

2018 MIAD™ SPEC AD LIBRARY AD THEMES SCHEDULE

JANUARY

Wedding Services Health, Mind & Body

FEBRUARY

Home Improvement Real Estate

MARCH

Auto Services Spring Sales

APRIL

Lawn & Garden Pet Merchandise & Services

MAY

Mother's Day Seniors Women Today

JUNE

Summer Living Father's Day Travel

JULY

Back to School Sports Sponsorships

AUGUST

Dining, Entertaining & Celebrations

SEPTEMBER

Home Improvement Fall Sales

OCTOBER

Auto Services Electronics & Technology

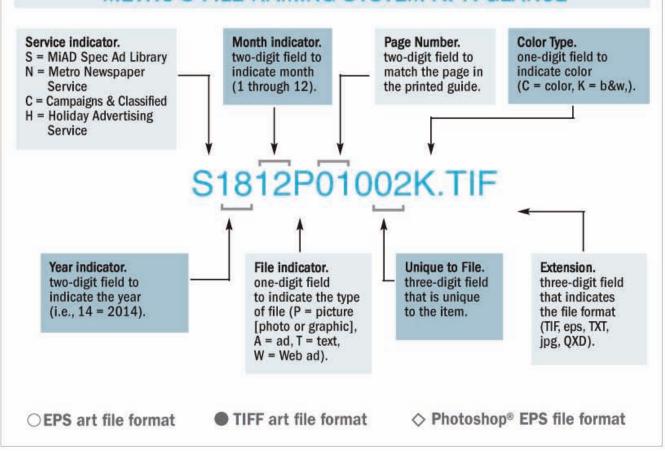
NOVEMBER

Holiday Gift Guide & Holiday Lifestyle

DECEMBER

Year-End & Winter Sales Progress

METRO'S FILE NAMING SYSTEM AT A GLANCE



Self-Improvement Guide



N1606P47005C-0

N1605P36006C-

N1810P17007C-

C183QP25012C*-O















AD# S1812A01001C

AD# S1812A01002C - S1812A01009C individu

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

METRO. MiAD^{TO} Spec Ad Library
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COMPLETE LAYOUT PASS 4 COL. x 9.5

individual ads (3.5 x 2) available (left to right, top to bottom)



190Our Specialty

Local & Trusted Home Remodeling Professionals Since 20XX Kitchens & Bathrooms | Interior & Exterior Painting | Foundation & Structural Repairs | Stucco & Surface Repair | Countertops & Tiling | Electrical & Plumbing

up to \$500 Off Your Project With Booking Through January

Call or go online for your free, no-obligation consultation and estimate.

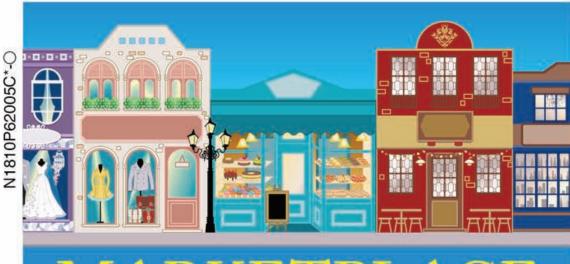
License #00000000 | Insured & Bonded | Local References

Grant Remodeling Contractors **F**

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

AD# S1812A02001C PASS 3 COL. x 9.5





MARKETPLACE

Your guide to independent local businesses!

CENTRAL HARDWARE

Quality Products & Personal Service Since 19XX

Store Hours: Monday-Saturday 7 a.m.-7 p.m. Sunday 10 a.m.-3 p.m.

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

NAME BUSINESS

Business Services &
Merchandise Description Here
Store Hours or Additional
Information Here

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

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Store Hours or Additional

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Information Here

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

NAME BUSINESS

Business Services &
Merchandise Description Here
Store Hours or Additional

Information Here

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

To advertise here, call Allen Anderson at 000.000.0000.

AD# S1812A03001C



AD# S1812A04001C



Let us make the kitchen you've always dreamed about a reality.

Helpful Guidance | Design Expertise | Quality Craftsmanship | Professional Installation | Affordable Financing | Guaranteed Satisfaction

What's Stopping You?

