



Support & Strategy *for Creative Pros*

METRO[®]

Bethany Weidenhammer - Client Services Specialist | **Darrell Davis** - Vice President of Creative Services
Rob Forrest - Art Director | **Laurene Alt** - Senior Copywriter | **Laura Koch** - Senior Graphic Designer



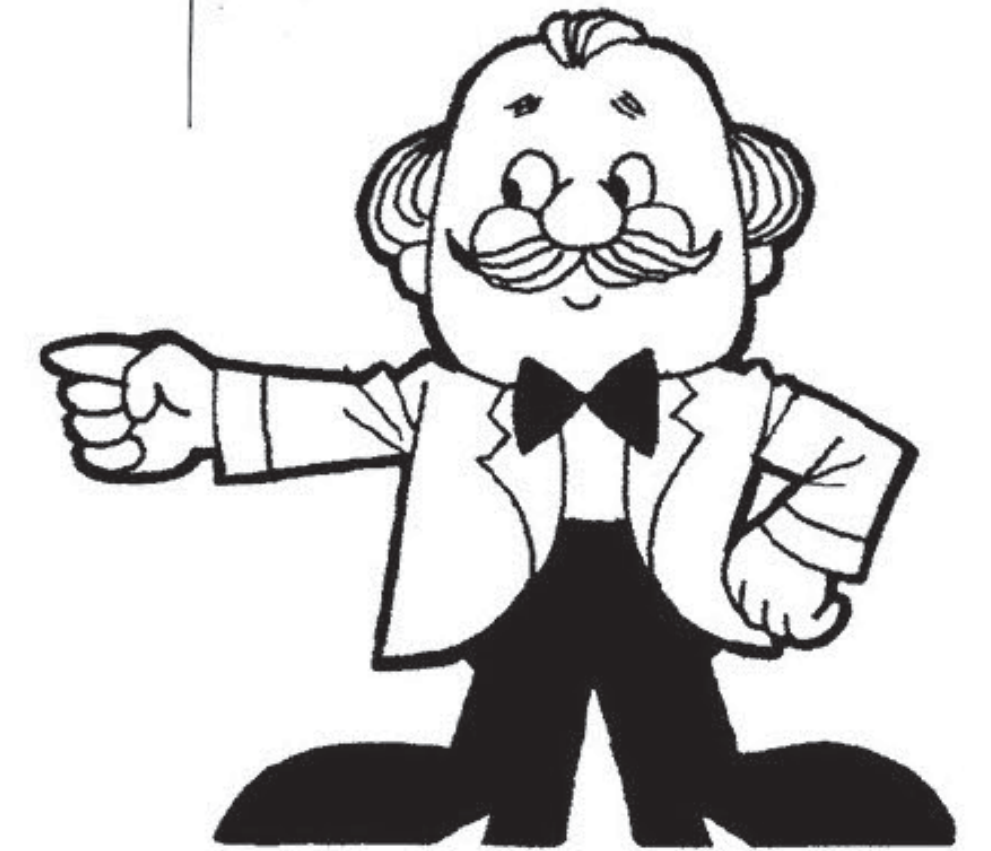
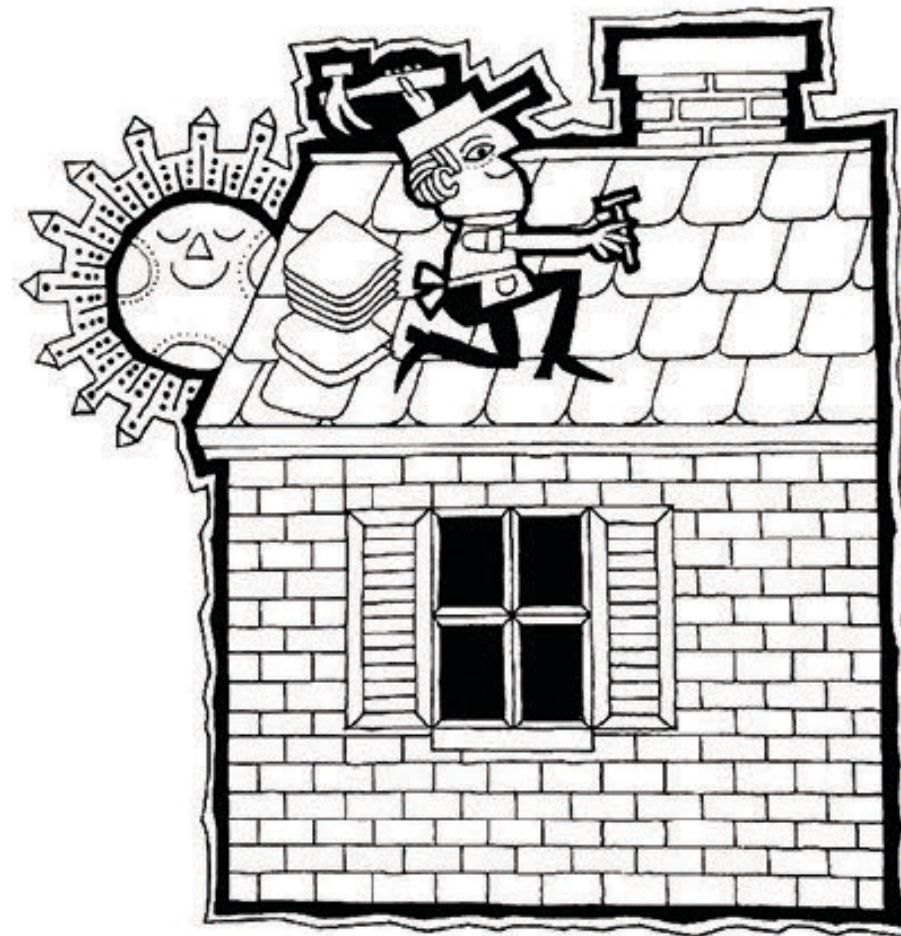
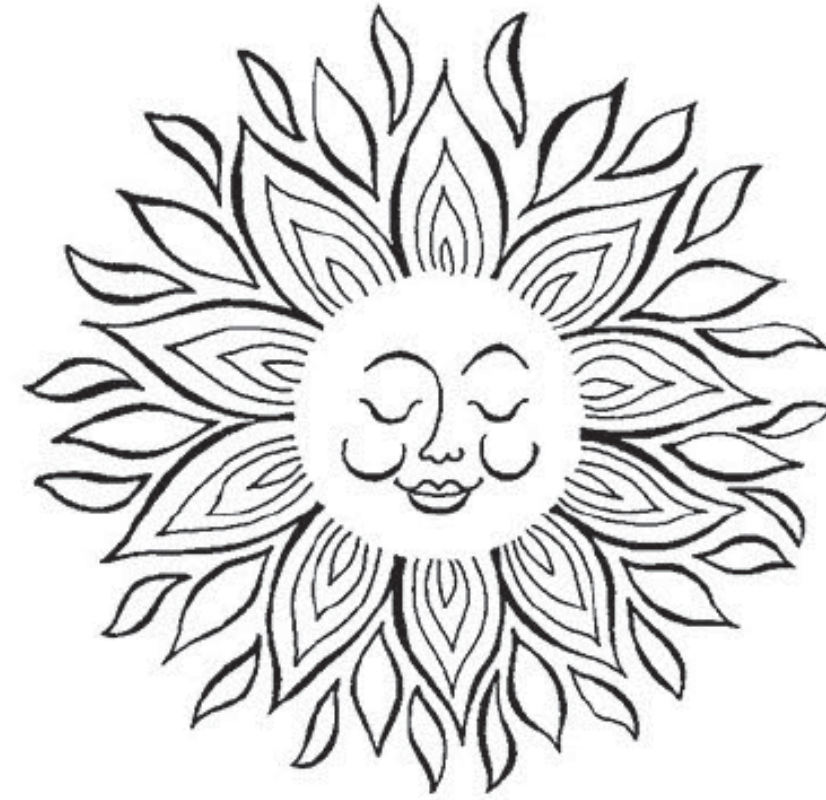
METRO[®]

- Our Creative Process
- Our Team Members
- Our Planning Strategy
- Our Mission
- Our History
- Our Solutions

METRO RETRO 20s 30s 40s



METRO RETRO 50s 60s 70s 80s 90s



METRO PHOTOS



METRO SEARCHBOOKS



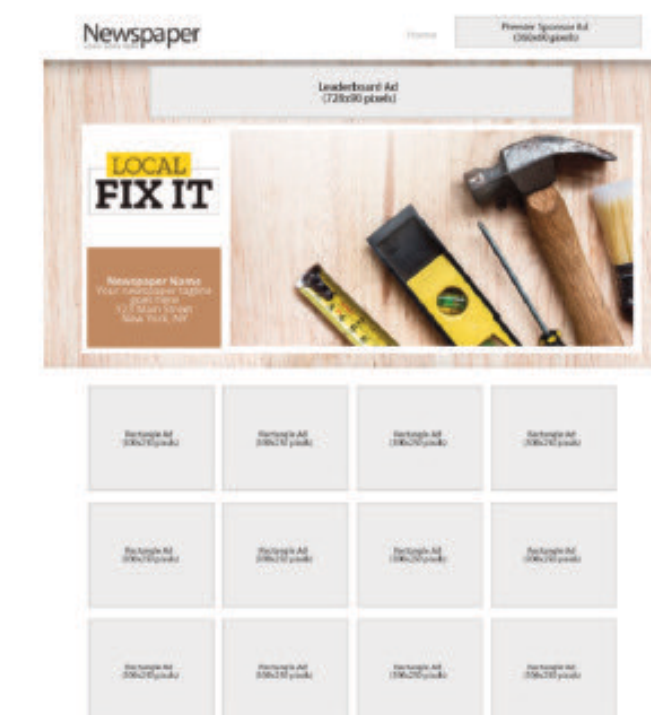
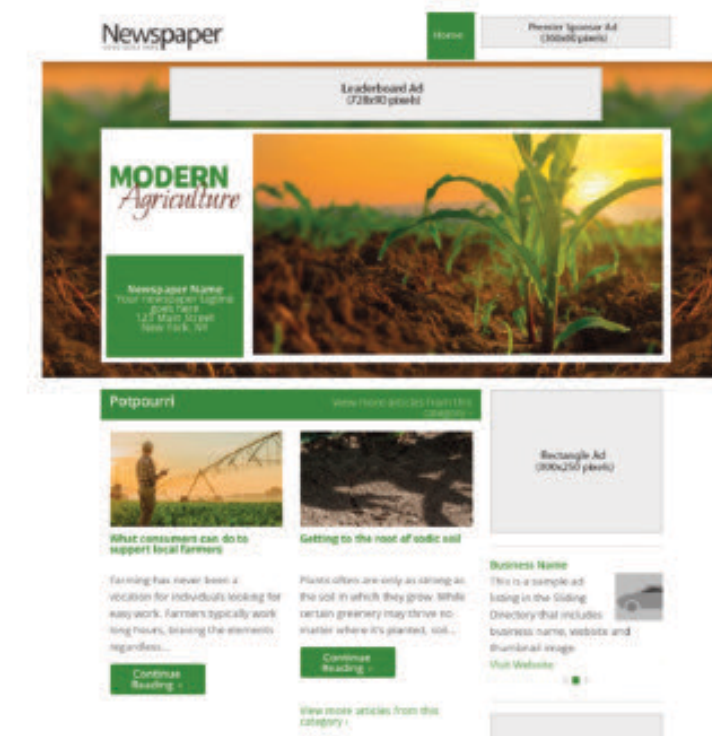
LOGO & FOOD LIBRARIES




THEMED SPECIAL SECTIONS (TSS)



THEMED WEBSITES & DIRECTORIES



METRO ADS



Answers to Your Financial FAQs

Budgeting Advice | Retirement Planning
Financial Education | Saving & Investing
Tax Strategies | Debt Relief & More

Every Thursday In Print & Online
From Your Trusted Local News & Information Source

The Somersville Press
Weekly Financial Section
subscribe • support • advertise
000-000-0000 | www.namewebsite.com



2 for \$25
Mix & Match
His & Hers
Styles
Now through 10/30
Let details, terms and
conditions here.

