

METRO®

SPECIAL SECTIONS

Review & Ideas

Darrell Davis Vice President of Creative Services

Laura Koch Senior Graphic Designer

What is a Special Section?

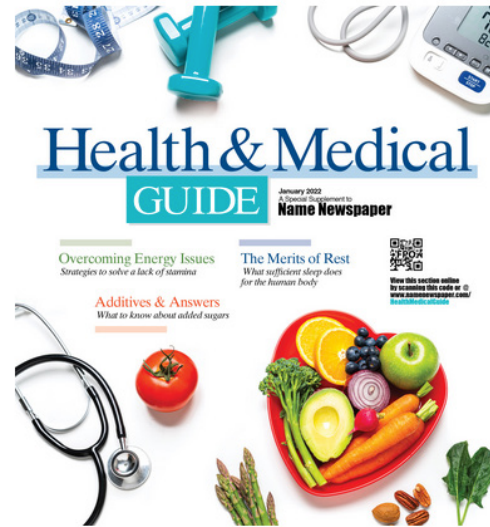
*Any grouping of content under one theme or focus.
Increases revenue by targeted market ad sales.*

- Any topic
- Any size
- Any format
- Any distribution

What is a Special Section?

*Any grouping of content under one theme or focus.
Increases revenue by targeted market ad sales.*

- Any topic
broad or specific
- Any size
- Any format
- Any distribution



What is a Special Section?

*Any grouping of content under one theme or focus.
Increases revenue by targeted market ad sales.*

- Any topic
- Any size length and dimensions
- Any format
- Any distribution



SUMMER Living PET SUPPLY STORE

Keeping Kids Safe

Protecting Pets

Follow these summer-time tips to protect your furry friend from dehydration, UV rays and other potential perils.

- Make sure pets always have access to plenty of fresh water.
- Make sure pets have access to ample shade when they are outdoors.
- Avoid walking on hot pavement, sidewalks and trails with pets.
- During hot months, walk pets during the cooler early morning or evening hours.
- Apply a sunscreen formulated specifically for pets to areas with little or no hair like the stomach, tip of the ears and bridge of the nose.
- Don't shove pets. When bumping, keep at least one inch of hair to protect your pet's skin from sunburns.
- Ask your vet about flea and tick control to protect your pet against potentially harmful pests that thrive in warm temperatures.

• To keep kids out of the sun between the hours of 10 a.m. and 4 p.m. when UV rays are strongest.
- Use shade hats, sunblock and sunglasses.
- Check sun and hat materials, and use bug spray to avoid bites. The American Academy of Pediatrics advises repellents do not exceed more than 30% concentration of DEET and to avoid use on children under two months of age.

Never Leave Pets or Children in a Parked Car.

90° Don't let the outside temperature rise to just 70° - the result of your car may be as much as 20 degrees hotter.

102° In 80° weather, it takes only ten minutes for the inside of your car to reach 102°.

120° Your car's interior temperature can climb from 80° to 120° within just 30 minutes. www.aopa.com

OUTDOOR/SPORTS GEAR STORE

PHARMACY

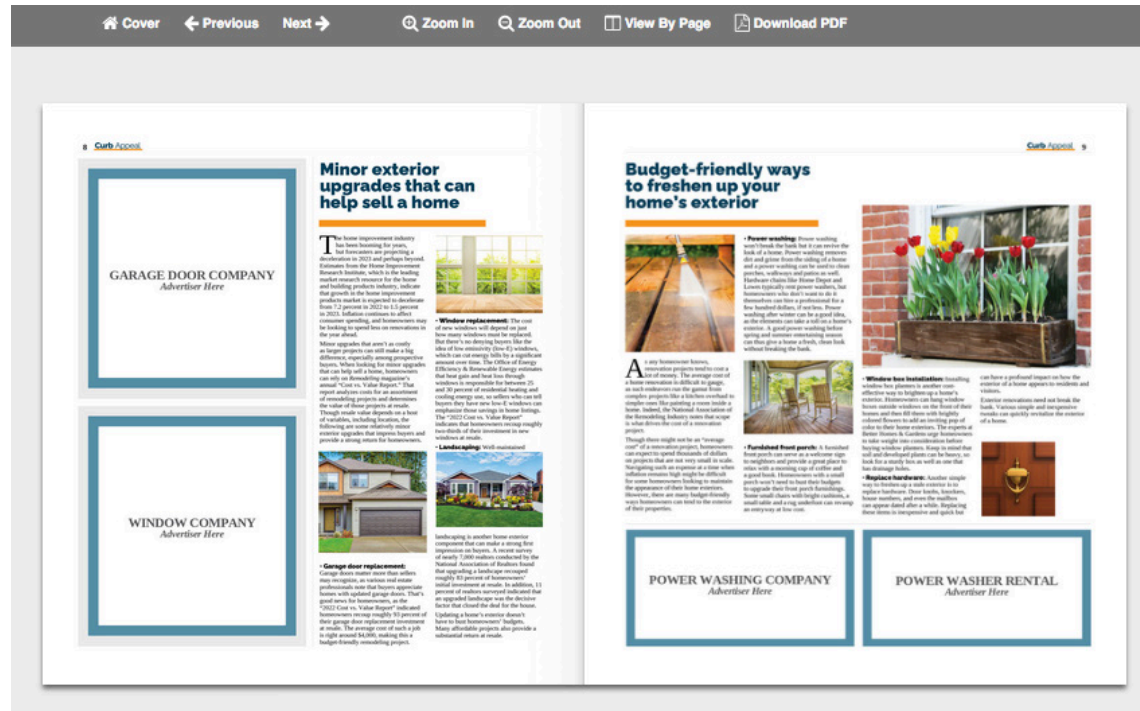
VETERINARIAN

SUMMER CAMP

What is a Special Section?

*Any grouping of content under one theme or focus.
Increases revenue by targeted market ad sales.*

- Any topic
- Any size
- Any format
glossy magazine
news print
online e-section
- Any distribution
inserts
separate shipping
businesses
online only



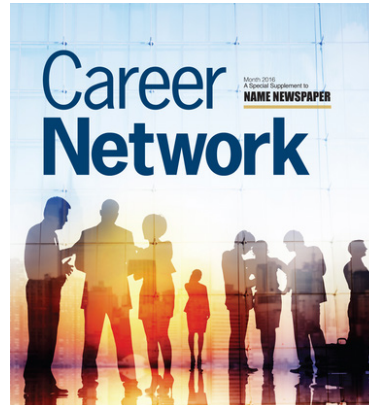
What Makes a Section Successful?