Call or Visit Our Showroom for a Free Design Consultation and Estimate, and Let's Get Started!

Countertops | Cabinets | Stone & Tile | Fixtures | Lighting | Flooring | & More

0% Financing for 12 months with credit approval

with credit approval
Limited-time offer through 00.00.19. List
details, terms and conditions here. Call or
stop by the showroom for details and
your free consultation.

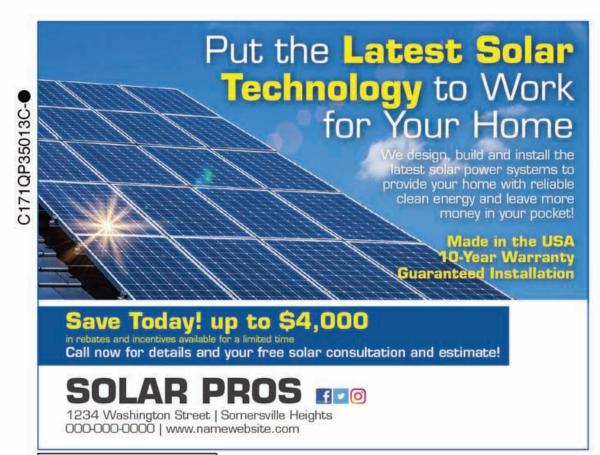
Bellar

Kitchen Designs

©

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

AD# S1812A05001C



AD# S1812A06001C

PASS 3 COL. x 4.5



We're making room for spring inventory with blowout savings on all in-stock winter merchandise!

Snow Shovels | Ice Scrapers | Snow Blowers | Roof Rakes | Gloves | Insulation | Ice Melt | Salt Spreaders | Plows | Traction Grips | & More

Everything Must Go!

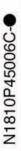
Shop Now for the Best Selection. Sale ends 12.00.18. List details, terms and conditions here

Parkview Hardware

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

AD# S1812A07001C

PASS 3 COL. x 4.5





Shop now for the best selection!

Sale ends 00.00.18. List details, terms and conditions here.

Winter's **Cutest Boots.**

Our Lowest Prices of the Season!

Give boring the boot with clearance deals on the latest looks.

Girls' Styles

Women's Styles \$14.99 & up \$24.99 & up

f 🕝 👩

StreetSmart Shoes

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

AD# S1812A07002C

PASS 3 COL. x 4.5

H1712P14004C*-C



Discount Dancewear

Dance Into the New Year With Clearance Savings up to 40% Off Our Everyday Low Prices! Sale ends December 00, 2018. List details, terms and conditions here.

Dancewear Depot 💵 🏻

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

AD# S1812A08001C

PASS 3 COL. x 2

One Gem of a Sale

Storewide Savings

Diamonds | Gemstones | Gold | Silver | Platinum | Timepieces Now Through Sunday Sale ends 00.00.18. List details, terms and conditions here.

Gellar Jewelers

AD# S1812A08002C

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



PASS 3 COL. x 2

N1411P64012C-



The More You Shop The More You Save!

S5 Off Purchase of \$30 or More

\$10 Off Purchase of \$50 or More

\$20 Off Purchase of \$75 or More

Variety Mart 💶 📧

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

This Week Only! Offers good December 00-00, 2018. List details, terms and conditions here. List details, terms and conditions here

S1812P08001C*-C

AD# S1812A08003C

PASS 3 COL. x 2



AD# S1812A08004C

PASS 3 COL. x 2



Make personal and professional progress in the new year!



Continuing Education Classes Certificate Programs Seminars & Workshops Language School | Business Classes Culinary Arts | Dance & Music Theater Arts | GED Program

Spring Enrollment Going On Now!

Browse Our Course Catalog Online Today or call 000.000.0000 to request a copy by mail.

Evening & Online Classes Available Free Lectures & Events Weekly Check out our online program calendar today for details.



Somersville Community College [120]

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

AD# S1812A09001C



Save on stylish winter apparel, accessories and outerwear for the whole family!

