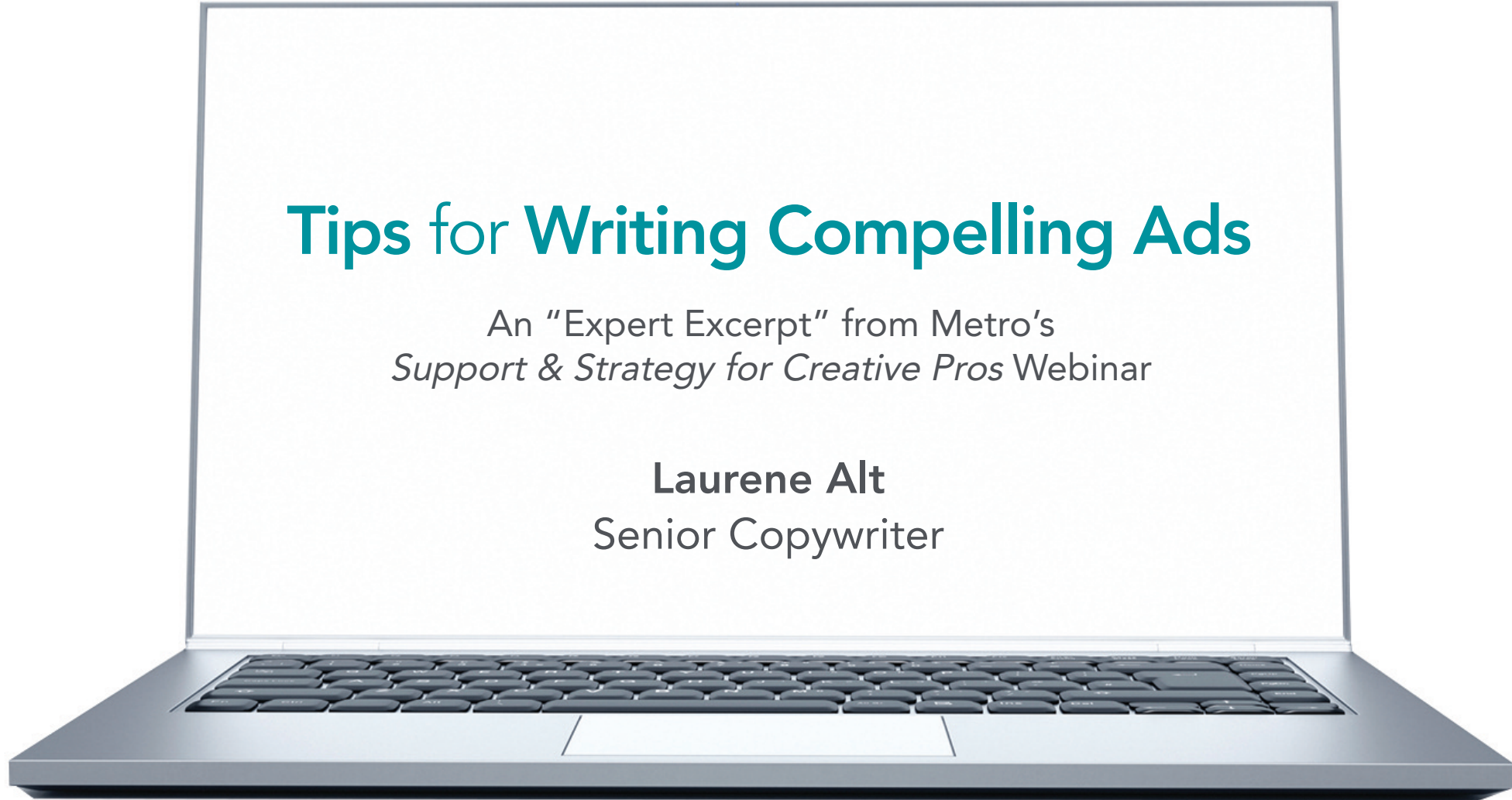


Tips for Writing Compelling Ads

An "Expert Excerpt" from Metro's
Support & Strategy for Creative Pros Webinar

Laurene Alt
Senior Copywriter



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.

Name
Advisor Here
Credentia Here
Credentia Here
Credentia Here

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 DJ ETIENNE
HIP-HOP AND DANCE TRACKS

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

Let the Good Times Roll Fat Tuesday

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

Show Your Heart Some Love

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

ACT NOW to Advertise in Our March Calendar

The Somersville Press Advertising Department
Call or email for rates and reserve form!
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

303.333.0000
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

WORDS

Look for the answer key that goes with this puzzle on Thursday, October 03!

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

<p>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#000000 Call or text Danielle Harrison 000.000.0000</p>	<p>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#000000 Call or text Danielle Harrison 000.000.0000</p>	<p>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#000000 Call or text Danielle Harrison 000.000.0000</p>	<p>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#000000 Call or text Danielle Harrison 000.000.0000</p>
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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
303.333.1400
name@namewebsite.com

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

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

NAME NEWSPAPER CONTESTS
1234 Washington Street
Somerville Heights, XY 00000

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: _____
ADDRESS: _____
PHONE: _____
EMAIL: _____

All articles must be received by mail or online by 05:00 PM. Winner will be announced by 05:00 PM. See online contest page for complete rules and details.

