

CREATE. SELL. PROFIT.

METRO

CAMPAIGNS & CLASSIFIED

Real Estate

Home in on sales from realtors and builders with eye-catching ads, images and listing layouts.

PP. 26-35, 43

Automotive PP. 1-18, 42



Gear up sales with seasonal promotions, fresh ad designs, headings, images and a quarterly cover design. Plus, see how Stylized Auto Images can enhance your ads!

Campaigns PP. 5, 17-21, 26, 36



Discover new ready-to-sell campaigns for marinas, mattress stores, allergy relief, carpet cleaning, auto dealers, realtors and your own publication.

Recruitment PP. 36-41, 44



Attract job seekers and recruitment advertisers alike with engaging spec ads, images, self-promotion ideas and versatile headings.



Powerful New Image Sources to Drive More Auto Sales



Command the attention of more automotive advertisers with enhanced photography from Metro's new *Stylized Auto Images Library*, available now at *MetroCreativeConnection*. This premium collection of images has been designed to complement Metro's already extensive *Auto Photo Library* content — essential for everyday dealer ads — giving you all the options to close more sales from auto dealers.

Here's how *Stylized Auto Images* can take your automotive sections and advertising to the next level:

- **Brand name images presented in manufacturer colors.** You get a library of professionally-crafted brand name auto images shown from differing angles in manufacturer-approved colors. Current models are added annually to the ever-growing collection.
- **Stylized Images.** Enhanced with stylized effects, these realistic photo images give you and your advertisers a striking look to create impactful section covers, garner attention and inspire auto sales action.
- **Advantage: Size and resolution.** Each image is available in high resolution 300 dpi at a physical size large enough to easily drop into a doubletruck or full-page broadsheet layout — or even large-scale advertising like billboards. The advantage for you and your advertisers is the ability to create and present image-driven designs that are packed with visual punch.

The perfect companion to Metro's *Auto Photo Library*, *Stylized Auto Images* can take your auto sections and advertising to the next level. Give your entire team access to this ever-growing library of more than 170,000 specialized images for one low subscription rate, and start revving up your publication's auto section sales today! For details, call Client Services at 800-223-1600. M

Life's an Adventure.
Yours Starts Here.

Best offer like this. There's nothing standing in the way of what you need to get!

0% APR
for 60 Months on
All 2018 Maxims Trailfinders
Over 50 models currently in stock!

Plus
Dealer Maintenance up to \$4,999 OH MSRP
No-Cost Maintenance for 3 Years or 30,000 Miles

Crossroads Auto Group
1234 Washington Street | Knoxville Heights
602-884-0200 | www.crossroadsauto.com

You Work Hard for Your Money.
WE WORK HARD TO BRING YOU THE BEST DEAL.

A Warranty You Can Trust
Honest, Friendly Service
Every Vehicle Below MSRP

Your First is on the way!

Say Hello

Wide-Open Spaces

2018 Arrendo Crossroader \$24,995
2018 Arrendo Crossroader \$199/m

2018 Arrendo Crossroader \$36,995
2018 Arrendo Crossroader \$319/m

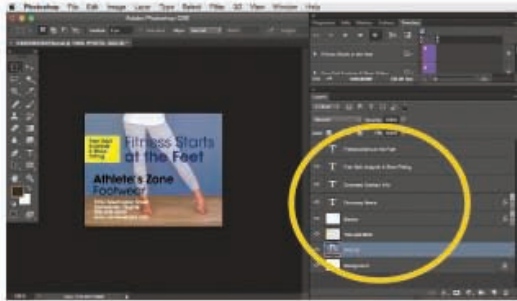
Pinnacle Auto Group
224 Appleton Street | Columbia Heights
602-884-0200 | www.pinnacleauto.com

Emblem Motors

Add a luxurious, high-end look to your ad layouts with *Stylized Auto Images*.

How to Create an Animated Web Ad

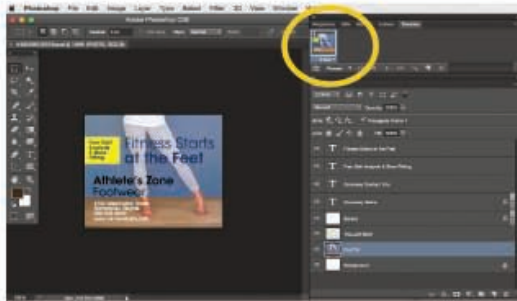
Making your way into the world of animated web ads doesn't have to take an advanced degree in digital technology. Metro gives you a head start with web and mobile content in the *MCC Creative Library*. Each Metro digital spec ad is presented in native Photoshop® .psd format, saved with *Layers*, which is key for quick animations. Using this simple process, you'll have professional-looking digital animated ads at the ready.



1. Search and download Metro web ads in the Creative Library. Spec ads that have a web and mobile component are identified by the "W" below the thumbnail in the *Results* window. Scroll down to see the web and mobile selection of the five most-popular digital sizes, or, select Web/Mobile under the Spec Ads & Covers Filters. Download your choice.

