photo backgrounds to help you expand your printing business.

You can also employ these timely frames in print inserts, ads or online ads and pages.

The banner-style frames can be used for top- or bottom-of-the-page print ads or repurposed for Web banners. Look for more seasonal and timely subjects throughout the year.



N1612P55001C*-○



N1612P55002C*-○



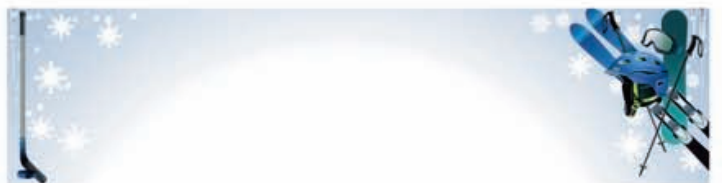
N1612P55003C*-○



N1612P55004C*-○



N1612P55005C*-○



N1612P55006C*-○



MCC KEYWORDS: ICON SET, CHRISTMAS, FLORAL
N1612S56006C*-O



MCC KEYWORDS: ICON SET, HANUKKAH
N1612S56001C*-O



MCC KEYWORDS: ICON SET, KWANZAA
N1612S56002C*-O



MCC KEYWORDS: ICON SET, HOLIDAY COOKIES
N1612S56005C*-O



MCC KEYWORDS: ICON SET, CHRISTMAS
N1612S56004C*-O



MCC KEYWORDS: ICON SET, NEW YEAR'S EVE
N1612S56003C*-O



N1612P57021C*-O



N1612P57022C*-O



N1612P57023C*-O

N1612P57020C*-O



N1612P57024C*-O



N1612P57025C*-O



N1612P57026C*-O



N1612P57027C*-O



N1612P57028C*-O



N1612P57029C*-O



N1612P57030C*-O



N1612P57031C*-O



N1612P57032C*-O



N1612P57033C*-O



N1612P57034C*-O



N1612P57035C*-O



N1612P57039C*-O



N1612P57036C*-O



N1612P57037C*-O



N1612P57038C*-O



N1612P57001C*-O



N1612P57002C*-O



N1612P57003C*-O



N1612P57004C*-O



N1612P57015C*-O



N1612P57018C*-O



N1612P57016C*-O



N1612P57017C*-O



N1612P57019C*-O



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N1612P57007C*-O



N1612P57008C*-O



N1612P57009C*-O



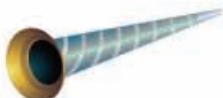
N1612P57010C*-O



N1612P57011C*-O



N1612P57012C*-O



N1612P57013C*-O



N1612P57014C*-O



MCC KEYWORDS: ICON SET, CHRISTMAS

N1612S57040C*-O



N1612P58003C-●



N1612P58004C-●



N1612P58001C-●



N1612P58002C-●



N1612P58018C*-○



N1612P58014C*-○



N1612P58007C*-○



N1612P58009C*-○
N1612P58010C*-○



N1612P58016C*-○



N1612P58017C*-○



N1612P58015C*-○



N1612P58005C*-○



N1612P58013C*-○



N1612P58006C*-○



N1612P58011C*-○
N1612P58012C*-○



N1612P58008C*-○

Holiday Coloring Book



A Holiday Supplement to **Name Newspaper**

AD# N1612A59001C 8.5 x 11

N1612P59001C*-O



N1612P59002A*-O

This coloring page prepared by
NAME BUSINESS
1234 Magazine Street / Savannah, GA 31401-0001 / www.namebiz.com



This coloring page prepared by
NAME BUSINESS
1234 Magazine Street / Savannah, GA 31401-0001 / www.namebiz.com

AD# N1612A59002K
8.5 x 11

N1612P59003A*-O

AD# N1612A59003K
8.5 x 11



N1612P59004A*-O

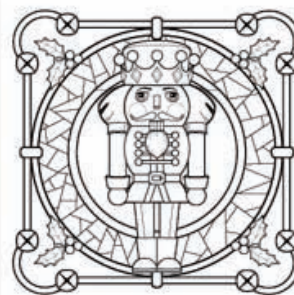
This coloring page prepared by
NAME BUSINESS
1234 Magazine Street / Savannah, GA 31401-0001 / www.namebiz.com