Starting Saturday

markdowns up to

70% Off

Sweaters, Coats, Boots, Cords, Flannels, Scarves, Hats, Gloves & More

Sale runs December 00-00, 2018. List details, terms and conditions here. List details, terms and conditions here.

Bend Family Clothiers

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com Women's Coats on sale from \$39.99 Men's Shirts on sale from \$17.99

Kids'Snow Pants on sale from \$14.99

Ladies'
Sweaters
on sale from
\$19.99

Knit Scarves on sale from \$9.99 Insulated Gloves on sale from \$12.99

AD# S1812A10001C



NEW YEAR. NEW START.

N1802P48001C-

N1611P15004C-

N1609P30001C

MIOL OT OR

when you sign a 6-month membership contract through O1.00.19. List details, terms and conditions here.

Limited-Time Offer Get started today with a free tour and day pass!

Call, come in or visit us online for details.

group fitness classes | cardio theater | free weights personal training | pool & sauna | juice bar

FitLife Health Club FIE

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

AD# S1812A11001C

PASS 2 COL. x 3



NEW YEAR. NEW YOU.

\$29 MONTHLY

6-month introductory rate when you sign a 6-month membership contract through 01.00.19, List details, terms and conditions here.

Limited-Time Offer

Get started today with a free tour and day pass!

Call, come in or visit us online for details.

group fitness classes | cardio theater | free weights personal training | pool & sauna | juice bar

FitLife Health Club

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

AD# S1812A11002C

PASS 2 COL. x 3



NEW YEAR. NEW GOALS.

FREE PERSONAL TRAINING OFFER

Enjoy three compilmentary personal training sessions when you sign a 6-month membership contract through 01.00.19. List details, terms and conditions here.

Limited-Time Offer

Get started today with a free tour and day pass!

Call, come in or visit us online for details.

group fitness classes | cardio theater | free weights personal training | pool & sauna | juice bar

FitLife Health Club

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AD# S1812A11003C

PASS 2 COL. x 3

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Reaching Your Goals Together



N1601P48022C*-

Yoga & Meditation Studio fitness | flexibility | balance | relaxation | bealth Group & private classes | Teacher training program Try Your First Class Free!

The Flow Depot

Call or go online to sign up today.

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

AD# S1812A11004C

PASS 1 COL. x 4

N1706P16002C-

The Best Is Yet to Come

Weight-Loss Surgery Seminar Thursday, January 00

Call or go online to reserve your free spot today, and find out if weight-loss surgery is the right solution for you.

f o

Somersville Medical Center

1234 Washington Street Somersville Heights 000-000-0000

www.namewebsite.com

AD# S1812A11005C

PASS 1 COL. x 5



World-Class Shopping & Dining Right Here in the Neighborhood!
Over a Dozen New Shops | Family Entertainment | Upscale & Casual Dining | Special Events & So Much More

Opening February 2019



Stay connected on social media for updates and an invitation to our grand opening!

Somersville Plaza

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

AD# S1812A12001C

PASS 3 COL. x 4.5

Financial Planning for their future and yours

There's still time to open an IRA for the 2018 tax year! N1001P26013C*-C

N1611P14009C-

College savings plans Investment services Retirement planning Wealth management Life insurance & annuities

Call to arrange your no-cost consultation with an experienced and friendly financial advisor today.



Randall Lewis Financial

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

AD# S1812A12002C



Life Coaching

Puts You in Charge of Your Future

Resolve to claim the success you deserve in 2019 and beyond with our one-on-one coaching sessions.

| Clarify Goals & Develop Action Plans

| Live a Happier, More Fulfilling Life

To learn more about what life coaching can do for

Next Level Life Coaching F

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

AD# S1812A13001C

PASS 3 COL. x 4.5



Seminar

Investment

01.00.19

Presented by

The Gellman Group

Limited Free Tickets Online Now!

Learn how to make your money work harder for you in 2019 and beyond.



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

Guest Speakers Include

Name Person

Specialty or Area of Expertise

AD# S1812A13002C



Local Attorneys Serving the Legal Needs

Of Our Community

PERSONAL INJURY INSURANCE CLAIMS CIVIL LITIGATION REAL ESTATE **CRIMINAL DEFENSE** ELDER LAW TRAFFIC VIOLATIONS **WORKERS'** COMPENSATION **DIVORCE & FAMILY** MEDICAL MALPRACTICE **EMPLOYMENT LAW**



Choose the trusted law firm with more than 00 years of experience serving this community with integrity and dedication.

