

CREATE. SELL. PROFIT.

METRO

CREATIVE SERVICES



NEW YEAR'S EVE

New sales and creative features focused on entertaining, shopping and celebrating



NEW YEAR RESOLUTIONS

Sections to spec ads, find content to make reader resolutions work for you and your advertisers



WINTER FUN

Image, section, ad and contest content to draw profits from winter activities and recreation



MiAD Spec Ad Library PP. 45-52:

Dozens of ready-to-sell spec ads for business, progress and year-end advertisers - MiAD Wizard enabled!

Catch the eyes of more
Christmas Advertisers
with seasonable spec ads, directories, pages, promotions and special sections designed around irresistible images

Editorial Features & Templated Special Sections:

Financial Planning • Resolutions • Distinctive Properties • December Timely Features • Games & Puzzles

CHRISTMAS



ON THE COVER:
N1812P22009C

This pawsitively adorable image is sure to fetch attention from more than just pet-related advertisers this holiday season!

Make it jingle with moneymaking creative content for all types of advertisers this season.

- A Marketplace layout features ads for a photo studio, women's boutique, toy store, snowmobile dealer, travel agency and general store (14).
- Recruit multiple advertisers for a "last-minute gift guide" double-truck design (20).
- Package revenue from a Christmas sale ad into this month's infographic design (25).
- A Christmas coloring book and contest present valuable sponsorship opportunities (27).
- Other ads cover sporting goods, craft supplies, electronics, seafood, transportation, furniture, food, flowers and hearing aids (02, 03, 61).
- A Themed Event Package includes all you need to begin creating a Christmas worship guide (06).



NEW YEAR'S EVE



Keep the Christmas selling streak going strong with ads, images and section ideas geared toward New Year's Eve celebrating.

- Create a special section perfect for advertisers like bars, restaurants, party supply stores, food markets, caterers, fashion retailers and more with a Themed Event Package that features a New Year's Celebration Guide cover design, editorial-based group ad page, and promotional ads for readers and advertisers (07).
- Ready-to-sell ads for catering and specialty foods, party fashions, DJ entertainment, and New Year's Eve dinner and dancing give you a head start (03, 19, 32).
- This month's Community Calendar also features an event ad for an alcohol-free family and community New Year's Eve celebration (19).



NEW YEAR RESOLUTIONS



Find clever ways to put reader resolutions to work for you and your advertisers.

- Inspire action from advertisers and audience with a Themed Event Package that helps readers keep their resolutions. An editorial feature offers tips for success alongside advertiser spots for businesses who can help – from weight loss to fitness, travel, finance, romance and more (05).
- Target more advertisers with a directory of "resolutions helpers" along with an individual design for a home organizing advertiser (32).
- A "resolutions giveaway" contest idea is another way to unite various advertisers under this timely theme (10).
- December MSAL features additional ads devoted to resolutions and personal progress!



WINTER FUN



Have fun creating and selling around seasonal shenanigans like winter sports and recreation!

- A Themed Event Package designed to help you jump-start a Winter Fun special section includes a tab cover, 10 reasons to love winter, and promotional ads for readers and advertisers (08).
- Content related to this topic includes a "winter fun for everyone" directory; ready-to-sell ads for ski and snow gear, cold-weather camping supplies, and snowmobiles; and image content for ice skating, hockey, snowboarding and other winter sports and activities (02, 14, 17, 32, 47, 66).
- Team up with sponsors like ski resorts or skating rinks in a "winter fun scrapbook contest" where winning photos take home cash prizes (10).



A quick look at the many ways you can create, sell and profit from this month's content, and the perfect tool to include in your planning meetings.

BUSINESS & FINANCE



The dawn of a new year inspires many to make a fresh start, including local businesses and readers focused on their finances.

- Create a Financial Wellness special section using this month's **Themed Event Package** content to get started. This package features a cover design, as well as two editorial features, related ad spots, and promotional ads for both readers and advertisers (04).
- A **Single Sheet** design for a bank touts all the services to organize finances in 2019 (28).
- Promote your publication's marketing services with an ad, as well as space in a coordinating directory design for small business services (32).
- Financial Planning is also the title of December's TSS (68), and MSAL features many spec ads for finance and biz-to-biz advertisers.



DECEMBER PROMOTIONAL OPPORTUNITIES



Remember to put these additional events and revenue opportunities on your December list:

- Help local home service professionals reach more customers with a **Themed Event Package** that includes a winter edition home services directory. A **Single Sheet** design is also available for a contractor or home improvement pro (09, 28).
- Use a seasonal tire center promotion to encourage readers to put safety first this winter with twofer tire deals (28).
- Secure after-Christmas advertising with a **Single Sheet** for an after-Christmas clearance (28)
- Create promotions with images and headings for Kwanzaa and Hanukkah (36, 52-55).
- Find cute seasonal images of dogs and cats for popular pet advertising (16, 38).
- Additional ads for top advertisers in December spotlight bookstores, athletic apparel, menswear and skincare services (02, 03).



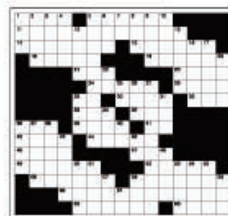
DECEMBER CUSTOMER REQUESTS

FIND THIS MONTH'S CUSTOMER-REQUESTED ART ON PAGE 64!



N1812P64006C

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



CLUES ACROSS

1. Atonement of diffidence
2. Pressure in a dead body
3. Unlabeled
4. Check one's mind over
5. Loop or flitch
6. Unlabeled
7. Pub-walky kid
8. Inebriated over
9. 40' World Series hero
10. Scullion's cry
11. 40' World Series hero
12. Scullion's cry
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93. 40' World Series hero
94. Scullion's cry
95. 40' World Series hero
96. Scullion's cry
97. 40' World Series hero
98. Scullion's cry
99. 40' World Series hero
100. Scullion's cry

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



FULLY TEMPLATED SPECIAL SECTIONS (TSS)

December TSSs in Print & Online:

- FINANCIAL PLANNING
- RESOLUTIONS • DISTINCTIVE PROPERTIES

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



CREATE. SELL. PROFIT.

Like Us on Facebook
[facebook.com/MetroCreativeConnection](https://www.facebook.com/MetroCreativeConnection)

Follow Us on Twitter
[@MetroConnection](https://twitter.com/MetroConnection)

Metro Creative Graphics, Inc.

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

Follow Us on Instagram
[@metrocreativeconnection](https://www.instagram.com/metrocreativeconnection)



COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

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

HoliPlay Sale

Save on great gifts for the athletes, sports fans, outdoorsmen and fitness buffs on your nice list!

Starting Saturday up to 40% Off Savings in Every Department

Sale runs December 23-30, 2018. See details, terms and conditions here.

Fan Base Sporting Goods

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

AD# N1812A02001C PASS 2 COL. x 5

N1812P33008C-O

Gifts For Golfers
Swing in today for the best selection!

Here for the Holidays:
Novelty Club Covers
Name Movie, Name Character & More

Moisture-Wicking Golf Shirts
select styles for men & women
\$21.99

- Golf Bag Monogramming Available Here!
- Custom Fitting & Club Repair Services
- Gift Cards in Any Amount

Golf World

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

AD# N1812A02002C PASS 2 COL. x 5

N1812P33001C-C

Wishing You the Peace, Joy & Happiness of a Great Book

Shop children's books, games and educational toys for the holidays!

Save 10% Off
Your Next Purchase
When You Sign Up Online for Our Free Monthly Reading List

Chapters Bookstore

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

AD# N1812A02003C PASS 2 COL. x 5

N1812P33002C-C

Sleigh Your Way

Choose from the area's best selection of top-selling brands in hybrids, road bikes, cruisers, mountain bikes, kids' bikes and more!

up to **\$150 Off In-Stock Bicycles** now through Christmas Plus, Free Gift With Purchase! See store for details.

The Bike Rack

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

AD# N1812A02004C PASS 2 COL. x 5

N1812P33003C-C

*ribbon | fabric | patches
pins | glues | craft paper | stamp kits
fabrics | flowers & so much more*

Give Gorgeously

DIY Supplies to Craft a Custom Look for Your Holiday Gifts!

Connect with us online or on social media for ideas galore!

Fabrics & Crafts

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

AD# N1812A02005C PASS 2 COL. x 5

N1812P33004C-C

Ready for Adventure
Weather or Not

camping | hiking | bags & packs | weatherproof gear
eco-friendly gifts | solar lanterns | travel accessories | gift cards

11 Stacking Starter Reusable Metal Straw
with cleaning brush & protective pouch
Only \$5

Summit Sports & Outdoors

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

AD# N1812A02006C PASS 2 COL. x 5

N1812P02009C-O

Companion WEB + MOBILE ADS available on MCC

Feel-Good Athleisure Looks

Cute and comfy fashions you'll love wear at the studio or around town.

BOGO 50% Off
Select Leggings, Sports Bras & Tanks. This Week Only December 03-09, 2018. See details, terms and conditions here.

Fit Dance & Fitness Boutique

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

AD# N1812A02007C PASS 2 COL. x 5

N1812P33006C-C

giveBIG

Everyday low prices on all the gifts they want to see under the tree!

HOT HOLIDAY SELLERS UNDER \$100

Name Brand Video Game.....	\$29
Name Brand Phone Case.....	\$49
Name Brand Headphones.....	\$79
Name Brand Digital Tablet.....	\$99

Gift Cards in Any Amount!

Electronics Outlet

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

AD# N1812A02008C PASS 2 COL. x 5

N1812P02001C-O

N1812P33007C-C

Delicious Seafood for Holiday Entertaining

Find everything to prepare your Feast of the Seven Fishes here!

Fresh Fish Market • Oyster Bar & Shellfish
Prepared Seafood • Marinades & Specialty Foods
Salads & Sides • Homemade Chowder
Fresh Bread Delivered Daily

Seafood Central

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

AD# N1812A02009C PASS 2 COL. x 5

N1812P34002C-C

N1812P34003C

The Choice Is Yours

Holiday Party Plans?
Call us today to book your ride in advance!

Save our number to your phone for a safe and easier ride home.

000.000.0000

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

AD# N1812A03001C PASS 2 COL. x 5

N1812P34004C

Holiday Hosting?

We're here to help you entertain in style!

Holiday Markedowns

- Dining Tables
- Living Room Groups
- Sleeper Sofas
- Seating & More

1 Year of Free Financing*

* Sale ends 00.00.18. 0% APR for 12 months available on furniture purchases over \$200 through 00.31.18. List details, terms and conditions here. Credit approval required. See showroom for details.

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

AD# N1812A03002C PASS 2 COL. x 5

N1812P34005C

Book your holiday party date today!

Celebrated Music & Entertainment
for your next special event

DJs
Dancers
Musicians
& More

Entertainment Unlimited

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

AD# N1812A03003C PASS 2 COL. x 5

N1812P34006C

Christmas Traditions

Handcrafted custom floral designs and decorating services to enhance your home at the holidays and all year.