- **Theme**
excite readers
- **Timing**
enough time for readers to act
- **Local Features**
community focus
- **Advertiser Friendly Topics**
content that will interest many types of advertisers
- **Reader Engagement**
engaging readers will boost advertiser success



Longevity of Special Sections

- **Special Event**
Job Fair, Home or Bridal Expo
- **Holiday**
New Year's, Christmas, Valentine's Day, Halloween
- **Seasonal**
Spring, Summer, Fall, Winter
- **Guides**
Shopping, Tourism, Restaurants
- **Keepsakes**
Graduations, Sports, Celebrations of Life



\$25.9 BILLION

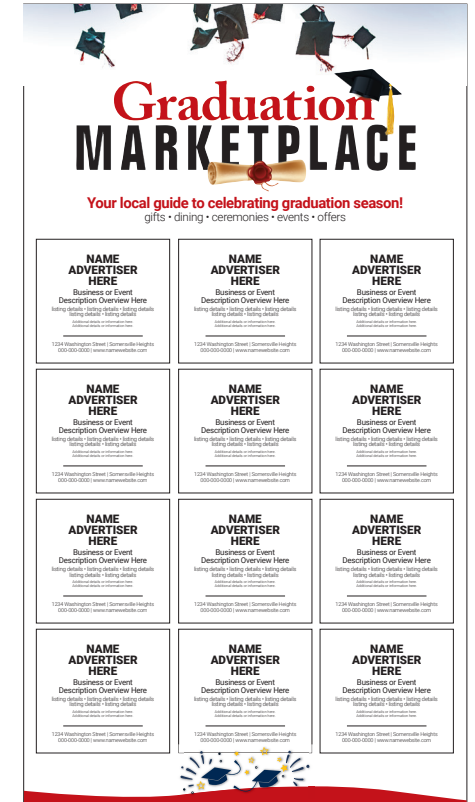
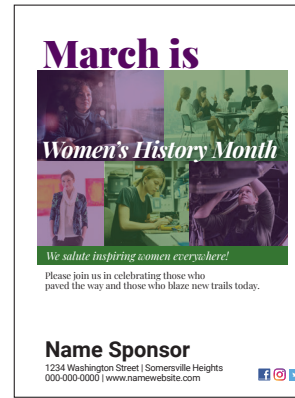


\$10.6 BILLION



Special Section Advertising

- **Support or Greeting Ads**
Any advertiser showing support
- **Sponsor Business**
Single advertiser
- **Premium Ads**
Front and backcover
- **Advertorials**
Business write up with ad placement
- **Multi-Advertiser / Directory**
Guide with directory plus ad placement



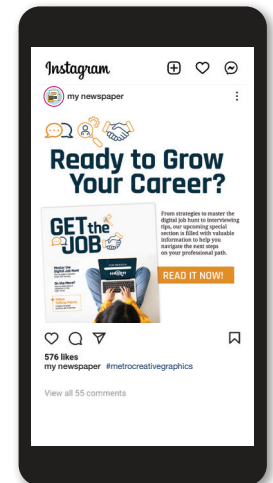
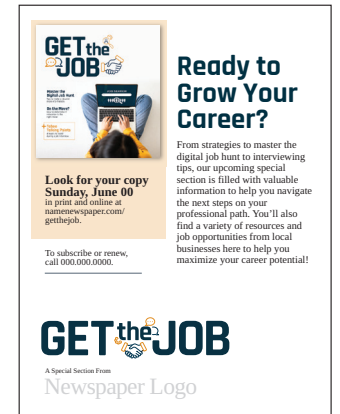
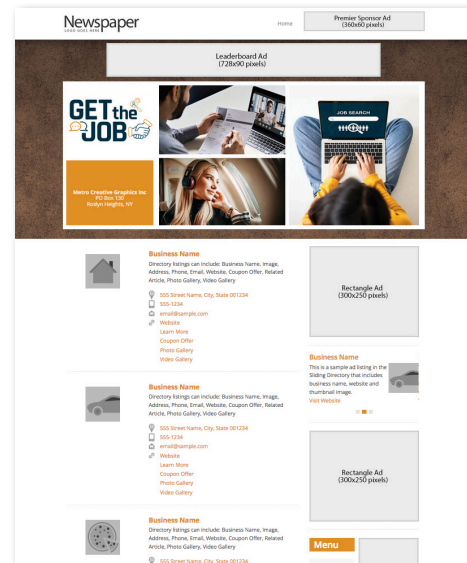
Special Section Access

- Hard paywall - subscriber only access
- Tiered paywall - access to special sections only
- Soft paywall - limited view count
- No paywall - distribution



Special Section Promotion

- Advertiser promotions
- Rate card
- Reader promotions
- Newspaper print ads
- Newspaper web ads
- Social media
- Online directory of advertisers



Special Section Scheduling

- Plan special sections annually
- Know your biggest themes
- Ditch themes that didn't sell
- Expand trending topics annually
- Use inserts for smaller targeted sections
- Keepsake sections with sponsor ads



METRO®

Themed Special Sections (TSS)

- Fully templated and editable 12 or 20 page themed special sections (InDesign & Quark documents)
- 100% unbranded article content (average of 8 - 15 articles per section)
- Designed with ready-to-sell ad spots in place
- Copyright-free features to “localize” any way you like
- Promotional ad materials to market your special section
- Coordinated online themed websites & directories
- Purchase by subscription for unlimited section access or a la carte





First Responders Coloring Book Cutest Baby
Visitor's Guide
FOOTBALL **WEDDINGS** LGBTQ
Business Spotlight **HOME** GRADUATION Fire Safety
HEALTH Livestock Review **FARM & RANCH** Nursing Week
Reader's Choice Cyber Security for Seniors Volunteer
Worship **Recipes** Financial Outlook
Women in Business Country Fairs

37 TITLES!

**24 full TSS
13 mini sections**

To accommodate all of the topics that might not fill out an entire 20 page section we're introducing the **mini section!** 12-page templates for hot topics.

METRO 2023 SCHEDULE Themed Special Sections (TSS)

Expand your print and digital ad sales with an easy-to-use, coordinated sections program!

- 100% unbranded article content
- Designed with ready-to-sell ad spots in place
- Copyright-free features to "localize" any way you like
- Purchase by subscription for unlimited section access or a la carte

* **All 2023 TSSs are available in TWO SIZES:**

- Tab: 10.5" x 11.25"
- Magazine: 8.25" x 10.75"

Sell earlier! Check the "available" date for each title: This is when each full section will be ready to download.

Introducing the mini section 12-page templates for fresh hot topics

Add on Coordinated Online Themed Websites & Directories available for every section!



\$ LOWEST PER-SECTION STARTING RATE in the business!