FREE Attorney Consultation No Up-Front Fees

Meet the Team



Name Attorney Name Specialty



Name Attorney Name Specialty



Name Attorney Name Specialty

Renzano & Partners Law Office

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

AD# S1812A14001C



Your local guide to routine and specialized medical care for kids.

Herbert Pediatrics

Trusted by parents for over 20 years New patients welcome 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com

Baby Teeth Dental

Patient & gentle pediatric dentistry Kids love us – and our fun-filled waiting room! 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com

Barkley Children's Hospital

State-of-the-art specialized & surgical care for kids throughout Name and Name counties 1234 Washington Street Somersville Heights 000-0000 www.namewebsite.com

Pinnacle Family Medicine

Proud to welcome pediatric specialist Name Doctor to our team! 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com

Somersville ENT

Specialized care for chronic ear infections newborns | children adolescents | adults 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com

Name Pediatric Office

Office details, doctor profiles, specializations and appointment information listed here.

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

Herbert Pediatrics

Trusted by parents for over 20 years New patients welcome 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com

Baby Teeth Dental

Patient & gentle pediatric dentistry Kids love us – and our fun-filled waiting room! 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com

Name Pediatric Office

Office details, doctor profiles, specializations and appointment information listed here.
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AD# S1812A15001C



SKI SEASON CLEARANCE

Blowout savings storewide on ski and snowboard equipment, gear, apparel and accessories.

up to 60% Off

Skis + Snowboards + Boots & Bindings Ski Jackets & Pants + Ski Goggles Insulated Gloves + Hats & Headbands Cross-Country Skis + & More

His & Her

Ski & Snowboard Packages

Now On Sale From

Shop Today for the Best Selection!Sale ends 00.00.18. List details, terms and conditions here.

Sales & Rentals | Tune-Ups & Repairs | Custom Fitting

Open Monday-Saturday 10 a.m.-8 p.m., Sunday 11 a.m.-5 p.m.

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

AD# S1812A16001C PASS 3 COL. x 9.5



YEAR-END CLEARANCE



Take home our lowest prices of the year on the quality name brand appliances you know and trust.

Storewide Markdowns | Top Name Brands Energy-Efficient Models | Scratch-&-Dent Specials Discounted Package Deals

Interest-Free Financing for 12 Months

available with credit approval through 00.00.19 on purchases over \$000. See showroom for details.

Easy Flat-Rate Delivery

We'll even haul away your old appliances!

List details, terms and conditions here.

Open Monday-Saturday 10 a.m.-8 p.m., Sunday 11 a.m.-5 p.m.





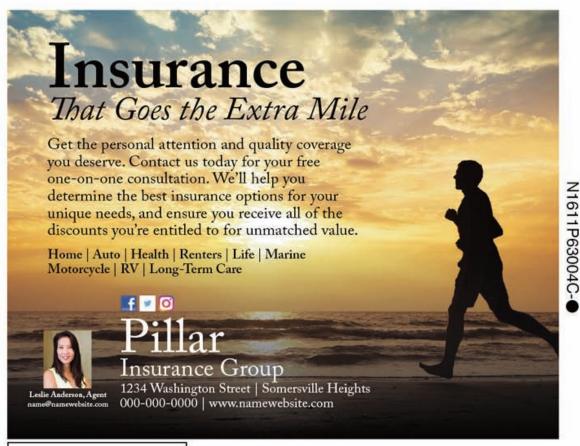
VALUE APPLIANCE WAREHOUSE

1234 Washington Street Somersville Heights 000-000-0000

www.namewebsite.com

AD# S1812A17001C





AD# S1812A18001C

PASS 3 COL. x 4.5

Big Help

for Small Businesses

We're here to help your local business thrive with networking support, special events, valuable resources and expert guidance in every aspect of starting, running and expanding your operation. To learn more about becoming a member and all of the benefits it provides, we welcome you to call or visit us online today!