- Plants & Poinsettias
- Floral Arrangements
- Wreaths & Swags
- Gift Baskets
- Candles & Collectibles
- Holiday Ornaments

Same-Day Delivery Service
Please place all holiday orders by Sun December 30.

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

AD# N1812A03004C PASS 2 COL. x 5

N1812P34007C

For the Fellas

Gift Cards Always Available

Shop a curated collection of fashions and gift ideas for the guys on your gift list.

Handpicked Apparel | Premium Denim | Classic Accessories |
Fragrances & Grooming Aids | Fine Leather Goods

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

AD# N1812A03005C PASS 2 COL. x 5

N1812P34008C

Give Yourself the Gift of Better Hearing

If hearing difficulties have made holiday gatherings less enjoyable for you over the years, let us help!

Free Hearing Test & Video Otoscope Evaluation
Call 000.000.0000 today to arrange your appointment for this free consultation.

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

AD# N1812A03006C PASS 2 COL. x 5

N1812P34009C

New Year. Fresh Start.

10% Off Name Dermal Filler & IPL Facials
with appointment through 00.00.19

Get ready for your free consultation, and learn how the latest beauty breakthrough can erase years from your appearance, giving your skin a more youthful glow.

Gift Cards Available

Skin Spa & Laser
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# N1812A03007C PASS 2 COL. x 5

N1812P38005C

Your Party Dress Destination.

Discover a fun shopping selection of festive fashions, accessories and necessities for the big night!

Instagram Post!
Follow us on Instagram or sign up online for 15% off your first purchase.

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

AD# N1812A03008C PASS 2 COL. x 5

N1812P46002C

Special Holiday Mems & Hours

Stop in to enjoy our farm-to-table dinner specials, cozy fireplace and piano entertainment this holiday season.

- Open for Christmas Eve, Christmas Day, New Year's Eve & New Year's Day
- Happy Hour Daily 5-7pm at the bar
- Open at 4pm Weekdays
- Brunch Served 10am-3pm Weekends
- Kids' Menu Available

Please call to book your reservations today.

Our gift cards make the perfect stocking stuffer!

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

AD# N1812A03009C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

QUICK SELL:

N1812P68004C

SECTION COVER:

N1812P04001C

Financial Wellness

4 simple ways to save more for retirement

It's never too early to begin saving for retirement. While millions of people have no doubt heard or read those very words before, surveys indicate that few people are taking that lesson to heart.

A 2018 survey from Bankrate.com found that 20 percent of Americans don't save any of their annual income. That's aren't necessarily true in Canada, where the Financial Institution (FIC) reports that 32 percent of people hearing or on the path of hearing have nothing saved for retirement.

Saving for retirement can seem impossible in households where every dollar is stretched for expenses without making drastic lifestyle changes.

1. Turn raises into retirement savings:
According to the Fidelity's 2018 Q1 2019 Salary Budget Survey, Top Level Results, salary raises in the United States are projected to drop by an average of 0.2 percent in 2019, while those in Canada are expected to rise by 0.3 percent. Working professionals can take extra steps for retirement by converting some or all of their raises into retirement savings. The tax breaks that retirement accounts allow working professionals to put aside money before taxes are paid, on money that would otherwise not be directly affected if you choose to increase the percentage of your income you direct into each account. Do this each time you receive a raise and your retirement savings will grow considerably.

2. Put business to work:
Professionals who receive bonuses can speak to their employer and request that their retirement contribution rate be increased when bonuses are issued. Many 401(k) retirement bonuses are issued. Many 401(k) retirement bonuses are issued. Many 401(k) retirement bonuses are issued. Many 401(k) retirement bonuses are issued. Many 401(k) retirement bonuses are issued.

3. Optimize your home:
Empty houses where every dollar is stretched for expenses, and home savings can then be redirected into retirement accounts.

4. Reduce tax returns:
Working professionals accustomed to receiving tax returns can use that money to catch up on their retirement savings. Rather than spending tax returns or depositing them into traditional savings accounts, redirect them into a retirement account. Speak with a financial planner to help you figure out how to accomplish this goal. If it makes opening a new account, the long-term benefits of an investing returns are substantial. Saving for retirement is essential, and it's never too late or too early to start acting on more money for your golden years.

12 Everyday Ways to SAVE

1. "Keep the change" from cash purchases in a piggy bank.
2. Conserve water and electricity to lower electricity bills.
3. Caulk around windows and doors to reduce heating and cooling costs.
4. Utilize your local library for books and movies.
5. Bring home leftovers when dining out at restaurants.
6. Check your local paper for coupons and sales.
7. Maintain your car and drive prudently to save on gas.
8. Take advantage of local happy hour specials.
9. Check out secondhand stores first.
10. Compare your current credit card and bank rates.
11. Sign up for customer programs wherever available.
12. Plan weekly meals to avoid impulse buys.

Financial Wellness

December 2018
A Special Supplement to
Name Newspaper

A guide to planning, budgeting and balancing for a healthy financial future

Retirement planning 101
Choosing a financial advisor
Budgeting basics
Saving strategies



12 Everyday ways to SAVE



Investing FAQs

Suggested advertiser: Insurance Company	Suggested advertiser: Accountant	Suggested advertiser: Credit Union
Suggested advertiser: Funeral Pre-planning Service	Suggested advertiser: Community College	Suggested advertiser: Bank

AD# N1812A04002C 9.667 x 13
AD# N1812A04001C PASS 6 COL. x 21

HEADING:
N1812P04001C

Financial Wellness

AD# N1812A04003C 10. x 13

Companion WEB + MOBILE ADS available on MCC

SELF-PROMOTION READER:

N1812P68004C

Financial Wellness

A Valuable Special Section You Don't Want to Miss!

From everyday saving tips to investing FAQs, budgeting basics and choosing a financial advisor, our Financial Wellness guide is loaded with helpful strategies for creating a secure financial future. Be sure to get your copy, and start the new year on the right financial foot.

Coming December 00, 2018
In print and online at namenewspaper.com/financialwellness

A Special Section From
Name Newspaper

AD# N1812A04005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

N1812P68004C

Financial Wellness

Reserve Your Ad Today!

If you're in the business of saving readers money, our Financial Wellness special section is an advertising opportunity you don't want to miss. Call today for details, pricing and reservations before the December 00 advertising deadline. This special section will publish in print and online Thursday, December 00, just as readers set their financial goals for the coming year.

To advertise, call 000.000.0000 or email namenewspaper.com.

A Special Section From
Name Newspaper

AD# N1812A04004C PASS 2 COL. x 5

N1812P05001C*
N1812P69003C
N1812P69004C

NEW YEAR Resolutions

How to succeed with your New Year's resolution



• Be as specific as possible. In addition to being patient, being specific when deciding on a resolution can increase the likelihood that the successful pursuit of that resolution will have as positive an impact on your life as possible. For example, a nonspecific resolution to lose weight may be successful if you only shed a single pound. But men and women who decide to lose weight typically want to lose more than one pound. By resolving to lose a predetermined and specific number of pounds, you might be more likely to commit to your goal, and more encouraged the closer you get to achieving that goal.

While it's difficult to gauge just how many people make New Year resolutions each year, various factors suggest millions of people resolve to improve their lives each January. Television segments devoted to healthy resolutions and discounted memberships are just two of many indicators suggesting resolutions are popular and potentially big business. As popular as making resolutions may be, reports indicate that they're more popular to make than commit to. For example, a 2015 report from U.S. News & World Report indicated that 80 percent of resolutions fail. So how can men and women become part of the minority who see their resolutions through to fruition? The following strategies may help.

• Don't be shy. Sharing your resolution with others is a great way to generate support for your pursuit. And that support can motivate you if you hit a rough patch and keep you on track as you progress toward your goal. By sharing your resolution with others, you're also indirectly inviting others who might have set similar goals in the past to offer insight and/or advice, which can prove invaluable.

• Expect setbacks. Just like it's important to be patient, it's equally important to recognize there will be setbacks. Men and women who resolve to save more money and have set specific monthly savings goals should not allow one monthly shortfall to derail all of their efforts. An unforeseen expense such as an automobile or home repair might compromise your ability to meet your monthly savings goal. Such setbacks are inevitable regardless of your resolution, so don't be discouraged when they happen. Just commit to getting back on track in time to meet your next goal.

• Successful New Year resolutions might be hard to come by. But there are ways to stay the course and see resolutions through to realization.

These local businesses are here to help you stay true to your goals in 2019 and beyond!

<p>✓ Lose Weight</p> <p>Weight-Loss Center 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Get Fit</p> <p>Personal Trainer 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Travel More</p> <p>Travel Service 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Have More Fun</p> <p>Dance School 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>✓ Meet Someone</p> <p>Dating Service 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Save Money</p> <p>Financial Advisor 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Eat Healthy</p> <p>Health Food Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Learn Something New</p> <p>Community College 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>✓ Volunteer More</p> <p>Nonprofit Organization 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ More Family Time</p> <p>Arcade & Amusement Center 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Get Organized</p> <p>Home Organizing Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Find a Better Job</p> <p>Employment Recruiter 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>✓ Live Life to the Fullest</p> <p>Life Coach 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Make New Friends</p> <p>Social Networking Event 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Improve Your Health</p> <p>Wellness Center 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Look Your Best</p> <p>Hair & Beauty Salon 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>✓ Try Something New</p> <p>International Restaurant 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Adopt a Pet</p> <p>Animal Shelter 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Buy a Home</p> <p>Realtor 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>✓ Relax More</p> <p>Day Spa 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>

N1812P05002C
N1812P05003C

AD# N1812A05001C 19.33 x 10.904

HEADING: N1812P05001C*
N1812P05001C*
N1812P05001C*

NEW YEAR Resolutions

SELF-PROMOTION READER:

Got Resolutions?

As we gear up for a brand-new year, make The Somersville Press your complete resolution resource. From health and fitness features to family entertainment, financial news and money-saving daily deals, we deliver all the information you need to make 2019 your best year yet!

New Subscriber Special
3 Months for \$20.19
Call 000.000.0000
or subscribe online at
namepaper.com/subscribe with
promo code 2019 through 00.00.19
to take advantage of this special offer.

Look for our **New Year Resolutions** guide in this paper on Thursday, December 00 for ideas, inspiration and support to help you set and keep your goals all year!

Your Newspaper for the New Year

In Print & Online
Name Newspaper

AD# N1812A05003C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

Can Reader Resolutions Help You Meet Your Sales Goals?

Talk to an ad consultant today about unique advertising opportunities leading into the new year, as local readers prepare to set and meet their goals for 2019. From fitness to finances, learning something new to meeting someone new, now is a great time to attract motivated potential customers to your helpful products and services.

Ask about advertising in our **New Year Resolutions** guide before the December 00 reservation deadline!

For advertising rates and information, call 000.000.0000 or email name@namepaper.com.