Sunglasses On Sale

Cat eyes to aviators and every style in between, protect your vision in the latest shades with UV-blocking protection!

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



START AN EXCITING NEW JOB IN MEDIA!

NOW HIRING

Advertising Sales Account Manger

The Somersville Press

Local News, Events & Advertising
print • online • mobile
000-000-0000 | www.namewebsite.com

Learn More & Apply



Pizza Lover's Guide

A roundup of Name County's best pizza spots!

<p>Pisa Pizza \$5 Pizza Month Combo 2 Slices + Large Beverage Offer Description & Details Here Feature Here • Feature Here • Feature Here</p> <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Name Restaurant Pizza Month Special Here Offer Description & Details Here Feature Here • Feature Here • Feature Here</p> <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Name Restaurant Pizza Month Special Here Offer Description & Details Here Feature Here • Feature Here • Feature Here</p> <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Name Restaurant Pizza Month Special Here Offer Description & Details Here Feature Here • Feature Here • Feature Here</p> <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
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Weed & Pest Control

safe • effective • nontoxic

Complete lawn care, maintenance, planting and design services from experienced landscapers committed to protecting our environment.

Safe for Kids & Pets • Results Guaranteed

Organic Lawn Care

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

Fully Insured
Free Estimation



LUXARDO LOUNGE

Happy Hour Monday-Friday 5-7 p.m.
Half-Price Specialty Cocktails & Martinis

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

HAPPY HOUR GUIDE

NAME RESTAURANT/BAR HERE
Happy Hour Weekday-Weekend, 0 p.m.-0 p.m.
Description of Happy Hour Special Offers Here

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

NAME RESTAURANT/BAR HERE
Happy Hour Weekday-Weekend, 0 p.m.-0 p.m.
Description of Happy Hour Special Offers Here

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

PRO TIPS

Automotive Care & Maintenance

Today more than ever, it pays to protect your investment with proper automotive maintenance. Follow these tips from the pros to help extend the life of your vehicle and optimize performance!



Q. How can I protect my vehicle's paint?

A. Applying a paste wax to your freshly cleaned vehicle every few months will help protect the paint against damage from ultraviolet rays. Other options include having a paint sealant, ceramic coating or protection film applied.



Name Person
Title or Certification

NAME CAR CARE ADVERTISER



Q. Should I replace my car's timing belt?

A. Yes, if your car has a timing belt, check your manual to determine when it should be replaced. These rubber belts can wear out and break over time, causing engine damage or failure, so most auto manufacturers recommend replacing them every 60,000 to 100,000 miles.



Name Person
Title or Certification

NAME CAR CARE ADVERTISER



Q. What maintenance tips can improve fuel economy?

A. Keeping your tires properly inflated can improve your gas mileage by 0.6% on average. Check the sticker on your driver's door to determine the recommended tire pressure for your vehicle. Replacing an old air filter is another inexpensive way to improve gas mileage. In addition, regular tune-ups will ensure bad spark plugs aren't costing you gas.



Name Person
Title or Certification

NAME CAR CARE ADVERTISER



Q. Should I use synthetic motor oil or conventional?

A. Synthetic motor oil will break down more slowly than conventional oil, and provide better overall engine protection and performance support. While more expensive than conventional oil, synthetic oils also generally allow for longer intervals between oil changes. Many vehicles require synthetics for their engines, so always check your manual or consult a mechanic if you are unsure.



Name Person
Title or Certification

NAME CAR CARE ADVERTISER

VECTOR ART STYLES



Ad Starters



Silhouettes



Backgrounds



Cartoons



Headings



Bursts & Banners



Mascots



Flat Style



Icons

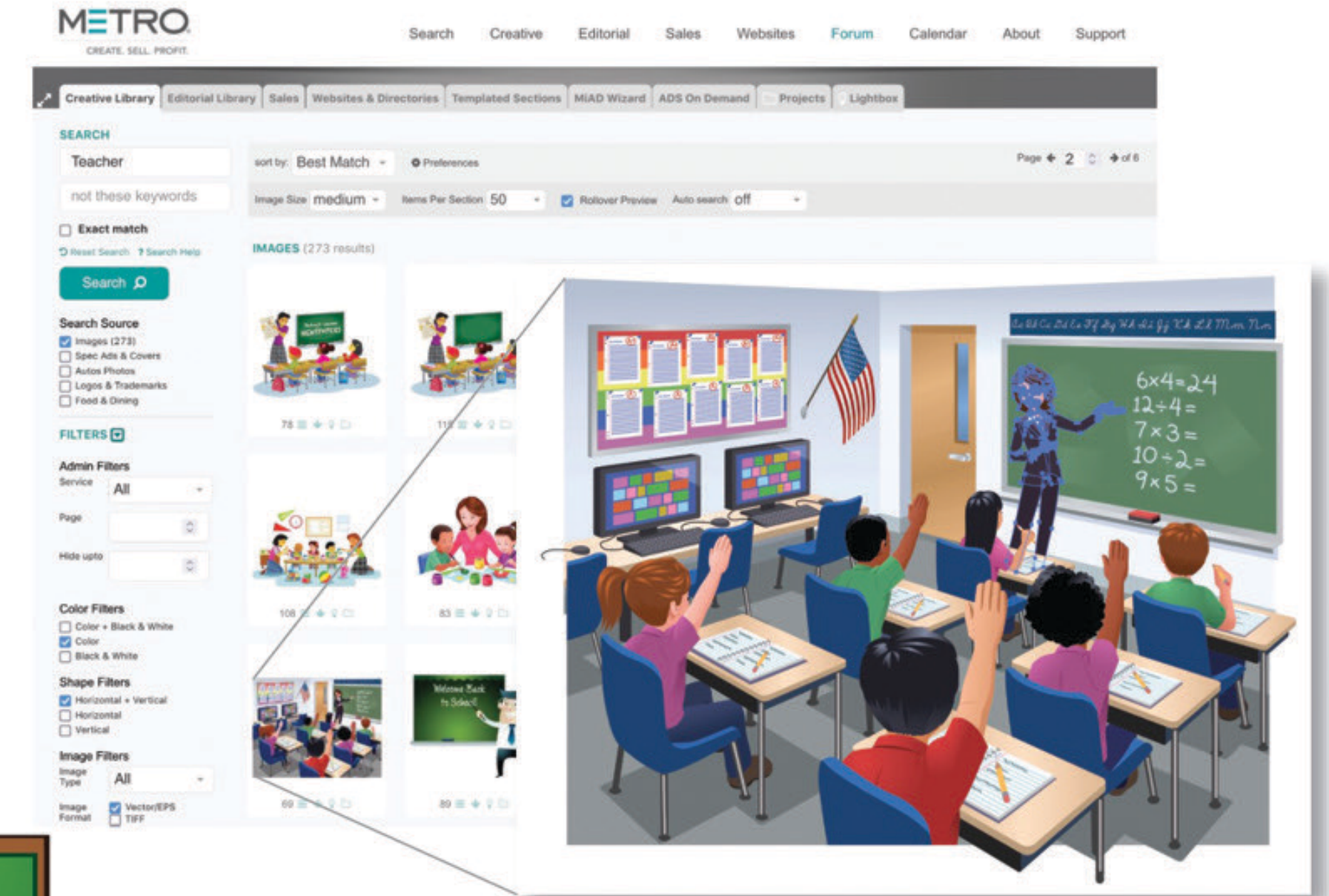
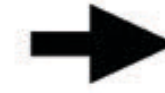
VECTOR GRAPHIC REPLACEMENT



Original Newspaper In Education Graphic



Select & Remove The Teacher From The Graphic



Find A Graphic That Will Work As A Replacement. Select & Copy The Teacher



Paste The Teacher Into The Original Graphic. Resize & Place Her Behind The Kids



New Final School Teacher Graphic

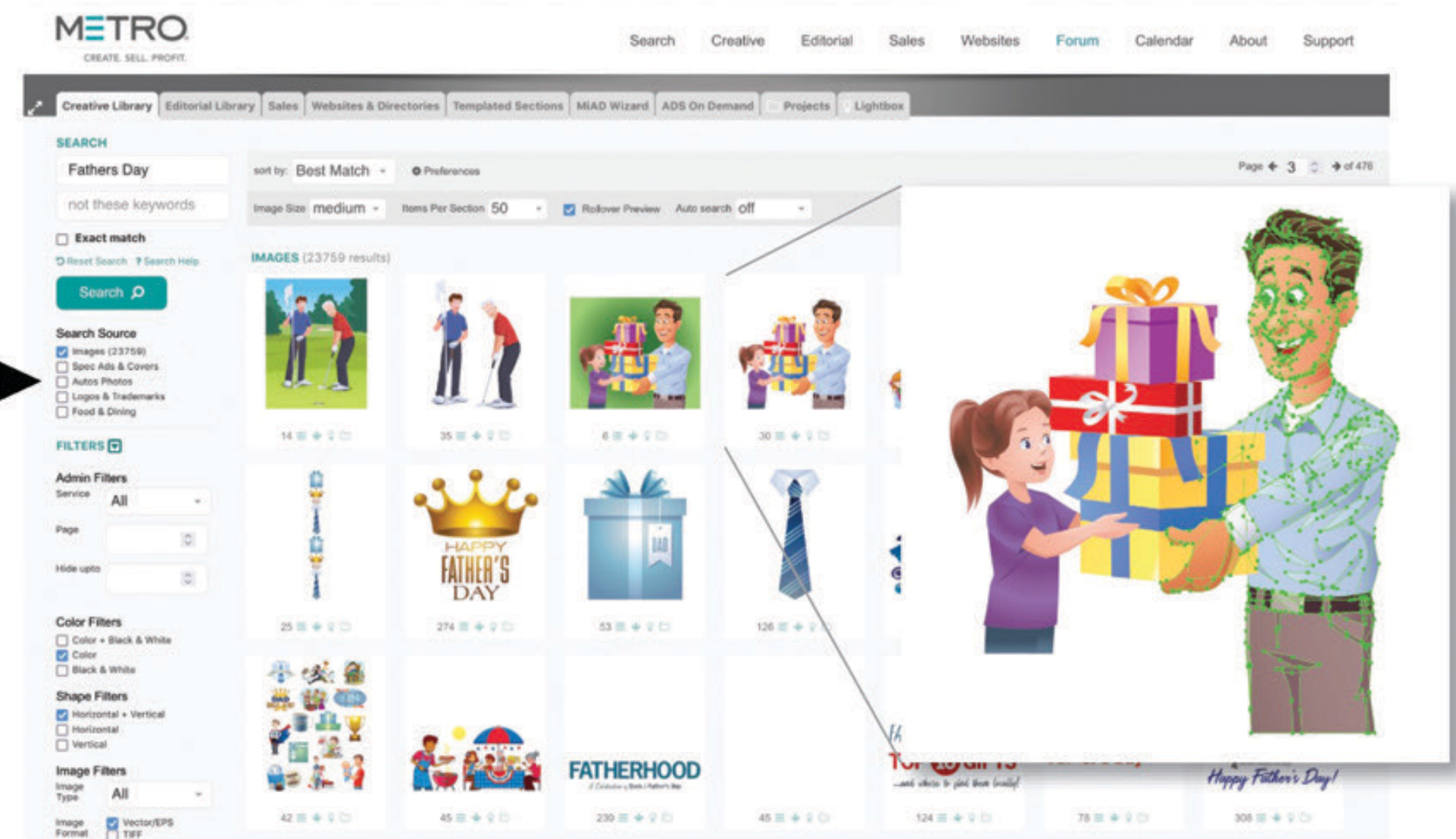
VECTOR GRAPHIC REPLACEMENT



Original Grandparents Day Graphic



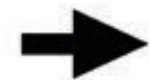
Select & Remove Unwanted Areas From The Graphic



Find A Graphic That Will Work As A Replacement. Select & Copy The Man



Paste The Man Into The Original Graphic. Resize & Line Him Up To Be Holding The Gift



Adjust & Lengthen His Arm To Be Behind The Gift



Add Wrinkles To His Arm



New Final Father's Day Graphic

CUSTOMER REQUEST

Subject: August Art Request

Date: August 2, 2022 at 5:27:04 PM EDT

To: Jackie Ulloa-Thines <julloa@metro-email.com>

Hi Jackie,

For our August art request, we are looking for a graphic with bratwurst and hamburgers on an outdoor grill (either round or square); something we could use for Labor Day grilling/meat specials for our meat markets.

