

THE POWER of
SPEC ADS

Laura Koch

METRO
SENIOR DESIGNER

www.metrocreativeconnection.com

THE POWER of **SPEC ADS**

- Benefits of Spec Ads
- Why Spec Ads Work
- Spec Ads That Work Best
- Copy & Ad Design
- Spec Ad Styles
- Selling Spec Ads

The Benefit of Spec Ads

Easier to sell a product

- Something they can see now
- Preview of the quality
- Harder to brush off



The Benefit of Spec Ads

Suggested focus

- A reason to advertise
- Marketer not salesperson
- New approach



THE POWER of SPEC ADS

The Benefit of Spec Ads

You start the design

- Creative freedom
- Trust in designer
- Successful ad



THE POWER of SPEC ADS

You *start* the design..



Pink Power
SPA SPECIALS

OCTOBER is BREAST CANCER AWARENESS MONTH

\$35 Pink Sugar Mani-Pedi
with our exfoliating pink polish scrub

\$55 Rosewater Facial
60-minute organic botanical facial

\$59 Quartz Crystal Massage
60-minute full body massage with crystals

10% of Every Advertised Service Will Benefit
Name Breast Cancer Organization.

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



Pink Power
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OCTOBER is BREAST CANCER AWARENESS MONTH

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- \$59 Quartz Crystal Massage**
60-minute full body massage with crystals
- \$89 Halo Therapy**
60-minute sauna experience
- \$109 Firming Body Wrap**
60-minute organic wrap

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BOOK ONLINE

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

THE POWER of SPEC ADS

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SPA SPECIALS**
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Name Breast Cancer Organization.

**OPEN
LATE
FRIDAY
until 9pm**

BOOK ONLINE

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

THE POWER of SPEC ADS

You *start* the design..



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until 9pm

BOOK ONLINE

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

New Selling

- NAME BRAND
- NAME BRAND
- NAME BRAND
- NAME BRAND
- NAME BRAND

Products

THE POWER of SPEC ADS

Spec Ads

Are they worth the trouble?

YES, they are!

1. Prospect list
2. Reason to advertise
3. Design the ad
4. Present the ad to sell



THE POWER of SPEC ADS

Spec Ads

Do your research

Go to the business

Scroll social media

Read reviews

Find noteworthy
business information



Why Spec Ads Work

Opens the door

- Gives something to show not ask
- Provides a starting point of conversation
- Begins an idea exchange
- Printed leave behind piece



Why Spec Ads Work

Generates a marketing idea

- No marketing team or time
- New ideas spark enthusiasm
- Showcases your expertise
- Builds a partnership
- You have ideas for success



Why Spec Ads Work

Saves time

- Well thought out ad
- Steers the discussion
- Fewer drafts vs starting from scratch
- Gauge interest



THE POWER of SPEC ADS

Why Spec Ads Work

Physical product

- Product versus concept
- Presented with logo
- Creates ownership
- Feel invested



THE POWER of **SPEC ADS**

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SPEC ADS

Laura Koch METRO.
SENIOR DESIGNER

THE POWER of SPEC ADS



THE POWER of SPEC ADS



Pink Power SPA SPECIALS

OCTOBER is BREAST CANCER AWARENESS MONTH

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with our exfoliating pink polish scrub
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60-minute full body massage with crystals

10% of Every Advertised Service Will Benefit
Name Breast Cancer Organization.

THE POWER of SPEC ADS *Spa*

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

What Types of Spec Ads Work

- CLEAR BENEFIT



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

facebook

TLC Lawn Care

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



Your Local
Top-to-Bottom Inside-&-Out Clean-&-Shine Full-Service Car Wash

Renew your ride and protect your paint job with gentle and thorough car care from the professionals.

Monthly Membership Program
Enjoy unlimited car washes!

Rain Check Guarantee
Get a free "redo" with receipt if it rains within 24 hours of your car wash.

Additional Services

- Headlight Restoration
- Bumper Repair
- Scratch & Dent Removal
- Hand Detailing

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

Open 7 Days a Week
Monday-Friday 11 a.m.-7 p.m.
Saturday & Sunday 7 a.m.-3 p.m.