Advertising for the New Year

In Print & Online
Name Newspaper

AD# N1812A05002C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

N1812P05002C

QUICK SELL:

N1812P26004C*-O
N1812P26001C*-O

N1812P18002C*-O
N1812P18007C*-O
N1812P26005C*-O

Christmas Worship Guide

O Come All Ye Faithful!
Christmas Eve Worship
7pm - 9pm / 9pm - 11pm
Children's Choir Performance at 9pm

St. John's Church
100 Washington Street | Essexville, MA 02128
(508) 253-1100 | www.stjohnsma.com

Join Us for Advent and Christmas!
Weekly Worship Sunday at 10am
Christmas Eve Candlelight Mass 8:00am-9:00pm
Christmas Day Services 8am & 10am

Church of Somerville
100 Washington Street | Somerville, MA 02143
(617) 252-2000 | www.churchofsomerville.org

REJOICE!
Candlelight Vigil on 8th & Downtown 6:00-7:00pm
Christmas Eve 8pm-10pm
Christmas Day 10am-12pm

Faith First Church
100 Washington Street | Somerville, MA 02143
(617) 252-2000 | www.faithfirstchurch.org

Wishing you and yours a blessed and beautiful Christmas!

<p>St. Matthew's Church Christmas Eve Services 4pm - 7pm / 7pm - 9pm Christmas Day Services 10am - 11am</p> <p>100 Washington Street Essexville, MA 02128 (508) 253-1100 www.stmatthewsma.com</p>	<p>St. Matthew's Church Christmas Eve Services 4pm - 7pm / 7pm - 9pm Christmas Day Services 10am - 11am</p> <p>100 Washington Street Essexville, MA 02128 (508) 253-1100 www.stmatthewsma.com</p>	<p>St. Matthew's Church Christmas Eve Services 4pm - 7pm / 7pm - 9pm Christmas Day Services 10am - 11am</p> <p>100 Washington Street Essexville, MA 02128 (508) 253-1100 www.stmatthewsma.com</p>	<p>St. Matthew's Church Christmas Eve Services 4pm - 7pm / 7pm - 9pm Christmas Day Services 10am - 11am</p> <p>100 Washington Street Essexville, MA 02128 (508) 253-1100 www.stmatthewsma.com</p>	<p>St. Matthew's Church Christmas Eve Services 4pm - 7pm / 7pm - 9pm Christmas Day Services 10am - 11am</p> <p>100 Washington Street Essexville, MA 02128 (508) 253-1100 www.stmatthewsma.com</p>
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December 2018
A Special Supplement to
Name Newspaper

Celebrating the Reason for the Season

12 Days of Giving Back
Coloring Pages for Kids
The Story of Christmas

Christmas Worship Schedule

AD# N1812A06003C

10. x 13

AD# N1812A06002C
AD# N1812A06001C

9.667 x 13
PASS 6 COL. x 21

HEADING:
N1812P06001C*-O

Celebrating the Reason for the Season

Companion
WEB + MOBILE
ADS available
on MCC

SELF-PROMOTION READER:

N1812P06002C*-O
N1812P06001C*-O

Where to Worship

and more ways to celebrate the reason for the season!

Look for your copy of Celebrating the Reason for the Season featuring a Christmas Worship Guide and a variety of features to enhance your enjoyment of this very special season on Sunday, December 09.

Celebrating the Reason for the Season

A Special Section From
Name Newspaper

AD# N1812A06005C

PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER:

N1812P06002C*-O
N1812P06001C*-O

Share the News!

Invite local readers to join your congregation in celebrating the reason for the season this Advent and Christmas!

Reserve your spot in this special section or within our Christmas Worship Guide through Friday, December 08. Call 000.000.0000 or email name@namenewspaper.com.

Celebrating the Reason for the Season

A Special Section From
Name Newspaper

AD# N1812A06004C

PASS 2 COL. x 5

QUICK SELL: N1812P07001C*-O

SECTION COVER:

New Year's Celebration Guide

Celebrate safely this New Year's Eve

New Year's Eve is a time to celebrate. But the festivities of parties and parties are not without their risks. Celebrating safely is the key to a fun and safe New Year's Eve. Here are some tips to help you celebrate safely.

• Don't drink and drive: It's the most important rule of the night. If you've had even one drink, don't get behind the wheel. Designated drivers, ride-sharing apps, taxis, and public transportation are all great alternatives. If you must drive, don't drink at all.

• Don't drink and party: It's easy to get carried away with the party. But drinking too much can lead to dehydration, hangovers, and even more serious health issues. Drink water between alcoholic beverages and pace yourself.

• Don't drink and dance: Dancing is a fun way to celebrate, but it can be dangerous if you're not careful. Don't drink and dance, and don't drink and drive. If you're going to dance, make sure you have a designated driver or a way to get home safely.

• Don't drink and party: It's easy to get carried away with the party. But drinking too much can lead to dehydration, hangovers, and even more serious health issues. Drink water between alcoholic beverages and pace yourself.

Suggested Advertiser Hotel	Suggested Advertiser Clothing Store
Suggested Advertiser Restaurant	Suggested Advertiser Beauty Salon
Suggested Advertiser Nightclub / Bar	Suggested Advertiser Party Store
Suggested Advertiser Liquor Store	



New Year's Celebration Guide

December 2018
A Special Supplement to
Name Newspaper

- DIY party decorating
- Crowd-pleasing punch bowls
- Easy apps for at-home entertaining
- New Year's Eve bar & restaurant guide



The New Year's Eve holiday period is the worst time of the year for fatal impaired drivers. This year, plan ahead for your safety and the safety of others. Don't drink and drive. Designated drivers, ride-sharing apps, taxis, and public transportation are all great alternatives. If you must drive, don't drink at all.

Please celebrate responsibly, and enjoy a safe and happy New Year's Eve!

000-000-0000 Taxi or Ride Share Service

AD# N1812A07002C 10 x 13
 AD# N1812A07001C PASS # COL. x 21
 AD# N1812A07007C 10 x 13
 AD# N1812A07006C PASS # COL. x 21

New Year's Celebration Guide

AD# N1812A07003C 10. x 13

SELF-PROMOTION READER:

SELF-PROMOTION ADVERTISER:

New Year's Celebration Guide
A Special Section From Name Newspaper

Your Local Guide to Ringing In 2019

From the area's hottest New Year's Eve parties and restaurant specials to at-home entertaining ideas, our New Year's Celebration Guide will help you plan a night to remember!

Get Your Copy Thursday, December 00
Also online at namenewspaper.com/newyearscelebrationguide

AD# N1812A07005C PASS 2 COL. x 5

New Year's Celebration Guide
A Special Section From Name Newspaper

Ring In the Revenue!

Our New Year's Celebration Guide is the perfect place to promote your offerings to revelers as they get ready to ring in 2019. Advertise alongside features focused on at-home entertaining, or secure your spot in our New Year's Eve bar and restaurant guide. To learn more or reserve your ad space, contact an ad consultant today!

Advertisers, call 000.000.0000 or email names@namenewspaper.com.
Ad Deadline: December 00
Publication Date: December 00

AD# N1812A07004C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

N1812P67007C-●

QUICK SELL:

N1812P08004C*-○

N1812P08002C*-○

10 REASONS we love winter

It's the most wonderful time of the year to slow down and enjoy the things you love!

- 1 Snowy Shenanigans**
Snow angels to snowboarding, sledging and favorite winter activities all featured!
Sporting Goods Store
1234 Main Street • Townsville Heights
000-000-0000 • www.townsville.com
- 3 Ice Skating**
Catch a hockey game, take to the ice with family and friends, or treat yourself to a skating lesson.
Ice Skating Rink
1234 Main Street • Townsville Heights
000-000-0000 • www.townsville.com
- 5 Sweater Weather**
Nothing feels better than that perfect sweater or favorite winter scarf.
Clothing Store
1234 Main Street • Townsville Heights
000-000-0000 • www.townsville.com
- 7 Hibernation Season**
Early mornings and cold temps mean it's time to get cozy under those covers and get ready to dreamland.
Bedding Shop
1234 Main Street • Townsville Heights
000-000-0000 • www.townsville.com
- 9 Good Books**
Curl up and check out our new reading list during some long winter nights and weekends.
Bookstore
1234 Main Street • Townsville Heights
000-000-0000 • www.townsville.com

- 2 Hot Drinks for Cold Days**
Cook to cappuccino, cozy up with a warming beverage at your favorite local cafe.
Coffee Shop
1234 Main Street • Townsville Heights
000-000-0000 • www.townsville.com
- 4 Soups, Stews & Chili**
Warm your bones with a satisfying bowl of delicious soup or stew.
Restaurant
1234 Main Street • Townsville Heights
000-000-0000 • www.townsville.com
- 6 Arts & Crafts**
Don't have a craft? Get a chance to learn a new skill or just relax with a hobby.
Craft Supply Store
1234 Main Street • Townsville Heights
000-000-0000 • www.townsville.com
- 8 The Warm Glow of a Fireplace**
Relax and enjoy a cup of tea, glass of wine or game night in the cozy comfort of a fire.
Fireplace Showroom
1234 Main Street • Townsville Heights
000-000-0000 • www.townsville.com
- 10 Movie Nights**
When it's cold outside, get wrapped up in a good movie at your favorite theater.
Pizza Delivery
1234 Main Street • Townsville Heights
000-000-0000 • www.townsville.com

AD# N1812A08002C 9.667 x 13
AD# N1812A08001C PASS 6 COL x 21

HEADING: N1812P08001C*-○

SECTION COVER:

December 2018
A Special Supplement to
Name Newspaper

WINTER Fun

- Winter Reading List
- Ski & Snowboard Guide
- Tubing & Sledding Map
- Arts & Crafts Under \$5
- Comfort Food Recipe Guide

& Hot Cocoa 5 Ways

AD# N1812A08003C 10. x 13

N1812P08001C*-○

N1812P08003C-●

N1812P80012C-●
N1812P17002C-●
N1812P47005C-●
N1812P-17007C-●

WINTER Fun

SELF-PROMOTION READER:

Winter Fun Every Which Way

From skiing, snowboarding, skating and sledding to comfort food recipes and craft ideas, our Winter Fun guide is full of great ideas to make everyone's winter more enjoyable!

WINTER Fun

A Special Section From
Name Newspaper

Don't Miss Your Copy Thursday, December 00

In print and online at namenewspaper.com/winterfun

AD# N1812A08005C PASS 2 COL. x 5

N1812P08001C*-○

N1812P08003C-●

SELF-PROMOTION ADVERTISER:

Advertise Your Cure for Cabin Fever!

Our Winter Fun guide is the perfect place to reach individuals and families looking for all types of indoor and outdoor activities to keep them entertained all season. To learn more or reserve your ad space, contact an ad consultant today.

WINTER Fun

A Special Section From
Name Newspaper

Ad Deadline: December 00
Publication Date: December 00

Advertisers, call 000.000.0000 or email names@namenewspaper.com.