Thanks,

Vicky
Graphic Artist



Existing Metro Graphics



Final Bratwurst & Burgers Customer Request

CUSTOMER REQUEST

Hi Jackie,
I have a graphic that an electrician brought in for an ad. Can your team make something similar without any wording on the truck or in Santa's conversation bubble? The truck can even be a white pickup truck and I can attach to the electrician's logo to the door. It does not have to be exactly like this just similar. Don't have to use that many elves either. See attached.
Thank You,
Jennifer



Customer's Reference



Final Metro Artwork For The Customer

Vector Graphics Used From MCC

CUSTOMER REQUEST

Subject: Re: Valentine Gnomes
Date: January 4, 2022 at 5:35:51 PM EST
To: Sonia DeJesus <sdejesus@metro-email.com>

Oh this is GREAT! Thank you Sonia for putting these together, this is much appreciated and timely as gnomes continue to gain popularity. The Valentine gnomes will certainly come in handy, although it would be great if there were a few gnomes that did not have the heart on them. For example, a local flower/gift shop had a Christmas gnome promotion so a generic one with no season attached to it would be nice as well.

Thank you again for setting METRO apart from the others with your top notch customer service!!! Happy New Year to you and the creative team at METRO!

Good Afternoon,

Would it be possible to make the attached gnomes look like accountants with visors. We have used these for a valentines day promotion and want to keep the artwork similar and our next one is tax time.

Thank you,

--

The Albert Lea Tribune can help you with many of your digital marketing needs. Ask me how today!

Subject: Re: Gnomes
Date: February 9, 2022 at 11:35:37 AM EST
To: Jackie Ulloa <julloa@metro-email.com>

Perfect, As I said we have 4 more coming up. The deadlines and themes (some of my ideas will be in parentheses) are as follows:

- April 15th: Summer Fun** (they could be in little swimsuits with beach balls and umbrellas etc)
- July 15th: Back to School** (They could have backpacks and books)
- August 15th: Tailgate Fun** (They could be holding a football, wearing their favorite sports gear - We are in Minnesota)
- October 15th: Holiday Cheer** (They could be wearing Santa hats, eating a turkey this will be for both Christmas and Thanksgiving)



Popular Contest Campaign Gnomes In on Year-Round Revenue



When the Albert Lea Tribune team decided to run a multimedia, multi-sponsor sweepstakes leading up to Valentine's Day, they turned to the MetroCreativeConnection.com Creative Library for inspiration. Their Valentine's Day image search turned up a series of gnomes that sparked an idea for a campaign concept.



COMBINING IMAGES IN PHOTOSHOP



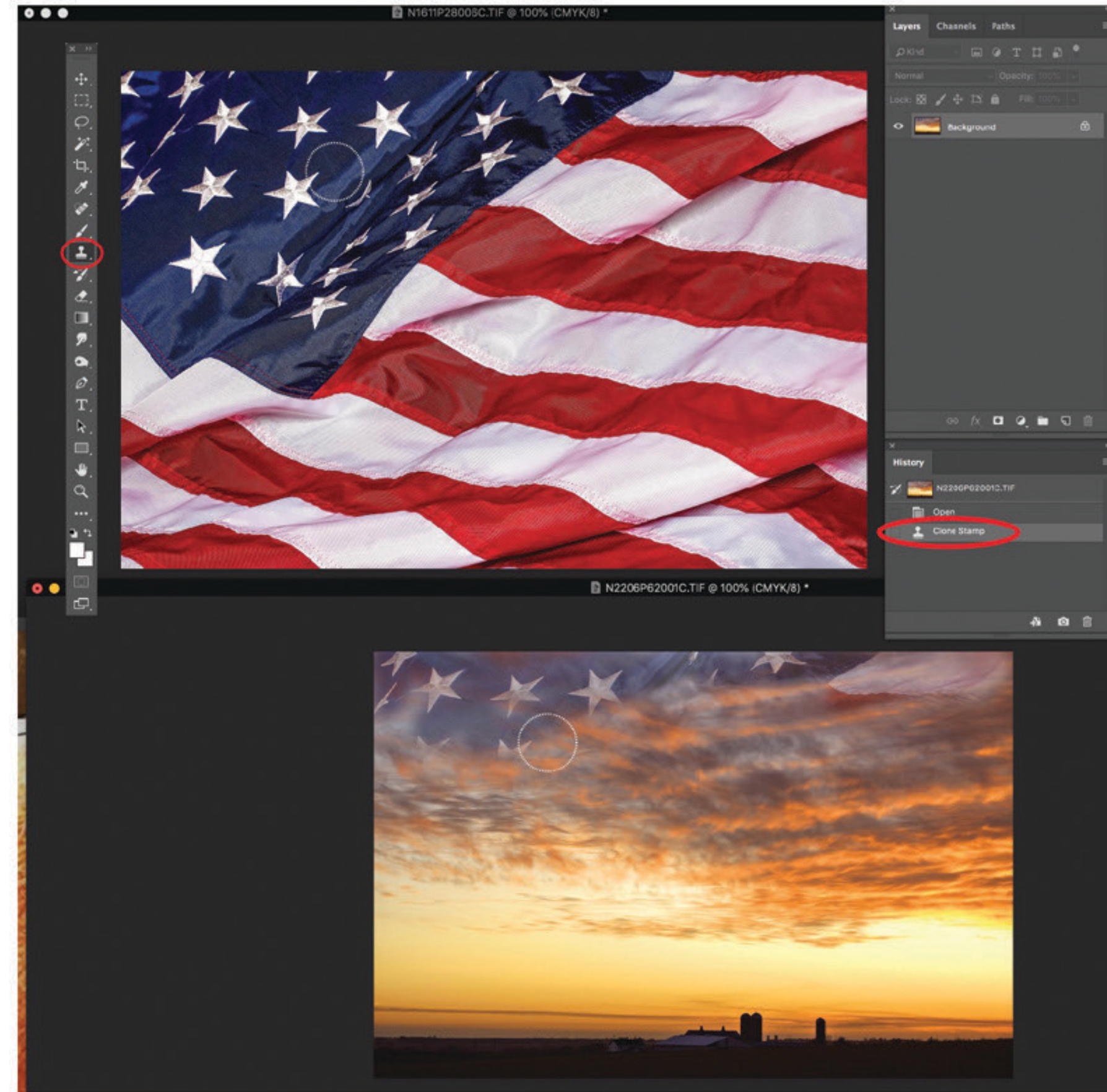
Original Photo of a Sunrise



Original Photo of an American Flag



The Final Image



Use the Clone Stamp Tool at Various Opacities From 100% to 12% to Transfer Transparent Areas of the American Flag to the Sunrise Photo. Use Less and Less Opacity as You Go Down From the Top.

Tips for Writing Compelling Ads

YOUR GOALS FOR EVERY AD:

1. Attract Attention
2. Communicate a Benefit
3. Get the Customer to Act



1. ATTRACT ATTENTION

Here are some ways to make your ad stand out:

SALE year!

up to **40% OFF**

Fresh Styles You'll Love

- fashion
- accessories
- outerwear
- handbags
- gifts

Going on now through Sunday, March 01. Shop early for the best selection of sizes and styles.

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

Headline

ST. PAT'S DAY AFTER-PARTY

Top o' the Morning Brunch
Saturday & Sunday,
March 18-19 • 9 a.m.-3 p.m.

Green Eggs
Matcha Pancakes
Corned Beef Hash
Avocado Toast
Potato Pancakes
Reuben Sandwich
Shamrock Smoothies
& Much More

Bottomless Green Beer or Clover Mimosas
Only \$17 with purchase of brunch entree

Reservations Welcome

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

Humor

BE WOWED.

We Specialize in Incredible Kitchen Transformations That Make the Most of Your Space and Your Budget.

Get inspired by our online project portfolio, then contact us for your free consultation and estimate!

Licensed & Insured | Local & Trusted

Five-Star Kitchen Remodeling
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

Design & Images

You've Earned It. Now Enjoy It.

Personalized trust, estate and asset management services delivered with expertise and integrity to protect your wealth and wishes.

Innova Investment Management & Planning
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

Affirmation

Buh-Bye Boring
The new you is waiting.

- Cut & Color Specialists
- Texturizing Treatments
- Hair Extensions
- Styling Consultations

New Clients, **Save 10% Off** Your First Appointment

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

By Appointment Only as a COVID-19 precaution. Call or book online today!

Match the Tone to Your Target Audience

1. ATTRACT ATTENTION

Relevance:

TONIGHT'S GONNA BE A GOOD NIGHT
stay home, and you never know what you might miss.

TONIGHT YOUR FAVORITE POP FROM THE 80s AND 90s
FLASHBACK FRIDAY

SATURDAY HIP-HOP AND DANCE TRACKS
DJ ETIENNE

NO COVER BEFORE 11PM
DOORS OPEN AT 9PM

FOR BOTTLE SERVICE RESERVATIONS
PLEASE CALL 000-000-0000

SPECIAL VIP OFFERS AVAILABLE ONLINE!

Ophelia
1234 MAIN STREET ANYTOWN 000-000-0000 WWW.NAMEWEBSITE.COM

Trends or pop culture references

GMO? HECK, NO!

Committed to making sustainable shopping easy for your health, for the planet and for the future.

- Local & Organic Produce
- All-Non-GMO Groceries
- Bulk Foods Section
- Organic Meats & Dairy
- Vegan & Vegetarian Foods
- Deli & Prepared Foods
- Juice & Smoothie Bar
- Cruelty-Free Personal Care
- Supplements & Wellness

\$5.00 Off
Purchase of \$25 or More
Offer good through 02/02/22. Excludes and conditions apply.

Treehouse Health Foods Market
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

Shop Monday-Saturday 9am-8pm, Sunday 10am-5pm

02 2023 February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	30	31	1	2 GROUND HOG DAY	3	4
5	6	7	8	9	10	11
12	13	14 Valentine's Day	15	16	17	18
19	20	21 Mardi Gras	22 ASH WEDNESDAY	23	24	25
26	27	28	1	2	3	4

To promote your March event on this page, contact Sales Rep Name at 000-000-0000 or email salesrep@namewebsite.com.

BE SMART. SPAY or NEUTER YOUR PETS!

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

Let the Good Times Roll Fat Tuesday

Tuesday, February 21

Join us for delicious Cajun food, great drink specials and live music as we celebrate Mardi Gras!

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

Show Your Heart Some Love

The first step toward managing heart disease risk factors is to identify them. Our experts will help you understand your screening and show you how to live heart healthy. **FREE Heart Mouth Screening Tests & Blood Pressure Checks** are available at all branches. Call us today to schedule your appointment.

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

ACT NOW to Advertise in Our March Calendar

The advertising in this calendar is a great opportunity for you to call or email us today. We have to help with your special one great ad design and more to make your business stand out!

