

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

M E T R O

C R E A T I V E S E R V I C E S



SPRING HOME IMPROVEMENT

Valuable, ready-to-present promotions & quality imagery to build your own



SPRING HOLIDAYS

Make money with festive Mardi Gras, Presidents' Day & Groundhog Day features



SUMMER CAMP & RECREATION

Ads, directories, images and more to boost summer camp sign-ups & your sales



MORE THAN 100 WAYS TO
CONNECT YOUR ADVERTISERS
WITH OVER \$17 BILLION IN
**VALENTINE'S DAY
SPENDING**



MiAD Spec Ad Library PP. 73-80:
Ready-to-sell small-space ads for home improvement and real estate advertisers - MiAD enabled!

TEMPLATED SPECIAL SECTIONS & EDITORIAL FEATURES:
Spring Home ■ Think Green ■ February Timely Features

VALENTINE'S DAY



ON THE COVER:
N1502P37005C

Love is in the air, so take your pick of Valentine's Day advertisers perfect for this beautiful image: travel, gifts, florals and so many more!

Woo a variety of local advertisers with this month's Valentine's Day promotions!

- Group advertisers in a full-page Marketplace design featuring ready-to-sell ads for restaurants, candy, roses, jewelry and beauty services (13).
- Help advertisers promote their Valentine's Day gift ideas with full-page and shaped ad designs perfect for a range of retailers (25, 40).
- Use a multiple-advertiser double-truck directory to showcase romantic gifts or restaurants (26).
- This month's new calendar design for 2015 features an additional dining ad (17).
- Help a bakery promote its sweet Valentine's Day offerings, or a dentist showcase a campaign of February twofers specials, with additional ads featured this month (19, 34).



SPRING HOME IMPROVEMENT



Spring is the number-one season for home improvement sales, making now a great time to plan special sections and advertising promotions.

- A *Themed Event Package* features a tab cover, along with print and Web ads showcasing home improvement specials from a local hardware or home improvement center (33).
- Showcase multiple advertisers in a unique directory design sure to attract attention (31).
- Help a garden center promote a spring sale and open house event with a *Single Sheet* (41).
- Other ready-made ads promote carpeting, contractors and design-build services (18, 19).
- Find additional ads for home improvement and real estate advertisers featured in this month's MSAL issue, perfect for creating a lucrative *Spring Home Templated Special Section* (46).



SPRING HOLIDAYS



Create a variety of revenue-generating promotions around this month's holiday opportunities.

- Find a variety of images, headings and ad starters geared toward Presidents' Day on February 16. A full-page ad design for a furniture store's Presidents' Day Weekend sale can also be tailored to meet the needs of virtually any advertiser with *MIAD* (50, 52, 54-57, 63-65).
- Find an ad for Mardi Gras party provisions, along with plenty of art to create festive Fat Tuesday promotions (44, 50, 53-57). Other headings mark the religious observances of Ash Wednesday and the start of Lent (70).
- Promote early-spring specials with an ad for a Groundhog Day Spring Preview Sale and assorted Groundhog Day images (45, 52, 54, 57).



SUMMER CAMP & RECREATION



Help advertisers generate interest in summer camps and activities as spring draws near.

- A Summer Camp tab cover in this month's *Themed Event Package* is the perfect place to showcase advertising from a variety of local camp programs and recreation advertisers while their registration periods are still open to campers. This package also includes an editorial quick-sell feature and heading, as well as a print and online ad campaign for a day camp program (32).
- A full-page "summer camp for kids" guide features a variety of ready-to-present-and-sell ads for day and resident camps, as well directory space for additional advertisers (61).
- Find photos, artwork and headings to create more ads for summer camps, plus amusement park go-kart coverage (18, 36, 38, 60).



WELLNESS FOR PEOPLE & PETS



Events like American Heart Month, Children's Dental Health Month, Pet Dental Health Month and Spay/Neuter Awareness Month make February a great month to focus on wellness (71).