AD# N1812A08004C PASS 2 COL. x 5

N1812P08001C*-○

N1812P08003C-●

Companion WEB + MOBILE ADS available on MCC

Usage Note:

As holiday shopping draws to a close, winter activities come into focus. This **Winter Fun Scrapbook Contest** provides a parallel course to holiday promotions that can start in mid-December and carry into the new year. Readers submit their "favorite photo memories from winter" for a chance to win cash prizes. You can employ the submitted photos in online galleries (with sponsorship ads) and a niche special section to publicize the winning entries.

Winter Fun SCRAPBOOK CONTEST

Submit your favorite photo memories from winter for a chance to win!

Enter online through (Name Date) at www.namewebsite.com/contests

See earlier page for details, rules and entry requirements.

Thanks to our fun-loving contest sponsors for making these contest prizes possible!

<p>Auto Dealer 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Powersports Dealer 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Arcade 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Movie Theater 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Fast Food Restaurant 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Variety Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Electronics Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Craft Supply Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Sporting Goods Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Ski Resort 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>

N1812A10001C

Usage Note:

Promote advertisers that help your readers keep their New Year resolutions with a **2019 Resolutions Giveaway Contest**. The layout suggests two ways of entering that reflect the way people use technology today: either through an online form or by texting. If your publication isn't set up to process text entries, add an additional entry point through the physical location of each of the contest sponsors. Begin your promotion the week between Christmas and New Year's Eve, and end it whenever makes sense for you, from the start of the new year up to mid-January.

2019 Resolutions Giveaway CONTEST

This year i will...

These locally-owned businesses are here to help you keep your resolutions for the new year!

Two Ways to Win:

1. Text entry codes from the prize boxes you want to win to 00000.
2. Enter online at namewebsite.com/contests.

Enter both ways to double your chances of winning!
Contest Ends (Name Date).
Winners will be announced (Name Date). See contest page for complete rules and details. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

<p>Free 12-Month Membership Text XXXX to 00000 to enter to win!</p>	<p>\$100 Savings Bond Text XXXX to 00000 to enter to win!</p>
<p>Fitness Center 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Financial Institution 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>12 Free Classes Text XXXX to 00000 to enter to win!</p>	<p>3 Free Sessions Text XXXX to 00000 to enter to win!</p>
<p>Yoga Studio 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Life Coach 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Free Cooking Classes Text XXXX to 00000 to enter to win!</p>	<p>Free 6-Month Membership Text XXXX to 00000 to enter to win!</p>
<p>Cooking School 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Gym 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Family 4-Pack of Tickets Text XXXX to 00000 to enter to win!</p>	<p>Free Consultation, Adjustment & Massage Text XXXX to 00000 to enter to win!</p>
<p>Family Entertainment Center 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Chiropractor 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Free Haircut & Makeup Lesson Text XXXX to 00000 to enter to win!</p>	<p>Free Exam, Cleaning & Teeth Whitening Text XXXX to 00000 to enter to win!</p>
<p>Beauty Salon 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Dentist 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>

<p>Weight-Loss Package Valued at \$299! Text XXXX to 00000 to enter to win!</p> <p>Weight-Loss Center 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Free 3-Drawer Filing Cabinet Text XXXX to 00000 to enter to win!</p> <p>Office Supply Store 1234 Washington St. Somerville Heights 000-000-0000 www.namewebsite.com</p>
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N1812A10002C

How to Make Quick Sales With Multiple-Advertiser Layouts

Need a quick way to close more ad sales? Trying to attract advertisers in every budget category? Want to help local businesses gain more exposure for their products and services? Multiple-advertiser layouts can be your answer.

The technique of grouping advertisers together on a single page has stood the test of time because it works. Group ad pages can help businesses with budgets of any size get the exposure they need while bundling ad revenue for your publication. When the page housing multiple advertisers has a theme — whether it's seasonal or a trending topic — the page becomes more compelling for readers, and easier to sell to specific advertisers.

Toward that end, Metro supplies several takes on these layouts that are designed to sell quickly, attract attention and produce revenue results for you and your advertisers:

- **Quick-Sell layouts are themed multiple-advertiser pages.** They can focus on local merchants, retail or service categories, coupon themes, contests, seasonal activities, holidays or other evergreen topics, helping advertisers catch the eye of a target audience. For example, the "Dine & Drink Guide" (pictured at right) can be published anytime for any number of runs. The spaces can be treated as individual ad spots or presented as listings.
- **Directory layouts function best to draw customers toward businesses sharing a common area or category, such as home improvement, a Business Improvement District, mall or downtown.** They consist mainly of advertiser names, locations and contact information, often including a line or two of promotional copy. These types of layouts can also be used to raise awareness for programs such as drunk and drugged driving prevention, bullying prevention and medical issues through sponsorships. For example, "Home Services" (pictured at right) provides space for businesses that provide those types of services.
- **Editorial-based layouts use engaging editorial features to anchor the pages and related advertisers.** Recent topics include holiday shopping, holiday entertaining, volunteering, financial wellness, fall sports, weather preparedness, fire safety and many more. The editorial-based layout focused on the opioid epidemic is one example (pictured at right).
- **Marketplace pages group both directory listings and display ad spaces under a common theme.** Recent topics include local shopping, seniors, dining, hunting and fishing, and more. Many, like the "Kids' Corner" example (pictured at right), can be sold for multiple runs throughout the year.
- **Double-truck pages offer high-impact, premium sales potential as the center spread of special sections or ROP.** Metro supplies themed background art and frames, as well as multiple heading choices, so you can utilize these double trucks in three ways to attract advertisers. Recent themes include holiday shopping, seasonal activities, shop local promotions and more. For example, the "Party Planner" (pictured at right) can be sold in multiple sections, or it can become a "Bar & Nightlife Guide" or "Celebration Spots" directory simply by substituting the headline.

A Quick Sale

Metro multiple-advertiser pages are supplied in both full-page broadsheet and tab sizes. Some publications opt to assign a layout to a team, challenging them to sell it out in a day or two. These multiple-advertiser page PDFs can be e-mailed to prospects to either sell space outright or pave the way for a personal visit. If a theme becomes difficult to sell in that region, it can be tweaked or replaced to keep the sales momentum moving.

Getting Multiple-Advertiser Layouts

Access multiple-advertiser pages through the direct links in your SearchBooks,® or in the Creative Library of Metro Creative Connection. Use the Ad Type pull-down menu to find the multiple-advertiser options described here. **M**



Directories are cost-effective ways to gain advertiser participation with listings in layouts that have themes representative of their businesses.



Editorial-based layouts provide compelling information for readers, and therefore become attractive to advertisers looking to reach them. Full-page and tab sizes are available.



Marketplace layouts combine both listings and ad spaces, giving prospects more options to advertise within their budgetary constraints. Full-page and tab sizes are available.



Bar & Nightlife Guide Celebration Spots

Double-truck layouts have additional headings available to switch the theme and give you more options.



Stretching Templated Special Section (TSS) Content Also Stretches Profits

The Clinton Herald / The Ottumwa Courier, IA

By running themed Templated Special Section (TSS) content in daily installments, these publications have found a way to engage readers and advertisers all week.

CREATE: Publisher Ron Gutierrez uses TSS content in a non-traditional way, breaking up an individual section's features to run over the course of a one- or two-week period. By creating an ongoing theme in this manner, the publications are able to keep readers who are following the topic engaged on a daily basis.

SELL: Gutierrez finds TSS content particularly useful because it is helpful and relevant to readers while also providing a marketing message to complement advertisers' products and services. This helps make his publications a valuable promotional arm for local businesses. He says, "In the end, we solve their marketing problems, which is why we continue to use Metro."

PROFIT: Stretching out TSS content helps the publications monetize every available page they produce by providing a way to fill pages in the middle of the week versus printing a large section on one day. It also helps maintain a steady flow of reader and advertiser engagement by providing ample pages six days a week rather than releasing all content on one day.



"The templated sections provide outstanding content that gives us the opportunity to provide timely and valuable marketing for our audience and advertisers. The advertisers follow the audience, so everyone wins!"

- Ron Gutierrez, Publisher

**The Clinton Herald /
The Ottumwa Courier**
Clinton, Iowa / Ottumwa, Iowa
Publisher Ron Gutierrez
563.242.7101
rgutierrez@cni.com

Metro Seen *Content in Action*

Take a look at some of the ways Metro images can enhance your ads, special section covers and event promotions!

From fair days to the first days of school, these publications found all the right images in the **Creative Library of MetroCreativeConnection.com**.



As Seen In
Waterloo Republic-Times
Waterloo, IL
MCC Image #N9972540



As Seen In
Harrisburg Register
Harrisburg, IL
MCC Images #N1706P27019C, N1806P45006C



As Seen In
Golden Prairie News
Assumption, IL
MCC Image #N1807P23012C



As Seen In
Waterloo Republic-Times
Waterloo, IL
MCC image #N1307P38009C



As Seen In
Kankakee Valley Publishing
Frankfort, IL
MCC Images #N1002P34007C, N1204P57015C



As Seen In
Rochelle News-Leader
Rochelle, IL
MCC Images #N1305P64009C, N049S010

Note: These examples show the use of eye-catching Metro photos and images by Metro clients to illustrate various editorial topics. You can search hundreds of ready-made cover designs by topic in the Creative Library of MCC by checking Images or Spec Ads & Covers. For related editorial features, simply search the MCC Editorial Library! Remember, if your staff has any questions or needs some assistance in searches, they can always call Client Services at 1-800-223-1600. The call is free, but the help is priceless.

N1812P55003C*-C
N1812P16006C-

Countdown to Christmas

Deals and ideas to wrap up what's left of your holiday list!

Usage Note:

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

Luxe Beauty Supply
Stocking stuffers & gifts for every budget
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Luxe Beauty Supply
Stocking stuffers & gifts for every budget
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Luxe Beauty Supply
Stocking stuffers & gifts for every budget
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Luxe Beauty Supply
Stocking stuffers & gifts for every budget
1234 Washington Street • Somersville Heights
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www.namewebsite.com

Luxe Beauty Supply
Stocking stuffers & gifts for every budget
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Luxe Beauty Supply
Stocking stuffers & gifts for every budget
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Paws & Claws Pet Supply
Pawsome presents for furry friends
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Paws & Claws Pet Supply
Pawsome presents for furry friends
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Paws & Claws Pet Supply
Pawsome presents for furry friends
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www.namewebsite.com

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

Paws & Claws Pet Supply
Pawsome presents for furry friends
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Cornerstone Bar & Grill
Remember to book your holiday reservations!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Cornerstone Bar & Grill
Remember to book your holiday reservations!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Cornerstone Bar & Grill
Remember to book your holiday reservations!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Cornerstone Bar & Grill
Remember to book your holiday reservations!
1234 Washington Street • Somersville Heights
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Cornerstone Bar & Grill
Remember to book your holiday reservations!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Cornerstone Bar & Grill
Remember to book your holiday reservations!
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com



Gifts for All the Gals
A peek at our favorite presents for the ladies on your list...