1st QUARTER

Weddings
available Nov. 7, 2022

Health & Medical Guide
available May 5, 2022

In the Classroom (mini)
available Nov. 21, 2022

Spring Home & Garden
available Dec. 5, 2022

Senior Lifestyles
available Dec. 20, 2022

Be My Valentine (mini)
available Dec. 20, 2022

DRIVE Into Spring
available Jan. 5, 2023

Modern Agriculture
available Jan. 20, 2023

Local Fix It (mini)
available Jan. 20, 2023

2nd QUARTER

Curb Appeal
available Feb. 6, 2023

Paws & Claws
available Feb. 20, 2023

Easter (mini)
available Feb. 20, 2023

Graduation (mini)
available Feb. 20, 2023

Celebrating Nurses
available March 6, 2023

Women Today
available March 20, 2023

Active Seniors (mini)
available March 20, 2023

Summer Living
available April 5, 2023

Cancer Awareness & Prevention
available April 20, 2023

Get the Job (mini)
available April 20, 2023

3rd QUARTER

Fitness & Nutrition
available May 5, 2023

Tie the Knot
available May 20, 2023

Fun & Games
available May 20th, 2023

Fall Home
available June 5, 2023

School Year
available June 20, 2023

Pet Health (mini)
available June 20, 2023

Holiday Gift Guide
available July 5, 2023

Drive & Ride
available July 20, 2023

Shop Local (mini)
available July 20, 2023

4th QUARTER

Holiday Lifestyle
available Aug. 4, 2023

Think Pink
available Aug. 21, 2023

Halloween (mini)
available Aug. 21, 2023

Dine Out
available Sept. 5, 2023

Home Interiors
available Sept. 20, 2023

Holiday Recipes (mini)
available Sept. 20, 2023

Money Matters
available Oct. 5, 2023

Organizing Your Home (mini)
available Oct. 20, 2023

Holiday Hosting (mini)
available Oct. 20, 2023

METRO 2023 Themed Special Sections (TSS)

1st QUARTER

Weddings
available Nov. 7, 2022
As the calendar turns to a new year, engaged couples ramp up their wedding planning. Weddings has everything couples need to maximize the time they have left to plan the perfect wedding as they get closer to saying, "I Do."

Health & Medical Guide
available Nov. 21, 2022
Millions of people begin the new year looking to turn over a new leaf in regard to their overall health. Features focusing on healthy living make Metro's Health & Medical Guide a go-to resource editors and advertisers won't want to miss.

In the Classroom (mini)
available Nov. 21, 2022
A new calendar year marks the start of a new semester in many schools and universities. In the Classroom is the section students, educators and parents need as they refocus their efforts to make the school year a success.

Spring Home & Garden
available Dec. 5, 2022
Homeowners know that the first signs of spring also mark the return of renovation season. Editors and advertisers can utilize Spring Home & Garden to reach readers itching to remodel their homes and get their hands dirty in the yard.

Senior Lifestyles
available Dec. 20, 2022
Modern seniors are a diverse group. With features on fitness and nutrition, activities, finance, and more, Senior Lifestyles is tailor-made for older readers and the many businesses looking to help them make the most of their golden years.

Be My Valentine (mini)
available Dec. 20, 2022
Few holidays are as lucrative for retailers and small businesses as Valentine's Day. Be My Valentine is the perfect conduit to connect readers with the many businesses that can help them make this Valentine's Day one to remember.

DRIVE Into Spring
available Jan. 5, 2023
The great outdoors beckons each spring, and millions of people take to the open road to answer that call. DRIVE Into Spring is the ideal resource for automotive retailers who want to connect with drivers as the busy spring driving season begins.

Modern Agriculture
available Jan. 20, 2023
The agricultural sector is ever-changing. Modern Agriculture shines a light on the challenges facing today's farmers and the many innovations that are helping them overcome those obstacles.

Local Fix It (mini)
available Jan. 20, 2023
Reliable contractors are a homeowner's best friend. With a handful of renovation-focused features, Local Fix It is the ideal way for local contractors to showcase their businesses and connect with homeowners looking to improve their properties.

2nd QUARTER

Curb Appeal
available Feb. 6, 2023
Real estate professionals know there's significant value in curb appeal. Covering a range of topics designed to help homeowners make their homes the envy of their neighbors, Curb Appeal provides ample in-in opportunities for local contractors who specialize in transforming home exteriors.

Paws & Claws
available Feb. 20, 2023
Pets are beloved members of the family. Paws & Claws is a go-to resource for devoted pet owners and the many businesses who can help them ensure their four-legged friends have everything they need to be happy and healthy.

Easter (mini)
available Feb. 20, 2023
Easter is a festive time for the faithful. This special section is an invaluable resource to the many local businesses who help celebrants make Easter even more special.

Graduation (mini)
available Feb. 20, 2023
Graduation season is a lucrative time of year for local businesses. Graduation provides a great opportunity for business owners to address every part of the home, making it an invaluable means for local contractors to connect with homeowners hoping to improve their properties.

Celebrating Nurses
available March 6, 2023
Nurses are the unsung heroes of the medical community. Celebrating Nurses is a vital community resource that highlights the many hats worn by modern nurses.

Women Today
available March 20, 2023
Modern women wear many hats. With features focusing on career, family, finances, health, and more, Women Today presents a great opportunity for advertisers across various sectors to connect with a diverse and driven consumer base.

Active Seniors (mini)
available March 20, 2023
The days of seniors sitting idly by are a thing of the past. Active Seniors shines a light on the many ways modern seniors get up and go, making this an invaluable resource for local businesses who want to connect with this influential demographic.

Summer Living
available April 5, 2023
The vibe is undeniably different in summer. Summer Living is designed to facilitate connections between readers and local advertisers so both can make the most of this relaxing and potentially lucrative time of year.

Cancer Awareness & Prevention
available April 20, 2023
People from all walks of life are affected by cancer every day. Cancer Awareness & Prevention is an invaluable resource for editors and local advertisers who want to educate readers about this deadly yet often preventable disease.

Get the Job (mini)
available April 20, 2023
Whether it's a newly minted college grad looking to get a foot in the door or a seasoned professional hoping to make a career move, everyone can use a little help when looking for a new job. Get the Job is a go-to resource that can help people at various stages of their professional lives find the opportunity they're looking for.

3rd QUARTER

Fitness & Nutrition
available May 5, 2023
Diet and exercise are the foundations of healthy living. Fitness & Nutrition provides a great opportunity for local businesses to showcase how their services can help readers utilize these two pillars of preventive care to create healthier versions of themselves.