Basic Wash
exterior wash • interior vacuum • window cleaning • towel-dry service
Only \$10
Marquis Car Wash

Wash & Wax
exterior wash • sealant wax • interior vacuum • window cleaning • towel-dry service
Only \$12
Marquis Car Wash

Deluxe Wash
exterior wash • sealant wax • wheel cleaner • tire dressing • interior vacuum • window cleaning • air freshener • towel-dry service
Only \$15
Marquis Car Wash

Fill Your Cup
with a healthy treat

Enjoy it your way with our swirl-your-own frozen yogurt and toppings bar!



Rotating Yogurt Flavors • Over 20 Tasty Toppings
Smoothies & Bubble Tea

Join our rewards program at checkout, and your 12th purchase is FREE!

The Yogurt Station

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

facebook twitter instagram

What Types of Spec Ads Work

- HIGHLIGHTING A DISTINCTION

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](#)

Aquariums & Habitats
for your extraordinary pet

Helpful, Knowledgeable Service!
Call or come in for answers and advice to take the best care of your pet.

Aquariums & Supplies • Snake & Reptile Enclosures
Small Animal Habitats • Birdcages & Aviaries
Live Crickets & Mice • Toys, Treats & Accessories
Fish, Bird & Reptile Nutrition

Norris Exotic Pet Supply
1234 Washington Street | Somersville Heights
000-000-0000 | [www.namewebsite.com](#)

Your Local Spot for
ALL THE GAMES

Big Screens

Daily Specials

Great Food

Craft Beers

Friendly Vibes

Connect with us on social for all the watch party updates!

Corner Bar & Grill
1234 Washington Street | Somersville Heights
000-000-0000 | [www.namewebsite.com](#)

THE POWER of SPEC ADS

What Types of Spec Ads Work

- SHOWCASING PERSONALITY




DRINK SPECIALS 5-6:30 DAILY

COME FOR THE DRINKS. STAY FOR THE FUN!

Trivia Every Tuesday at 7pm
All-Night Happy Hour Wednesdays
Acoustic Thursdays 7-10pm

Craft, classic and tiki-inspired cocktails made with fresh-squeezed juices and house-made mixers for your sipping enjoyment.

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



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
000-000-0000 | www.namewebsite.com

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



Simply Exceptional
Cocktails & Cuisine

From the first sip to the last bite, every detail is in place to create an unsurpassed dining experience, bar none.

Social Hour at the Bar
4-6 p.m. Weekdays

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

What Types of Spec Ads Work

- CAMPAIGNS

Live Each Day
INSPIRED

Independent Residences • Assisted Living • Memory Care

*Restaurant-Style Dining
Day Trips & Daily Activities
Shuttle Transportation
...and So Many Ways to Make Every Day an Adventure!*




Now Welcoming New Residents
Call or contact us online for a tour today.

Mountainview Village Retirement Community

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

Live Each Day
CONNECTED

Independent Residences • Assisted Living • Memory Care

*Restaurant-Style Dining
Day Trips & Daily Activities
Shuttle Transportation
...and So Many Ways to Make Every Day More Meaningful!*




Now Welcoming New Residents
Call or contact us online for a tour today.

Mountainview Village Retirement Community

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

Live Each Day
UPLIFTED

Independent Residences • Assisted Living • Memory Care

*Restaurant-Style Dining
Day Trips & Daily Activities
Shuttle Transportation
...and So Many Ways to Make Every Day More Enjoyable!*





Now Welcoming New Residents
Call or contact us online for a tour today.

Mountainview Village Retirement Community

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




...and here's another sign of our appreciation for your business:

- complete auto repair
- maintenance
- factory-scheduled service
 - brakes • electrical
 - shocks & struts
 - heating & cooling
 - check engine light
- tune-ups
- transmissions
- smog check

Check Engine Light Diagnosis Only \$24.99 (reg. \$49.99)

Coupon required. Expires 08/01/15. List details, terms and conditions here. List details, terms and conditions here.

Advanced Auto Repair
1234 Washington Street • Somerville Heights

 **Advanced Auto Repair**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com



...and here's another sign of our appreciation for your business:


- complete auto repair
- maintenance
- factory-scheduled service
- brakes • electrical
- shocks & struts
- heating & cooling
- check engine light
- tune-ups
- transmissions
- smog check

SAVE 10% OFF ANY VEHICLE REPAIR
value up to \$500

Coupon required. Expires 08/01/15. List details, terms and conditions here. List details, terms and conditions here.