- Encourage veterinary clinics to advertise specials in conjunction with Pet Dental Health Month and Spay/Neuter Awareness Month, as demonstrated in this month's full-page ad design. Sell smaller-space advertising to a clinic with a separate dental consultation ad, as well as additional headings and images for these events (11, 18).
- Help pharmacies promote free blood pressure screenings and invite new customers to the store during American Heart Month (58).
- Also find content to promote dental services and specials in conjunction with Children's Dental Health Month (19).



FEBRUARY PROMOTIONAL OPPORTUNITIES



Don't miss additional sales opportunities and important events taking place in February.

- Celebrate Black History Month in your community with a sponsored message and additional images ideal for PSAs and event promotions (59).
- Find exercise, nutrition and healthy living coverage perfect for creating a special fitness section using a tab cover design from this month's Themed Event Package (35, 67).
- Help florists promote Floral Design Day with images and an ad for a floral design demo (18).
- Encourage outdoor or pet supply stores to advertise special offers in conjunction with National Bird Feeding Month (19).
- Promote winter weather solutions with ads for tanning services and automotive towing (18).
- Single Sheet designs for a breakfast cafe and a bagel shop provide layouts to promote these popular advertisers with a MIAD demo (41).



FEBRUARY CUSTOMER REQUESTS

FIND THIS MONTH'S CUSTOMER-REQUESTED ART ON PAGE 72!



N1502P72013C

FEBRUARY 2014's MOST DOWNLOADED IMAGE & AD!



N1402A25001C

As always, all of Metro's images and ads remain available in the cumulative online MCC Libraries. We track the trends of what you are downloading and try to provide more of the popular photo and ad categories you are using daily.

These are the most downloaded to date from the FEBRUARY '14 issue of MNS.



N1402P36002C

FEBRUARY TEMPLATED SPECIAL SECTIONS

Fully templated Sections in Print & Online:

- SPRING HOME
- THINK GREEN



Metro Creative Graphics, Inc.

519 Eighth Avenue,
New York, NY 10018
Voice 212.947.5100
Toll-free 800.223.1600
www.metrocreativeconnection.com

Make Money With Metro!



COMPANION
WEB ADS NOW
AVAILABLE ON MCC!

Get Web ads in the MCC Spec Ads & Covers Library. Click the Web button to limit your search to only ads that have a Web component. Click the "W" below each thumbnail and download the Metro Web ad as a layered Photoshop file (.psd).



Like Us on Facebook
facebook.com/
MetroCreativeConnection



Follow Us on Twitter
@MetroConnection



Follow Us on Instagram
@metrocreativeconnection

METROFEATURE

The collage features several distinct advertisements:

- Wedding Dress Ad:** Titled "unveil 'the one'", showing a bride in a white dress holding a bouquet. It includes a sidebar with text and a bottom section titled "With This Dress".
- BBQ Specials Ad:** Titled "HOT BUYS FOR THE BBQ", listing items like Baby Back Ribs for \$0.00, New York Strip for \$7.49/lb., St. Louis Ribs for \$3.49/lb., Ground Beef for \$2.25/lb., and Boneless Chicken Breast for \$2.50/lb. It also features a "RI Beef & Veal" logo and contact information.
- Hummus Ad:** Titled "Enjoy Hummus? Try it fresh.", showing a bowl of hummus. It includes a coupon for \$1.00 off and contact info for "The Mediterranean Restaurant".
- Groundwork Ad:** Two versions of an ad titled "Lay the Groundwork for a Beautiful Hardscape", showing stone and brick patterns.
- Hair Salon Ad:** Titled "A New Look FOR THE NEW SCHOOL YEAR" for "Salon Diane", featuring a hairdresser and a coupon for \$15 off.

MiAD and MiAD mobile Pack One-Two Punch in Rhode Island

The Valley Breeze & Observer
LINCOLN, RHODE ISLAND

Brad Poirier is a busy man. An advertising representative for Valley Breeze newspapers, which serve 11 small communities in northern Rhode Island, Poirier is as likely to be working from his car as his desk. In either location, he is equally well equipped to create on-the-spot spec ads courtesy of Metro's MiAD® or the recently introduced MiAD mobile®. Since Poirier is among the few Valley Breeze sales reps who work on a tablet, he enthusiastically endorsed the idea of trying out both versions.