Next Networking Luncheon

Thursday, November 00

For details or to register, please call or visit us online.

Free Monthly Newsletter Sign up online to stay informed, or connect with us on social media!









N1609P42001C

C134QP38009C-

Somersville Chamber of Commerce

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

AD# S1812A18002C





AD# S1812A19001C

N1607P42006C-

PASS 3 COL, x 4.5



Parsons Health Food Mart

1234 Washington Street Somersville Heights 000-000-0000

www.namewebsite.com

We're Growing!

New Location

Opening February 2019 Downtown Somersville

Over 1,900 Square Feet of Fresh Produce, Premium Health Foods, All-Natural Meats and Seafood, Sustainable Household Goods and In-Store Juice Bar Cafe!

f 🕝 🗿

Stay posted on our progress, and be the first to know about grand opening offers and events!

AD# S1812A19002C

N1803P33004C*-



Transformation Begins Within

FREE Workshop This Saturday

Kick off your 30-day challenge to a happier, more fulfilling life with our free 90-minute workshop this Saturday. Everyone is welcome! Please register online to ensure your spot at this life-changing free event. Light refreshments will be served.

New View Church [10]

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

AD# S1812A20001C

PASS 3 COL. x 2

Release
Trauma.
Embrace
Abundance.

Resolve to live your best life in 2019 and beyond. Call today for your free phone consultation, and learn more about our breakthrough wellness services.

chakra balancing I nonlinguistic programming reiki massage I aromatherapy I and more

f 🗷 🖸

Aura Wellness Spa

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AD# S1812A20002C

PASS 3 COL. x 2



AD# S1812A20003C

PASS 3 COL. x 2



AD# S1812A20004C

PASS 3 COL. x 2

S1812P21002C*-O

N1809P68001C-

Invested in People. Invested in Progress.



As a not-for-profit financial cooperative, we're in it for you. Call, come in or visit us online today for details about our helpful products and great rates!

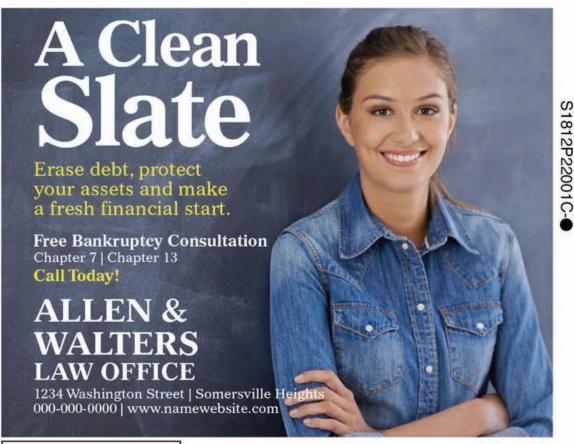
AUTO LOANS | HOME MORTGAGES | HOME EQUITY LINES | HOME IMPROVEMENT LOANS | STUDENT LOANS | PERSONAL LOANS CHECKING ACCOUNTS | SAVINGS ACCOUNTS | BUSINESS BANKING

Community Owned & Federally Insured Since 19XX

SOMERSVILLE CREDIT UNION

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

AD# S1812A21001C



AD# S1812A22001C PASS 3 COL. x 4.5



AD# S1812A22002C PASS 3 COL. x 4.5

N1108P11003C-

N0808P67004C-

Downtown Somersville Better Than Ever!



Shop Better.

Enjoy personal service and unique merchandise offerings from dozens of local boutiques!



Eat Better.

From cafes and bakeries to bars and lounges, fine dining and family fare, you'll find it all downtown!



Feel Better.

Take a yoga class, enjoy a spa day, or treat yourself to a whole new look!



Live Better.

Free parking makes it easy to enjoy downtown shops and services, green spaces, events and more!