Handcrafted Leather Wrap Bracelets | All-Natural Rollerball Fragrances | Hand-knit Scarves & Wraps

Macrame Wall Hangings | Handmade Dream Catchers | +pendants, glassware, coffee mugs, totes, stocking stuffers, gift cards and more for every budget!

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

AD# N1812A14002C
PASS 2 COL. x 5

All the Toys They Want to See Under the Tree
FREE GIFT WRAPPING

We have this year's hottest toys and games in stock for Christmas! Stop in today before they sell out for the season!

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

AD# N1812A14005C
PASS 2 COL. x 5

The Holiday Rush Starts Now

Stop in today to take advantage of incredible year-end offers throughout the showroom!

New & Used Powersports Base | Parts, Service, Repairs & Accessories

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

0.9% APR for 36 Months All Name Brand 2018 Snowmobile Models

Package From \$99

The Best Gifts Come in Tiny Packages

These are the times to remember. Capture these first holidays forever with professional portrait photography you'll always treasure.

There's still time to book Your Holiday Portrait Sitting! Premium Prints • Digital Albums • Canvas Wraps • Christmas Cards. Call today to secure your appointment in time for Christmas.

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

AD# N1812A14004C
PASS 2 COL. x 5
N1812P16008C-
AD# N1812A14003C
PASS 2 COL. x 5
N1812P17004C-

Think outside the box! Holiday Travel Registry

Do Your Resolutions Include Traveling More? Ask your loved ones to skip the mall, and give the gift of Making memories with a contribution to your personal travel fund through our registry system. Call or visit us online today to sign up and start planning your next adventure!

Travel & Co.

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

Keep Calm & Shop On

It's not the time to find great gifts for everyone on your list.

Last-Minute Christmas Markdowns up to 40% Off Original Prices
Shop today for the best selection.

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

AD# N1812A14007C
PASS 2 COL. x 5
N1812P48007C-
AD# N1812A14006C
PASS 2 COL. x 5
N1812P30004C-
N1812P30005C-

AD# N1812A14001C
AD# N1812A14008C

PASS 6 COL. x 21
10 x 13



N1812P15006-C-●



N1812P15007C-●



N1812P15002C-●



N1812P15005C-●



N1812P15001C-●



N1812P15003C-●



N1812P15004C-●



N1812P16008C-●



N1812P16003C-●



N1812P16002C-●



N1812P16005C-●



N1812P16001C-●



N1812P16004C-●



N1812P16007C-●



N1812P16006C-●



N1812P17002C-●



N1812P17003C-●



N1812P17005C-●



N1812P17004C-●



N1812P17007C-●



N1812P17006C-●



N1812P17001C-●



N1812P17008C-●



N1812P18002C-●



N1812P18006C-●



N1812P18008C-●



N1812P18004C-●



N1812P18003C-●



N1812P18001C-●



N1812P18007C-●



N1812P18005C-●

N1812P17002C-
N1812P60028C-
N1812P59003C-
N1812P19002C-
N1812P19001C-
N1812P16005C-
N1812P31002C-
N1812P15005C-
N1812P18001C-
N1812P62006C-
N1812P18001C-
N1812P62006C-
N1812P38007C-
N1812P48003C-
N1812P38007C-
N1812P48003C-



Community Calendar DECEMBER

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 00
Pet Photos With Santa
Bring your pets and your camera for free photos with Santa, storewide specials and door prizes given away!
Event details here. Event details here.
Name Event Location
10am - 3pm
www.namewebsite.com

December 00
Paws & Claws Pet Supply
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.
Name Event Location
0:00am - 0:00pm
www.namewebsite.com



December 00
Poinsettia Sale
All sizes and colors, priced from just \$6.99! Event details here. Event details here.
Name Event Location
10am - 3pm
www.namewebsite.com

December 00
Name Event 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 Craft Fair
Shop one-of-a-kind gifts and holiday decor from more than 25 local artisans! Event details here.
Name Event Location
9am - 4pm
www.namewebsite.com

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

New Year's Eve Family Fest

An alcohol-free community celebration for all ages!

Live Music | Dance & Poetry At Show | Bounce House
Face Painting | Contests | Raffles
Food Vendors | Party Favors
Midnight Balloon Drop & More

FREE Admission
The Fun Starts at 7PM
Monday, December 31

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

December 00
Name Event 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
Bake Sale
Fresh-baked goodies for sale! All proceeds benefit Somersville Community Center
Event details here. Event details here.
Name Event Location
10am - 3pm
www.namewebsite.com



December 00
Children's Christmas Pageant
A Christmas tradition for the whole family! Event details here. Event details here.
Name Event Location
3pm
www.namewebsite.com

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



December 00
New Year's Eve Family Fest
Free fun for the whole family! Enjoy live music, performances, games, contests and more. Event details here. Event details here.
Name Event Location
7pm - 12 midnight
www.namewebsite.com

Host With the Most

Gourmet Goods, Specialty Foods, Desserts & Catering for the Holidays & Every Occasion

Specialty Market

Check out our designer holiday partyware collections!

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

AD# N1812A19001C PASS 6 COL. x 21
AD# N1812A19004C 10 x 13

N1812P20004C*-O

N1812P20002C*-O

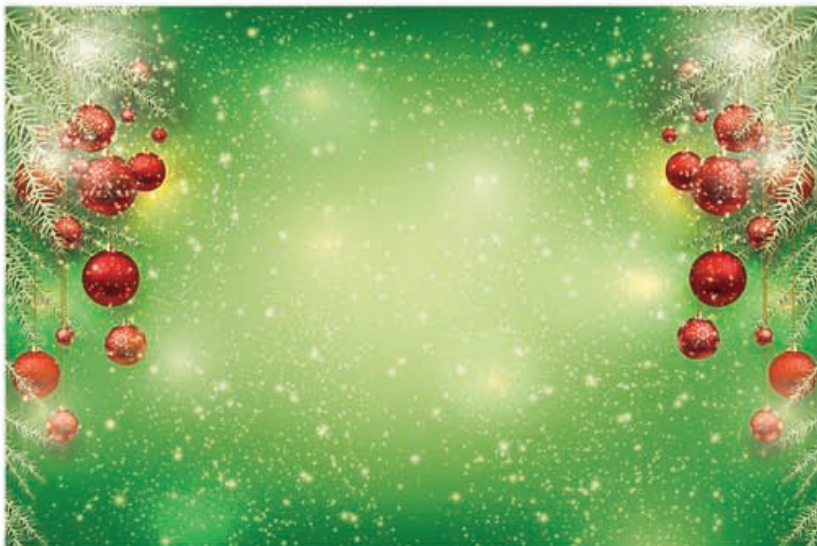
N1812P20003C*-O

Last-Minute Gifts

Your down-to-the-wire
SHOPPING GUIDE for CHRISTMAS 2018!

<p>Confetti Cards & Gifts 50% Off 2018 Collectible Ornaments www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Jewel Box Accessories Great Gifts From Just \$10 www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>The Stationery Stop 50% Off Boxed Holiday Cards www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Discount Variety Mart Stocking Stuffers 99¢ & up www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Electronics Outlet Gadgets, Games, Gift Cards & More www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>
<p>The Gem Den Next-Day Custom Engraving Service Available www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Little Boutique Apparel Beauty Accessories www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Lotus Massage & Day Spa 10% Off All Gift Card Purchases www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Cook's Kitchen Boutique Cooking, Baking & Entertaining Gifts www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>	<p>Central Hardware Gift & Gift Cards for Every Budget www.nornewebite.com 1234 Washington Street Somersville Heights 000-000-0000</p>

AD# N1812A20001C 19.334 x 13



N1812P20001C-●

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)

Gift Card Guide

N1812P20005C*-O

Christmas Shopping

N1812P20006C*-O



N1812P21007C-●



N1812P21008C-●



N1812P21005C-●



N1812P21006C-●



N1812P21004C-●



N1812P21003C-●



N1812P21002C-●



N1812P21001C-●



N1812P22005C-●



N1812P22008C-●



N1812P22006C-●



N1812P22004C-●



N1812P22007C-●



N1812P22001C-●



N1812P22002C-●



N1812P22003C-●



N1812P23003C-●



N1812P23004C-●



N1812P23002C-●



N1812P23007C-●



N1812P23005C-●



N1812P23006C-●



N1812P23001C-●



N1812P23008C-●



N1812P24007C-●



N1812P24003C*-O



N1812P24002C*-O



N1812P24010C*-O



N1812P24014C*-O



N1812P24001C*-O



N1812P24004C*-O



N1812P240xxC*-O



N1812P24005C*-O



N1812P24005C*-O
N1812P24006C*-O



N1812P24012C*-O



N1812P24016C*-O



N1812P24013C*-O



N1812P24011C*-O



N1812P24008C*-O

HO-HO-HO, Did You Know?



Christmas Fun Facts

\$\$\$\$\$\$ **687,870,000,000** \$\$\$\$\$\$

2017 holiday spending in the U.S.



Christmas celebrates the birth of Jesus Christ on December 25 each year, with the first recorded celebration on this date taking place in 336 during the time of the first Christian Roman Emperor, Constantine. Over the years, a variety of beloved customs have become associated with the Christmas holiday all over the world.

How do you say Santa?

The name Santa Claus evolved from Sinterklaas, a shortened form of Saint Nicholas in Dutch. Saint Nicholas was a Christian bishop in ancient Greece (modern-day Turkey) known for his generosity and dedication to helping children and the needy.

- Papá Noel - Spain
- Mikulás - Hungary
- Weihnachtsmann - Germany
- Julemanden - Denmark
- Père Noël - France

90% of Americans say they celebrate Christmas

46% of Americans say they celebrate Christmas primarily as a religious holiday



50
U.S. states grow Christmas trees

40 Million live Christmas trees are sold in North America each year

100 feet

The size of the tallest tree displayed at Rockefeller Center in 1999



34 Million

poinsettias are sold annually in the U.S., making it the country's highest-selling potted plant



30%

of Americans will still be shopping on Christmas Eve

Sources: 14for.com, National Christmas Tree Association, National Retail Federation, CreditCards.com, INQ, Pew Research Center, 2013 USDA Floriculture Statistics

Christmas Sale
Get your jingle on!

up to 40% Off Gifts | Decor | Apparel | Home Fashions | Cookware | Dining | & More
They are for the best selection. Sale ends Sunday, December 10, 2018. See details, terms and conditions here.