"I use both the desktop and mobile versions of MiAD," he explains, "but when I'm working on the road, the mobile version has been very helpful. I particularly like that MiAD mobile lets me create multiple ads all at once, then save them to the proposal area and populate all of them with the customer's information."

Both MiAD and MiAD mobile allow Poirier to impress both current and prospective advertisers by coming in with a variety of spec ads from which they can choose. He typically likes to show customers several different layouts — three to four is a "sweet spot," he says — and being able to produce and populate the ads so quickly makes his job both easier and more enjoyable.

Recently, for example, Poirier noted that a new bridal shop had opened in his territory and he was able to show the owner several different spec ads that he had created on his tablet.

"She chose one of the ads I showed her," he recalls, "and we just needed to change a few

things in the layout to better fit her business. But having the ads right on my tablet allowed me to make the sale. I think it's very important to show customers something during the sales call — especially if you have specials running."

MiAD and MiAD mobile also helped Poirier snag sales from an area salon, meat market, decorative stone dealer, consignment shop, restaurant, and many more. While all of the advertisers tweaked the layouts or swapped in different images, on the whole, the final ads were very similar to the originals.

One lesson that Poirier has learned from his on-site selling is not to get bogged down by dimensions. When showing spec ads to customers, he invites them to choose the layout they like best, regardless of its original dimensions.

"We're a five-column paper, so ad sizes don't always work out the same way for us," he says. "But instead of showing customers only those ads that are already in the size they need to be, I show them a range of options and then let our production team handle the details of making it a good fit."

For Brad Poirier, having two versions of MiAD at his disposal makes producing top-notch spec ads a piece of cake, whether he is sitting at his desk or behind the wheel of his car.

Adds Poirier, "Spec ads are important because people are visual and need to see something that will help them make a decision."

M (P1502802001C)

MiAD and MiAD mobile have made it easier than ever for account reps like Brad Poirier to close more sales from the comfort of their chairs or their cars.

The original six ads Poirier created using MiAD — four on his desktop and two on his tablet — are shown here, either on the left side or at the top, with the final versions that went into production on the right side or at the bottom.

"Some of the production versions are exact, some are similar, and some are a bit more drastically changed," explains Poirier. "Either way, the point is that the spec ad definitely helped in all of them."

It's important to also note that Poirier did not create all of these ads for prospective, new clients. Some were for existing clients or, in the case of the hairdresser, those that run infrequently.

"These ads all exhibited enough of a different idea and look for the advertisers to go ahead and schedule them," he says.

For more information, contact Brad Poirier, Advertising Representative, The Valley Breeze & Observer, Lincoln, Rhode Island, at brad@valleybreeze.com.

METROFEATURE

Home Sections Transformed

Lancaster Newspapers
LANCASTER, PENNSYLVANIA



By spreading out home features over two eight-week periods and placing them within the newspaper, *Lancaster Newspapers* of Lancaster, Pennsylvania, attracted new and smaller advertisers, boosted ad revenue, and provided the newspapers greater flexibility in terms of deadlines and layouts. Above are the April 17, 2014 *Home Pages* and below are the *Home Pages* from October 2, 2014.

Michelle Fisher, senior advertising operations manager for *Lancaster (Pennsylvania) Newspapers*, has been around newspapers long enough to know when it's time for a change. When advertising support for the newspaper group's "Spring Home" and "Fall Home" tabs began to wane, Fisher and her colleagues opted to scrap the sections in favor of two seasonal series of home improvement features that run in the newspaper. And if 2014 revenue figures are any indication, the transformation is a hit with both readers and advertisers.

"Response to the change has been very favorable," Fisher recalls, "and the revenue generated exceeded what the tabs had done for the past two years. Because we've worked to make the in-paper features more affordable, we've been able to reach some different and smaller advertisers."