Downtown Somersville Business Association

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Somersville Heights
000-000-0000 | www.namewebsite.com

AD# S1812A23001C



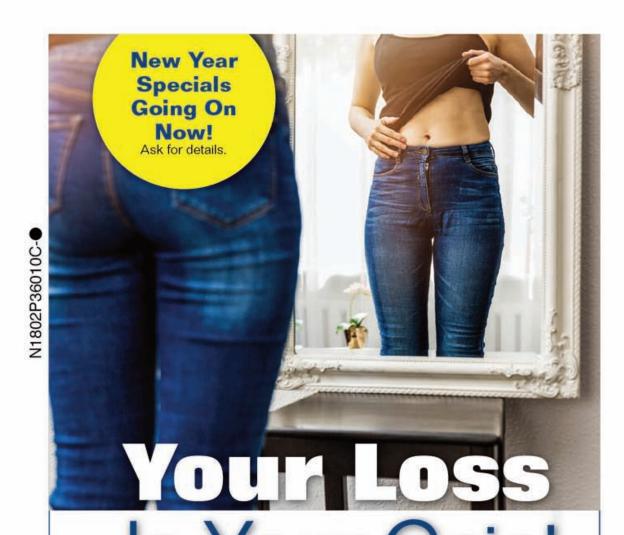


AD# S1812A24001C | PASS 3 COL. x 4.5



AD# S1812A24002C





Gain More Energy, More Confidence, More Compliments & More to Love About Life!

Safe & Effective Medically Supervised Weight Loss FREE Consultation Personalized Programs Lose up to 20 Pounds in 30 Days

Call or go online today to book your consultation and get started!

MiraSlim Weight-Loss & Wellness Center

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

AD# S1812A25001C



The Latest Technology for The Greatest Beauty Results.

We offer the most advanced medically supervised treatments to safely enhance your appearance and self-confidence.

Dermal Fillers & Injectables | Laser Skin Rejuvenation | Acne Scar Removal | Body Contouring | Cellulite Treatment | Fat Transfer

Call to book your free consultation today!

Glow MedSpa **■**■

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

New Year Special
\$500 Off
Micro Laser Peel
A fresh start for your skin!
Target pigmentation and fine lines with
minimal downtime and discomfort.

N1810P17008C-

AD# S1812A26001C

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AD# S1812A26002C

PASS 2 COL. x 4.5



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26

My Goal?

Become My Own Landlord

My Bank?

Somersville Savings & Loan

Whatever your personal financial goals, we're here to help you succeed. Call, visit us online or stop by your nearest branch location to learn more about our helpful services like free checking, and great rates on saving, lending and investing.

4.79% APR
30-Year Fixed Rate

Mortgage Loans

No points or application fees!

Apply Today

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



Somersville Savings & Loan 🗗 🔟 💿

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PASS 2 COL. x 4.5



AD# S1812A27003C

Somersville Heights

000-000-0000

www.namewebsite.com

PASS 1 COL. x 4.5

VAD# S1812A27002C

N1809P27008C

N1409P36009C-

Latest Technology. Greatest Results.



30% Off Laser Hair Removal

Free Consultation Call today for details and booking.

Glow MedSpa **MedS**

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

AD# S1812W26003L





Free Consultation Glow MedSpa

Latest Technology Greatest Results.



Companion WEBADS available on MCC

AD# S1812W26003W

AD# S1812W26003B



Latest Technology. Greatest Results.

30% Off Laser Hair Removal

Free Consultation
Call today for details and booking.

f 0 Glow MedSpa

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



AD# S1812W26003R



AD# S1812W27002R

N1409P38009C-

My Goal? See the World My Bank? Somersville

Whatever your personal financial goals, we're here to help you succeed.

Savings & Loan

Low Rates on Auto, Marine, Motorcycle & RV Loans
No application fees or
prepayment penalties!
Click, call or come in to apply today.

f (0) Somersville Savings & Loan

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N1203P46009C*-O www.namewebsite.com

AD# S1812W27002S

AD# S1812W26003S



My Bank? My Goal? Somersville nus Sea the World

AD# S1812W27002W

AD# S1812W27002B

N1409P38009C-





Whatever your personal financial goals, we're here to help you succeed.

Low Rates on Auto, Marine, Motorcycle & RV Loans No application fees or prepayment penalties! Click, call or come in to apply today.

Somersville Savings & Loan Figo

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AD# S1812W27002L