AD# N1612A59004K
8.5 x 11



N1612P59006A*-O

This coloring page prepared by
NAME BUSINESS
1234 Magazine Street / Savannah, GA 31401-0001 / www.namebiz.com



N1612P59005A*-O

This coloring page prepared by
NAME BUSINESS
1234 Magazine Street / Savannah, GA 31401-0001 / www.namebiz.com



This coloring page prepared by
NAME BUSINESS
1234 Magazine Street / Savannah, GA 31401-0001 / www.namebiz.com

AD# N1612A59007K 8.5 x 11

AD# N1612A59006K
8.5 x 11

N1612P59007A*-O

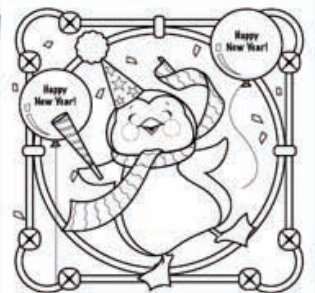


This coloring page prepared by
NAME BUSINESS
1234 Magazine Street / Savannah, GA 31401-0001 / www.namebiz.com

AD# N1612A59008K 8.5 x 11

N1612P59008A*-O

AD# N1612A59005K
8.5 x 11



N1612P59009A*-O

This coloring page prepared by
NAME BUSINESS
1234 Magazine Street / Savannah, GA 31401-0001 / www.namebiz.com

AD# N1612A59009K 8.5 x 11



N1612P60001C-●



N1612P60004C-●



N1612P60002C-●



N1612P60007C-●



N1612P60009C-●



N1612P60008C-●



N1612P60003C-●



N1612P60010C-●



N1612P60005C-●



N1612P60006C-●

Save now on tickets to the biggest party of the year!

Special Invitation

New Year's Eve Bash
Saturday, December 31

Doors Open at 6PM
Open Bar All Night
Appetizer Buffet
Champagne Toast
Saloon Drop
Party Favors

Discount Tickets Online Now
Order today to beat the December 30 price increase!

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

AD# N1612A61001C PASS 2 COL. x 5

N1612P28001C

New Year's Eve Dinner Party

Live Entertainment by Name Band Beginning at 9 PM
Complimentary Champagne Toast at Midnight
000-000-0000
Call to reserve your spot today!

4-Course Prix-Fixe Celebration Dinner
\$39 per guest
Dinner reservations available 48hrs

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

AD# N1612A61002C PASS 2 COL. x 5

N1612P60008C

Eat. Drink. Be Very Merry.

Holiday Happy Hour
4-7pm Daily
Drink Specials
\$5 Bar Bites

Book your holiday party reservation today!

Cocktails | Appetizers
Dinner | Espresso Bar | Dessert

Live Entertainment
Thursday-Saturday
Gift Cards Available
Open at 4pm Daily

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

AD# N1612A61003C PASS 2 COL. x 5

N1612P65006C

Baking Spirits Bright

Make the holidays even sweeter with our delicious desserts!

Holiday Pies \$12.99

NEW for the Holidays
Santa's Red Velvet Cake or Cupcakes

Cookie Trays \$5.99 lb

Open Christmas Eve 6am-2pm
Closed Christmas Day

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

AD# N1612A61004C PASS 2 COL. x 5

N1612P37005C

N1612P65012C

Uncork the Holidays

Tis the season to celebrate at the area's most festive and friendly winery!

Join us for New Year's Eve!
\$49 tickets available online and at the winery.

Divine Holiday Parties | Wine Club Gift Memberships
10% Case Discounts | Wine Tasting & Tours

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

AD# N1612A61005C PASS 2 COL. x 5

N1612P290003C

A Delicious Start to the New Year

New Year's Day Celebration Brunch Buffet
Sunday, January 1
10 am-3 pm
\$29 per guest
\$15 children 10 & under
Enjoy bottomless Champagne or mimosas for just \$10 more!