Tie the Knot
available May 20, 2023
Wedding season is a lucrative time of year for a range of local businesses. With features focusing on floral arrangements, reception venues, transportation services and more, Tie the Knot is a valuable resource for vendors who can help couples ensure their special day goes off without a hitch.

Fun & Games
available May 20th, 2023
Puzzles and games are as popular as ever. Fun & Games makes it easy for local businesses to capitalize on that popularity and reach a diverse range of consumers.

Fall Home
available June 5, 2023
The home renovation sector is big business. Fall Home offers tips on home projects that address every part of the home, making it an invaluable means for local contractors to connect with homeowners hoping to improve their properties.

School Year
available June 20, 2023
Students, parents and educators know how important it is to start a new school year off on the right foot. With features focusing on everything from study tips to balancing academics and extracurriculars and more, School Year has all students need to start strong this fall.

Pet Health (mini)
available June 20, 2023
The health of our furry friends is of paramount importance. Pet Health is a great opportunity for local businesses to advertise their services to pet owners who recognize the importance role that fitness and nutrition play in the lives of pets.

Holiday Gift Guide
available July 5, 2023
The holiday season is the busiest, most lucrative time of year for retailers. Holiday Gift Guide is loaded with ideas for people from all walks of life, making it an ideal in-in opportunity for an equally diverse array of local businesses.

Drive & Ride
available July 20, 2023
Stunning foliage beckons millions of drivers to take to the highways each fall. Drive & Ride is tailor-made for readers who can't resist the call of the open road and the many local advertisers who can ensure their road trips are safe and memorable.

Shop Local (mini)
available July 20, 2023
Small businesses are the backbone of thriving local economies. Shop Local is the ideal way for local business owners to connect with readers looking for ways to support their communities special.

Holiday Hosting (mini)
available Oct. 20, 2023
Holiday gatherings are back in full swing. Holiday Hosting is designed for readers who will be welcoming their loved ones with open arms between Thanksgiving and New Year's Day.

4th QUARTER

Holiday Lifestyle
available Aug. 4, 2023
The holiday season is a special time of year. Loaded with features focusing on decor, celebrations, and more, Holiday Lifestyle is a unique opportunity for local businesses to highlight the many ways that they can help readers and their families make this holiday season even more special.

Think Pink
available Aug. 21, 2023
Great progress has been made in the fight against breast cancer in recent decades. Think Pink shines a light on that progress and focuses on the many things women can do to reduce their risk for the disease and overcome a diagnosis.

Halloween (mini)
available Sept. 5, 2023
Halloween might be scary for youngsters, but it's especially lucrative for retailers. Halloween focuses on fun and safety, all the while providing ample opportunities for local businesses to cash in on this wildly popular holiday.

Dine Out
available Sept. 5, 2023
People are passionate about the foods they eat. Offering tips on home cooking as well as dining out, Dine Out is the perfect opportunity for local businesses in the food and beverage sector to make their presence known to readers who can't wait to sit down for their next delicious meal.

Home Interiors
available Sept. 20, 2023
Few things can give a home a fresh feel more effectively than some adjustments to its interior. Home Interiors is the perfect place for a range of local businesses to advertise how they can help homeowners transform any room in the house.

Holiday Recipes (mini)
available Sept. 20, 2023
The kitchen is a hectic place in many homes come the holiday season. This collection of holiday recipes can inspire home cooks to serve up something special during family dinners and holiday parties.

Money Matters
available Oct. 5, 2023
Effective money management is a key to long-term financial success. Money Matters covers a range of topics, from budgeting tips to retirement planning and more, making it an ideal opportunity for local finance professionals to connect with readers looking to secure their financial futures.

Organizing Your Home (mini)
available Oct. 20, 2023
As the hectic holiday season draws to a close, homeowners may need a little help getting their homes back in order. Organizing Your Home is an invaluable resource for local businesses who can help readers looking to regain control of the places they call home.

Holiday Hosting (mini)
available Oct. 20, 2023
Holiday gatherings are back in full swing. Holiday Hosting is designed for readers who will be welcoming their loved ones with open arms between Thanksgiving and New Year's Day.

CALL 800-223-1600 or EMAIL service@metro-email.com **TO GET STARTED TODAY!**

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SPECIAL SECTION

Ideas

Special Sections Insert Broadsheet



Flying high

U.S. Mint honors pilot Bessie Coleman on new quarters

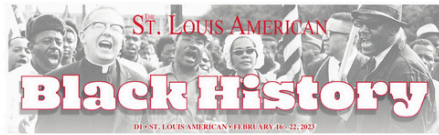


As part of the 2025 American Bicentennial, the U.S. Mint has announced that it will honor Bessie Coleman on a new quarter. Coleman, the first Black woman to earn a pilot's license in the United States, was a trailblazer in aviation. She was born in 1892 and became a naturalized citizen of the United States in 1917. She was the first African American woman to receive her pilot's license from the Fédération Aéronautique Internationale in France in 1921. Coleman was a stunt pilot and a daredevil, and she was the first Black woman to fly solo across the Atlantic Ocean in 1924. She was also the first Black woman to fly solo across the English Channel in 1925. Coleman was a pioneer in aviation, and her achievements are a testament to her courage and determination. The new quarter will feature a portrait of Coleman and a quote from her: "I am not a woman who is afraid to fly." The quarter will be available in circulation starting in 2025.

St. Louis County Library is "Celebrating Black Resistance to Injustice"

A full Black History Month calendar

St. Louis County Library is celebrating Black History Month with a full calendar of events. The calendar includes a variety of activities, including book talks, film screenings, and community events. The calendar is available for download on the library's website. The library is committed to providing a safe and inclusive space for all community members. The calendar is a great resource for anyone looking for ways to celebrate Black History Month. The calendar is available in both English and Spanish. The calendar is a great resource for anyone looking for ways to celebrate Black History Month. The calendar is available in both English and Spanish.



Vashon High Basketball: 1983 State Champions

By Ben Avner for St. Louis American
 Vashon High School's basketball team won the 1983 state championship. The team was led by coach [Name] and players [Name] and [Name]. The team's success was a testament to their hard work and dedication. The team's victory was a historic moment for the school and the community. The team's success was a testament to their hard work and dedication. The team's victory was a historic moment for the school and the community.



Celebrating Black History

We all have a history. A story. We bring with us life experiences that shape who we are and make us better. At Spire, we know our individual stories only make us stronger as a whole. That's why we're committed to an inclusive work environment where all that makes us unique is embraced, encouraged and valued. Because it truly takes all of us—our backgrounds, our perspectives and our experiences—to move forward.



Safe and fun summer camp experiences for kids and teens



Boys & Girls Clubs of Greater St. Louis offers one of the most affordable, SAFE, high-quality summer day camp programs in the St. Louis region.