Briggs Department Store
1234 Washington Street • Somersville Heights • 000-000-0000 • www.namesite.com

AD# N1812A25001C PASS 6 COL. x 21

AD# N1812A25002C 10 x 13

AD# N1812A25004C PASS 6 COL. x 21

AD# N1812A25005C 10 x 13

AD# N1812A25003C
PASS 6 COL. x 3

N1812P25002C*-O

N1812P25003C*-O

N1812P25004C*-O

N1812P25005C*-O

N1812P25006C*-O

N1812P25001C*-O

N1812P24006C*-O

N1812P25007C*-O



N1812P26008C-●
N1812P26009C-●



N1812P26003C-●
N1812P26004C*-○



N1812P26007C-●



N1812P26005C*-○



N1812P26010C*-○



N1812P26001C*-○



N1812P26012C*-○



N1812P26006C*-○



N1812P26002C*-○



N1812P26011C*-○

N1812P27012C*-O

N1812P27001C*-O

Christmas Coloring Book

A Special Supplement from **NAME NEWSPAPER**



Coloring fun straight from Santa's workshop, **plus a chance to win \$25!** Winners will be chosen for each of the nine coloring pages inside!

AD# N1812A27001C 8.5 x 11
AD# N1812A27010C 8.5 x 11

N1812P27013C*-O
N1812P27011C*-O
N1812P27002A*-O



NAME SPONSOR

Christmas Coloring Book Contact Entry Form

AD# N1812A27002C 8.5 x 11
AD# N1812A27011C 8.5 x 11

N1812P27003A*-O



NAME SPONSOR

Christmas Coloring Book Contact Entry Form

AD# N1812A27003C 8.5 x 11
AD# N1812A27012C 8.5 x 11



NAME SPONSOR

Christmas Coloring Book Contact Entry Form

AD# N1812A27004C 8.5 x 11
AD# N1812A27013C 8.5 x 11

N1812P27004A*-O

N1812P27006A*-O



NAME SPONSOR

Christmas Coloring Book Contact Entry Form

AD# N1812A27006C 8.5 x 11
AD# N1812A27015C 8.5 x 11

N1812P27007A*-O

N1812P27005A*-O



NAME SPONSOR

Christmas Coloring Book Contact Entry Form

AD# N1812A27005C 8.5 x 11
AD# N1812A27014C 8.5 x 11

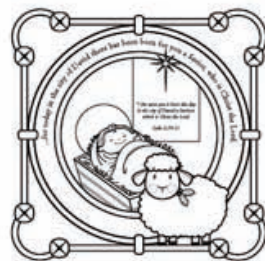
N1812P27009A*-O



NAME SPONSOR

Christmas Coloring Book Contact Entry Form

AD# N1812A27007C 8.5 x 11
AD# N1812A27016C 8.5 x 11



NAME SPONSOR

Christmas Coloring Book Contact Entry Form

AD# N1812A27008C 8.5 x 11
AD# N1812A27017C 8.5 x 11



NAME SPONSOR

Christmas Coloring Book Contact Entry Form

AD# N1812A27009C 8.5 x 11
AD# N1812A27018C 8.5 x 11



N1812P29008C-●



N1812P29005C-●



N1812P29002C-●



N1812P29001C-●



N1812P29006C-●



N1812P29007C-●



N1812P29004C-●



N1812P29003C-●



N1812P3009C-●



N1812P3001C-●



N1812P3002C-●



N1812P3006C-●



N1812P3003C-●



N1812P3010C-●



N1812P3005C-●



N1812P3004C-●



N1812P3008C-●



N1812P3007C-●



N1812P31005C-●



N1812P31001C-●



N1812P31002C-●



N1812P31004C-●



N1812P31003C-●



N1812P31007C-●



N1812P31006C-●



N1812P31008C-●

N1812P43005C- N1812P43004C-

Connecting Your Small Biz With Big Opportunities

- Locally Focused Print & Online Advertising
- Targeted Special Section Exposure
- Professional Marketing & Design
- Web & Social Media Engagement

Talk to an advertising consultant for free today!
Call 000.000.0000 or email name@namewebsite.com.

The Somersville Press
Advertising Sales Department
The Local Choice!
000-000-0000 • www.namewebsite.com

Small Business Services
Local connections to help your operation succeed.

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1812A32002C
PASS 3 COL. x 10

N1812P47008C-

Make Tracks to Our Winter Clearance

Winter Fun for Everyone
Your guide to the season's best recreation and activities!

Going On Now! Year-End Markdowns up to 50% Off
Outerwear for the Whole Family
Snow Apparel & Accessories
Ski & Snowboard Gear
Sleds, Tubes & "Snow" Much More

Shop now for the best selection while supplies last.

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

AD# N1812A32003C
PASS 3 COL. x 10

AD# N1812A32004C
PASS 3 COL. x 10

Please Note:
See these additional Quick-Sell opportunities created alongside timely 3-column ads to expand your coverage of these subjects in order to accommodate a wide range of price points. That means you can create, sell and profit from a 3-column ad sold to a single advertiser, and a second 3-column directory-style ad to multiple advertisers. More exposure for them equals more revenue for your publication.

N1812P43002C-

Resolve to Get Organized

Resolution Helpers
Local businesses dedicated to helping you meet your goals in the new year and beyond!

Home & Office Organizational Solution On Sale Now up to 30% Off

Stacking Storage Cubes | Plastic Storage Boxes
Shoe Storage | Drawer Organizers
Shelving Units | Hooks & Hangers
Pantry Racks | File Cabinets & So Much More

Sam's Home & Hardware
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1812A32006C
PASS 3 COL. x 10

N1812P32001C-0

Ring In the New Year Here!

New Year's Eve Entertainment Guide
Your guide to planning a great time at home or on the town.

Dinner & Dancing
Wine, Beer & Cocktails
DJ Entertainment All Night
Champagne Toast at Midnight
Balloon Drop & Party Favors

Call now to book your reservation for a night to remember!

Concord Lounge & Restaurant
www.namewebsite.com
1234 Washington Street
Somersville Heights
000-000-0000

AD# N1812A32007C
PASS 3 COL. x 10

AD# N1812A32008C
PASS 3 COL. x 10



N1812P33005C-●



N1812P33006C-●



N1812P33004C-●



N1812P33002C-●



N1812P33001C-●



N1812P33008C*-○



N1812P33003C-●



N1812P33007C-●



N1812P34007C-●



N1812P34009C-●



N1812P34002C-●



N1812P34006C-●



N1812P34008C-●



N1812P34001C-●



N1812P34003C-●



N1812P34004C-●



N1812P34005C-●



N1812P35007C-●



N1812P35001C-●



N1812P35002C-●



N1812P35008C-●



N1812P35006C-●



N1812P35005C-●



N1812P35003C-●



N1812P35004C-●



N1812P36001C-●



N1812P36011C*-○



N1812P36009C*-○



N1812P36015C*-○



N1812P36005C-●



N1812P36012C*-○



N1812P36010C*-○



N1812P36016C*-○



N1812P36002C-●



N1812P36018C*-○



N1812P36004C-●



N1812P36006C-●



N1812P36019C*-○



N1812P36017C*-○



N1812P36013C*-○



N1812P36003C-●



N1812P36007C-●



N1812P36008C*-○



N1812P36014C*-○



N1812P37002C-●



N1812P37003C-●



N1812P37001C-●



N1812P37007C*-○
N1812P37008C*-○



N1812P37005C*-○



N1812P37004C*-○

✓ **Improve Your Finances!**

N1812P37015C*-○

✓ **Live Life to the Fullest!**

N1812P37018C*-○

✓ **New Year, New You!**

N1812P37013C*-○

✓ **Lose the Weight!**

N1812P37012C*-○

✓ **Get Organized!**

N1812P37014C*-○

✓ **Quit Smoking!**

N1812P37016C*-○

✓ **Travel More!**

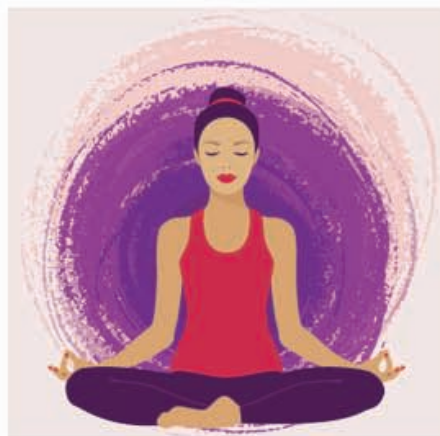
N1812P37017C*-○



N1812P37010C*-○



N1812P37009C*-○



N1812P37006C*-○



...For tomorrow, we diet!

N1812P37011C*-○



N1812P38005C-●



N1812P38008C-●



N1812P38007C-●



N1812P3804C-●



N1812P38002C-●



N1812P38006C-●



N1812P38003C-●



N1812P38001C-●



N1812P39005C-●



N1812P39004C-●



N1812P39003C-●



N1812P39008C-●



N1812P39006C-●



N1812P39002C-●



N1812P39001C-●



N1812P39010C-●



N1812P39009C-●



N1812P39007C-●



N1812P40013C*-○



N1812P40002C*-○



N1812P40003C*-○



N1812P40001C*-○



N1812P40009C*-○



N1812P40007C*-○



N1812P40004C*-○



N1812P40005C*-○
N1812P40006C*-○



N1812P40010C*-○
N1812P40011C*-○



N1812P40012C*-○



N1812P40008C*-○



N1812P41022A-●



N1812P41018A-●



N1812P41002A-●



N1812P41004A-●



N1812P41019A-●



N1812P41001A-●



N1812P41020A-●



N1812P41013A-●



N1812P41008A-●



N1812P41017A-●



N1812P41011A-●



N1812P41015A-●



N1812P41021A-●

Please Note:
See additional
December Retro images
not pictured here,
and the entire Retro
collection representing
decades of imagery, in
the MCC
Creative Library.