In both spring and fall, the home features run weekly for eight weeks and span two to four pages depending on advertiser support. While the topics covered each week are similar to those in the tabs — seasonal yard cleaning, pruning and planting guides, home repair and improvement projects, etc. — the in-paper articles tend to be shorter and many take the form of tips and lists accompanied by colorful, eye-catching graphics. Spring features included "Fun facts about earthworms," "Eight reasons to line dry," and "Savory herbs," while fall topics encouraged readers to "Invite natural light into your home," and "Go green with energy alternatives."

Notes Fisher, "We always try to put a local spin on articles, even when we use Metro content. So if we have articles that are lists or tips, we'll get local quotes from experts in our area. Sometimes we'll highlight those quotes or tips because we're trying not to have full pages filled with words. We want to have things that will jump off the page."

One item that made the move intact is a service directory in the form of a house layout. The house graphic is divided into numbered blocks, each featuring a different business whose service focuses on that part of the home. Fisher notes that featured parts of the house and their corresponding advertisers change with the season. For example, the spring directory generally includes a pool and spa advertiser while the fall promotion typically features a window- and door-replacement specialist.

Lancaster Newspapers' weekly home features also include group advertising pages, which offer smaller businesses a bigger presence at a moderate price. "The in-paper features also allow us a little more flexibility in terms of deadlines," Fisher says. "Special sections typically have earlier deadlines and have to be a minimum of eight pages, so these weekly features offer a little more give in both areas."

Fisher says that *Lancaster Newspapers* has had similar success with another set of in-paper features promoting the area's resale retailers. The two-page promotion — which runs four times a year — includes two to three articles with information and tips for second-hand shopping along with ads for consignment shops, thrift shops, collectible dealers, and other resale businesses.

Adds Fisher, "The format works really well for resale retailers because there aren't enough advertisers to warrant a full section, but it gives these businesses a place and a presence they wouldn't normally get by being on a group page. They get frequency, they get content, and they get both at a reasonable price because they're appearing on a page with several other similar businesses."

M (P1502B03001C)



For more information, contact Michelle Fisher, Senior Advertising Operations Manager, *Lancaster Newspapers*, Lancaster, Pennsylvania, at mfisher@lnpnews.com.

METROFEATURE



Special sales manager Amanda Boyaci says that three items contributed to the success of the *Tulsa World's* all-glossy weddings section, including its up-to-the-minute format, having both print and online presentations, and the many added-value features built into the advertising packages.



Bridal Section & Wedding Site A Dynamic Duo

Tulsa World
TULSA, OKLAHOMA

■ As Tulsa's daily and the primary newspaper for eastern and north-eastern Oklahoma, the *Tulsa World* and *tulsaworld.com* have been go-to resources for many thousands of brides- and grooms-to-be. And while the publication's efforts in the wedding department have always been met with widespread approval from readers and advertisers alike, special sales manager Amanda Boyaci is always on the lookout for ways to improve — and localize — the *World's* bridal coverage.

"There is a lot of competition in the wedding market, so last year we went looking for new ideas to help local brides plan their weddings and feature local businesses," she recalls.

The result of this search was an issue of *"Tulsa Weddings"* that was built around "21 Ideas to Make Your Day Special." The 12-page, glossy section, which urged engaged couples to indulge their whims and gather wedding ideas from a variety of sources, noting that, "Whatever a bride's taste in food and fashion, she should make it her day. We've compiled 21 ideas for Tulsa brides to consider so the event is special." The 21 ideas are grouped under the headings "Choc it up to sweetness," "What to Wear," "Venues," and "Decor," and built around inspiring suggestions — "Imagine saying 'I do' in a setting where the only flowers you need are the ones you are holding" and "A tan can help a bride look her best, but it can take time" — that are linked with a particular advertiser. Each idea is paired with copy about the advertiser's business, a quote from the business owner, and a related photo or image.