Advertising Deadline: Friday, February 03

The Somerville Press Advertising Department
Call or email for rates and reserve now!
000-000-0000 | namewebsite.com

Event or holiday tie-ins
(Your MCC Calendar can help!)

1. ATTRACT ATTENTION

Engagement/Interaction:



We put the fun in your home search!

Agent of the Week

Danielle Harrison
Award-Winning Summit Real Estate Group Agent

- List credentials or areas of expertise here
- List credentials or areas of expertise here
- List credentials or areas of expertise here

xx.xx.000000
000.000.0000
name@namewebsite.com

Searching? Selling? Call today for expert, personalized service and exceptional results.

Summit Real Estate Group
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

HOME DESIGN WORD SEARCH

Find the words hidden vertically, horizontally & diagonally throughout the puzzle.

WORDS

ACCESSORIES
ARTWORK
ARMCHAIR
BEDROOM
BATHROOM
BELLINI
BIRCH
CARPETING
CHAIRS
CLOSET
CLASSICAL
CORNER
CONTEMPORARY
CROQUET
DECK
DESIGNER
ETAGERE
FURNITURE
GALAXY
HALLWAY
HONEYMOON
HOSPITAL
KITCHEN
LIVING
MANTLE
MIRROR
NIGHTSTAND
PATIO
PILLOW
RENOVATION
ROCKING
STOVE
TUB
WALK-IN CLOSET
WALLPAPER
WINE

Somerville Heights \$249,500 + 2 BR | 2 BA | 1,150 SF
Open floor plan with chef's kitchen, walk-in closets, two-car garage and spacious fenced yard • WebID:00000000
Call or text Danielle Harrison 000.000.0000

Somerville Heights \$249,500 + 2 BR | 2 BA | 1,150 SF
Open floor plan with chef's kitchen, walk-in closets, two-car garage and spacious fenced yard • WebID:00000000
Call or text Danielle Harrison 000.000.0000

Somerville Heights \$249,500 + 2 BR | 2 BA | 1,150 SF
Open floor plan with chef's kitchen, walk-in closets, two-car garage and spacious fenced yard • WebID:00000000
Call or text Danielle Harrison 000.000.0000

Somerville Heights \$249,500 + 2 BR | 2 BA | 1,150 SF
Open floor plan with chef's kitchen, walk-in closets, two-car garage and spacious fenced yard • WebID:00000000
Call or text Danielle Harrison 000.000.0000

Use elements like a coloring panel or puzzle



Happy Spring!

"Great new listings are springing up all over town! If you're ready to make a fresh start in a new home this season, contact me today to begin your personalized property search!"

Nancy Hernandez
Real Estate Agent
xx.xx.xx.1-400.000.0000
Call, text or email me anytime with questions or to set up your home search!
000.000.0000
name@namewebsite.com

Laurel Circle Properties
www.namewebsite.com

Take a Coloring Break
Many people find coloring is an enjoyable activity for relieving stress. Give it a try here, and put a spring in your step!



Easter SHOPPING TRAIL CODWORD HUNT

Help the Easter Bunny find the hidden codewords at local business locations around town for a chance to win the prize basket!

Enter to Win a Prize Basket of Gift Cards Worth \$250!

CODWORD LOCATIONS

Name Restaurant 1234 Washington Street	Variety Store 1234 Washington Street
Name Florist 1234 Washington Street	Candy Store 1234 Washington Street
Clothing Store 1234 Washington Street	Grocery Store 1234 Washington Street
Garden Center 1234 Washington Street	Dry Cleaner 1234 Washington Street
Card & Gift Shop 1234 Washington Street	Name Bakery 1234 Washington Street

Easter Codewords
Fill in the blank with the name of the business displaying the codeword.

Bunny: _____
Egg: _____
Dye: _____
Resurrection: _____
Basket: _____
Jelly Bean: _____
Chocolate: _____
Peep: _____
Hop: _____
Bonnet: _____

NAME NEWSPAPER CONTESTS
1234 Washington Street
Somerville Heights, XY 00000

Enter Online at NAMENEWSPAPER.COM/CONTEST or mail this completed contest form to the address below.

Run a contest

2. COMMUNICATE A BENEFIT

Here are some ways to let customers know what's in it for them:

Boredom-Fighting Workouts

MMA
Boxing
Boot Camp
Personal Training

World-class trainers
All levels welcome

Try Us FREE for Two Weeks
Call, stop in or visit us online to redeem this offer and get started today.

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

Solve a Problem

FREE ROOF INSPECTIONS

Call today, and beat the rainy-season rush!

We inspect, install and repair all types of roofs, new roofs • roof repairs • leak detection • ventilation • seamless gutters

Done-Right Roofing Pros

Licensed & Insured
Warranty on all work
Free written estimates
Locally owned & operated

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

Alleviate a Fear

See How Good Your Goal Weight Feels

Our medically supervised weight-loss programs are tailored to your unique needs for safe and effective results that last.

Contact us today to learn more with a free consultation!

Emory Wellness & Weight Loss

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

Appeal to Emotions

LOW PRICES
on Everything to Build the Best Basket

99¢
Easter Specials In Store

- Candy • Easter Grass
- Easter Eggs • Coloring Books
- Dye Kits • Novelty Gifts • Toys & Plushes
- Greeting Cards • Baskets • Decorations • & More

Discount Variety Market

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

Make a Specific Offer (Price, Discount, Etc.)

FREE COURTESY CHECKS

Did You Know?
We Include a Full-Service Multi-Point Inspection With Fluid Top-Offs and Written Report With Every Oil Change Service. Plus, we offer automated service reminders and discounted membership programs. *To learn more, call or visit us online today!*

Tire Checks
Brake Inspections
Battery Checks & Charges

Call ahead for fast, friendly, free service!

Jenson Auto Repair

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

Differentiate Yourself From the Competition

3. ENCOURAGE THE CUSTOMER TO ACT

Here are some ways to create a clear call to action:

- Create a Sense of Urgency
- Offer an Incentive
- Make It Clear and Easy:
Call now, email now, sign up online, etc.
- Include Contact Information



Call for Your **FREE LAWN CARE ESTIMATE**
...and take back your weekends!

- Mowing & Maintenance
- Tree Trimming • Weed Control
- Irrigation & Drainage
- Yard Cleanups

Fully Insured
Local References
Satisfaction Guaranteed

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



Helping you keep your balance through any challenge.

- Yoga
- Meditation
- Fitness

In-Studio & Online

FIRST CLASS FREE
Register online today with code FREE2021.

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



Get **Summer-Ready Skin**

SPRING-INTO-SUMMER special

BOGO 50% OFF
Any Waxing Service or Package and stay smooth all season!
Offer good through 00.00.23.
Services must be purchased together. Discount applies to service of equal or lesser value.

- Waxing
- Brow Shaping
- Facials
- Skin Care
- Microblading
- Lashes
- Beauty Boutique

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



Smart Landscape Solutions

- ✓ Beautiful design
- ✓ Professional installation
- ✓ Water-wise irrigation
- ✓ Hassle-free maintenance

We make it easy!
Call or contact us online today to get started with a free consultation and estimate.

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

IN ADDITION...

Be Concise

Use clear, easy-to-understand language; avoid unnecessary words; and read through your ad several times to pare down copy.

Proofread

Read it once.
Read it backwards.
Take a break.
Read it again.
Read it out loud.
If possible, ask a fresh set of eyes to give it a look.

Get to Know Your Advertiser

When working with local businesses, look for ways to give their ads a personal touch.

Are they a family business?

Are they celebrating a milestone anniversary?

Do they support a local nonprofit that resonates with their target audience?

Are they on a review site?

How many years have they been in business?

Do they offer any special services like gift wrapping, reward programs, in-store pickup, or discounts for veterans or seniors?

Are they a pet-friendly business?



FINALLY, GET INSPIRED!

- Make Lists to Keep Track of Your Ideas
- Use Our Events Calendar to Discover Unique Tie-ins
- Make Sure You're Getting Our Emails
- Browse SearchBooks for Timely Content and Inspiration
- Browse MCC for Fresh Ideas
- Use Your MCC Search Filters

« Previous April 2023 Next »

Click image to download View Printable Calendar

Monthly Events Weekly Events Daily Events

- Alcohol Awareness Month
- Canada: IBS Awareness Month
- Canada: National Oral Health Month
- Canada: National Parkinson's Awareness Month
- Cancer Control Month
- Couple Appreciation Month
- Distracted Driving Awareness Month
- National Car Care Month
- National Card and Letter Writing Month
- National Child Abuse Prevention Month
- National Decorating Month

METRO

UP NEXT... Heart HEALTH

February is American Heart Month, but heart disease remains a leading cause of death for men, women and people of most racial and ethnic groups in both the United States and Canada all year. Use resources from your Metro Creative and Editorial Libraries to raise awareness of the importance of heart screenings, heart-healthy diets, exercise, stress management and cardiac care this month or throughout 2023 with continuing coverage of this vital topic.

PRINT ADS & WEB ADS
CLICK HERE FOR PRINT
CLICK HERE FOR WEB

IMAGES & HEADINGS
CLICK HERE

SECTION STARTERS
CLICK HERE

ARTICLES
CLICK HERE

Core Hospital Systems

MERGING COPY AND ART

- The message and artwork should work together
- Quick comprehension of purpose
- Both should demand attention and draw you in
- Look should match the advertiser
- Choose the right fonts to match the message and artwork

These Deals Are the Talk of the Town
Stop in and see what's new this week!

Merchandise Item Here
details and description here
\$00.00

Merchandise Item Here
details and description here
\$00.00

Merchandise Item Here
details and description here
\$00.00

Merchandise Item Here
details and description here
\$00.00

Merchandise Item Here
details and description here
\$00.00

Advised offers good through 00.00.23. List details, terms and conditions here.

General Retail Store
1234 Washington Street | Somersville Heights
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Make us your local florist and gift boutique for every occasion!

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- Delivery available
- Events & weddings
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Credential Here
Credential Here
Credential Here

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Buh-Bye Boring
The new you is waiting.

- Cut & Color Specialists
- Texturizing Treatments
- Hair Extensions
- Styling Consultations

New Clients, **Save 10% Off** Your First Appointment

Salon Kira
1234 Washington Street | Somersville Heights
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By Appointment Only as a COVID-19 precaution. Call or book online today!