Provided by Boys & Girls Clubs of Greater St. Louis
 Boys & Girls Clubs of Greater St. Louis offers a variety of summer camp programs for children and teens. The camps are designed to be safe, fun, and educational. The camps provide a safe and supervised environment for children and teens to have fun and learn. The camps are designed to be safe, fun, and educational. The camps provide a safe and supervised environment for children and teens to have fun and learn.

2022 Summer camps announced at the Zoo



COCA Summer Arts Camps
 May 31–August 19
 Financial Assistance Available
 Registration open now!
COCASL.org

St. Louis Artists Guild
 Summer Camps 2022
 June - July
 Budding Artists (Ages 6-9)
 Monday - Friday 10 AM - 2 PM
 Young Artists (Ages 10-13)
 Monday - Friday 10 AM - 2 PM
 Teen Intensives (Ages 14+)
 Monday - Friday 3 PM - 6:30 PM
 For more information or to register visit stlouisanartistsguild.org/summercamps2022

EXPERIENCE ALL THE MAGIC OF THEATRE AT CAMP REP!
 WHEN
 Session 1 (June 27-July 8) - \$600
 Session 2 (July 11 - July 22) - \$650
 (Scholarships are available)
 WHERE
 The Repertory Theatre of St. Louis
 Webster University Campus, St. Louis, MO
 REGISTRATION NOW OPEN FOR SUMMER 2022
WWW.REPSTL.ORG

Special Sections Coupons



2020 Coda Ventures Newspaper Ad Effectiveness Study

Do people take action after seeing a newspaper ad?
What actions did they take?

NEWSPAPER ADS WORK.

8 out of **10** newspaper readers who read an ad with a coupon took action after seeing the ad.*

THE TOP ACTIONS ARE >>>

- >>> Use coupons
- >>> Save the coupons for future reference
- >>> Consider purchasing advertised products

Special Sections Online Section



Meet Our Industry Experts
Your frequently asked business questions answered.

PAID ADVERTISING
Posted online January 7, 2022 | 10:36 am
Ask the Experts is a monthly digest of frequently asked business questions answered by our industry experts.
Click to meet each of our industry experts:

 IT Services Chris Ayer Principal/IT Consultant Crestline Technology Solutions	 Human Resources Karen Shannon VP Business Consulting/CHRO Ollis Akers Arney
 OSHA Industrial Hygiene Jack Worsham Senior Safety Group	 Payroll Austin Linton Senior Payroll Manager HR Now Staffing
 Leadership Development Mark Wilcox Executive Director	 Safety and Construction Expert Jason Stroupach Regional Safety Manager Crestline Technology Solutions



Human Resources
PAID ADVERTISING
Meet Karen Shannon, HR Consulting Expert
Ollis/Akers/Arney

Posted online September 30, 2022 | 10:00 pm

ASK A QUESTION
Karen Shannon is available to answer your questions regarding human resources consulting. Email Karen
417-881-8333
Ollis/Akers/Arney Human Resources Consulting

GET THE ANSWERS
Do I have to offer COBRA to an exiting employee?
With hybrid and remote work, am I obligated to reimburse work-related expenses?
What are the HR trends for 2022?
What are the trends around pay transparency?
Should I review any policies due to recreational marijuana?
How can we avoid "quiet quitting" in our business?
May an employee take PTO rather than go through our FMLA process?
What employee benefit trends strengthen attraction and retention efforts?
Should I make changes to our mandatory COVID testing policy?
Are there penalties for late COBRA notices to former employees?

Human Resources
Karen Shannon is Vice President of Business Consulting/CHRO for Ollis/Akers/Arney. Karen has served in senior leadership positions in banking and human resources for over 30 years. She and her team provided HR services to 5,000 employees across the US, United Kingdom, India and Mexico. Today, she works with world-wide clients on key business and HR strategies which have resulted in cost savings upward of \$7 million.
Karen received her MBA and BA in Business Administration and Economics from Drury University. She is a graduate of Leadership Missouri, past president of the Junior League, and was appointed to the Board of Trustees for banker education for the Missouri Bankers Association. She has served on the Board of Directors for numerous organizations and is a regular presenter at national and regional conferences. Karen was recognized in 2000 by the Springfield Business Journal in its inaugural class of the Most Influential Women in Business.

Do I have to offer COBRA to an exiting employee?
The Consolidated Omnibus Budget Reconciliation Act (COBRA) allows individuals to continue their group health plan coverage in certain situations. COBRA generally applies to group health plans offered by private employers with 20 or more employees. Group medical plans, dental and vision plans, Health FSAs and HRAs are subject to COBRA. Termination of employment would typically be considered a qualifying event to trigger COBRA eligibility.

Great Places to Work

ACES 2022 Fall Edition | 2022 Spring Edition | 2021 Fall Edition | 2021 Spring Edition

2022 FALL EDITION
GREAT PLACES TO WORK

Posted online December 5, 2022 | 1:04 pm

2022 FALL EDITION

 Employee Ownership Builds Trust and Brings Success Ollis/Akers/Arney Insurance & Business Advisors	 Not Your Standard CPA Firm Elliot Robinson & Company LLP	 Bryan Properties Employee Spotlight Bryan Properties	 A Focus on Community and Employee Well Being By: You See...
 Banking With a Purpose AGCU	 Putting People First Next Level Solutions	 A Focus on Community and Employee Well Being Citizens Memorial Hospital/Health Care Foundation	 Employee Growth, Happiness Are Key Air Service



PAID ADVERTISING
Employee Ownership Builds Trust and Brings Success

Posted online October 20, 2022 | 10:00 am

OLLIS/AKERS/ARNEY INSURANCE & BUSINESS ADVISORS
Phone: 417-881-8333
Website: OllisAkersArney.com
OLLIS AKERS ARNEY

Employee Ownership Builds Trust and Brings Success
Ollis/Akers/Arney Insurance & Business Advisors began with humble roots in 1885 and evolved into a 100% employee-owned company that local, regional and international businesses rely on for insurance, risk management, employee solutions, or human resources consulting. For employee-owners the company delivers the best of both worlds: small enough to feel like family yet big enough to offer industry-leading benefits and workplace perks.

Employee-Owner Culture
"The ownership mentality that is such a large part of our culture is a distinct differentiator when it comes to how we communicate, work as a team, and make decisions for the success of our company and clients," said Richard Ollis, CEO. "Most companies aspire to have a collaborative work environment with full transparency from their leadership team, but we actually do it."
Employee-owners work in high-performing teams with a cross section of varying degrees of experience to ensure the most thoughtful decisions are explored for each client and situation. Identifying high levels of team engagement as a strategic priority allows leadership to consistently communicate with employee-owners that they are valued. Celebratory lunches, happy hours, and Coffee with Friends, which usually involves games or other fun activities, round out a culture of team building and socializing.