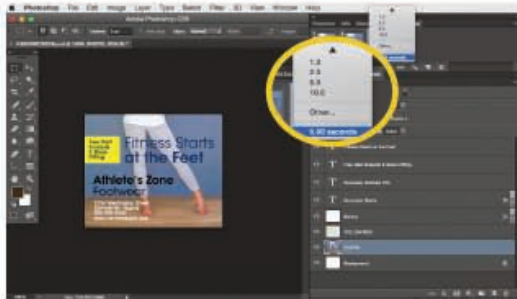
2. Open ad in Photoshop. Each web and mobile spec ad is delivered in the native .psd format. Once open, you'll see the *Layers* for each of the elements within the spec ad on the *Layers* palette.

3. Adjust copy and add advertiser info on the appropriate Layer. You can also turn off any *Layers* that you do not want, or add *Layers* for other elements. Here, you have complete control.



4. Go to Photoshop's Timeline palette (Note in earlier CS versions of Photoshop, the palette was called *Animation*, also located under the *Windows* menu). Here is where you can control what will appear, when and how long during the animation. Click the "Create Video Timeline" if it is displayed.

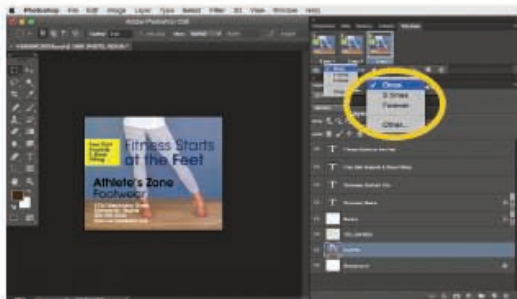
5. Click the three-frame icon to bring up an initial frame. Click the *Duplicate Frame* icon to make as many frames in your animation as you need. In our example, four frames were chosen.



6. Click each frame to add content to it. Select each *Layer* you'd like to appear in each frame of the animation by turning *Layers* on and off.

For our example, the initial frame shows only the background artwork. The next adds the headline. The third brings in the offer, and the last frame finishes with advertiser info. Keep each *Layer* turned on that you want to appear in each frame.

7. Adjust the timing for each frame. This controls how long each frame appears on screen. You'll usually find that one to two seconds works fine for most animation frames, with timing of five or more seconds for the final frame.



8. Configure the number of times the animation will play.

Choose whether the animation plays once, more than once, or forever. The final frame timing comes into play if you choose to loop the animation.

9. Click "Save as Web" and save as a GIF file. You can test your animation by dragging the ad into an open Browser. When you are satisfied with the results, your digital ad is ready for placement on your website.

P1810B54001C

If you would like to view a video tutorial of this demonstration, go to www.metrocreativeconnection.com. Under the Help menu, click on Video Tutorials and scroll down to #34: "Creative Library – Spec Ads – How to Create an Animated Web Ad."

Have a suggestion for a future Metro Video Tutorial? Call 800-223-1600 or e-mail service@metro-email.com

CAMPAIGNS



Multiply revenue with a new collection of ad campaigns for local businesses.

- Glide into winter sales with campaigns for a skating rink promoting lessons, family skating and ice hockey leagues, as well as a home insulation contractor (19).
- Bring home sales from carpet cleaners and mattress stores with other campaigns (17, 18).
- Help an allergy clinic promote seasonal and pet allergy relief and asthma treatment (18).
- Slip in sales from a marina with ads promoting great rates, location and amenities (17).
- An office supply store campaign highlights corporate accounts, equipment repair and home office offerings (20).
- Finally, land sales from a travel agency (20).
- Find additional campaigns for automotive, real estate and recruitment advertisers, as well as your own publication (05, 21, 26, 36).

AUTOMOTIVE PROMOTIONS



Drive sales with new ads, images and ideas, and check out fresh designs featuring photos from the new Stylized Auto Images library (01-04), available by separate subscription in the MCC Creative Library. To add access, contact our Client Services team today.

- Target dealer sales with seasonal ad themes for autumn, winter and Christmastime (03, 04, 06, 07, 08).
- Other eye-catching ad designs focus on trucks and fuel economy (01, 02).
- Ads focused on quality, service, inventory, financing specials, warranty coverage, down-payment-match promotions and the like lend themselves to year-round selling (05, 06, 09, 11, 12).
- Find floor sticker, bumper sticker and showroom signage designs for Halloween, Thanksgiving and "HoliDeal Days" (13).

REAL ESTATE PROMOTIONS



Close the deal on more real estate sales with this quarter's coverage.

- Help realtors promote their services all holiday season with a print and online campaign concept that stretches from Halloween through Christmastime (26).
- Help home builders promote retirement communities, family-friendly living spaces, home upgrade packages and manufactured home values (27, 30, 31).
- Put a Halloween spin on open house listings for October, and consider extending the concept with Thanksgiving and Christmas themes into the new year (28).
- Other layouts help real estate agencies target buyers and sellers with multiple listings (29, 31, 32).
- Create additional ads with photos, artwork and headings provided (33-35, 43).

SUBSCRIPTION & CLASSIFIED AD SELF-PROMOTION



Promote your publication with ads, ideas and campaigns for Classifieds and local coverage.

- Use an "imPRESSive coverage" campaign theme to promote your publication to both readers and advertisers – in print and online – with ads focused on news reporting, advertising results, local coverage and shopping deals (21).
- This month features two more subscription and readership promotions designed to position your publication as the preferred resource for local news coverage, community events, shopping and leisure features (22).
- Other ads focus on Classified section sales: one promoting local deals from cars to guitars, and another the power to "moove" farm equipment and merchandise faster with a Classified ad (22).