Advanced Auto Repair
1234 Washington Street • Somerville Heights

 **Advanced Auto Repair**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com




...and here's another sign of our appreciation for your business:

- complete auto repair
- maintenance
- factory-scheduled service
- brakes • electrical
- shocks & struts
- heating & cooling
- check engine light
- tune-ups
- transmissions
- smog check

\$50 OFF ANY CLUTCH JOB

Coupon required. Expires 08/01/15. List details, terms and conditions here. List details, terms and conditions here.

Advanced Auto Repair
1234 Washington Street • Somerville Heights

 **Advanced Auto Repair**
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

THE POWER of SPEC ADS

What Types of Spec Ads Work

- MULTI-ADVERTISER

Youth SPORTS

Your guide to gearing up for spring and summer athletics!

Pinnacle Sporting Goods
gear • apparel • footwear
1234 Washington Street
Somerville Heights
950-000-0000 | www.pinnacle.com

Core Chiropractic
Chiropractic • Massage • Physical Therapy
1234 Washington Street
Somerville Heights
950-000-0000 | www.corechiro.com





SPORTS INJURY CLINIC
We specialize in diagnosing and treating sports injuries to help keep athletes active at the top of their game.

Valley Sports Medicine
1234 Washington Street | Somerville Heights
950-000-0000 | www.valleysports.com

YOUR AD HERE



Nothing Beats a POST-GAME PIZZA PARTY!
\$21.99 for 12" Oven Baking Pizza, 1/2 Lb. Soft Drink, Focaccia or 2-Cheese

Paolo's Pizza & Italian Kitchen
1234 Washington Street | Somerville Heights
950-000-0000 | www.paolos.com



Kids' Physicals
Sports • School • Camp

\$39 Walk-In Physicals
Accommodates after-school hours

Somerville Urgent Care
1234 Washington Street | Somerville Heights
950-000-0000 | www.somerville.com

YOUR AD HERE



Affordable & Fun Youth Sports Programs
Putting teamwork, leadership, and confidence into every through sport!

The Running Store
1234 Washington Street | Somerville Heights
950-000-0000 | www.runningstore.com

Local Car Care

A go-to guide for all of your automotive needs.

<p>Oil Change Stop Friendly service while you wait!</p> <p>1234 Washington Street Somerville Heights 950-000-0000 www.oilchange.com</p>	<p>Emblem Auto Body Free collision repair estimates</p> <p>1234 Washington Street Somerville Heights 950-000-0000 www.emblem.com</p>	<p>Brakes & Beyond Call for your free brake inspection!</p> <p>1234 Washington Street Somerville Heights 950-000-0000 www.brakes.com</p>	<p>Fuel Star 24-hour pumps and convenience store</p> <p>1234 Washington Street Somerville Heights 950-000-0000 www.fuelstar.com</p>
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Experienced Hybrid & EV Specialists
Why only choose the right person when we fully guarantee all parts and labor for 12 months or 100,000 miles, whichever comes first. We are factory trained and equipped to care for your hybrid or electric vehicle. From charging solutions to battery replacement, we have the expertise and battery technology to get you back on the road.

Atlas Auto Service
1234 Washington Street | Somerville Heights
950-000-0000 | www.atlasauto.com



Put Car Care on Autopilot
Annual Maintenance Plans
Only \$99 per year
Includes tire rotations and oil changes, fluid top-ups, and more. Plus, we'll take care of your car's tune-up, brake pads, and more.

Best Auto Repair
1234 Washington Street | Somerville Heights
950-000-0000 | www.bestautorepair.com



Fuel Efficiency Down? We'll Find Out What's Up.
Troubleshooting & Repair Specialists
Whether with your engine and exhaust system, we'll find out what's causing your fuel economy to drop and get it back on track. Our experts will diagnose the problem and provide you with the most effective solution.

Mufflers & More
1234 Washington Street | Somerville Heights
950-000-0000 | www.mufflers.com



Canine Copilot?
Have Every Day of Your Dog's Best Life!

Ramon Auto Detailing
1234 Washington Street | Somerville Heights
950-000-0000 | www.ramon.com

YOUR AD HERE




New Ride... New Low Rate!
Buy or Refinance Today With These Great Rates:
0.00% APR
0.00% APR
0.00% APR

First Savings & Loan
1234 Washington Street | Somerville Heights
950-000-0000 | www.first.com

The Insider's Home Services Guide

Your connection to local professionals in every area of home improvement.