Special Sections Interactive e-section



About This Section

Collegetown is designed for incoming students at the University of Missouri, to give them information that will make their transition to campus more successful. Inside are tips about scholarships, gaining residency, study spots, time management, Greek life, finding a job, sports venues, fall football, health and wellness resources and more. From those of us at the Columbia Missourian, we hope you have a happy, productive freshman year!

On the Cover

Students ran toward Jesse Hall on Sunday, Aug. 22, 2021, through the Francis Quadrangle on campus. The event marks the beginning of freshman year at the University of Missouri. The Columbia Missourian photo was taken by Owen Ziskak.

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Collegetown Staff

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Academics
Freshman interest groups provide students stability

BY MAYA KITCHENS
Missourian

Freshman interest groups, more commonly known as FICs, consist of 15 to 20 first-year students who have similar interests. Students are enrolled in a FIC before the start of their freshman year, and they meet regularly to discuss their interests. "We put together students who have similar interests to help them make friends, come to understand the institution, introduce one another and share their knowledge on their respective majors," said Jerry Frank, associate academic director of the MU FIC program.

The Columbia Missourian group has its own website, missourian.fic.org, and a Facebook page, which works closely with the program to ensure stability for all students during their experience. Students in Columbia interest groups are assigned to a FIC leader and FIC leader all year long. Many MU students come from across the country to attend the university's well-known journalism program. With that in mind, a number of students in the group have similar interests. "I'm not sure how many people are in that group, but I know a lot of 20 friends who are living and studying with me to make the transition from high school to college as an incoming student," said Brian Brink, a co-facilitator of the Walter Williams FIC in the Journalism School. Brink has been leading his FIC for 15 years and said he has seen the impact of FICs on young journalism students.

"In the Walter Williams FIC, we assign every one of the students to a faculty member," Brink said. Brink said that this helps the students with their academic and career goals. "Faculty advise, an SEC member, leading sports management, worked in the sports management FIC prior to their freshman year," Frank said. Frank said that the job of leading the transition into college, especially ones I didn't have a whole lot of people coming to Missouri.

Allen is from the Chicago suburbs and came to MU for the School of Journalism. "Get to know the people in it because you have to live one thing in common," Allen said as her advice to incoming freshmen. "You'll be surprised how many things you can learn from the people around you."

FICs offered in Fall 2022 by theme:

- Agriculture and Natural Resources
- Arts and Visual Studies
- Business and Management
- Education and Leadership
- Engineering
- First Generation Experience
- Health, Medicine, and Science
- History
- International Studies
- Journalism

More information can be found on the MU Undergraduate Life website under "Academic Success Programs."





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<p>COOPER CADELL So proud of you! Love you, Mom & Dad</p>	<p>MADISON CARTER Good luck kiddo, very proud of you! Love Mom, Dad, Kayla & Alani</p>	<p>ALEX GURCHIN Congratulations! We are so proud of you! Good luck in the city spelling bee! Proud Dad, Mom & Louisa</p>
<p>BROOKLYNNE HARRIS We are so proud of our little 'B'! Love, Mom, Dad and M</p>	<p>LONDON MINOR Congratulations! I'm super proud of you! Love, Mom</p>	<p>ELIAR YOGOM We are so very proud of you! We love you! Love, Mom, Dad and Brady</p>



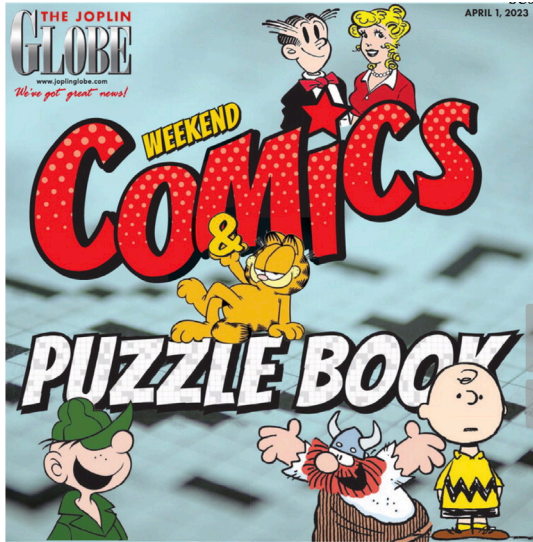
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SHOE
BY GARY BROOKINS & SUSIE MACNELLY

CRACKING OPEN A BOOK
by Guillermo Giraldo, edited by Jeff Chen

UNIVERSAL SUNDAY CROSSWORD
ANSWERS ON PAGE 13

ACROSS

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2	Author of "The Catcher in the Rye"
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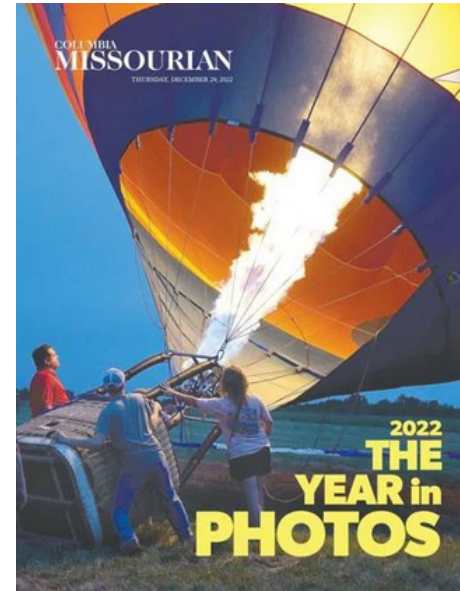
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Special Sections Local Spotlights



MO Special Sections Targeted Advertisers



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SPRING 2023 | LACLEDE COUNTY, MISSOURI - TRADITIONS 1

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In May of 2023, a Certificate of Amendment was filed and our name changed to Laclede Mutual Insurance Company. Our first premium meeting was held on September 1, 1912 at the old City Hall. The house and contents, to our present amount of over \$1,000,000 in premiums today. Laclede Mutual Insurance continues to meet the needs of our customers by providing property and casualty coverage to our insureds throughout the state of Missouri.

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2022 GIVING GUIDE

We are incredibly fortunate here in Springfield to live in a community so blessed and supportive in the volunteer spirit that we can find that great feeling in so many places. The spirit of giving here has been an ever-present and positive force in our lives. We are so grateful for the many ways in which our community members have supported us in the past and will continue to do so in the future. We are so grateful for the many ways in which our community members have supported us in the past and will continue to do so in the future.