Morello's Restaurant
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

AD# N1612A61006C PASS 2 COL. x 5

Season's Eatings

Christmas Eve Feast of the Seven Fishes
\$39 per guest
Regular menu also served

Holiday party does not available!
Open New Year's Day for Brunch & Dinner
Reservations Recommended
Gift Cards Available

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

AD# N1612A61007C PASS 2 COL. x 5

N1612P65010C

Fresh & Flavorful Mexican Food

Enchiladas • Burritos
Fish Tacos • Carne Asada

\$10 Combo Plate Specials

FREE Chips & Salsa
Frozen Margaritas
Happy Hour 4-6 PM

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

AD# N1612A61008C PASS 2 COL. x 5

N1612P62003C

PAOWERFUL FLAVOR

DELICIOUS CHINESE AND ASIAN FUSION CUISINE TO SPICE UP YOUR DAY!

\$5.99 LUNCH SPECIALS
NOW SERVING BEER & WINE

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

BOGO 50% OFF ANY DINNER ENTREE

PAN ASIA
1234 Washington Street
000-000-0000
www.namewebsite.com

AD# N1612A61009C PASS 2 COL. x 5

N1203P46009C



N1612P62003C-●



N1612P62001C-●



N1612P62008C-●



N1612P62004C-●



N1612P62002C-●



N1612P62010C-●



N1612P62009C-●



N1612P62005C-●



N1612P62006C-●



N1612P62007C-●



N1612P63011C-●



N1612P63005C-●



N1612P63010C-●



N1612P63006C-●



N1612P63008C-●



N1612P63007C-●



N1612P63009C-●



N1612P63001C-●



N1612P63002C-●



N1612P63003C-●



N1612P63004C-●



N1612P63012C-●



N1612P64006C-●



N1612P64011C-●



N1612P64009C-●



N1612P64008C-●



N1612P64007C-●



N1612P64010C-●



N1612P64001C-●



N1612P64002C-●



N1612P64005C-●



N1612P64003C-●



N1612P64004C-●



N1612P65002C-●



N1612P65010C-●



N1612P65003C-●



N1612P65005C-●



N1612P65006C-●



N1612P65012C-●



N1612P65008C-●



N1612P65001C-●



N1612P65009C-●



N1612P65011C-●



N1612P65007C-●



N1612P65004C-●



N1612P66023C-●
DRAFT BEER



N1612P66022C-●
DRAFT BEER



N1612P66012C-●
EGGNOG MARTINI



N1612P66011C-●
GLASS OF SANGRIA



N1612P66003C-●
MIMOSA CARAFE



N1612P66004C-●
APPLE PIE



N1612P66006C-●
HOT CHOCOLATE



N1612P66021C-●
GINGERBREAD COOKIE



N1612P66017C-●
HOT CHOCOLATE



N1612P66035C-◇
BEER



N1612P66016C-●
HOT COCOA



N1612P66013C-●
BAKING SODA



N1612P66010C-●
PITCHER OF SANGRIA



N1612P66028C-◇
APPLE PIE



N1612P66031C-◇
COOKIE CUTTERS



N1612P66007C-●
CHRISTMAS TREATS



N1612P66018C-●
BOTTLE OF CHAMPAGNE



N1612P66027C-◇
CHERRY PIE



N1612P66026C-◇
DATES



N1612P66033C-◇
COOKED HAM



N1612P66025C-●
CAPPUCCINO



N1612P66020C-●
PUMPKIN PIE



N1612P66029C-◇
FRIED SHRIMP



N1612P66034C-◇
CHRISTMAS COOKIES



N1612P66015C-●
CANDY CANE STICKS



N1612P66002C-●
CHEESECAKE



N1612P66030C-◇
FRIED SHRIMP



N1612P66032C-◇
KIWI



N1612P66024C-●
EGGNOG



N1612P66019C-●
COOKED HAM



N1612P66001C-●
CHEESECAKE



N1612P66005C-●
PIE



N1612P66014C-●
CHANUKAH COOKIES



N1612P66008C-●
FRIED SHRIMP



N1612P66009C-●
COOKIE DOUGH

N1612P65007C-
 N1612P65001C-
 N1612P37004C-
 N1612P38001C-
 N1612P66019C-
 N1203P46009C*-O



Holiday Values in Every Aisle

Name Brand Spiral-Sliced Half Ham \$1.79 lb.	Name Brand All-Natural Whole Turkey \$1.29 lb.	Name Brand Assorted Frozen Pies 2 for \$5
--	--	---

**Hassle-Free
Holiday
Party Platters** **\$12.99**
 Deli Party Platters
starting at only

Broccoli Crowns \$1.19 lb.	White Cauliflower \$1.49 lb.	Navel Oranges 79¢ lb.
Green Beans 99¢ lb.	Seedless Grapes \$1.59 lb.	Russet Potatoes 29¢ lb.