RECRUITMENT



Garner attention from recruitment advertisers and local job seekers with the latest ads, images and ideas.

- Encourage local job seekers to "opportunity search" and get excited about the next step by utilizing your Jobs section in print and online, browsing and applying for jobs and creating candidate profiles (36).
- A second ad promoting your publication's job search resources encourages seekers to check back daily – in print and online – to hear all about the latest jobs (38).
- Help a recruitment agency appeal to candidates and employers (37).
- Finally, find ads to target education and career training advertisers with degree programs and healthcare training (37, 38).

METRO Ideas

CREATE. SELL. PROFIT.

A quarterly column devoted to creative ideas utilizing our Campaigns & Classified service. Search and download Ideas pages from the online MCC Sales Ideas area.

METRO Ideas

How to Create an Animated Web Ad

1. Search and download ideas from the Creative Library...

2. Click on the idea you want to use...

3. Click "View as Web" and save as a PDF file...

4. If you would like to view a video tutorial of this advertisement, go to www.metroadvertising.com...

Under the Help menu, click on Video Tutorials and scroll down to "How to Create an Animated Web Ad".

Have a suggestion for a future Metro Video Tutorial? Call 800-222-1100 or email service@metroad.com

METRO Campaigns & Classified

In this issue: How to Create an Animated Web Ad

C184QP03001C-● C184QP03002C-●



C184QP03003C*~O C184QP03004C*~O C184QP03005C*~O

Best of Fall SALES EVENT

Drive home our best offers of the season on top-selling cars, trucks and SUVs.

2018 Clearance Pricing Plus, Limited-Time Financing Incentives on 2019 Models!

\$5,900
Total Net Savings
2018 Arrondo Anaconda
with power package, air conditioning and leather interior

List detail, terms and conditions here. List detail, terms and conditions here. List detail, terms and conditions here.

\$15,999
Total Net Cost
2018 Arrondo Crossroader
with power package, air conditioning and leather interior

List detail, terms and conditions here. List detail, terms and conditions here. List detail, terms and conditions here.

0% APR
for 60 months
2018 Arrondo Trailfinder
\$21,995

List detail, terms and conditions here. List detail, terms and conditions here. List detail, terms and conditions here.

\$199
Lease per Month
2018 Arrondo Benefactor
price per month, plus tax, \$0.00 due at signing

List detail, terms and conditions here. List detail, terms and conditions here. List detail, terms and conditions here.

Pre-owned Vehicles, Guaranteed & Priced to Sell

2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995
2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995	2018 Maxims Sidewinder 2018, 100k, 16,400,000,000 \$16,995

Bell Motor Group

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



AD# C184QA03001C PASS 6 COL. x 21
AD# C184QA03002C 10 x 13

C184QP04003C*-O



C184QP04001C-●

C184QP04002C-●

Clear Your Path with **\$0 DOWN**

\$0 Due at Signing First Month Payment

Available on These Featured Vehicles
Through November 00

2019 Maximus Chrysleris
with payments from
\$199 per month

2019 Maximus Chrysleris
with payments from
\$199 per month

2019 Maximus Crossroader
with payments from
\$219 per month

2019 Maximus Crossroader
with payments from
\$219 per month

2019 Maximus Benefactor
with payments from
\$249 per month

2019 Maximus Benefactor
with payments from
\$249 per month

2019 Maximus Trailfinder
with payments from
\$299 per month

2019 Maximus Trailfinder
with payments from
\$299 per month

2019 Maximus Adventurer
with payments from
\$329 per month

2019 Maximus Adventurer
with payments from
\$329 per month

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.

**Pre-owned
Peace of Mind**
inspected | certified |
guaranteed

**2017 Arrondo
Anaconda**
with power package
and air conditioning
00K Miles, 50# 00000000
\$17,559

**2017 Arrondo
Anaconda**
with power package
and air conditioning
00K Miles, 50# 00000000
\$17,559

**2017 Arrondo
Anaconda**
with power package
and air conditioning
00K Miles, 50# 00000000
\$17,559

**2017 Arrondo
Anaconda**
with power package
and air conditioning
00K Miles, 50# 00000000
\$17,559

**2017 Arrondo
Anaconda**
with power package
and air conditioning
00K Miles, 50# 00000000
\$17,559

Atlas Auto Group

www.namewebsite.com

1234 Washington Street | Somersville Heights | 000-000-0000



AD# C184QA04001C

PASS 6 COL. x 21

AD# C184QA04002C

10 x 13

CAMPAIGN:

C184QP15011C-




2018 Clearance Going On Now Save up to \$7,000 Off MSRP!

No games. No gimmicks. **No better time to buy.**

New **2018 Maximus CROSSROADER**
 \$26,998 MSRP
 Our Price \$20,000
 Cash Back \$2,000
 Loyalty Bonus \$4,000
Sale Price \$20,500

City Center Auto Mall
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

AD# C184QA05002C 
 PASS 2 COL. x 4

C184QP15011C-



Over 3,000 New & Pre-owned Vehicles In Stock
 cars | trucks | SUVs | crossovers | vans | hybrids

No games. No gimmicks. **No better time to buy.**

New **2019 Maximus CHRYSALIS**
 36-month lease
\$199/mo+tax

City Center Auto Mall
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

AD# C184QA05003C
 PASS 2 COL. x 4

C184QP15011C-



0% APR for 60 Months
 available on select 2019 models for a limited time with approved credit

No games. No gimmicks. **No better time to buy.**

New **2019 Maximus SIDEWINDER LX**
 V8 Engine • Reverse Sensors • Premium Audio
\$24,995 Net Cost

City Center Auto Mall
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

AD# C184QA05004C
 PASS 2 COL. x 4

C184QP15011C-



No games. No gimmicks. **No better car-buying experience.**

Driving customer satisfaction with simply outstanding service, selection and value since 1900.