DESIGNING THE AD

10 Elements of a GOOD AD

Appropriate art/image *Appropriate type*

STRONG HEADLINE

clear message

Adequate white space proper balance eye flow

BENEFIT to consumer ←

KISS Keep It Simple, Straightforward

AIDA Attention, Information, Desire, Action

Complete contact info including Web site and social media

- Appropriate image
- Appropriate font
- Strong headline
- Clear message
- Proper balance
- Eye flow
- Adequate white space
- Benefit to the consumer
- Complete contact information
- KISS and AIDA



DESIGNING THE AD

St. Pat's Day After-Party

Top o' the Morning Brunch
Saturday & Sunday, March 18-19
9 a.m.-3 p.m.
Reservations Welcome

Green Eggs
Matcha Pancakes
Corned Beef Hash
Avocado Toast
Potato Pancakes
Reuben Sandwich
Shamrock Smoothies
& Much More

Bottomless Green Beer or
Clover Mimosas
Only \$17
with purchase of brunch entree

Reservations Welcome
(Facebook, Instagram)

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

St. Pat's Day After-Party

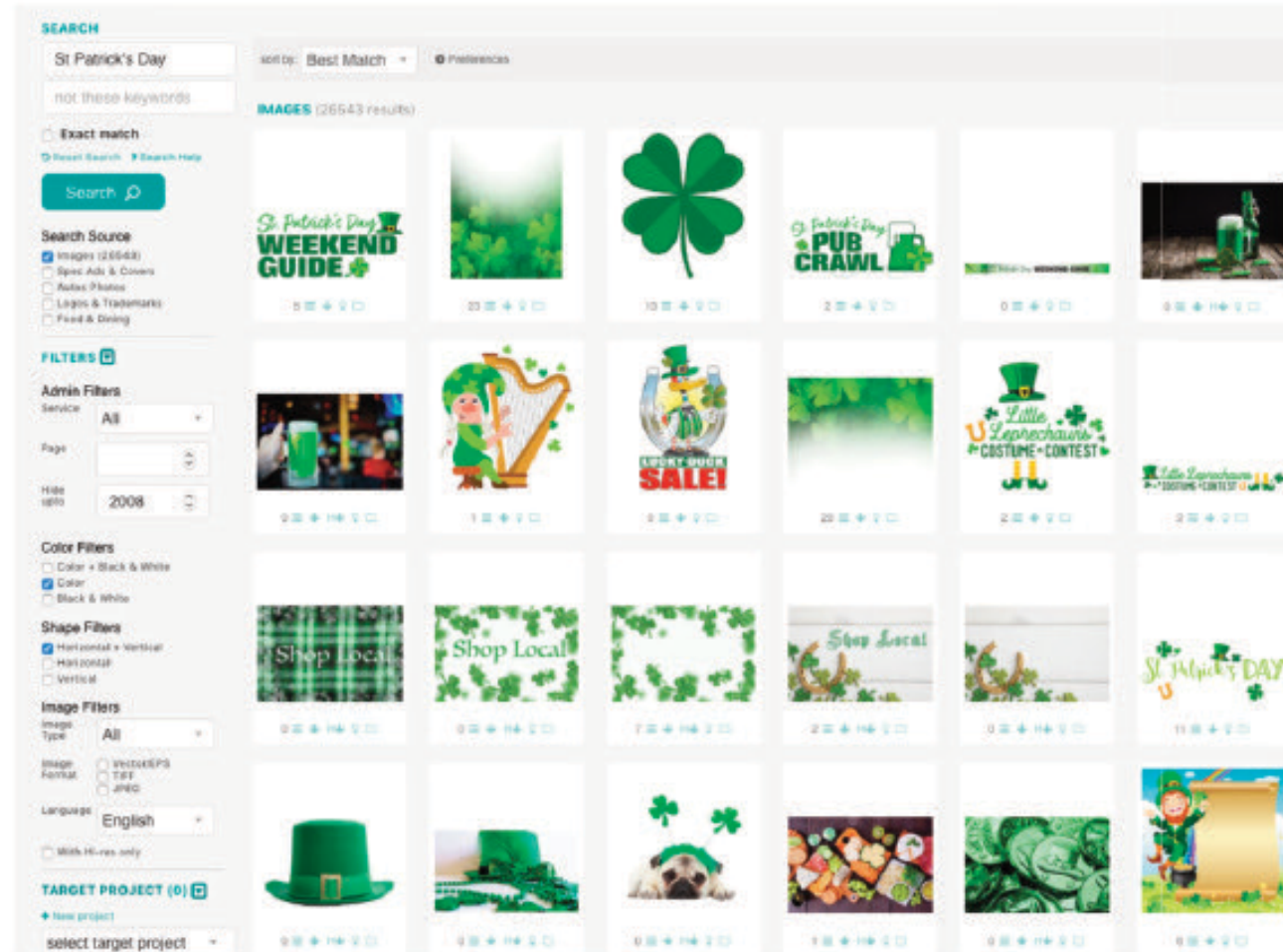
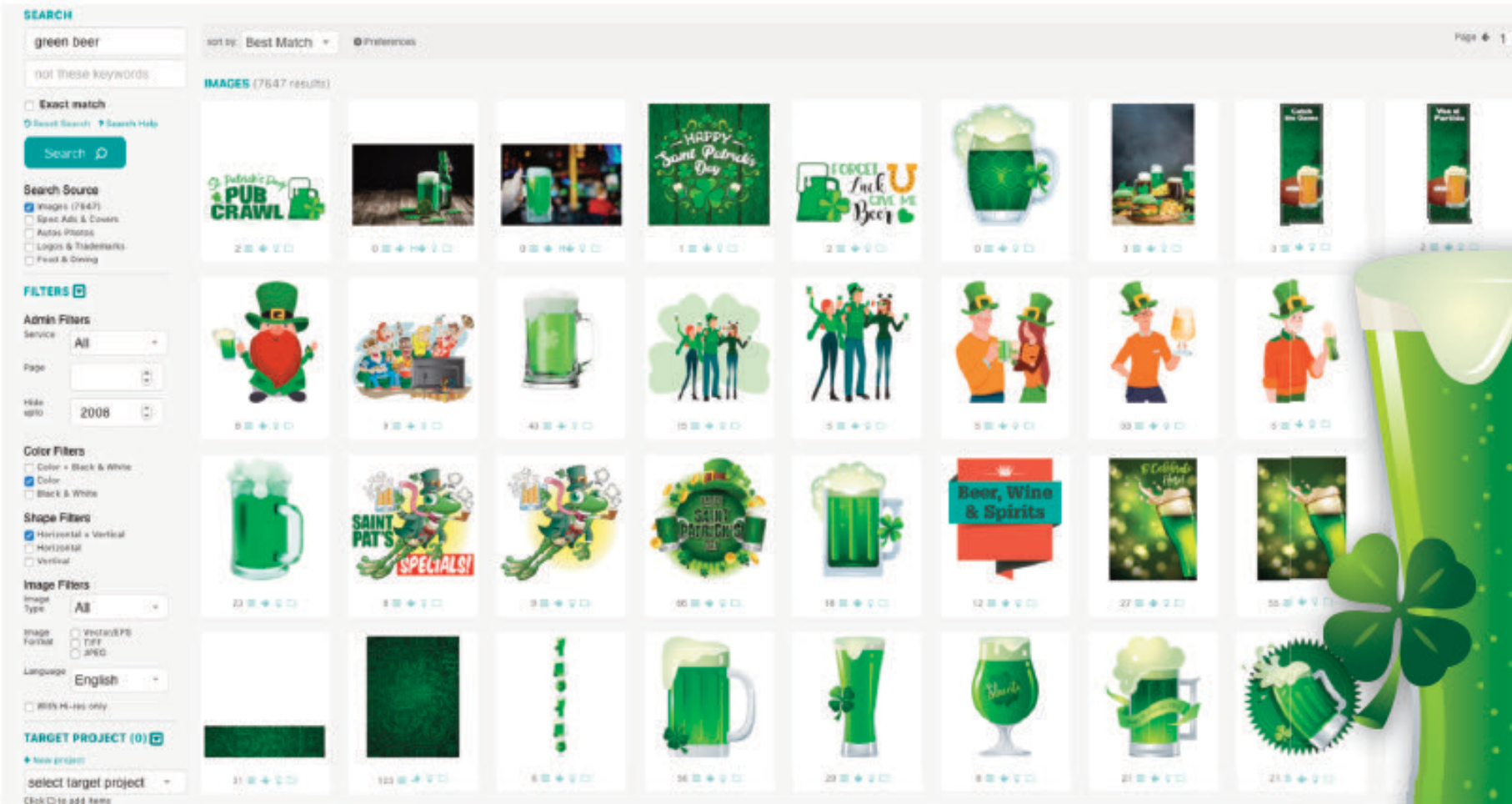
Top o' the Morning Brunch
Saturday & Sunday, March 18-19
9 a.m.-3 p.m.

Green Eggs
Matcha Pancakes
Corned Beef Hash
Avocado Toast
Potato Pancakes
Reuben Sandwich
Shamrock Smoothies
& Much More

Bottomless Green Beer or
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Only \$17
with purchase of brunch entree

(Facebook, Instagram)

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



ST. PAT'S DAY AFTER-PARTY

Top o' the Morning Brunch
Saturday & Sunday,
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Green Eggs
Matcha Pancakes
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Bottomless Green Beer
or Clover Mimosas
Only \$17 with purchase of brunch entree

Reservations Welcome

f i t

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

DESIGNING THE AD

Happy Fall!

Autumn has arrived, and the holidays are right around the corner. If you'd like to be celebrating the season in a new home, contact me today to start your search!

Enjoy the delicious aroma and flavor of this warming fall beverage!

Hot Mulled (Sherried) Apple Cider
serves 16

- 1 gallon apple cider
- 1 orange, unpeeled, cut into slices
- 1/4 cup whole cloves
- 4 sticks cinnamon
- 1/4 cup honey, preferably cranberry honey
- 1 cup sherry (optional)

- Combine the cider, orange slices, cloves, cinnamon, and honey in a large pot over medium heat.
- If you are picky about things floating in your cider, make a little bundle out of cheesecloth and place the cinnamon and cloves inside before adding to the cider. Bring to a boil, and then reduce to a simmer over low heat for an hour or so to spread these lovely winter aromas around your home.
- If you're serving to adults, consider adding the sherry!

Courtesy of Lanny Marnett
"The Fresh Heavy Cookbook"
(Sassy)

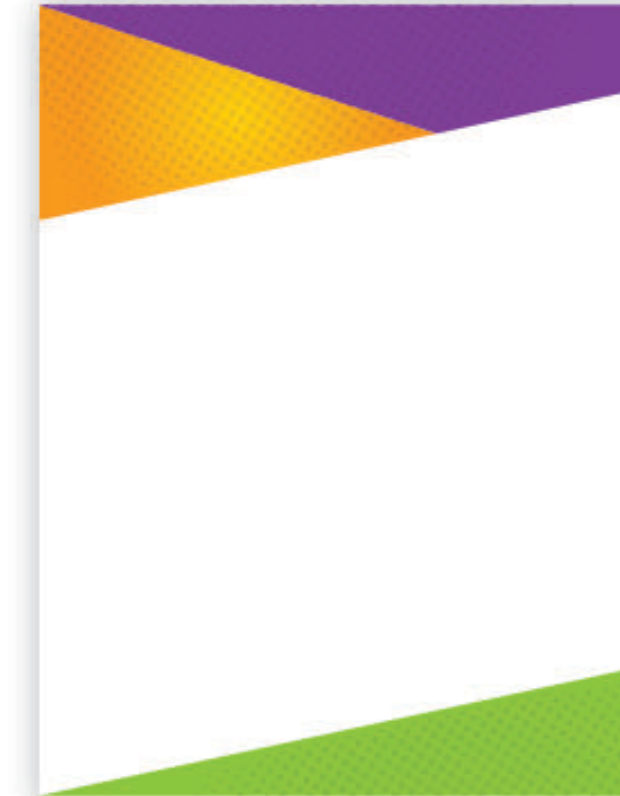
Nancy Hernandez
Real Estate Agent
xx.xxx.xx.00000000

Call, text or email me anytime with questions or to set up your home search!
000.000.0000
name@namewebsite.com

Laurel Circle Properties
www.namewebsite.com



Original Artwork



Happy Spring!

"Great new listings are springing up all over town! If you're ready to make a fresh start in a new home this season, contact me today to begin your personalized property search!"

Nancy Hernandez
Real Estate Agent
xx.xxx.xx.00000000

Call, text or email me anytime with questions or to set up your home search!
000.000.0000
name@namewebsite.com

Laurel Circle Properties
www.namewebsite.com

Take a Coloring Break
Many people find coloring is an enjoyable activity for reducing stress. Give it a try here, and put a spring in your step!



SIMPLE DESIGN STYLES TO FRESHEN UP YOUR ADS

Relax, Enjoy & Get More From Every Day

Fixed Monthly Expenses and Endless Opportunities for Friendship and Fun Make Life a Whole Lot Happier and a Lot Less Stressful!