Name Brand Fruit Cocktail <small>00 oz. can</small> \$1.89	Name Brand Stuffing Mix <small>00 oz. box</small> \$1.19	Name Brand Chicken Stock <small>00 oz. box</small> \$1.79
Name Brand Cooking Oil <small>00 oz. varietal</small> \$2.19	Name Brand Snack Crackers <small>00 oz. box</small> \$1.89	Name Brand Snack Dips <small>00 oz. varietal</small> \$2.79
Name Brand White Flour <small>0 lb. bag</small> \$1.29	Name Brand Granulated Sugar <small>0 lb. bag</small> \$1.79	Name Brand Snack Chips <small>00 oz. bag</small> \$1.29
Name Brand Large Eggs \$1.99 dozen	Name Brand Whole Milk \$1.99 gallon	Name Brand Creamy Butter \$1.99 lb.

**ValueSmart
Grocery** 

Advertised offers good December 06-09, 2016. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

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

AD# N1612A67001C PASS 6 COL. x 10

Holiday Values in Every Aisle

N1612P67002C*-O

**Hassle-Free
Holiday
Party Platters**

N1612P67001C*-O

**Christmas
Catering** is our
specialty

N1612P67003C*-O



N1612P68003C*-O



N1612P68009C*-O



N1612P68010C*-O



N1612P68008C*-O



N1612P68001C*-O



N1612P68002C*-O



N1612P68012C*-O



N1612P68011C*-O



N1612P68013C*-O



(WINTER TIRES: IT'S THE LAW!)

N1612P68004C*-O



(HOLIDAYS UNDER THE SUN)

N1612P68006C*-O



(BE SMART, DON'T DRINK AND DRIVE!)

N1612P68007C*-O



(MERRY CHRISTMAS!)

N1612P68005C*-O



N1612P69001C-●
MOUNT ASSINIBOINE LODGE



N1612P69006C-●
BANFF NATIONAL PARK



N1612P69012C-●
CANMORE



N1612P69010C-●
CALGARY SKYLINE



N1612P69007C-●
MORAINE LAKE



N1612P69005C-●
COUPLE SHOPPING



N1612P69003C-●
WHISTLER VILLAGE, BC



N1612P69008C-●
SNOW SCENE



N1612P69011C-●
DEER



N1612P69004C-●
SKI LODGE



N1612P69002C-●
LAKE LOUISE, ALBERTA




N1612P69009C-●
ELK

MCC KEYWORD HINT: week1

This is your illustration and copy for December 1, 2016.

N1612P70008C*
N1612P70004C*
N1612P70002C*
N1612P70000C*



Writing Your Own Obituary

"We remember before our God and Father your work produced by faith, your labors prompted by love, and your audience inspired by hope as our Lord Jesus Christ."
— 1 Thessalonians 1:9

While writing your own obituary might seem morbid, the opposite is actually the case. Writing your obituary can focus the mind on what is important in your life and help you relive your memories if you aren't on the right path. Obituaries these days tend to be a bit more personal than in the past. People may confess that they struggled with addiction or other serious problems, and they may share opinions or express words of wisdom from the deceased. Thinking about and writing your own obituary will force you to decide about what is important to you. So consider writing yours. Don't just include the dry biographical facts, but be sure to write about your life's work and what it meant to you. You may think that your life's work is trivial or humble, but did it give you the opportunity to help and serve others? And what did you feel passionately about outside of work, and why? Were you devoted to your family and friends, and if so, how? And how in the final analysis, do you want to be remembered? These are questions that are too important to be left to the end of life and the answer we think about them, the more likely we are to have an obituary that tells a life story worth reading about. — Christopher Senor

AD# N1612A70004C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week2

This is your illustration and copy for December 8, 2016.