Buy From the Best!

- ✓ 5-Year/50,000-Mile Maximus Warranty*
- ✓ 3-Year/30,000-Mile No-Cost Maintenance**
- ✓ Exclusive Customer Loyalty Program
- ✓ Helpful, No-Pressure Sales & Service
- ✓ The Area's #1 Volume Dealer

 New 2019 Maximus CROSSROADER Our Price \$20,000 + Cash Back \$2,000 Loyalty Bonus \$4,000 Net Cost \$22,998	 New 2019 Maximus CHRYSALIS 36-month lease \$199/mo+tax Net Cost \$22,998	 New 2019 Maximus CROSSROADER Our Price \$20,000 + Cash Back \$2,000 Loyalty Bonus \$4,000 Net Cost \$22,998
 New 2019 Maximus SIDEWINDER LX Our Price \$20,000 + Cash Back \$2,000 Loyalty Bonus \$4,000 Net Cost \$22,998	 New 2019 Maximus CROSSROADER Our Price \$20,000 + Cash Back \$2,000 Loyalty Bonus \$4,000 Net Cost \$22,998	 New 2019 Maximus SIDEWINDER LX Our Price \$20,000 + Cash Back \$2,000 Loyalty Bonus \$4,000 Net Cost \$22,998

Every Pre-owned Vehicle We Sell Is Inspected & Guaranteed For Your Peace of Mind.

2017 Maximus Crossroader Price, Taxes, Lic, New Delivery \$21,998	2017 Maximus Sidewinder LX Price, Taxes, Lic, New Delivery \$21,998	2017 Maximus Crossroader Price, Taxes, Lic, New Delivery \$21,998	2017 Maximus Chrysalis Price, Taxes, Lic, New Delivery \$21,998	2017 Maximus Crossroader Price, Taxes, Lic, New Delivery \$21,998	2017 Maximus Sidewinder LX Price, Taxes, Lic, New Delivery \$21,998	2017 Maximus Crossroader Price, Taxes, Lic, New Delivery \$21,998
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City Center Auto Mall

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

Service Center Hours: Monday-Friday 7 a.m. - 6 p.m., Saturday 9 a.m. - 12 noon

AD# C184QA05001C
 PASS 6 COL. x 21

AD# C184QA05005C
 10 x 13

FULL PAGE PRINT AD (TAB-SIZED VERSION AVAILABLE ON MCC)

C184QP05001C-
 C184QP05003C-
 C184QP05002C-

 Companion WEB ADS available on MCC

WEB ADS:



2018 Clearance Going On Now Save up to \$7,000 Off MSRP!

No games. No gimmicks. **No better time to buy.**

City Center Auto Mall
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com


AD# C184QW05003R



2018 Clearance Going On Now Save up to \$7,000 Off MSRP!

City Center Auto Mall

AD# C184QW05003B
 300 x 50



2018 Clearance Going On Now Save up to \$7,000 Off MSRP!

City Center Auto Mall

AD# C184QW05003W
 320 x 50



No games. No gimmicks. **No better time to buy.**

2018 Clearance Going On Now Save up to \$7,000 Off MSRP!



New 2019 Maximus CROSSROADER Sale Price \$30,000

City Center Auto Mall
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

AD# C184QW05003S



2018 Clearance Going On Now Save up to \$7,000 Off MSRP!

No games. No gimmicks. **No better time to buy.**

City Center Auto Mall
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

AD# C184QW05003L

C184QP06001C*-O C184QP06002C*-O

FALL EVENT

Name Your Payment

Time for a change? We have the new car you want at a price to fit your budget!

2019 Arrondo Anaconda
with full power package and leather interior
Payments From **\$99** per month
\$0,000 down, 36-month lease. 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.

2019 Arrondo Crossroader
with all-wheel drive and available third-row seating
Payments From **\$119** per month
\$0,000 down, 36-month lease. 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.

2019 Arrondo Anaconda
with full power package and leather interior
Payments From **\$99** per month
\$0,000 down, 36-month lease. 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.

2019 Arrondo Anaconda
with full power package and leather interior
Payments From **\$99** per month
\$0,000 down, 36-month lease. 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.

SALE ENDS SUNDAY!
Advertised offers good October 00-00, 2018. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Showroom Open Tuesday-Saturday 9 a.m.-9 p.m., Sunday 10 a.m.-3 p.m.

Parker & Adams Auto Group
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# C184QA06001C PASS 6 COL. x 10

C184QP14020C-O

Choose Your Next Adventure

Get where you want to go this fall with an outstanding deal on a quality pre-owned vehicle.