<p>MVP EPOXY FLOORS Professional epoxy floor coating for your garage, driveway, or interior floors.</p>	<p>GENIE CABINET REFACING Update your kitchen cabinets without the cost of a full remodel.</p>	<p>ENHANCE FURNITURE Refresh your furniture with our professional cleaning and refinishing services.</p>	<p>RUIZ PLUMBING 24-hour emergency plumbing services for all your home plumbing needs.</p>	<p>YOUR AD HERE</p>
<p>CORE CONTRACTING General contracting services for all your home improvement projects.</p>	<p>MERCER WINDOWS & DOORS Energy-efficient window and door replacement services.</p>	<p>SPLASH POOL & SPA Create the ultimate outdoor relaxation space with our pool and spa services.</p>	<p>FULL SPECTRUM BASEMENTS Complete basement finishing and waterproofing services.</p>	<p>BLADES LANDSCAPING Professional lawn care and landscaping services for your home.</p>

What Types of Spec Ads Work

- PRINT AND DIGITAL

It's Pizza Month

Try our delicious lineup of classic and specialty pies!

Delicious Gluten-Free & Vegan Options Also Available

Dine In or Take Out
Now Serving Wine & Beer!

BOGO 50% Off
All Classic & Specialty Pizzas
During Pizza Month
All October

Buy one large regular or specialty pizza, save 50% off a second.
Offer good October 1-31, 2022.
Cannot be combined with other discounts.

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

It's Pizza Month

Try our delicious lineup of classic and specialty pies!

Delicious Gluten-Free & Vegan Options Also Available
Dine In or Take Out

Now Serving Wine & Beer!

Click Here for Pizza Month Specials

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

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Delicious Gluten-Free & Vegan Options Also Available
Dine In or Take Out

Click Here for Pizza Month Specials

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

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Delicious Gluten-Free & Vegan Options Also Available
Dine In or Take Out | Now Serving Wine & Beer!

Click Here for Pizza Month Specials

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

Instagram

my newspaper

Yum, October is Pizza Month

Try our delicious lineup of classic and specialty pies!

Delicious Gluten-Free & Vegan Options Also Available
Dine In or Take Out | Now Serving Wine & Beer!

Click Here for Pizza Month Specials

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

576 likes
my newspaper #metrocreativegraphics

View all 55 comments

Spec Ad Copy and Design

Sales and design staff working together

Sales understanding of design

Relaying information properly

Reducing number of edits



Spec Ad Copy and Design



90% of the information processed by the brain is visual.

It takes 13 milliseconds for the human brain to process an image.

The human brain processes images **60,000 times faster** than text.

Spec Ad Copy and Design



A RAM study (2021)

Image vs. Text Heavy Advertisements

Image and text together!

- Attract attention
- Emotional response
- More appealing
- Inspire action
- Invite discussion

THE POWER of **SPEC ADS**

Goals For Any Ad

Attract attention

**LOOK
HERE**

**BUSINESS
LOGO**

THE POWER of **SPEC ADS**

Goals For Any Ad

Communicate a benefit

**LOOK
HERE**

50% off

**BUSINESS
LOGO**

THE POWER of **SPEC ADS**

Goals For Any Ad

Get the customer to act

**LOOK
HERE**

50% off

while supplies last

**BUSINESS
LOGO**

THE POWER of SPEC ADS

Merging Copy and Art

Visual cues

Quick comprehension of purpose

Emotional response

Properly represent the advertiser

**LOOK
HERE**

50% off

while supplies last

**BUSINESS
LOGO**



**SUN
& FUN**
are in style

**SUNGLASSES
50% OFF**

*The entire month
of June!*

Sunny's ●●
SHADE SHOP

Elements of a Well Designed Ad

Eye-catching image

Appropriate font

Strong headline

Clear message

Proper balance

Eye flow

Adequate white space

Benefit to the consumer

Instruction to act



**This Is No Way
to Spend Your Weekend.**

Take back your free time, and call us for
thorough and affordable home cleaning services.

New Clients,
**SAVE
20% Off**
House Cleaning

Call today for a free
estimate and booking.