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5 tax saving strategies for charitable giving

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Abilities First promotes inclusive opportunities for people with developmental disabilities. We support individual choices that allow people to live, learn, work, play, and be productive in meaningful ways in our community.

PROGRAMS INCLUDE:
• Support Coordination for all ages
• Community Education
• Creative Arts Classes
• Retail Operations

CONTACT:
232 S. National Ave
Springfield, MO 65807
417-886-0404
abilitiesfirst.net

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CONTACT:
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abilitiesfirst.net

Adult & Teen Challenge USA

ADULT & TEEN CHALLENGE USA

ADDRESS:
1000 N. Missouri
Springfield, MO 65801

PHONE:
417-881-2800

WEBSITE:
www.adultandteenchallenge.org

SOCIAL MEDIA:
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Adult & Teen Challenge

Your support helps provide faith-based solutions for recovery.

It's time to save a generation.

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SCAN TO LEARN MORE ABOUT US

METRO Plus Business Success Stories

The screenshot shows the METRO website home page with the following elements:

- Header:** METRO logo with tagline "CREATE. SELL. PROFIT." and navigation links: Search, Creative, Editorial, Sales, Websites, Forum, Calendar.
- Hero Section:** A grid of images including a hand with colorful nails, a purple floral graphic, a basket of Easter eggs, and a woman's face.
- Left Column:**
 - Section: **Keep an Eye on Your Vision With Comprehensive Ophthalmology** with a "BOOK NOW" button.
 - Section: **Eye Care Center of Somersville** with contact information.
 - Section: **CREATIVE LIBRARY** with a list of items: Photos, Vectors & Illustrations; Spec Ad Templates (Print & Digital); Auto Photos; Food Photos; Logos & Trademarks. Includes an "Access Creative Library" button.
- Center Column:**
 - Section: **Search** with a search bar and "Search" button.
 - Section: **Plus Business Success Stories** (highlighted with a red circle).
 - Section: **Interactive Planning Calendar**.
 - Section: **Themed Sections**.
 - Section: **Themed Websites & Directories**.
 - Section: **Themed Websites & Directories Login**.
 - Section: **MiAD Wizard**.
 - Section: **April SearchBooks**.
 - Section: **March SearchBooks**.
 - Section: **February SearchBooks**.
 - Section: **Email Ideas & Communications**.
 - Section: **Access Editorial Library** button.
- Right Column:**
 - Section: **SALES TOOLS** with a list of items: Plus Business Success Stories; Ideas & Training; Sales Tips & Quick Sells; Multi-Platform Ad Sales; Top Ad Prospects; MiAD Wizard. Includes an "Access Sales Tools" button.
 - Section: **SearchBook** with a "SEARCH" button.
 - Section: **Sharing Easter Joy** with a "Name Newspaper" link.
 - Section: **EASTER Workshops & Celebrations**.

The screenshot shows the search results page for "Plus Business Success Stories".

- Header:** METRO logo and navigation links: Search, Creative, Editorial, Sales, Websites, Forum, Calendar, About, Support.
- Search Bar:** "Special Section" search term, "not these keywords" message, and "Search" button.
- Filters:** "Exact match", "Basic Search", "Search Help", "Search Source" (Images, Spec Ads & Covers, Plus Business Stories, Ideas & Training, Sales Ideas).
- Results:** A grid of 10 search results cards, each with a thumbnail and a title. Titles include:
 - "Northeast Arkansas Farm Families" Special Section Offers Advertisers a Unique Way to Connect With the Community
 - "Shop Saraland" Special Section Highlights Local Advertisers and the Benefits of Supporting Local Businesses
 - Community Newspaper Finds New Ways to Refresh a Popular Annual Medical Directory
 - Local Weekly Successfully Reintroduces Wellness Section Following Pandemic Pause
 - "Well Being" Series of Special Sections Hits the Mark With Readers and Advertisers
 - County Fair Focus Makes Annual Section a Local Favorite With Readers
 - Emergency Preparedness Special Section Gives Advertisers a Stage
 - Women Today Magazine a Perfect Fit in Local Bridal Fair
 - "Shop Local" Theme Springboards Section Sales
 - Debut Online Ad Directory Successfully Covers the Fall Year

The screenshot shows a PlusBusiness article with the following content:

- Header:** METRO logo and navigation links: WEBSITES, CREATIVE, EDITORIAL, SALES.
- Section:** **PlusBusiness** with a date of March 29, 2023.
- Title:** **Community Newspaper Finds New Ways to Refresh a Popular Annual Medical Directory**
- Location:** Los Angeles, CA
- Text:** California daily uses infographic layouts and a digital directory pairing to expand audience reach, entice advertisers and build on the popularity of their annual print medical guide.
- CREATE:** The Los Angeles-Sentinel produces an annual Medical Directory providing listings of local medical professionals by category, from acupuncture clinics and assisted living to vascular care and yoga. In addition to the listings and ads, the publication looks to include new reader interest features with each year's directory. Sales and marketing director Dora Steiber was able to adapt several infographic designs from the MetroCreativeConnection.com (MCC) Creative Library to provide eye-catching health and wellness tips throughout the most recent edition, as well as ready-to-run articles from the MCC Editorial Library.
- Image Gallery:** A row of four infographic thumbnails: "Medical Directory", "GOOD KNOW", "GOOD KNOW", and "GOOD KNOW".


METRO Plus Business Success Stories

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Emergency Preparedness Special Section Gives Advertisers Staying Power


News Journal Wilmington, Ohio



CREATE: The News Journal recently released their annual Emergency Preparedness & Response special section, using a Metro Templated Special Section (TSS). With ad spots in place alongside features ranging from a disaster supply kit checklist to a directory of local emergency numbers, the section gives advertisers staying power in a reference readers can keep, share and consult for helpful “in case of emergency” information. The section was published as both a print insert, as well as an e-edition with a six-month website run.

SELL: The News Journal has been publishing this section title annually for several years. Sales reps use the previous year’s edition, produced as a mini high-gloss magazine, to show potential advertisers how the section will look. Media sales director Elizabeth Huber says this strategy has helped facilitate ad sales.

PROFIT: Based on the success of this special section, the News Journal has continued publishing it as a group project with two other publications from neighboring counties. The latest edition featured 18 advertisers, including four full-page ad spots. Huber says advertisers appreciate that, in addition to reaching their local target audience, this group project expands their exposure to nearby neighboring counties as well.