With so much local flavor on the inside pages, Boyaci and her colleagues were determined to have a homegrown photo for the front cover. Finding a model turned out to be easier than they anticipated, since one of their colleagues had recently gotten married and agreed to pose in her wedding dress on one of Tulsa's well known street corners.

In keeping with the bridal theme, her new husband shot the photo. The revamped section, which was distributed via racks in high-traffic areas, included several other stylish touches as well. To honor 2014's top wedding colors, the tab featured coral and mint green headings, flourishes and backgrounds. And the sales collateral was packaged as a wedding invitation — also featuring coral and mint green — that included an "RSVP card" on which advertisers could indicate their commitment to appearing in the section.

Once published, the section was featured on the newspaper's weddings site, which also includes stories that are updated weekly, engagement and wedding announcements, a series of seven wedding worksheets that can be downloaded directly from the site, and a directory of wedding-related advertisers.

To engage a wide range of advertisers, the *World* offered a few different bridal packages. Its premium package included a full-page, full-color print ad, an online story highlighting the business, a link to the advertiser's Web site, 10,000 impressions on *tulsa.com* ROF, and two ads during the month of publication on the newspaper's weekly "Celebrations" page. This package also included a year-long companion rate that would allow the business to advertise at a discount for a full year.

Advertisers that did not purchase a premium package had their choice of several sizes of modular ads, the larger of which came with added-value features, such as the option to buy discounted ads on the *World's* "Celebrations" page during the month in which the section published.

"Redesigning our weddings section was the best change we made all year," Boyaci says, "and the '21 Ideas' theme was a great way to incorporate advertisers into the stories. It also ensured that people would read the section cover to cover in order to get through the list."

■ (P1502B04001C)

For more information, contact Amanda Boyaci, Special Sales Manager, *Tulsa World*, Tulsa, Oklahoma, at Amanda.Boyaci@tulsaworld.com.

METROFEATURE



By going glossy and adopting a crisp, clean, magazine style, the *Shenandoah Valley News* transformed a ho-hum bridal tab into a world-class section.

Giving Customers What They Want

Shenandoah Valley News
SHENANDOAH, IOWA

“One of the smartest people I know in advertising once told me that it’s hard to fail if you ask your customers what they want and then give it to them,” recalls Kate Thompson, publisher of the *Shenandoah Valley News* in Shenandoah, Iowa. And with the introduction of the newspaper’s revamped bridal section in January and June 2014, Thompson proved that the advice was right on the mark. Like so many newspapers small and large, the *Valley News* had published a good-enough bridal section for many years. But in 2013, Thompson recognized that if she had grown tired of the section, which she referred to as the “same old, same old,” her advertisers probably felt the same way. What they wanted, it turned out, was a section with pizzazz — a sharp, crisp, magazine-style format printed on glossy paper — and they got it.

Using a mix of Metro and local images and content, Thompson and her team produced a 20-page “Bridal Guide” that led off with a feature about the marriage of a local couple who had been school sweethearts and had met as young children at the county fair. The local feature was complemented by several articles offering advice on everything from choosing a wedding date and invitations to merging finances and purchasing a wedding gown and tuxedo.

“We have a great editorial team and they always find great ideas for content,” Thompson says. “Then we let advertisers know about the local stories and who we’re featuring because people here are connected and want to support and be linked with particular local stories. It’s

different from a large community where it’s more anonymous.”

Modular ads — most full-color and a few black-and-white — are artfully placed throughout the section and promote area businesses ranging from clothing, jewelry and gift shops to dining/wedding venues, salons, bakeries and florists. Thompson and her team always encourage advertisers to include significant offers in their ads that give shoppers a reason to stop in.

“The ads have to have value and be compelling,” she says, “and that’s what we get from Metro spec ads. When our salespeople go on Metro’s site and find something that clicks for them — something they think will work for their customers — we get better results.”

Thompson stresses that the glossy “Bridal Guide” also appealed to advertisers’ desires for more sophisticated ads and sections — the types they see on a national level — that stand out from the rest of the newspaper. While Thompson acknowledges that the switch to a glossy format significantly increased production costs, the newspaper saved money by scaling back the size of the section and producing it in collaboration with its sister publication, the *Clarinda Herald-Journal*.