The Cleaning Crew

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

Insured & Bonded
Great Local References
Trusted for Over 12 Years

facebook

Elements of a Well Designed Ad



THE POWER of SPEC ADS

METRO

LOCAL LIVE MUSIC & EVENTS

Concerts, comedy & more
Craft beer & cocktails
Kitchen open late

Entertainment Center
Paw Line Music, Happy Hour

EASTSIDE TAVERN & STAGE
1234 Washington Street | Somersville Heights
603-855-0000 | www.eastside.com

Clean-Cut Quality & Value

Barbers
Fades
Beard Trims
Hot Shaves

Downtown Barbershop
1234 Washington Street | Somersville Heights
603-855-0000 | www.downtownbarbershop.com

End-of-Summer CLEARANCE
Save on the hottest looks and name brands!

50% OFF
Women's Swim | Summer Apparel

Clothesline Boutique
1234 Washington Street | Somersville Heights
603-855-0000 | www.clothesline.com

Share the Memories

Grandparents Day
Sunday, September 11

Reserve Now for Lunch or Dinner
and a gift of all the delicious love and laughter
that we brought to your life over a lifetime meal!

Madison Cafe
1234 Washington Street | Somersville Heights
603-855-0000 | www.madisoncafe.com

Mix, Mingle & Meet

Singles Week
September 18-24

Latitude Lounge
1234 Washington Street | Somersville Heights
603-855-0000 | www.latitude.com

Here to Help You Find the Right Health Insurance for Your Family

We make it easy to select the best coverage option to protect you and your loved ones by helping you compare plans and quotes.

Can't we make the process a breeze?
Name Here
1234 Main Street
Somerville, MA
www.acrhealth.com

ACR Health Insurance Consulting
1234 Washington Street | Somersville Heights
603-855-0000 | www.acrhealth.com

NEWBORN & PEDIATRIC CARE

See pediatric, family, baby, kids!
• Childcare
• Toddler
• Immunizations
• Nutrition
• Child development

New Patient Welcome
Please call or register online to schedule an appointment.

Somersville Pediatrics
1234 Washington Street | Somersville Heights
603-855-0000 | www.somersville.com

NEUROLOGICAL DISORDER
Diagnosis & Treatment

We offer a comprehensive approach to neurological care. There are many ways to treat your condition.

Ask us your doctor today or visit our website for more information.

Neurology Center at Somersville Health
1234 Washington Street | Somersville Heights
603-855-0000 | www.somersville.com

PETALS PLANTS & Pretty Things

Make us your go-to for floral and gift baskets for every occasion!

• Free gift wrapping
• Delivery available
• Events & weddings
• Fresh quality guaranteed

Flora
1234 Washington Street | Somersville Heights
603-855-0000 | www.flora.com

Last-Minute TAX HELP

April 15 is around the corner!
Call or come in for the best and easiest preparation for your tax return.

We make it easy!
Personal • Business • Audit Help

Wilson Tax Prep & Accounting
1234 Washington Street | Somersville Heights
603-855-0000 | www.wilson.com

Summer Bodies Start Here

Laser Hair Removal
BBL Treatment & Contouring
Surgical Skin Body Treatments
Laser Skin Therapy

Online Specials
• Package Deals
Book your free consultation today!

New You Medspa
1234 Washington Street | Somersville Heights
603-855-0000 | www.newyou.com

DRINK Happy Thoughts

HAPPY HOUR 4-6 pm, DAILY
10-PRICE WINE (WEDNESDAYS)

Join Our Wine Club for Women!
• Exclusive Wine Shop
• Bring Back Home Training & Events
• Reserve Our Meeting Space Today!

Local Wine Shop
• Training System
• Monthly Wine
• Events & Classes
• Special Events & Events

Rosette Wine Bar & Bistro
1234 Washington Street | Somersville Heights
603-855-0000 | www.rosette.com

Monthly Best-Selling Advertisers: Restaurants, Bars, Home Contractors & Services, Hair Salons, Gyms, Health & Wellness

Spec Ad Style Ideas

- HUMOR/CLEVER PUNS

FLOWER MAYnia
Grow, grow, grow your garden with spring specials on plants, flowers, decor and more!

- \$1** Annual Flats
- \$5** Potting Soil
- \$10** Hanging Baskets

BOGO 50% Off Planters & Accessories

Now Through May 31! List details, terms and conditions here. List details, terms and conditions here.