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

Create. Sell. Profit.
METRO SearchBook[®]
NEWSPAPER SERVICE

MARCH 2023

Spec ads, promotional ideas, pub crawl pages, articles and images to attract retailers, restaurants and more advertisers for St. Patrick's Day

View and Download the Latest Resources to Support Local Advertisers >>>

Agriculture Car Care Home Services More Events & Opportunities

METRO Themed Event Packages
CREATE. SELL. PROFIT.

Plan and publish profitable special sections and features with headlines, promotional ads, cover designs, editorial elements, Check-Sell multi-advertiser pages and more. (MCC Creative Library / Print Ad Type: Themed Event Package)

Inspired Home Exteriors

Use This Content to Build a Special Section or Pages Using Ads and Images From This Issue. Plus Articles From Your Editorial Library!

15 All-New Articles INCLUDED:

- Exterior renovations that boost the best ROI
- Budget-friendly ways to freshen up your home's exterior
- Shutter styles to give your home a new look
- Patio projects to enhance outdoor living
- What to know about landscape lighting
- Popular trends... & More

Download Them Here From Your MCC Editorial Library!

Fully Templated Themed Special Section Also Available for Purchase See page 08 for details.

04 APRIL 2023 METRO Newspaper Service

« 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

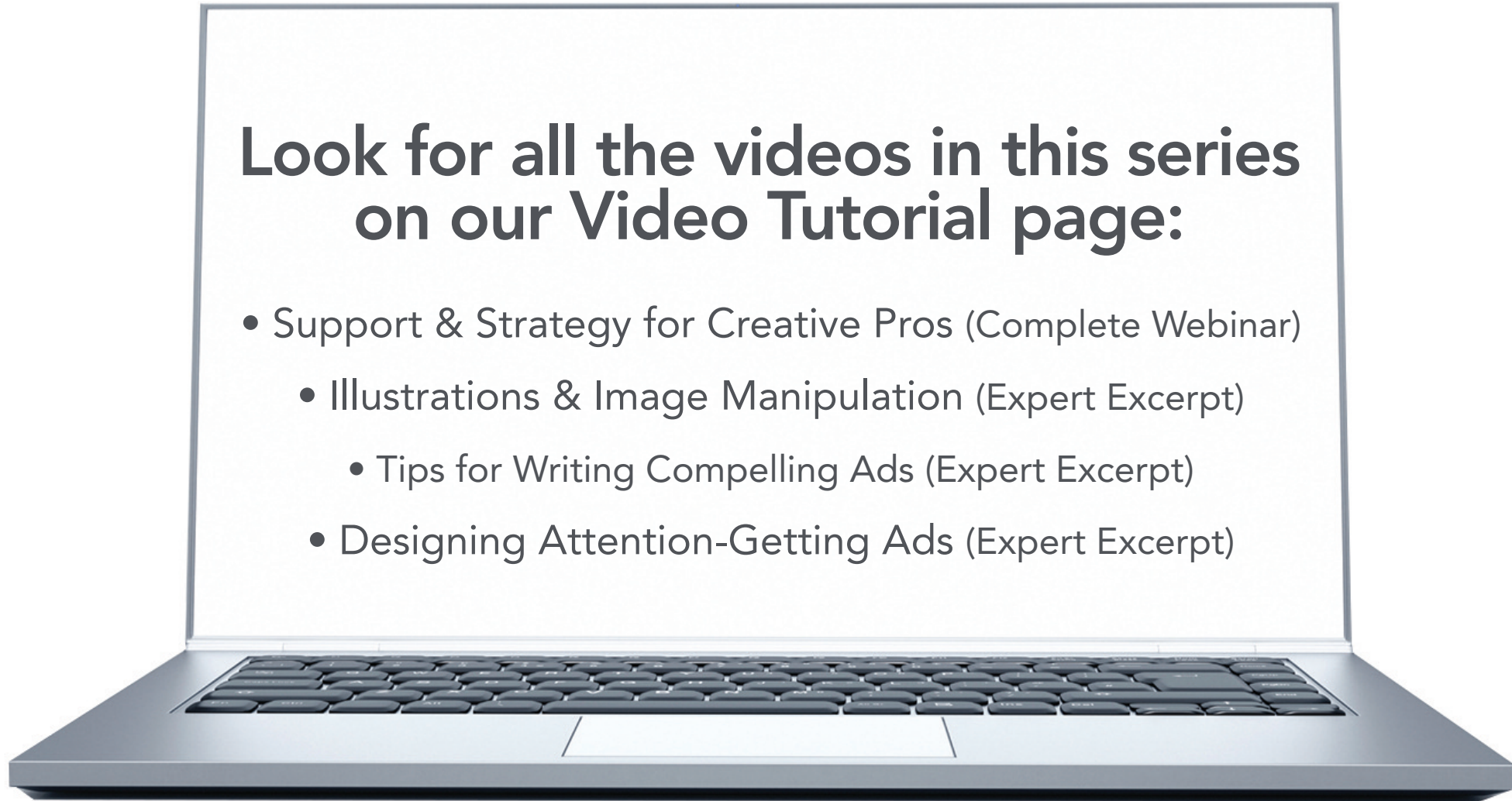
SECTION STARTERS
CLICK HERE

ARTICLES
CLICK HERE

Core Hospital Systems

Look for all the videos in this series on our **Video Tutorial** page:

- Support & Strategy for Creative Pros (Complete Webinar)
 - Illustrations & Image Manipulation (Expert Excerpt)
 - Tips for Writing Compelling Ads (Expert Excerpt)
 - Designing Attention-Getting Ads (Expert Excerpt)



METRO[®]

Thank You

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