Explains Thompson, “We’re very pleased with Metro content, which is a great value for us since it combines ideas, spec ads, artwork and editorial in one place — as well as great ideas from *Plus Business*®. The bottom line is that if you can’t find what you’re looking for on the Metro site, you’re just not looking closely enough.”

M (P1502B05001C)



For more information, contact Kate Thompson, Publisher, *Shenandoah Valley News*, Shenandoah, Iowa, at kate.thompson@valleynewstoday.com.



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Getting Your Advertisers to Embrace Social Media Marketing

Social media marketing is today's direct way for your advertisers to keep in touch with and expand their customer base. Yet contrary to what some believe, social media is not in and of itself a threat to advertising. Rather, social media can bolster print and online ad campaigns and vice versa.

The best practices start with a simple concept: always cross-promote. Print and online ads can refer to or provide links to social media, while social media efforts can reflect special offers from print and online ads. Each reinforces the other for a comprehensive marketing approach. Therefore, seeing as every publication wants to be their advertisers' digital consultant these days, social media marketing should be a part of every sales conversation with prospects.

Toward that end, Metro places Facebook® and Twitter® logos in many ads, along with placeholders for QR codes (Quick Response codes). The very presence of these items can spark a conversation about social media marketing that can offer you the opportunity to further your relationship, and ad sales, with your advertisers.

Additional opportunities will appear when you help your advertisers to expand their social media marketing savvy. Here are some things you can do to help them take that first step, or increase their use of social media:

- **Show them spec ads that contain social media logos.** That will clue you in as to what they are currently doing, or what you can help them create. Is the advertiser not ready for the logos? The ads are designed so the logos can be easily removed, but you have had the discussion and the idea has been planted for the future.
- **Create splash (or landing) pages or assist them in creating their own Web pages.** An online presence is key to getting more people to finding their business. Since social media and QR codes work best when they are aimed at specific promotions rather than a general Web home page, your assistance in coordinating their print and online marketing can be instrumental in getting them results. Keep in mind that if your client does not have a Web presence, you can quickly build what is literally a Web site for them using *Metro e-Connect Storefronts*. Call Client Services for info and details or visit the e-Connect area of MCC.
- **Assist them in creating a Facebook or LinkedIn page, Twitter account or even Pinboards for their business.** It's free to set up a business on most social media sites, and your help may be the impetus they need to get going. They can then post information that will lead their followers to your printed edition, online site or splash page to view their ad offer.

Now that you're helping your clients with their social media marketing, what about your own? Remember that you are able to use Metro images and content on your Web site and social media pages, as long as they are presented in a non-downloadable form.

Times have changed, and methods to deliver ads and messages have greatly expanded. Make sure you are leading the way with your advertisers by including social media options in your repertoire. **M**

In Step With Your Healthcare Needs

Free health screenings, nutrition seminars and activities for the vehicle!

10am - 3pm

Glendale Medical Center

Wedding SHOW

Have someone else build over the top of the you and your special day!

Find everything you need to plan the wedding of your dreams, all in one fabulous place!

Sunday, January 06, 2015 - 10am-6pm
Central Convention Center

Tickets Only \$10

See You at the Show! \$10



Social media logos in many Metro spec ads can help you initiate multi-platform campaigns.

Urbana Hair Design

1354 South Ogden Street
Savannah, GA 31406
904.433.0020
www.urbanahair.com

January Special: Save 50% Off! Save Haircut with Any Color Service Purchase. Book your appointment today!

Worthy Footwear

SAVE 30% OFF ANY HAND BAG

GOT HEAT?

Anytime for Fast & Reliable Heating Repair
\$0.000.0000

our service call is FREE in any heating system call service, and all of our work is fully guaranteed.

Save a bundle with rebates up to \$1,000 on a new, energy-efficient home heating system. Ask us for details today!