Sam's Garden Center & Nursery
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

DRINK Happy Thoughts

HAPPY HOUR 4-6 p.m. DAILY
1/2-PRICE WINE WEDNESDAYS

Join Our Wine Club for Women

- Discover New Wines
- Enjoy Exclusive Tasting Events
- Attend Our Monthly Sip Social

- Retail Wine Shop
- Tasting Room
- Wines by the Bottle & Glass
- Small Plates & Tapas

Rosette Wine Bar & Bistro
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

- AFFIRMATION

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
Credential Here
Credential Here
Credential Here
Credential Here

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

Hey, Smart Spender!

Shop 100s of School Supply Buys

99¢ or Less

- notebooks
- binders
- folders • pens
- pencils • & more

Shop in today for the best selection!
Sale ends Sunday, July 08, 2019.

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

Spec Ad Style Ideas

- ALLEVIATE A FEAR



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

facebook

How Secure Is Your Computer?

Don't wait for identity theft to let you know your computer needs better protection. Contact us by phone or online today for a free assessment and effective, affordable security solutions.



Emblem Computer Repair & Care

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



- CREATE A DESIRE



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!

Instagram icon
Licensed & Insured | Local & Trusted

Five-Star Kitchen Remodeling

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

Soul-Soothing Spa Specials

Relax and recharge with beautifying spa treatments to give you that feel-good glow.

Customized Facials • Skin Care
Aromatherapy • Hot Stone Massage
Detoxifying Body Wraps • Sauna

Gift Cards • May Package Deals
for Mother's Day



Lotus Day Spa

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



Spec Ad Style Ideas

- SOLVE A PROBLEM



Lending Solutions
to help you get ahead


- Auto Loans
- Home Loans
- Personal Loans
- Credit Cards

Competitive rates
Flexible terms
Personalized service

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

Apply Online Today
or give us a call for fast and easy preapproval!

[f](#) [t](#) [i](#)



Knock Out Aches & Pains

Acupuncture
Cupping
Massage
Homeopathic
Medicine
Chiropractic Care

Call today for your free consultation, and learn more about our drug-free solutions for pain management, joint support, healthy aging and total well-being.

Joint Acupuncture & Holistic Care
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

[f](#) [t](#) [i](#)

- SPECIFIC OFFER



Your Local Paint Center
Color inspiration, advice and everything else you need for professional, high-quality results!

15% Off All Name Brand Interior Paints & Primers

This Week Offer good August 00-00, 2022. List details, terms and conditions here.

Put on a new coat for fall and winter!

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

[f](#) [i](#)



2 for \$25 Mix & Match His & Hers Styles
Now Through July 00
List 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

[f](#) [i](#)

Spec Ad Style Ideas

- UPCOMING EVENT TIE-IN

Our Vegetarian Menu Is Growing!



Homegrown All-Veggie Burger
with sweet potato fries

Savory Vegan Lentil Loaf
with vegan gravy and mashed potatoes

Veggie Pot Pie
with fresh garlic bread




Tofu Curry Bowl
with brown rice and vegetables

Soy Chorizo Chilaquiles
savory tortilla chips loaded with breakfast toppings

Try our delicious vegetarian and vegan menu options for breakfast, lunch or dinner.

All-Day Cafe

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



Bullying. Peer Pressure. School Stress. Worry. Insecurity.

Talking openly to your kids about what's going on in their lives helps support their mental health and happiness. For tips to get started, visit our website.

If your child is experiencing persistent anxiety or depression, we encourage you to arrange a free consultation with one of our licensed therapists online or by phone. **Virtual visits are available.**

Tomorrows Counseling Center

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

October is **Vegetarian Month** & **National Bullying Prevention Month**

OCTOBER 2023 CALENDAR
Prepare to maximize your advertising and promotional efforts all year long.