- ✓ Free 500-Point Inspection Report
- ✓ Free Vehicle History Report
- ✓ Free Roadside Assistance for 12 Months
- ✓ Available Warranty Protection Plans

Plus, for a limited time only, Get a \$100 Bonus Gas Card!

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

<p>Fuel-Efficient Hybrid 2017 Maximus Antidote power package AC heated seats leather interior alloy wheels satellite radio 00k miles \$21,995</p>	<p>Only 12K Miles 2017 Maximus Antidote power package AC heated seats leather interior alloy wheels satellite radio 00k miles \$21,995</p>	<p>4-Wheel Drive 2017 Maximus Antidote power package AC heated seats leather interior alloy wheels satellite radio 00k miles \$21,995</p>
<p>All-Wheel Drive 2017 Maximus Antidote power package AC heated seats leather interior alloy wheels satellite radio 00k miles \$21,995</p>	<p>39 MPG Hwy 2017 Maximus Antidote power package AC heated seats leather interior alloy wheels satellite radio 00k miles \$21,995</p>	<p>Crossover SUV 2017 Maximus Antidote power package AC heated seats leather interior alloy wheels satellite radio 00k miles \$21,995</p>
<p>Only 20K Miles 2017 Maximus Antidote power package AC heated seats leather interior alloy wheels satellite radio 00k miles \$21,995</p>	<p>Convertible 2017 Maximus Antidote power package AC heated seats leather interior alloy wheels satellite radio 00k miles \$21,995</p>	<p>Third-Row Seating 2017 Maximus Antidote power package AC heated seats leather interior alloy wheels satellite radio 00k miles \$21,995</p>

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.

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

AD# C184QA06002C PASS 6 COL. x 10

C184QP14022C-●



Drive With Confidence All Winter

Save now on top-rated four-wheel-drive and all-wheel-drive vehicles for comfort, safety and peace of mind in any weather.

HEATED SEATS



2019 Arrondo Crossroader
rally loader from

\$279 per month

36-month lease
Let details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.
2018 Arrondo Crossroader with automatic transmission, 19 engine, cruise control, air conditioning, power package and more. Let details, terms and conditions here. List details, terms and conditions here.

\$27,995

REMOTE START



2019 Arrondo Anaconda
generously equipped from

\$299 per month

36-month lease
Let details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.
2018 Arrondo Crossroader with automatic transmission, 19 engine, cruise control, air conditioning, power package and more. Let details, terms and conditions here. List details, terms and conditions here.

\$27,995

We're Open Monday-Saturday 9 a.m.-9 p.m.



Berringer Motors

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

Approved dealer through GM/Chrysler. Let 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# C184QA07002C 10 x 13

C184QP07002C-●

Our Best Sale Ever Is Back... Winter Clearance 2018 Starts Saturday!

2018 Maximus Sidewinder
-MSRP-\$39,995-
Our Price \$39,500 | Factory Cash Back \$2,500 | Rebate Bonus \$1,000
Net Price \$38,000 | Total Savings \$3,500
You Pay **\$34,000**

2018 Maximus Sidewinder
-MSRP-\$39,995-
Our Price \$39,500 | Factory Cash Back \$2,500 | Rebate Bonus \$1,000
Net Price \$38,000 | Total Savings \$3,500
You Pay **\$34,000**

2018 Maximus Sidewinder
-MSRP-\$39,995-
Our Price \$39,500 | Factory Cash Back \$2,500 | Rebate Bonus \$1,000
Net Price \$38,000 | Total Savings \$3,500
You Pay **\$34,000**

2018 Maximus Sidewinder
-MSRP-\$39,995-
Our Price \$39,500 | Factory Cash Back \$2,500 | Rebate Bonus \$1,000
Net Price \$38,000 | Total Savings \$3,500
You Pay **\$34,000**

2018 Maximus Sidewinder
-MSRP-\$39,995-
Our Price \$39,500 | Factory Cash Back \$2,500 | Rebate Bonus \$1,000
Net Price \$38,000 | Total Savings \$3,500
You Pay **\$34,000**

2018 Maximus Sidewinder
-MSRP-\$39,995-
Our Price \$39,500 | Factory Cash Back \$2,500 | Rebate Bonus \$1,000
Net Price \$38,000 | Total Savings \$3,500
You Pay **\$34,000**

2018 Maximus Sidewinder
-MSRP-\$39,995-
Our Price \$39,500 | Factory Cash Back \$2,500 | Rebate Bonus \$1,000
Net Price \$38,000 | Total Savings \$3,500
You Pay **\$34,000**

Showroom Hours: Monday-Saturday 9 a.m.-9 p.m.
Service Center Open Monday-Friday 8 a.m.-5 p.m., Saturday 8 a.m.-3 p.m.

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

Shop Now for the Best Selection!
Sales Center open 10:00 a.m. - 6:00 p.m. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# C184QA07001C 10 x 13

C184QP15014C-●

C184QP08001C*-○



Holiday Season Sales Drive

'Tis the season for celebrated offers on an incredible selection of 2018 models!

Going On Now at Your Local Maximus Dealer

Sale Ends 00.00.18. See dealer for details.