Private Studio, One-Bedroom & Two-Bedroom Apartments

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Social Activities & Fitness Classes	Medication Management

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Memory Care • Respite Care • Skilled Nursing

Learn More Today
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Garden Ridge Assisted Living
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Curb Appeal

Small Solutions
Minor exterior upgrades that can help sell a home

Taking Sides
Siding materials to consider for your home

Light at Night
What to know about landscape lighting

Vector elements with photos

Spring on the STYLE

Fresh trends now in store for spring and summer!

- Clothing
- Jewelry
- Accessories

Join our rewards program online or at the register for exclusive savings and special offers.

Follow new arrivals @namehandlehere

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

Spring on the STYLE



Shapes and vector elements

SIMPLE DESIGN STYLES TO FRESHEN UP YOUR ADS

Little Leprechauns COSTUME CONTEST

Enter & Vote Through March 15!

Share a photo of your wee lad or lass wearing their most Irish-inspired outfit for a chance to win lucky prizes, plus see your little leprechaun featured in our photo gallery!

Enter & Vote Online at namenewspaper.com/contests or mail your photo with your full name, phone number and email attached to the address below. If you would like your photo returned, be sure to include a self-addressed stamped envelope with your submission. All entries and votes must be received by 5 p.m. on March 02, 2023. Winner Announced on St. Patrick's Day!

Little Leprechauns COSTUME CONTEST

YOUR NAME: _____ CHILD'S FIRST NAME: _____
 ADDRESS: _____
 PHONE NUMBER: _____ EMAIL: _____

One Lucky Contest Winner Will Receive a Valuable Pot o' Prizes,
 Thanks to These Contest Sponsors:

FAMILY RESTAURANT Prize Description Here	KIDS' CLOTHING STORE Prize Description Here	FAMILY AMUSEMENT CENTER Prize Description Here	MOVIE THEATER Prize Description Here
PARTY SUPPLY STORE Prize Description Here	ICE CREAM SHOP Prize Description Here	COFFEE SHOP Prize Description Here	TOY STORE Prize Description Here

NAME NEWSPAPER CONTESTS
 1234 Washington Street Somersville Heights, XY 00000

All entries must be received by mail or online by 02.02.23. Winner will be announced by 03.02.23. See online contest page for complete rules and details.

Blurred background

ENTER & VOTE HERE

Little Leprechauns COSTUME CONTEST

Share a photo of your wee lad or lass wearing their most Irish-inspired outfit for a chance to win lucky prizes!

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 As an account manager, you'll help connect local businesses with our community audience through multimedia print and digital advertising. Work alongside a top-notch creative team and build sales and presentation skills, all while helping businesses in our community thrive.

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Qualifications: 1+ years of sales experience, strong communication and organization skills, ability to meet deadlines and work independently to meet revenue goals.

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at.namenewspaper.com/wearehiring or email your resume and cover letter to name@namenewspaper.com.

Angles for action

March is Women's History Month

We salute inspiring women everywhere!

Please join us in celebrating those who paved the way and those who blaze new trails today.

Name Sponsor
 1234 Washington Street | Somersville Heights
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Color overlay

FROM PRINT TO DIGITAL

Have You Heard?
Quality urgent care is now more accessible than ever!

EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
Saturday & Sunday 8AM-5PM

- > Short wait times
- > Cash or insurance
- > Pediatric & adult care
- > Appointments available
- > Walk-ins welcome

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

Print ad

Have You Heard?

EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
Saturday & Sunday 8AM-5PM

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

Have You Heard?

EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
Saturday & Sunday 8AM-5PM

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

Web ads

Have You Heard?

EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
Saturday & Sunday 8AM-5PM

Somerville Urgent Care

Have You Heard?

EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
Saturday & Sunday 8AM-5PM

Somerville Urgent Care

Mobile ads

Have You Heard?

EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
Saturday & Sunday 8AM-5PM

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

EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
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Short wait times
Cash or insurance
Pediatric & adult care
Appointments available
Walk-ins welcome

Somerville Urgent Care
1234 Washington Street
Somerville Heights
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www.namewebsite.com

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

Sign up online or text "good measure" to 00000 to get your 20% off digital coupon offer sent to your phone or inbox through January 00, 2023.

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

Print ad

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

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

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

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

Web ads

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

Discount Home Store

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

Discount Home Store

Mobile ads

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

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+ an extra 20% OFF for good measure!

Discount Home Store
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Somerville Heights
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- Sizes**
- Rectangle: 300x250
 - Leaderboard: 728x90
 - Skyscraper: 160x600
 - Wide Mobile: 320 x 50
 - Mobile: 300x 50

READER ENGAGEMENT - SOCIAL MEDIA



Sizes
Instagram:
1080x1080
Facebook:
1350x1080

METRO *is for Creatives!*

INSPIRATION

COPY IDEAS

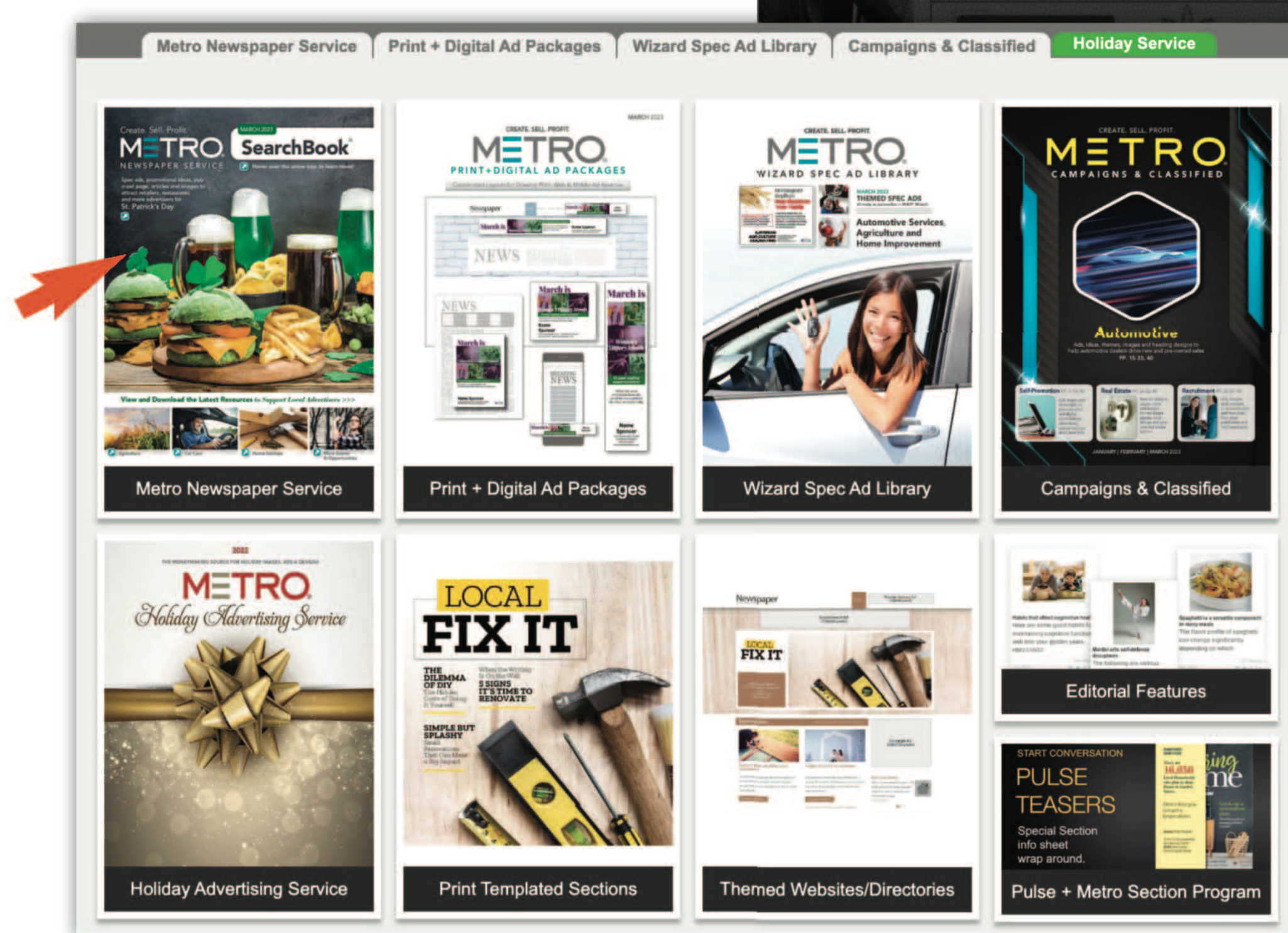
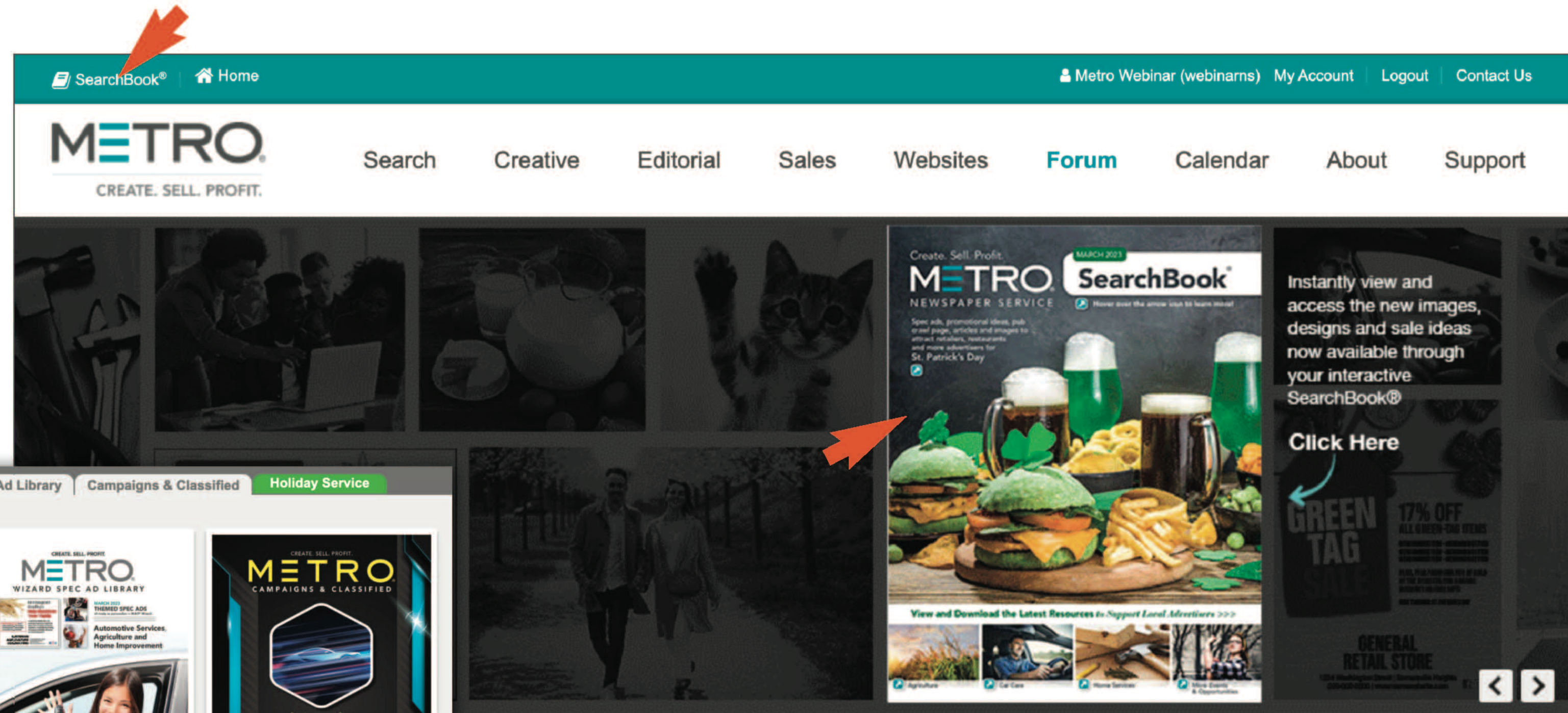
CUSTOMER REQUESTS

COPYRIGHT-FREE FREEDOM!