OCTOBER EVENTS

Monthly Events Weekly Events **Daily Events** View Printable Calendar

10/01 Blessing of the Fishing Fleet
10/01 Canada: National Seniors Day
10/01 World Vegetarian Day
10/01 International Coffee Day
10/01 Firepup* Birthday
10/02 World Day for Farmed Animals
10/02 United Nations: International Day of Nonviolence
10/02 Child Health Day
10/02 World Habitat Day
10/03 National Boyfriend Day
10/03 National Fruit at Work Day
10/04 World Animal Day
10/04 National Taco Day
10/04 National Cinnamon Bun (Roll) Day
10/05 UN: World Teachers' Day
10/05 Deputren Disease Awareness Day
10/06 National German American Day
10/06 World Cerebral Palsy Day
10/06 National Depression Screening Day
10/06 National Diversity Day
10/06 Moon Phase: Last Quarter
10/07 "Cats" Premiere Anniversary, 1982
10/07 National Trigeminal Neuralgia Awareness Day
10/08 International Newspaper Carrier Day
10/08 International Pierogy Day
10/08 International Off-Road Day
10/08 National Salmon Day
10/09 Canada: Thanksgiving Day
10/09 Indigenous Peoples' Day
10/09 Canada: World Post Day
10/09 Columbus Day
10/09 Leif Erikson Day
10/10 Bonze Bottler Day*
10/10 National Handbag Day
10/10 World Mental Health Day
10/11 Emergency Nurses Day
10/11 National Coming Out Day
10/11 International Face Your Fears Day
10/12 World Sight Day
10/12 National Stop Bullying Day/National Bullying Prevention Day
10/12 National Pet Obesity Awareness Day
10/12 National Take Your Parents to Lunch Day
10/13 National Train Your Brain Day
10/13 Metastatic Breast Cancer Awareness Day
10/14 Moon Phase: New Moon
10/14 World Egg Day


10/14 National Dessert Day
10/15 Blind Americans Equality Day
10/15 Whole Pig Barbecue Day
10/15 National Grouch Day
10/16 National Boss Day
10/16 National Sports Day
10/16 World Food Day
10/17 Medical Assistants Recognition Day
10/17 National Pharmacy Technician Day
10/18 First Newspaper Comic Strip: 125th Anniversary, 1898

National Taco Day
October 4th, 2023
Tacos are delicious any time of the year, and are especially celebrated on National Taco Day. Whip up a batch of tacos with favorite ingredients for lunch or dinner on this day.
Source: www.farmersmarket.com/national-taco-day
[Search Taco Images & Spec Ads](#)



10/26 Chucky, The Notorious Killer Doll Day

National Grouch Day
October 15th, 2023
Company: National Association of Grouches
Some people are naturally grouchy, but that doesn't mean they don't deserve a day of celebration. National Grouch Day honors all grouches.
Source: muppet.fandom.com/wiki/national_grouch_day
[Search Grouchy, Upset, Angry Images & Spec Ads](#)



10/31 Girl Scout Founders Day
10/31 Halloween

Selling Spec Ads

The power of newspaper advertising

The perfect ad. The right advertising medium?
Trust in newspaper advertising.
Studies to prove success.

Relevance Project

The Relevance Project is an energetic strategic partnership that unites state and provincial press associations to speed the resurgence of community newspapers in North America. It's proud — regularly boastful — of newspapers and what they represent.

relevanceprojectnet.wordpress.com



Why Newspaper Ads Work

- TRUSTED SOURCE

2021 Nielsen Study Trust in Advertising

(21 channels compared)

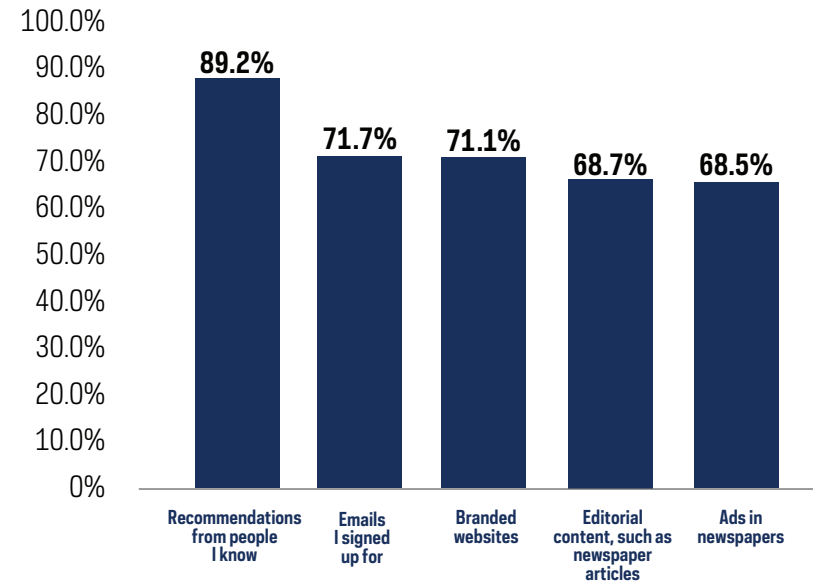
Fifth - **68.5%** trust ads in newspapers