N1812P41024A-●



N1812P41003A-●



N1812P41025K-●



N1812P41023K-●



N1812P42005C-●



N1812P42002C-●



N1812P42003C-●



N1812P42008C-●



N1812P42007C-●



N1812P42001C-●



N1812P42004C-●



N1812P42006C-●



N1812P43001C-●



N1812P43007C-●



N1812P43002C-●



N1812P43003C-●



N1812P43006C-●



N1812P43005C-●



N1812P43004C-●



N1812P43008C-●



N1812P44005C-●



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N1812P44007C-●



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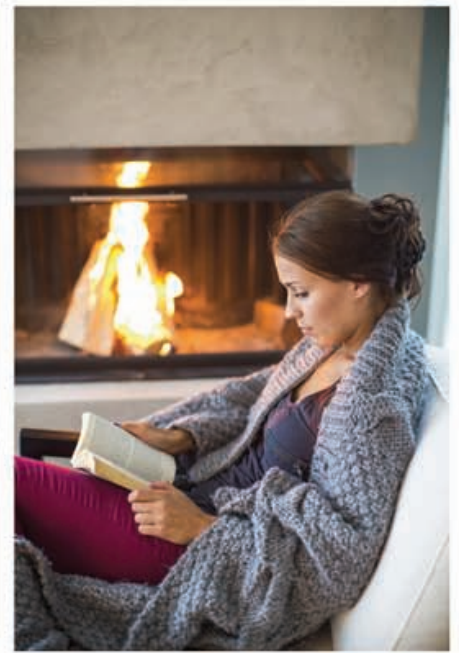
N1812P44002C-●



N1812P44004C-●



N1812P45004C-●



N1812P45002C-●



N1812P45001C-●



N1812P45003C-●



N1812P45008C-●



N1812P45006C-●



N1812P45005C-●



N1812P45007C-●



N1812P46009C-●



N1812P46002C-●



N1812P46003C-●



N1812P46006C-●



N1812P46005C-●



N1812P46004C-●



N1812P46001C-●



N1812P46008C-●



N1812P46007C-●



N1812P47008C-●



N1812P47002C-●



N1812P47007C-●



N1812P47005C-●



N1812P47001C-●



N1812P47006C-●



N1812P47004C-●



N1812P47003C-●



N1812P48005C-●



N1812P48003C-●



N1812P48004C-●



N1812P48008C-●



N1812P48002C-●



N1812P48006C-●



N1812P48007C-●



N1812P48001C-●



N1812P49003C-●



N1812P49001C-●



N1812P49004C-●



N1812P49005C-●



N1812P49002C-●



N1812P49007C-●



N1812P49006C-●



N1812P49008C-●



N1812P50001C-●

Usage Notes:

Use these backgrounds to help promote services and merchandise for Chanukah, Kwanzaa, Christmas sales, the start of winter sales, New Year's Eve, 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)



N1812P50002C-●



N1812P50003C-●



N1812P50004C-●



N1812P50005C-●



N1812P50006C-●



N1812P50007C-●



N1812P50008C-●



N1812P50009C-●

N1812P51001C-



**Usage
Suggestions:**

Use these banner-style photos as backgrounds or page headers for all types of ads and pages in print and online for Christmas, winter, as well as home improvement and flooring ... and more.

N1812P51002C-



N1812P51003C-



N1812P51004C-



N1812P51005C-



N1812P51006C-





PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25

Usage Note:

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

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



PASS 2 COL. x 5.25



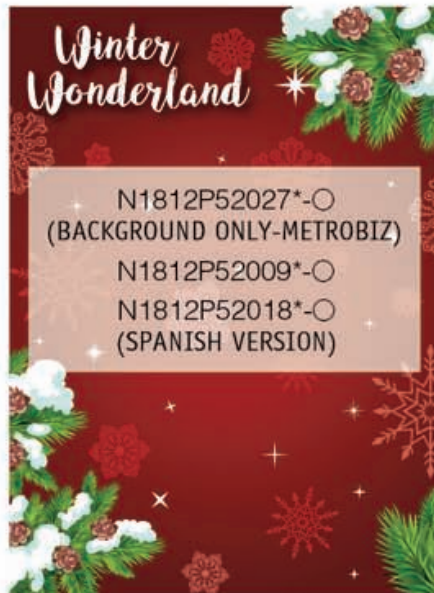
PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



MCC KEYWORD HINT: Tire Center
N1812P53007C-●



MCC KEYWORD HINT: Bakery
N1812P53008C-●



MCC KEYWORD HINT: Florist
N1812P53009C-●



MCC KEYWORD HINT: Party Supply Store
N1812P53010C-●



MCC KEYWORD HINT: Church
N1812P53011C-●



MCC KEYWORD HINT: Menswear Store
N1812P53012C-●

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.



N1812P53001C*-○



N1812P53002C*-○



N1812P53003C*-○



N1812P53004C*-○



N1812P53005C*-○



N1812P53006C*-○



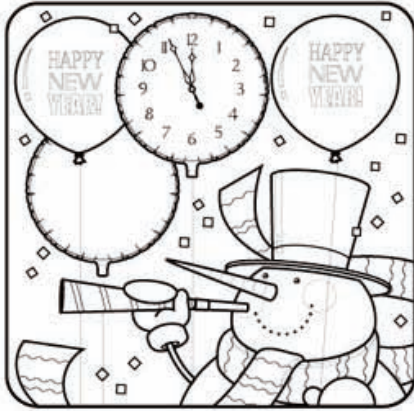
N1812P54001A*-○



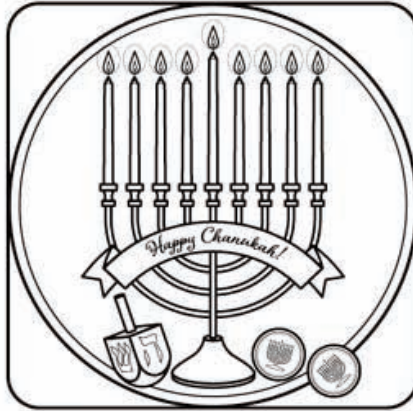
N1812P54002A*-○



N1812P54003A*-○



N1812P54004A*-○



N1812P54005A*-○



N1812P54006A*-○



N1812P54016C*-○



N1812P54008C*-○



N1812P54010C*-○



N1812P54009C*-○



N1812P54013C*-○



N1812P54012C*-○



N1812P54014C*-○



N1812P54015C*-○



N1812P54011C*-○



N1812P54007C*-○



N1812P55003C*-O



N1812P55001C*-O



N1812P55006C*-O



N1812P55002C*-O



N1812P55009C*-O



N1812P55007C*-O



N1812P55004C*-O



N1812P55008C*-O



N1812P55005C*-O



MCC KEYWORD: ICON SET, Holiday Bells
N1812S56001C*-O



MCC KEYWORD: ICON SET, Hanukkah
N1812S56002C*-O



MCC KEYWORD: ICON SET, Elves
N1812S56003C*-O



MCC KEYWORD: ICON SET, New Year
N1812S56006C*-O



MCC KEYWORD: ICON SET, Kwanzaa
N1812S56005C*-O



MCC KEYWORD: ICON SET, Holly
N1812S56004C*-O



N1812P57021C*-O



N1812P57026C*-O



N1812P57030C*-O



N1812P57036C*-O

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



N1812P57001C*-O



N1812P57006C*-O



N1812P57013C*-O



N1812P57017C*-O



MCC KEYWORDS: ICON SET, CHRISTMAS
N1812S57040C*-O



N1812P58001C-●



N1812P58008C-●



N1812P58003C-●



N1812P58002C-●



N1812P58005C-●



N1812P58004C-●



N1812P58006C-●



N1812P58007C-●



N1812P59006C-●



N1812P59007C-●



N1812P59001C-●



N1812P59002C-●



N1812P59005C-●



N1812P59004C-●



N1812P59003C-●



N1812P60018C-●
EGG NOG



N1812P60011C-●
APPLE CIDER



N1812P60009C-●
GINGERBREAD MAN



N1812P60008C-●
SANGRIA



N1812P60016C-●
GAZPACHO



N1812P60017C-●
TOMATO SOUP



N1812P60015C-●
CUPCAKES



N1812P60006C-●
HOLIDAY CAKE



N1812P60005C-●
SLICED APPLE



N1812P60004C-●
HOLIDAY CAKE



N1812P60001C-●
CUPCAKES



N1812P60031C-◇
CANDY CANES



N1812P60033C-◇
BRUSCHETTA

Please Note:
See additional December
Food images not
pictured here, and the
entire Food collection
representing decades of
imagery, in the MCC
Creative Library.



N1812P60024C-◇
RED APPLES



N1812P60028C-◇
GINGERBREAD



N1812P60025C-◇
BUNDT CAKE



N1812P60026C-◇
SANGRIA



N1812P60023C-◇
RED VELVET CAKE



N1812P60035C-◇
CHAMPAGNE

Your Holiday Helpers

Make your list, and enjoy twice the savings with a special holiday coupon offer on top of our everyday low prices!



N1812P26004C*-O
N1812P26002C*-O

N1812P26001C*-O

N1812P61003C-●

N1812P57016C*-O
N1812P57005C*-O
N1812P57002C*-O



Shopping List

Beverages

- ✓ **SALE**
Name Brand 2-Liter Soda
99¢ assorted varieties

Dairy

- ✓ **SALE**
Name Brand Sweet Cream Butter
\$2.99 lb.

Deli

- ✓ **SALE**
Holiday Party Platters
\$12.99 & up

Dessert & Bakery

- ✓ **SALE**
Name Brand Frozen Pies
\$4.99 10 oz. varieties

Frozen Foods

- ✓ **SALE**
Name Brand Frozen Vegetables
2 for \$3 10 oz. varieties



Shopping List

Grocery & Snacks

- ✓ **SALE**
Name Brand Soup Broths
\$1.79 10 oz. varieties
- ✓ **SALE**
Name Brand Canned Vegetables
5 for \$3 16 oz. varieties
- ✓ **SALE**
Bulk Foods Long-Grain Rice
99¢ lb.
- ✓ **SALE**
Name Brand Salad Dressings
\$1.89 10 oz. varieties
- ✓ **SALE**
Name Brand Pasta
\$1.49 10 oz. varieties
- ✓ **SALE**
Name Brand Seasonings
2 for \$5 10 oz. varieties
- ✓ **SALE**
Name Brand Snack Chips
\$1.19 10 oz. varieties



Shopping List

Meat & Seafood Market

- ✓ **SALE**
Name Farm Boneless Half Ham
99¢ lb.
- ✓ **SALE**
Name Farm Fresh All-Natural Turkey
\$1.19 lb.
- ✓ **SALE**
Name Farm Pump Roast
\$4.99 lb.

Produce

- ✓ **SALE**
Sweet Yellow Onions
19¢ lb.
- ✓ **SALE**
Broccoli or Cauliflower
\$1.19 lb.
- ✓ **SALE**
Russet Potatoes
29¢ lb.

\$5 OFF

Total Purchase of \$25 or More

Coupon required. Expires 03/01/18.
List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Simons Grocery Market
1234 Washington Street
000-000-0000 | www.namewebsite.com



Visit us online or on social media for great holiday recipe ideas!

Advertised sale offers good through December 01, 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.

Simons Grocery Market

1234 Washington Street
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AD# N1812A61001C PASS 6 COL. x 21
AD# N1812A61002C 10 x 13

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.



N1812P62003C-●



N1812P62002C-●



N1812P62004C-●



N1812P62005C-●



N1812P62011C-●
N1812P62012C-●



N1812P62006C-●



N1812P62001C-●



N1812P62007C*-○
N1812P62008C*-○



N1812P62014C*-○
N1812P62015C*-○



N1812P62010C*-○



N1812P62013C*-○



N1812P62017C*-○



N1812P62016C*-○



N1812P62009C*-○



N1812P62018C*-○

MCC KEYWORD HINT: week2

This is your illustration and copy for December 13, 2018.