Reliant Heating & Cooling

34 Washington Street | Somersville Heights
503-909-0000 | www.reliantwebsite.com

Spa Grand Opening

One-hour Relaxation Massage Only \$49.99

One-hour Express Facial Only \$39.99

Luxury Spa Manicure & Pedicure Only \$29.99

SPA LEVITY

Many Metro ads in each of the services feature social media logos and placeholder QR codes. Present the ads to start a social media conversation with your prospects.



Download Facebook and Twitter logos, in color or black and white, from the *MetroCreativeConnection Images Library*. QR codes are designed to be "for position" placeholders since every one is unique to the page link to which it is pointing.

P1502B06001C

Print and online Fully Templated Sections, just released:

Spring Home Think Green

(Available by separate subscription or a la carte purchase — 800-223-1600)

Spring HOME

THE NEW INSPIRING HOME IDEAS

CELEBRATE THE NEW YEAR WITH THE INCREDIBLE

Think Green

Save at Home

Save on Energy

Find corresponding reader and advertiser promotional ads for each templated section in the *MCC Spec Ads & Covers Library*.





Metro's new interactive SearchBook brings it all together. Hover over one of the Top Ad Sales Prospect Ads (p. 18 & 19) to view the full package of ad options, then click that page to go into MCC to download the related files.



Print ads that have companion ads for Web and mobile are marked with a "W" in the printed book and corresponding e-Edition. You can also view each of the ads in the Multi-Platform Ad Packages e-Edition accessed through MCC.



Ad Solutions from Metro Delivered Three Ways for Web & Mobile

Now Metro has three ways for you to get the ad content you need to expand your sales efforts with Web and mobile. Choose the ways that work best for your sales and creative teams.

Ads for Web & Mobile in MCC

Included as a **FREE** value-added bonus of your subscriptions, Metro gives you ads for Web and mobile to show, sell and produce on their own or in conjunction with print ad layouts. Located in the *MetroCreativeConnection Spec Ads & Covers Library*, Metro ads for Web and mobile are provided in the most popular shapes and sizes: rectangle, leaderboard, skyscraper and two mobile-specific banners. Each ad is delivered in Adobe Photoshop® format, giving you complete editing control. Drop in advertiser specifics and save the file as a ready-to-post JPEG or GIF. View all the combination print and digital ads in the monthly *Multi-Platform Ad Packages e-Edition*. Click the e-Edition link on the opening screen, once you log in to any MCC Library, to view it onscreen or download the entire PDF.

Ads for Web & Mobile in MIAD

Metro interactive Ad Designer (desktop) gives you the option of creating your own Web or mobile ads onscreen through the use of your online browser. Search thousands of ad options, select a file and enter your advertiser info in the appropriate fields. When you're ready, download a JPEG of the ad to present on a laptop or a ready-to-post file. *MIAD mobile*® users can take this functionality on the go and present to prospects on their iPads®. *MIAD* is an optional service. For further information, and to set up a free trial, call our Client Services team at 800-223-1600 or e-mail service@metro-email.com.

Ads for Web & Mobile from ADS On Demand

With a fast turnaround, no long-term contracts, and no ad-quantity commitments, *AOD* is a cost-effective back-up team when you need custom print, Web and mobile ads. *AOD* can provide you with an extremely quick and efficient way to get all the ads you need. Just fill out the online request form and your ad file(s) will be ready for your approval within 24 hours. From simple static ads to complex animations, *AOD* does it all! Call 800-223-1600 or e-mail service@metro-email.com for further information about this unique service, and to begin a free trial. **M**



Using *MIAD* desktop, you can output a version to show a prospect what their ad would look like online, then get the final JPEG for publishing. *MIAD mobile*® customers can present spec ads for print, Web and mobile directly on their iPads®.



ADS On Demand can produce static or animated ads for Web or mobile, customized to your needs.

HOME

The new and hot of backyard fire pits

Give your readers a look at what's new in furniture, fixtures and accessories for indoors and out — and the advertisers that supply them — with a **Home** supplement just in time for upcoming spring spruce up improvement projects.