News Journal
Wilmington, Ohio
www.wnewsj.com
Elizabeth Huber
Media Sales Director
ehuber@wnewsj.com

- Annual section
- Previous year used as selling guide
- Collaboration with 3 counties
- Glossy print magazine + 6 month e-section

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County Fair Focus Makes Annual Section a Local Favorite With Readers and Advertisers

Karlovec Media Group, Geauga County, Ohio



CREATE: Karlovec Media Group began producing their *Barns, Farms and Fair* special section in 2016 to coincide with the annual Geauga County Fair. The section includes a schedule of events and other fair information, but also focuses on local farms and 4-H groups. The publication asks for submissions from the public about individual 4-H members and their clubs, a great way to gain local content that contributes to the section's popularity in the community. Production manager Pamela Molnar also relies on articles from the Metro Editorial Library to supplement these local features. *Barns, Farms and Fair* runs as an insert inside the *Gauga County Maple Leaf* and the *Middlefield Post* during the week of the county fair, and is also available for free at some of the advertisers' fair booths.

SELL: Molnar says the team's selling strategy includes an email blast to previous and prospective advertisers, which usually nets a number of repeat ads. The paper also offers discounts to advertisers who

run in multiple special sections throughout the calendar year, and this section's timing as a fall publication makes it a popular choice for many of those advertisers. Each year, the publication's editorial staff writes features on historic local farms and farming families. Some of these farms have markets, hay rides or other attractions, and choose to advertise once they know they will be featured in an article. The publication also offers a perk to advertisers who buy a quarter page or larger spot, inviting them to submit a 400-word article about their business. The editorial staff then edits these submissions, so the end result is professional and easy to read, and gives the section even more ultra-local content.

PROFIT: Molnar reports that *Barns, Farms and Fair* has grown each year as more and more advertisers want to be included. In fact, the project was so successful in 2021, it will appear as a two-section insert this year!

Pamela J. Molnar
Production Manager
Karlovec Media Group
Gauga County Maple Leaf / Chesterland News /
Kirtland Chronicle / Middlefield Post
440-729-7667
pam@karlovecmedia.com



- Annual section
- Coincides with County Fair
- Includes Fair schedules & events
- Reader submissions about 4-H members
- Discounts to previous year's advertisers
- 400 word article submission for large ad purchases
- Grown annually

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Community Newspaper Finds New Ways to Refresh a Popular Annual Medical Directory

Lodi News-Sentinel
Lodi, CA

California daily uses infographic layouts and a digital directory pairing to expand audience reach, entice advertisers and build on the popularity of their annual print medical guide.



CREATE: The Lodi News-Sentinel produces an annual Medical Directory providing listings of local medical professionals by category, from acupuncture clinics and assisted living to vascular care and yoga. In addition to the listings and ads, the publication looks to include new reader interest features with each year's directory. Sales and marketing director Dora Sieber was able to adapt several infographic designs from the MetroCreativeConnection.com (MCC) Creative Library to provide eye-catching health and wellness tips throughout the most recent edition, as well as ready-to-run articles from the MCC Editorial Library.

SELL: The newspaper publishes the directory listings free of charge to health and medical professionals with service throughout the county. Sieber explains, "We're proud to offer free listings in this magazine in the hope that it helps better connect a prospective patient to proper medical care." The publication also offers participating businesses the option to buy an ad, and features a page thanking advertisers for their support in providing readers with local medical information. Sieber reports that the publication is popular with readers, and that area health and medical practices have been responsive. This year, the publication is adding a digital Health & Medical Directory to complement the print special section and attract

Themed Websites & Directories from Metro are ready to sell and present live on your site, no HTML knowledge needed! Choose from 37 themes coordinated to match print Themed Special Section titles, with pricing from \$50 per month. To learn more, call 800.223.1600 or email service@metro-email.com.

more advertisers, using a ready-to-run online directory from Metro.

PROFIT: The most recent magazine generated \$6,500 in revenue for the Lodi News-Sentinel. Sieber believes the addition of the online directory site for the upcoming 2023 issue will both entice and benefit their clients by expanding their reach.

Dora Sieber, Sales & Marketing Director
Lodi News-Sentinel
125 N. Church Street
Lodi, CA, 95240
209.369.2761
dora@lodinews.com

- Popular annual print directory
- Free listing directory

"We're proud to offer free listings in this magazine in the hope that it helps better connect a prospective patient to proper medical care."

- Page thanking advertisers for their support
- Expanding with an online directory

METRO Plus Business Success Stories

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"Northeast Arkansas Farm Families" Special Section Offers Advertisers a Unique Way to Connect With the Community

Jonesboro Sun
Jonesboro, Arkansas

An Arkansas newspaper's annual special section successfully builds community connections and ad sales by recognizing the hard work of local farm families.



CREATE: Since 1947, the Arkansas Farm Bureau's Farm Family of the Year Program has recognized outstanding farm families throughout the state. Each year, the Jonesboro Sun gives special recognition to the winning families from each county in the Northeast Arkansas region. Their Northeast Arkansas Farm Families of the Year special section brings together a profile piece for each of the three families with messages of congratulations from local advertisers who serve these family farms.

SELL: The popularity and involvement of the farm families within the community helps the newspaper connect with local advertisers who want to share their congratulations and show their support in this special section. The newspaper contacts businesses and associates who work with each family to offer them the opportunity to advertise.

PROFIT: The profitable 2022 section sold 20 ad spots, and the paper notes that readers really appreciate their efforts to recognize local farm families, supporting their role and connection with the community.

- Winners of Arkansa's Farm Families of the Year
- Highlights Northeast region winners
- Businesses who work with families are contacted
- Congratulatory advertiser ads
- Readers appreciate the recognition of farms and profiles

METRO Plus Business Success Stories

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Home & Garden a Pandemic-Proof Market

The Kentucky Standard, Bardstown, KY
The tri-weekly publication utilized a Fall Home & Garden special section to attract both readers and advertisers, as investment in home renovation and gardening continues to flourish.



CREATE: The Kentucky Standard published a popular two-part Fall Home & Garden supplement in October using a Metro Templated Special Section (TSS).

SELL: Much of the section's advertising focused on lawn and garden products and services, with garden centers eager to promote fall offerings. U.S. Census Bureau data shows that while many businesses are struggling in today's pandemic economy, sales revenue for the building material and garden retail sector increased by 8.6 percent between spring 2019 and spring 2020, and consumers continue to focus on "feathering nests" straight into fall.

PROFIT: Despite the sales challenges of a pandemic economy, the team secured section advertising from garden, solar, remodeling, window, swim spa, carpet cleaning, outdoor equipment, real estate and more businesses for a successful special section.



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Community Newspapers
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- Pandemic-Proof Market
- Trending Topic
- Large variety of potential advertisers
- Desire to support local businesses

THANK YOU

Darrell Davis & Laura Koch

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