2018 Maximus Benefactor

| 30 MPG Hwy | Luxury leather interior
| Parking assistance | Heated & cooling seats
MSRP \$39,999
Our Price \$38,500
Factory Cash Back \$1,000
Holiday Bonus \$500

\$37,000

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



2018 Maximus Trailfinder

| Luxury package | V8 turbo-charged engine
| Parking assistance | Heated & cooling seats
MSRP \$37,999
Our Price \$36,500
Factory Cash Back \$1,000
Holiday Bonus \$500

\$359 /month + tax
36-month
lease

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



2018 Maximus Chrysalis

| 30 MPG Hwy | Luxury leather interior
| Parking assistance | Heated & cooling seats
MSRP \$39,999
Our Price \$38,500
Factory Cash Back \$1,000
Holiday Bonus \$500

\$37,000

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Deck the driveway with a certified used car...financing as low as **1.9% APR!**

2017 Maximus Sidewinder
Auto | Cruise | AC | Leather | 100K Miles
\$27,999

2017 Maximus Sidewinder
Auto | Cruise | AC | Leather | 100K Miles
\$27,999

2017 Maximus Sidewinder
Auto | Cruise | AC | Leather | 100K Miles
\$27,999

2017 Maximus Sidewinder
Auto | Cruise | AC | Leather | 100K Miles
\$27,999

2017 Maximus Sidewinder
Auto | Cruise | AC | Leather | 100K Miles
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2017 Maximus Sidewinder
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2017 Maximus Sidewinder
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\$27,999

2017 Maximus Sidewinder
Auto | Cruise | AC | Leather | 100K Miles
\$27,999

2017 Maximus Sidewinder
Auto | Cruise | AC | Leather | 100K Miles
\$27,999

Showroom Hours: Monday-Saturday 9 a.m.-9 p.m. | Service Center Open Monday-Friday 8 a.m.-5 p.m., Saturday 8 a.m.-3 p.m.



Imperial Auto Group

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

Offers good December 00-00, 2018. 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.

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Don't settle for the best car. Get the best deal!



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The offer you can't refuse is waiting at **Name Auto Dealer!**

Limited-Time Bonus Offer We'll Match Your Down Payment up to \$1,500!

Offer good through 09.09.18. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Incredible Pre-owned Values Every Day

- | | |
|--|--|
| 2017 Arrondo
Anaconda
Auto Cruise AC Power Package 100K Miles
\$21,995 | 2017 Arrondo
Anaconda
Auto Cruise AC Power Package 100K Miles
\$21,995 |
| 2017 Arrondo
Anaconda
Auto Cruise AC Power Package 100K Miles
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| 2017 Arrondo
Anaconda
Auto Cruise AC Power Package 100K Miles
\$21,995 | 2017 Arrondo
Anaconda
Auto Cruise AC Power Package 100K Miles
\$21,995 |

2019 Maximus Sidewinder Lease **\$199**

per month
plus tax, 36-month lease. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.



2019 Maximus Crossroader Buy **\$29,995**

plus tax, 36-month lease. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.



2019 Maximus Benefactor Lease **\$249**

per month
plus tax, 36-month lease. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.



Showroom Open 9 a.m.-9 p.m. | Closed Sundays



Perralto Auto Mall

1234 Washington Street | Somersville Heights
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Offers end 09.09.18. 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.

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Car Buyer's Guide

Shop hundreds of new and pre-owned vehicles for sale!

- | New 2019 Models
- | Year-End Dealer Specials
- | Vehicles for Sale By Owner
- | Auto Loan Rate Guide
- | Financing FAQs

October 2018
A Special Section From

Name Newspaper

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up to 60 months

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2018 Maximus CROSSROADER

with power package and air conditioning

MSRP \$25,095

Our Price \$24,500

Additional Discount \$1,500

Factory Cash Back \$1,000 | Trade Bonus \$500

NET COST \$21,500

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2018 Maximus SIDEWINDER

with full leather luxury package

MSRP \$25,095

Our Price \$24,500

Additional Discount \$1,500

Factory Cash Back \$1,000 | Trade Bonus \$500

LEASE PER MONTH \$199 PLUS TAX, 36 MONTHS

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2018 Maximus TRAILFINDER

with power package and air conditioning

MSRP \$25,095

Our Price \$24,500

Additional Discount \$1,500

Factory Cash Back \$1,000 | Trade Bonus \$500

NET COST \$21,500

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Shop Over 300 Pre-owned Vehicles, Guaranteed and Priced to Sell!

2017 Arrondo Anaconda power package, air conditioning, heated seats, 00k miles, #000000
\$21,999

2017 Arrondo Anaconda power package, air conditioning, heated seats, 00k miles, #000000
\$21,999

2017 Arrondo Anaconda power package, air conditioning, heated seats, 00k miles, #000000
\$21,999

2017 Arrondo Anaconda power package, air conditioning, heated seats, 00k miles, #000000
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\$21,999

2017 Arrondo Anaconda power package, air conditioning, heated seats, 00k miles, #000000
\$21,999

2017 Arrondo Anaconda power package, air conditioning, heated seats, 00k miles, #000000
\$21,999



Markman Motor Group

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Sample photo to demonstrate how a full-size floor sticker may look in a dealer showroom.