N1612P70007C*
N1612P70002C*
N1612P70000C*



Leaders Are Servants

"You know that those who are regarded as rulers of the Gentiles lord it over them, and their high officials exercise authority over them. Not so with you, instead, who want to become great among you must be servants of all. For even the Son of Man did not come to be served, but to serve, and to give his life as a ransom for many."
— Matt 18:42-43

In order to be a good leader one must be willing to be a servant. Government officials and political leaders who do their job and immediately assume that they are public servants and therefore take pains to actually serve and benefit the public. Religious leaders must do the same, we wrap their heads as a good shepherd does his sheep. Jesus did not consider it beneath him to wash the feet of his apostles on the night before he was arrested. And in our working lives, we all know that the best managers and supervisors aren't afraid to get their hands dirty and serve their employees almost in the same way that a loving parent serves his or her children, educating them and helping them when necessary with difficult tasks. We are all called to serve God by serving one another and in the process of doing so we lead by example. Don't consider it beneath you to serve others. Service to others is our highest calling. — Christopher Senor

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MCC KEYWORD HINT: week3

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Waging Peace

"Make every effort to live in peace with everyone and to be holy without hypocrisy. It is the Lord."
— Romans 12:18

Our society often glories in war and the waging of war, and we justifiably praise the virtues of the good soldier, whose courage and fighting skills help to keep us safe and protect us from our enemies. But should we not also praise those who devote their lives to peace and who try to find peaceful means of resolving disputes? Wise Generals agree that war should be a last resort, and in our personal lives too we should find every means of avoiding conflict before coming to blows or even engaging in verbal wars. As you a source of peace and calmness at work and in your home or a source of strife and division? There are those who seem to thrive on strife and like to engage and sow division whenever they go. If you can't have them around with a kind word or a soft look, then it might be best to just leave them alone. It's hard to have a fight all by yourself, though some people try hard to do just that. Show for peace in your life and see if it doesn't spread to those around you. — Christopher Senor

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Christmas Is Here

"The Son is the image of the invisible God, the firstborn son of creation. For in him all things were created: things in heaven and on earth, visible and invisible, whether thrones or powers or rulers or authorities; all things have been created through him and for him. He is before all things, and in him all things hold together."
— Colossians 1:15-16

There is a natural tendency to believe that Christmas comes but once a year. This misconception is based on the calendar, which gives it only one day of the year. Some of us do a bit better by celebrating the season of Christmas, perhaps treating everything from roughly Thanksgiving to the New Year as being part of the Christmas season. But we should remember that Christmas is really a celebration of God's incarnation. God literally came to be with us here on earth, and that is something that can and should be celebrated all year long. And while it is something that can and should be celebrated all year long, a helpless baby born in a manger, focusing on Jesus' birth means the wider context of the incarnation. God's physicality as a human being highlights the divine aspect of human nature (we all have the spirit of God within us), but understanding Jesus as the second person of God also raises the stature of the natural world. The physical world is imbued with divine importance by God's incarnation, and we should consider that the entire world is a gift from God. Perhaps that is the true meaning of Christmas! — Christopher Senor

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MCC KEYWORD HINT: week5

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Year-End Reflections

"Let us examine our ways and test them, and let us return to the Lord."
— Lamentations 3:40

The end of the year can be a trying time for many. The hustle and bustle of the holidays, together with the felt need to spend more money than one can afford adds stress to our lives. Amid all the noise and celebrations, one should take some time for quiet reflection at the end of every year. Where did we fall short this past year? Surely all of our hard-earned things we wish we hadn't and failed to do some things we should have. Some of those things might be items on our personal or professional development checklists, but more importantly we should reflect on where we have failed morally and spiritually. Are we closer to God now than we were a year ago? Is our prayer life better than it was a year ago, and is our treatment of family, friends and co-workers better as well? Reflect on what went well in your moral and spiritual progress this past year, and try to reproduce your efforts in the areas that might not have gone so well. Consider what you need to work on next year, and consider going about it in a systematic way. There are a lot of ways to work on our character, and perhaps one of the best was Ben Franklin's system, which he describes in his autobiography. Franklin sought to perfect thirteen different virtues, and he worked on each one for a week, allowing him to work through all thirteen virtues four times over the course of the year. — Christopher Senor

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