Helping Widows, Orphans and Refugees

"The abundant increase of the population and the widows and lone the foreigner seeking refuge, going the land and seeking. And we are to love them who are strangers, for you yourselves were foreigners in Egypt."
-Leviticus 19:34-35

The Bible instructs us to be on the issue of helping those in need. There are hundreds of passages throughout the Old and New Testaments urging us to help widows, orphans and refugees. Refugees are sometimes referred to as foreigners or sojourners, but the point is the same. We should help those in need. Around the world, we see a rise in a petty, unbridled nationalism that seems to blame their country's problems on the foreigners in their midst. Many nations argue that foreigners are changing the countries, making them unrecognizable. But what really threatens to change our countries, more than the foreigners in our midst, is when we stop caring for widows, orphans and refugees with care. This is not simply a religious or spiritual issue, but a question of ethics and social justice. How could decent human beings help those in need?

There is a Biblical verse for those who refuse to help the widow or orphan: "Do not take advantage of the widow or the fatherless. If you do and they cry out to me, I will certainly hear their cry. My anger will be aroused, and I will kill you with the sword; your wives will become widows and your children fatherless." (Isaiah 10:2-4) On the other hand, if we do what we can to help those in need, we will surely be blessed. - Christopher Simon



N1812P63013C*
N1812P63009C*
N1812P63010C*

AD# N1812A63002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for December 20, 2018.

Christmas Is Here

"The sun has set, the stars have fallen, and the moon is in the sky. The night is dark, and the stars are shining brightly."
-Isaiah 60:1-2

It is easy to overlook the fact that Jesus' birth was the culmination of a series of crises. Mary, who was betrothed to Joseph, found herself "with child." Surely this was a crisis for Mary and Joseph. Joseph considered "divorcing her quietly" but was moved by an angel in a dream not to do this. Mary and Joseph then traveled to Bethlehem to fulfill the requirements for the Roman census, and were forced to take refuge in a stable because there was no room in the inn. Mary eventually gave birth to Jesus in a stable. While it is tempting to think of Christmas as a joyous celebration, we do well to remember that it has its roots in a series of crises, and the heart of which is the emotional crisis faced by mankind in general. That is, humanity needs a savior. We struggle against sin, confusion, and our own selfishness. We need a savior, and thus God in his love and compassion for his creation sent his son to save us. The darker side of Christmas should remind us that many people struggle at this time of year. People who are lonely or who have lost a loved one during the previous year may find this time of year difficult. People struggling with alcohol or drug addiction may be unable to enjoy the time of year because of all the remembering, and some people tend to become depressed because of the shorter daylight hours. Whatever the case may be, we do well to recall that the first Christmas was a time of joy and delight. Reach out to someone who might struggle with the holidays, and don't despair. You'll make it through the holidays! - Christopher Simon



N1812P63012C*
N1812P63008C*
N1812P63011C*

AD# N1812A63003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for December 27, 2018.

Year-End Reflections

"When people fall down, do they not get up? When someone turns around, do they not return?"
-Isaiah 55:1

As another year ends, we do well to reflect on where we've been, and where we want to go in the coming year. Just as others are asked to occasionally look back on the end to get their bearings and realize that they are back home will look familiar, we should occasionally take stock of where we've been. A look back over the previous year should affect our our attitudes and our futures. What went well for you during the previous year, and how might you repeat those successes? In what ways did you fail during the previous year, and what can you do to avoid failing again? When we learn from our failures we turn them into something positive. Failures are merely fuel and should always provide opportunity for growth and learning. On the flip side, successes are ready fuel, and can sometimes be causes of discontent. Pick or choose to rest on our laurels. The new year will no doubt require the courage to continue the struggle, the wisdom to live well, and the love and compassion to do it with the aim of serving God and our fellow. Reflect on how the failures and successes of the previous year can be improved upon next year. - Christopher Simon



N1812P63015C*
N1812P63011C*
N1812P63010C*

AD# N1812A63004C PASS 2 COL. x 5.25



N1812P63003C*
N1812P63006C*
N1812P63007C*



N1812P63005C*
N1812P63014C*
N1812P63010C*



N1812P63004C*
N1812P63002C*



N1812P63002C*

MCC KEYWORD HINT: week1

This is your illustration and copy for December 6, 2018.

N1812P63001C*
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N1812P63001C*
N1812P63001C*

Holding Our Tongues

"The one who has knowledge was silent with restraint, and whoever has understanding is unprovoked. Even fools are thought wise if they keep silent, and discerning if they hold their tongues."
-Proverbs 17:28

We rarely regret holding our tongues, though we often regret speaking, especially when it is done hastily or in anger. Silence also has the virtue of being impossible to correct. There are plenty of opportunities to keep silent. When others gossiping it is usually best to keep silent or to try to change the subject. When someone has spoken in anger to us or otherwise hurt our feelings, it is tempting to hit back with angry words, but your silence will show you to be the better person and perhaps convince the other person of their own sin. It is especially hard to hold our tongues when someone has said something about us that we know to be false. How much of our speech throughout the day is nothing more than an attempt to justify ourselves or present ourselves in a better light? In modern parlance, we are "virtus signaling" when we try to correct other's misperceptions. When I was growing up I often heard the phrase "self-praise attracts," when ever someone was going on about how great they were. Leave the praising of yourself to others, and let others be the ones to correct, to praise, or to engage in all the endless chatter that pollutes our lives. Consider using the time your silence has afforded you for more beneficial endeavors. - Christopher Simon

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AD# N1812A63001C PASS 2 COL. x 5.25

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AD# N1812A63005C PASS 6 COL. x 7

METRO Newspaper Service
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DECEMBER 2018 63



N1812P64001C-●
(Handcuffs)



N1812P64002C-●
(coolsculpting)



N1812P64018C-●
N1812P64019C-●
(Glitter Background)



N1812P64022C*-○
(Business Woman)



N1812P64023C*-○
(Business Woman)



N1812P64025C*-○
(Business Woman)



N1812P64024C*-○
(Business Woman)



N1812P64011C*-○
(Medical Marijuana Online)



N1812P64010C*-○
(Caduceus)



N1812P64009C*-○
(Medical Marijuana Patient Application)



N1812P64008C*-○
(Cannabis Bong)



N1812P64007C*-○
(Cannabis Leaf)



N1812P64006C*-○
(Medical Marijuana)



N1812P64020C*-○
(Street Sign)



N1812P64005C*-○
(Medical Symbol)



N1812P64004C*-○
(Rolled Cannabis Cigarette)



N1812P64003C*-○
(Stethoscope)



N1812P64026C*-○
(Barbell)



N1812P64021C*-○
(African American Santa)



N1812P64014C*-○
(Vape Pen Vaping Device)



N1812P64013C*-○
(Cig-a Like Vaping Device)



N1812P64015C*-○
(eGo Vape Pen Vaping Device)



N1812P64016C*-○
(Vape Pen Vaping Device)



N1812P64017C*-○
(Box Mode Vaping Device)



N1812P64012C*-○
(Vaping Devices)

Especiales Después De Navidad
(AFTER CHRISTMAS DEALS)
N1812P65010C*O

¡Feliz Ahorros NUEVOS!
(HAPPY NEW SAVINGS!)
N1812P65009C*O

¡Feliz Navidad!
(MERRY CHRISTMAS!)
N1812P65001C*O

Misas de Navidad
(CHRISTMAS MASSES)
N1812P65006C*O

¡FELIZ AÑO NUEVO!
(HAPPY NEW YEAR!)
N1812P65003C*O

Paz y Alegría
(PEACE AND JOY)
N1812P65004C*O

¡Feliz 2019!
(HAPPY 2019)
N1812P65002C*O

Guía de Regalos Navideños
(CHRISTMAS GIFT GUIDE)
N1812P65008C*O

Iluminación del Árbol y Eventos Festivos
(TREE LIGHTING AND HOLIDAY EVENTS)
N1812P65007C*O

Donación de Juguetes
(TOY DRIVE)
N1812P65005C*O

AIDS AWARENESS MONTH
N1812P65011C*O

NATIONAL Tie MONTH
N1812P65019C*O

Bill of Rights Day
December 15
N1812P65012C*O

NATIONAL HUMAN RIGHTS MONTH
N1812P65014C*O

HUMAN RIGHTS DAY
DECEMBER 10
N1812P65013C*O

SAFE TOYS & GIFTS AWARENESS MONTH
N1812P65021C*O

Winter Begins
December 21
N1812P65023C*O
N1812P65024C*O

NATIONAL IMPAIRED DRIVING PREVENTION MONTH
N1812P65017C*O

Special Education Day
December 2
N1812P65022C*O

NATIONAL MINERS' DAY
DECEMBER 6
N1812P65018C*O

National Day of the Horse
December 18
N1812P65016C*O

Pearl Harbor Day
DECEMBER 7
N1812P65020C*O

KWANZAA
DECEMBER 26-
JANUARY 1
N1812P65015C*O

WORLD AIDS DAY
DECEMBER 1
N1812P65025C*O



N1812P66002C-
VANCOUVER



N1812P66001C-
BISON



N1812P66003C-
SLEDDING



N1812P66004C-
BOXING DAY



N1812P66007C-
BOXING DAY



N1812P66009C-
AIDS AWARENESS



N1812P66008C-
MAPLE SYRUP



N1812P66006C-
DEER



N1812P66005C-
DOG SLED



N1812P67011C-●



N1812P67015C*-○



N1812P67007C-●



N1812P67012C*-○
N1812P67013C*-○



N1812P67004C*-○



N1812P67010C*-○



N1812P67008C*-○



N1812P67002C*-○



N1812P67006C*-○



N1812P67014C*-○



N1812P67005C*-○



N1812P67009C*-○



N1812P67003C*-○



N1812P67001C*-○



(CHRISTMAS MAGIC)
N1812P67016C*-○



(SAY NO TO DRINKING AND DRIVING)
N1812P67019C*-○



(HAPPY NEW YEARS!)
N1812P67018C*-○



(BOXING DAY BLOWOUT SALES)
N1812P67017C*-○

Bonus images available in the MCC Creative Library:



N1812P68005C-●



N1812P68001C-●



N1812P68002C-●



N1812P68006C-●



N1812P68004C-●



N1812P68003C-●

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 Templated Special Sections packages 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:



N1812P69003C-●



N1812P69001C-●



N1812P69004C-●



N1812P69002C-●



N1812P69005C-●



N1812P69006C-●

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TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



Present. Sell. Profit.

With the latest Holiday Advertising Collection from METRO!

Metro's 2018 Holiday Advertising Service is the ultimate resource for developing moneymaking Christmas and New Year's advertising, greetings and special projects. By equipping your creative and sales teams with hundreds of all-new ads, images, copy and design components, and ready-to-sell sections — plus access to all ads in MiAD Wizard — this annual service is guaranteed to help you create, sell and generate thousands in profits!



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

Three bonus sections — "Home for the Holidays," a youth-market Coloring Book and the 2018 edition of Itsy the Elf, a section that embeds your advertisers within the story — are accessible in the MCC Editorial Library.

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Color and black-and-white versions of every image and ad expand design and print options

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53-65

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



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Time is running out!

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See the inside back cover for more details!

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