Usage Notes:

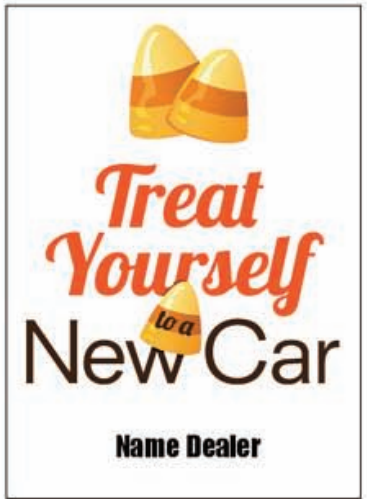
NEW! Now you have collateral marketing material to offer your independent car dealers in the form of:

- Showroom floor stickers
- Bumper Stickers
- Window or windshield signs

Look for them in each Campaigns & Classified issue. You'll receive a set of three items geared toward the top-selling events in the months of the specific quarter.

Expand your printing business with these items, or include them as part of a comprehensive marketing sales package along with print and digital ad campaigns for your area dealers.

(MCC Creative Library / Keywords: FLOOR STICKER; BUMPER STICKER; SIGN)



SIGN

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FLOOR STICKER

C184QP13001C*-○



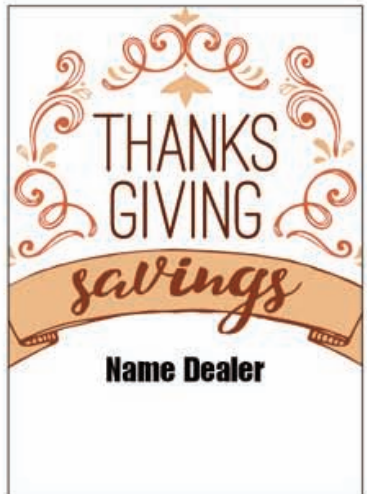
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FLOOR STICKER

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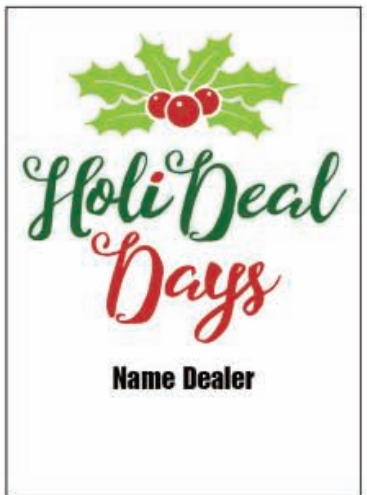
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SIGN

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C184QP14018C-●



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C184QP14022C-●



C184QP14016C-●



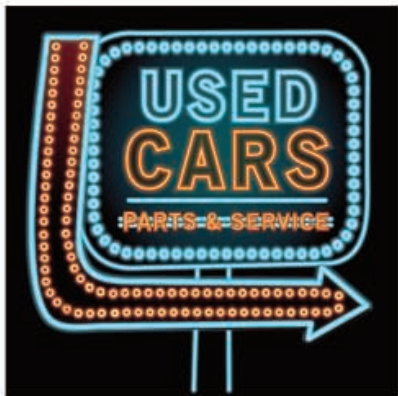
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C184QP14006C*-○



C184QP14005C*-○



C184QP14008C*-○



C184QP14012C*-○



C184QP14010C*-○



C184QP14013C*-○



C184QP15015C-●



C184QP15017C-●



C184QP15014C-●



C184QP15013C-●



C184QP15016C-●



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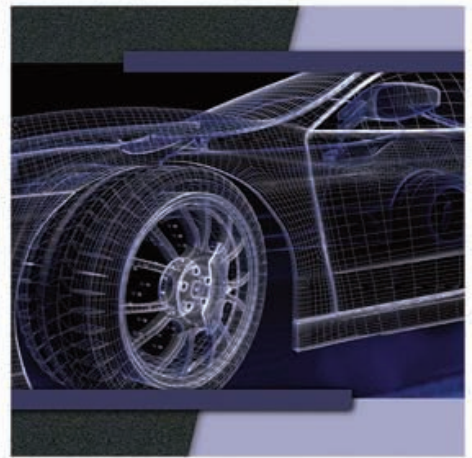
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Save on a Better Night's Sleep

up to **\$500 Off** Your New Mattress + Free Delivery + Free Setup + Free Hauling Now Through Sunday

Huge Selection Easy Financing Great Service Value Pricing

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Rest Assured

enjoy a **30-Day Sleep Trial** on any new mattress purchase + Free Delivery + Free Setup + Free Hauling

Huge Selection Easy Financing Great Service Value Pricing

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

Quality Mattress Center
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Why Pay More?

from **\$499** Memory Foam Queen Sets + Free Delivery + Free Setup + Free Hauling Now Through Sunday

Huge Selection Easy Financing Great Service Value Pricing

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Allergy Misery?



Call us today, and stop suffering!
From food allergies to seasonal allergies and asthma, we offer the testing and treatment you need to get relief.

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We welcome all major insurance plans.

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Give Your Carpets a Fresh Start

Get total dirt, stain, bacteria and odor removal with our professional steam cleaning service. Our chemical-free cleaning leaves your carpets looking and smelling like new with no residue for a safer, cleaner and more beautiful home.

New Customers, Save 10%!
Must be this offer through 00.00.18 when looking to receive your discount.

Free Estimates | Call today!
Licensed & Insured
Great Local References

Premier Carpet Cleaning f@

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Sick of Allergies?



Call us today, and stop suffering!
From food allergies to seasonal allergies and asthma, we offer the testing and treatment you need to get relief.