Fourth - **68.7%** trust editorial content

Note: web ad & social media did not make the top 5

Top trusted advertising channels among U.S. consumers

Nielsen 2021 TIA Study: US | Trust Completely/Trust Somewhat



Why Newspaper Ads Work

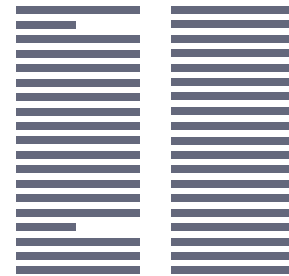
- VALUABLE SOURCE

2022 NNA Survey

81% said their local paper is a valuable source of local shopping and advertising information

MY LOCAL NEWSPAPER...

PROVIDES VALUABLE LOCAL SHOPPING, ADVERTISING INFO



MY LOCAL NEWSPAPER...

IS THE TOP ADVERTISING MEDIUM FOR SHOPPING, PURCHASING DECISIONS WITH LOCAL MERCHANTS*



1. Local Newspapers
2. Direct Mailings
3. TV Stations
- 4 (tie). In-store Promotions
Social Media Platforms
6. Undecided

2022 NNA Survey

Local Newspapers are the number-one advertising medium for shopping and purchasing decisions with local merchants

Why Newspaper Ads Work

- FOCUSED READING

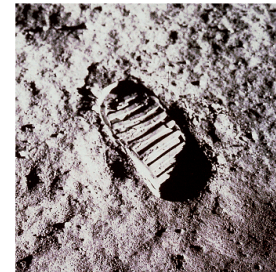
Reading print leads to better memory
Better comprehension of information
Less distractions



Source: BrainFacts.org

- EMOTIONAL RESPONSE

Print Marketing Leaves a "Footprint"



The study used fMRI scanning to observe how brain reactions differed when subjects were shown direct mail print ads than when they viewed the same ad on a screen. The results found that "tangible materials leave a deeper footprint on the brain."

This "footprint" is achieved in two ways:

1. More brain responses connected to internal feelings were immediately produced when observing physical materials,
2. Print involved more emotional processes than when observing ads on a screen. The study finds the latter part is important for "memory and brand associations."

In other words, print makes you feel more strongly, which in turn helps you remember.

Millward Brown Study *Print Marketing Leaves a "Footprint"*

MRI scans while showing advertisements on a screen vs. holding a printed ad.

Increased brain activity connected to feelings were produced when observing physical materials.

Why Newspaper Ads Work

- TAKE ACTION

2020 Coda Ventures Newspaper Ad Effectiveness Study

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



- Dental 6 out of 10
- Electronics 7 out of 10
- Eyewear 6 out of 10
- Grocery 8 out of 10
- Home 6 out of 10
- Insurance 7 out of 10
- Jewelry 6 out of 10
- Real Estate 7 out of 10

THE POWER of SPEC ADS

Print and Digital Working Together

- Cross-platform marketing
- Successful branding
- Print to digital - QR codes
- Online directories
- Social media bonus



It's Pizza Month

Try our delicious lineup of classic and specialty pies!
Delicious Gluten-Free & Vegan Options Also Available

BOGO 50% Off
All Classic & Specialty Pizzas During Pizza Month All October

Buy one large regular or specialty pizza, save 50% off a second.
Offer good October 1-31, 2022. Cannot be combined with other discounts.

Dine In or Take Out
Now Serving Wine & Beer!

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

Instagram post from 'my newspaper' featuring a pizza and the text 'Yum, October is Pizza Month'. The post has 576 likes and is from 'my newspaper'.

It's Pizza Month

Try our delicious lineup of classic and specialty pies!
Delicious Gluten-Free & Vegan Options Also Available
Dine In or Take Out
Click Here for Pizza Month Specials

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

Website screenshot showing restaurant listings and advertisements. Listings include Aslagos Tuscan Italian, Balance Restaurant, and Bellas at Coal Heritage Center. Advertisements include 'Your news, any way you want to read it.', 'Now Hiring Sales/ Customer Service Representatives \$16/hr', and 'SILVER SPONSORS'.

***THE POWER* of SPEC ADS**

We covered it all!

Benefits

Struggles

Styles and Inspiration

Working together

The value of newspaper advertising

THANK YOU

Laura Koch

METRO
SENIOR DESIGNER

lkoch@metro-email.com
metrocreativeconnection.com