SEARCHBOOKS

- Find them where shown to the right and on library splash pages.
- Select a service to view.
- Flip the pages and get inspired!



PLANNING & PROMOTIONS CALENDAR

- Click the "Calendar" menu.
- Select a month for planning.
- Review Monthly, Weekly & Daily Events and Best Sellers.
- Print (optional) for offline planning or as a client leave-behind.

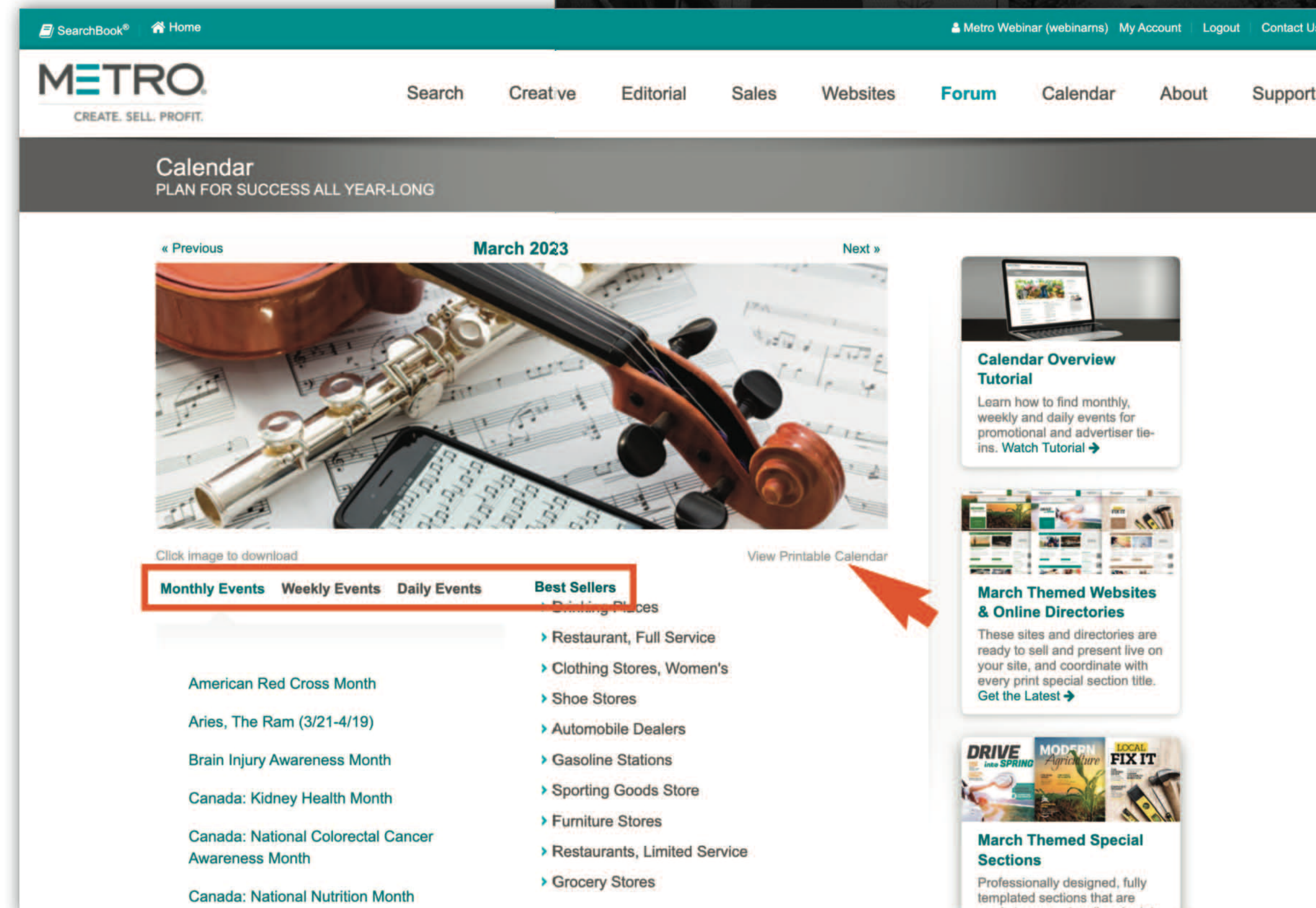
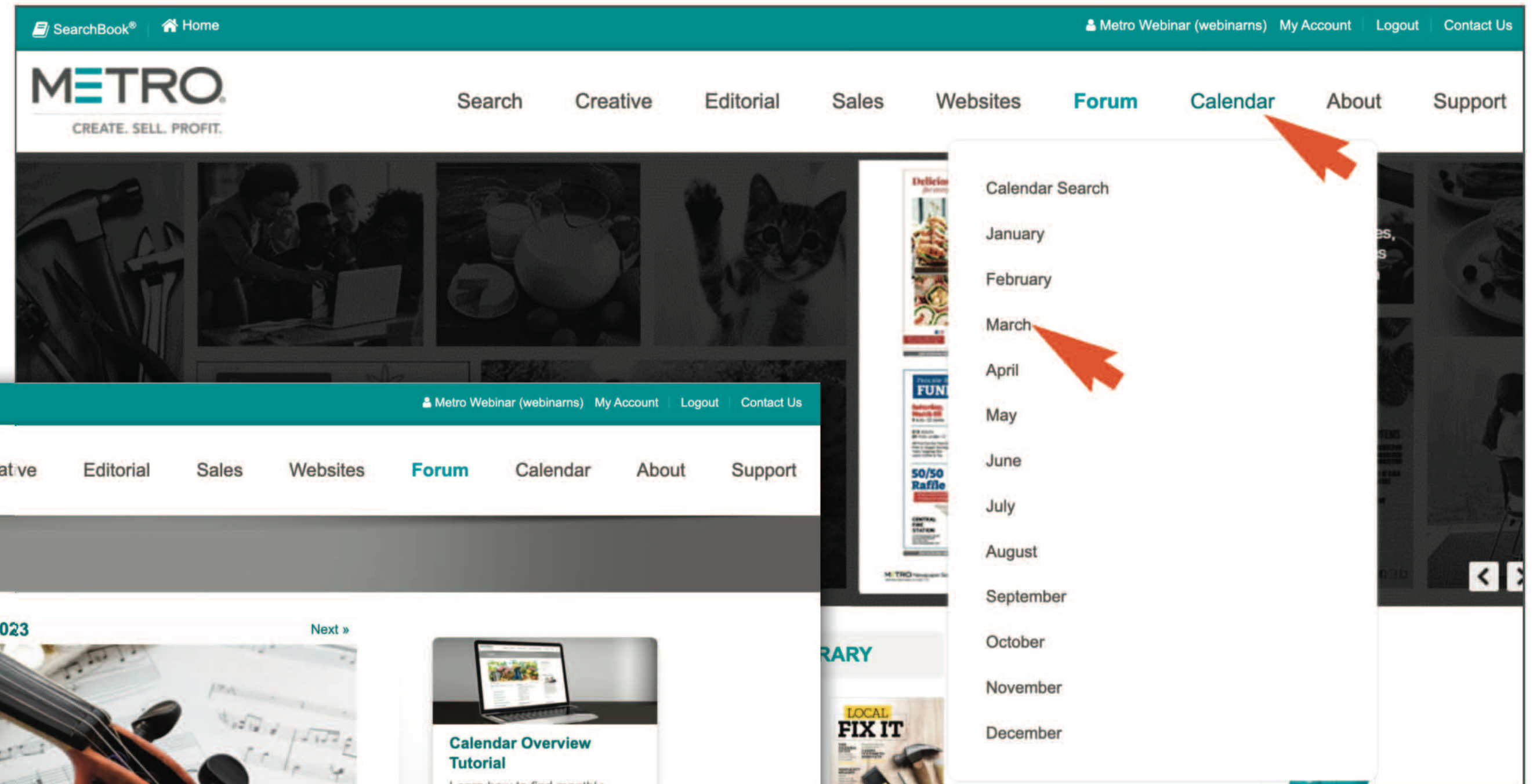


IMAGE FILTERS

Image Type Menu

- Ad Starter
- Background
- Border
- Burst
- Cartoon
- Coloring Panels
- Frame
- Heading
- Icon Set
- Line Art
- Object
- Photo
- Retro
- Social Media
- Swirl
- Tone Art

Color Filters

- Color + Black & White
- Color
- Black & White

Shape Filters

- Horizontal + Vertical
- Horizontal
- Vertical

Image Format

- Vector/EPS
- TIFF
- JPEG (social media posts only)



FINDING SPECIFIC TYPES OF IMAGES

Vector Graphics

SEARCH

food

sort by: Best Match

photo

IMAGES (3582 results)

Exact match

Reset Search Search Help

Search

Search Source

Images (3582)

Spec Ads & Covers

FILTERS

Include material before 2008

Color Filters

Color + Black & White

Color

Black & White

Shape Filters

Horizontal + Vertical

Horizontal

Vertical

Image Filters

Image Type All

Image Format Vector/EPS TIFF JPEG

Language English

With Hi-res only

TARGET PROJECT (0)

New project

Photos With Clipping Path

SEARCH

food

not these keywords

sort by: Best Match

IMAGES (2016 results)

Exact match

Reset Search Search Help

Search

Search Source

Images (2016)

Spec Ads & Covers

FILTERS

Include material before 2008

Color Filters

Color + Black & White

Color

Black & White

Shape Filters

Horizontal + Vertical

Horizontal

Vertical

Image Filters

Image Type Photo

Image Format Vector/EPS TIFF JPEG

Language English

With Hi-res only

TARGET PROJECT (0)

New project

Photos Without Clipping Path

SEARCH

food

not these keywords

sort by: Best Match

IMAGES (8179 results)

Exact match

Reset Search Search Help

Search

Search Source

Images (8179)

Spec Ads & Covers

FILTERS

Include material before 2008

Color Filters

Color + Black & White

Color

Black & White

Shape Filters

Horizontal + Vertical

Horizontal

Vertical

Image Filters

Image Type Photo

Image Format Vector/EPS TIFF JPEG

Language English

With Hi-res only

TARGET PROJECT (0)

New project

PRO TIP:
Click the "H" to download
the high-resolution image
(300 DPI, RGB, JPG)



SPEC ADS & COVERS FILTERS

Color Filters

- Color + Black & White
- Color
- Black & White

Shape Filters

- Horizontal + Vertical
- Horizontal
- Vertical

Ad Format

- Print
- Print with Web/Mobile
- Web/Mobile

Print Ad Size

- 1 Column
- 2 Column
- 3 Column
- 4 Column
- 5 Column
- 6 Column
- Broadsheet
- Doubletruck
- Postcard
- Fullpage
- Tabloid

Print Ad Type Menu

- Adscape/Shaped
- Bonus Ideas/Covers
- Calendar
- Campaign
- Coloring Pages
- Contest
- Coupon Page
- Directory
- Grocery/Market
- Infographics
- Marketplace
- MetroBiz
- Multiple Advertiser
- Multiple Listing
- Quick Sell Page
- Religious/Spiritual
- Self-promotion (Marketing)
- Single Sheet
- Themed Event Package
- Top Ad Sales Prospects



EDITORIAL FILTERS

- Issue Year
- Issue Month
- Category
- Puzzles, Games & Recipes

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Creative Library Editorial Library Sales Websites & Directories Templated Sections MIAD Wizard ADS On Demand Projects Lightbox

SEARCH keywords / file name not these keywords sort by: Best Match Preferences Page 1 of 4

EDITORIALS (70 results)