Fast & Effective Pain-Free Allergy Testing
We welcome all major insurance plans.

Carrirt Allergy Clinic

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Eliminate Carpet Stains & Odors

Get total dirt, stain, bacteria and odor removal with our professional steam cleaning service. Our chemical-free cleaning leaves your carpets looking and smelling like new with no residue for a safer, cleaner and more beautiful home.

Affordable Maintenance Plans Available
Commercial & Residential

Free Estimates | Call today!
Licensed & Insured
Great Local References

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Asthma? Allergies?



Call us today, and stop suffering!
From food allergies to seasonal allergies and asthma, we offer the testing and treatment you need to get relief.

Schedule Your Comprehensive Evaluation Today
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Carrirt Allergy Clinic

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Extend the Life of Your Carpets

Get total dirt, stain, bacteria and odor removal with our professional steam cleaning service. Our chemical-free cleaning leaves your carpets looking and smelling like new with no residue for a safer, cleaner and more beautiful home.

Free Couch Cleaning With Whole-House Carpet Cleaning Service
Must be this offer through 00.00.18 when looking to receive your discount.

Free Estimates | Call today!
Licensed & Insured
Great Local References

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Leagues Now Forming!
Call or visit us online today for details and registration.



Public Skating
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Hockey Lessons
Birthdays & Events

2-for-1 Admission Every Monday

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Learn to Skate

Group & Private Lessons Available
All ages. Beginners welcome!



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Hockey Lessons
Birthdays & Events

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Skating Fun for the Whole Family


Enjoy hot cocoa, healthy exercise and quality time together!



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Skating Lessons
Hockey Lessons
Birthdays & Events

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Somerville Ice Rink
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Reduce energy costs and noise while enjoying a more comfortable home all year with our professionally installed insulation solutions.

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Reduce energy costs and noise while enjoying a more comfortable home all year with our professionally installed insulation solutions.

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Reduce energy costs and noise while enjoying a more comfortable home all year with our professionally installed insulation solutions.


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so much more to keep you informed, engaged and entertained

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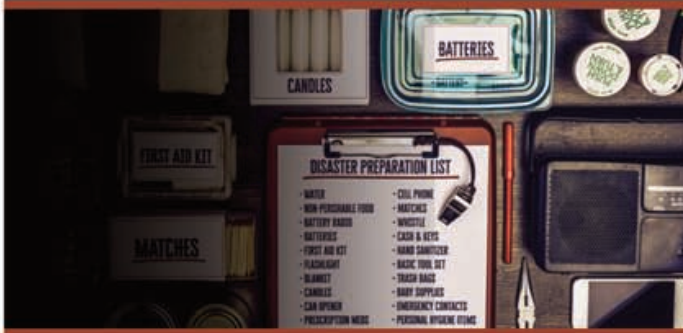
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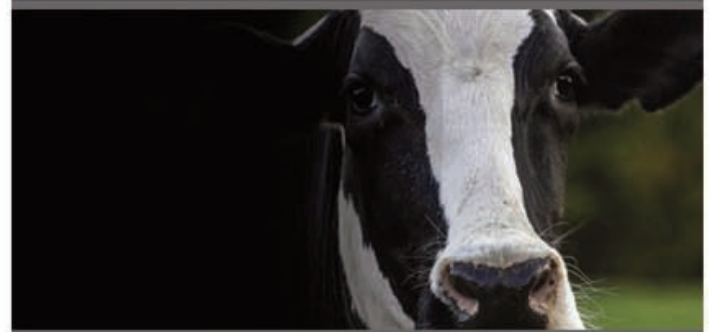
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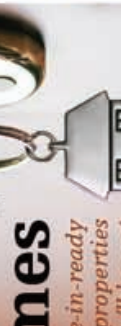
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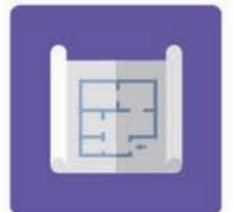
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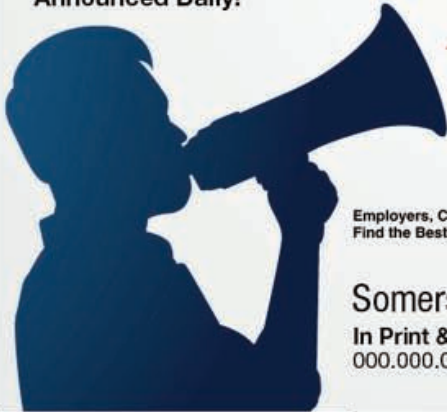
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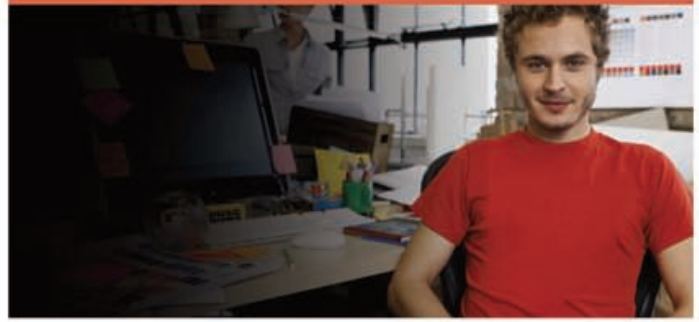
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