Exact match Reset Search Search Help Search

Search Source Individual Features Templated Print Sections

FILTERS Issue year All Issue month All

Category (Select 1 or more) BOOKS Bridal/Wedding Business/Career Children/Teens Columns Consumer Tips Crafts/Hobbies

Puzzles, Games & Recipes Bonus Weekly Canadian Kids Corner Crosswords Crypto Fun Guess Who Horoscopes Kids Corner Metro Sudoku

How to build a wedding budget without breaking the bank Couples can keep these tips in mind so they can build a wedding budget that won't land Jan 2023 594 Words

How to pick the perfect wedding dress The following tips can help those shopping for dresses find a look that makes their big day Jan 2023 520 Words

Did you know? According to The Knot 2021 Real Weddings Study, the average engagement length among couples in the United Jan 2023 181 Words

Novel gifts for bridesmaids These bridesmaid gifts can serve as a thoughtful and unique way to thank bridesmaids for all that they've Jan 2023 391 Words

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Creative Library Editorial Library Sales Websites & Directories Templated Sections MIAD Wizard ADS On Demand Projects Lightbox

SEARCH keywords / file name not these keywords sort by: Best Match Preferences Page 1 of 25

EDITORIALS (484 results)

Exact match Reset Search Search Help Search

Search Source Individual Features Templated Print Sections

FILTERS Issue year All Issue month All

Category (Select 1 or more) All Agriculture Automotive Beauty/Grooming Boating Books Puzzles, Games & Recipes Bonus Weekly Canadian Kids Corner Crosswords Crypto Fun Guess Who Horoscopes Kids Corner Metro Sudoku Recipes Word Scramble Word Search

Roasted lamb is an Easter Sunday classic Lamb is a popular Easter Sunday meal, and this recipe for "Roasted Lamb with Apr 2023 439 Words

Salad makes a good starter for Easter Sunday meals When tossed with sweet cherry tomatoes and olives, this recipe for "Arugula and Artichokes," Apr 2023 253 Words

Crossword This is the crossword puzzle for the first week of March. CW233110 Mar 2023

Crossword This is the crossword puzzle for the second week of March. CW233210 Mar 2023

Crossword This is the crossword puzzle for the third week of March. CW233310 Mar 2023

Crossword This is the crossword puzzle for the fourth week of March. CW233410 Mar 2023

Crossword This is the crossword puzzle for the fifth week of March. CW233510 Mar 2023

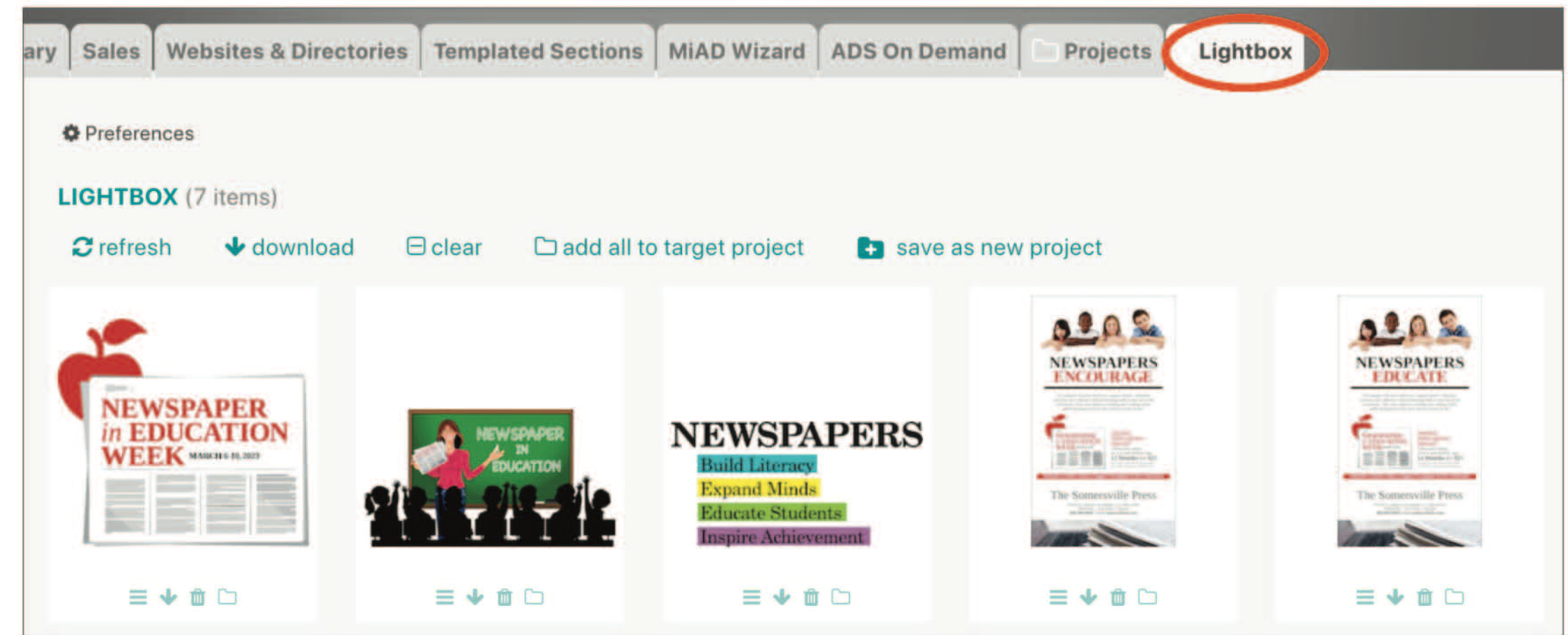
Fresh potato chips can't be beat This is a recipe for "Homemade Potato Chips." PC233784 Mar 2023 371 Words

TARGET PROJECT (0) New project select target project Click to add items

SAVING & SHARING IDEAS

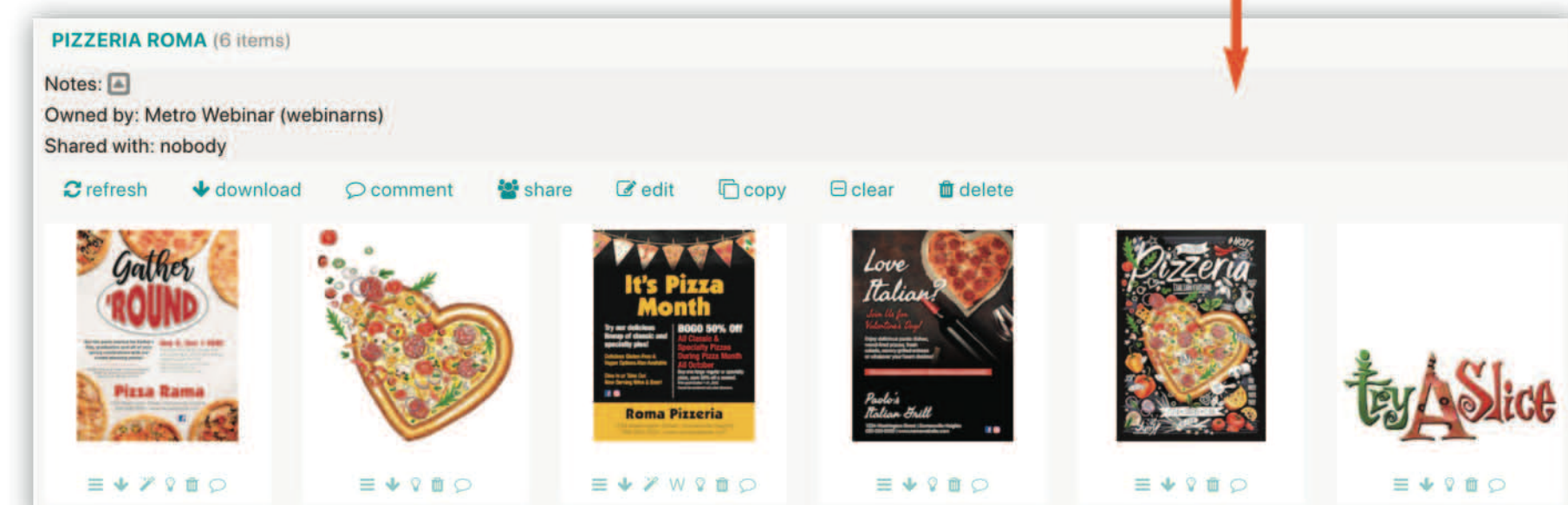
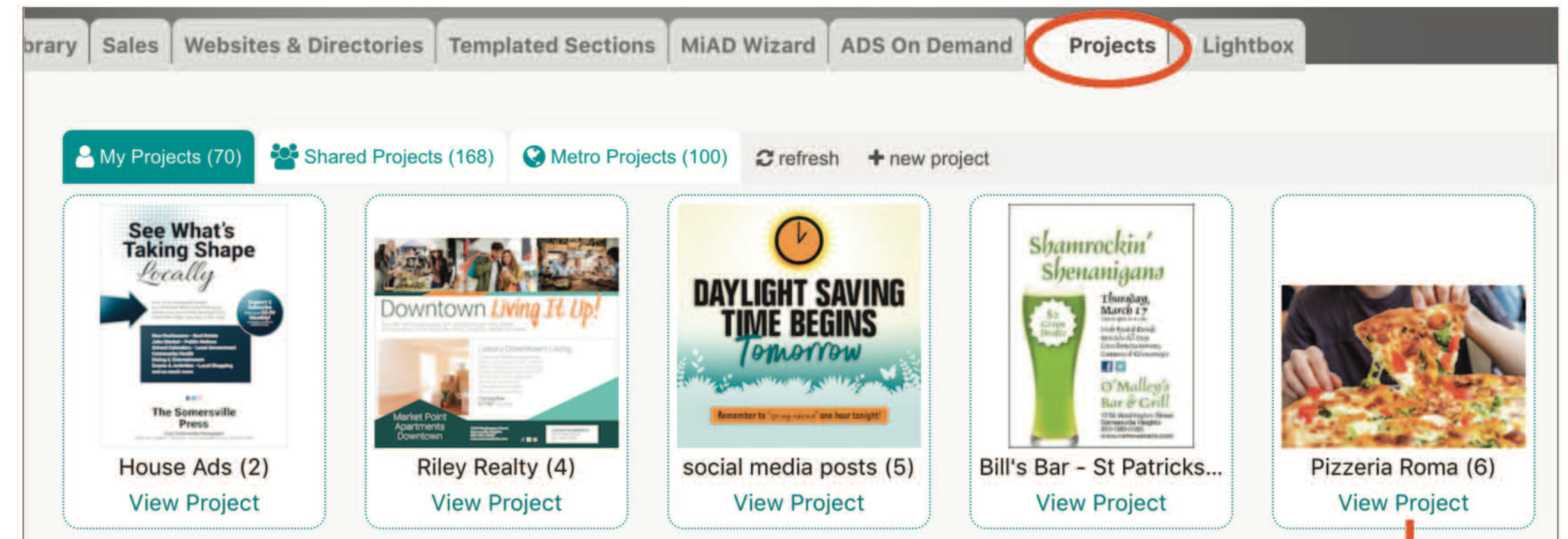
Lightbox Add to Lightbox

- Save ideas as you find them - from any library
- Download entire contents at once
- Accessible from any machine (when logged in)



Project Organizer Add to Project

- Save ideas as you find them - from any library
- Create multiple Projects
- Share Projects internally with team members
- Download entire contents of a Project at once
- Accessible from any machine (when logged in)





METRO[®]

Thank You

Bethany Weidenhammer - Client Services Specialist - bethany@metro-email.com

Darrell Davis - Vice President of Creative Services - ddavis@metro-email.com

Rob Forrest - Art Director - rforrest@metro-email.com

Laurene Alt - Senior Copywriter - lalt@metro-email.com

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