N1502A33005C

Summer Camp

Summer camp options abound

Get a jump on ad sales by publishing a **Summer Camp** guide to help parents choose a suitable one for their children. Feature day and overnight camps, specialty camps in your area, registration and pricing info, activities offered, etc.

N1502A32005C

Connections...

Heartfelt Sentiments & Photos from Readers

Romantic films to watch together this Valentine's Day

Get readers to express their sentiments in a **Valentine's Day** section called, "**Connections.**" Add personal photos and this keepsake edition will bring in revenue from all kinds of advertisers. Include articles on writing love letters and poems, tips for being romantic, celebration ideas for kids, couples and singles, and everyone will want a copy.

N1502A34005C

Fit

Stay fit benefits all age groups which is why producing a **Fit** section full of exercise, workout, and healthy eating tips is advisable. Not only will it prove to have a longer-than-average shelf life, it will attract all kinds of advertisers connected to the fitness trend, adding to its money-making potential.

N1502A35005C

Cutest Couple Valentine's Day PHOTO CONTEST

ENTER YOUR PHOTO ONLINE TO WIN!

To register and post your favorite photo, go to www.metronews.com/cutest today. The couple photos with the most votes, and will be announced in our newspaper and online this Valentine's Day. All photos must be original and aged less than 1 year. February 10, 2015. New contest available for ongoing trials and updates.

Vote for Your Favorites!

Readers: show some love for your favorite couple by voting on the **Cutest Couple** contest via www.metronews.com to vote! Also up to the store for more through February 10, 2015.

The winning couple will enjoy a suite of romantic prizes compliments of these participating contest sponsors!

Free Portrait Package	One Dozen Red Roses	Dinner for Two	Overnight Stay	Champagne Gift Basket	Free Couple's Massage
Photography Studio	Florist	Restaurant	Hotel	Liquor Store	Day Spa
Haircut for Two	Bath & Beauty Basket	Diamond Stud Earrings	Two Free Show Tickets	One Dozen Chocolate Truffles	\$50 Gift Certificate
Beauty Salon	Pharmacy	Jewelry Store	Theater	Chocolate Shop	Lingerie Boutique

N1502A09001C

A **Cutest Couple Valentine's Day Photo Contest** accomplishes several tasks at once: You get Valentine's Day lineage over the run of the contest while connecting your advertisers to the targeted market they want, and readers get a chance to participate and possibly win some prizes. If you keep the voting process online, you gain additional opportunities to sell combination print and online ad packages, too.

TWO-PAGE SPREAD CONTEST CONCEPTS:
Increase your sales opportunities.

At Home
HOME NEWSPAPER

100+ HOME IMPROVEMENT IDEAS
The best ways to make your home shine

100+ HOME IMPROVEMENT IDEAS
The best ways to make your home shine

100+ HOME IMPROVEMENT IDEAS
The best ways to make your home shine

At Home

Add value to your home with these renovations

Homeowners are always looking for ways to add value to their homes. Whether it's a new kitchen, a fresh coat of paint, or a new landscaping design, there are many ways to make your home more appealing and increase its value. Here are some ideas to get you started:

- Renovate the Kitchen:** The kitchen is the heart of the home, and a modern kitchen can make a big difference in the overall value of your home. Consider updating the cabinets, countertops, and appliances.
- Paint the Interior:** A fresh coat of paint can instantly brighten up a room and make it feel more inviting. Consider painting the walls in a neutral color or a color that complements the decor.
- Update the Landscaping:** A well-maintained lawn and garden can make a big difference in the curb appeal of your home. Consider hiring a professional landscaper or doing it yourself.
- Upgrade the Windows:** New windows can improve the energy efficiency of your home and provide a better view of the outdoors.
- Install a New Roof:** A new roof can protect your home from weather damage and increase its value.

Check Out Special Historical Title

HVAC Repairs
1234 Main Street | 555-123-4567
www.hvac.com

Contractor
1234 Main Street | 555-123-4567
www.contractor.com

Decking Co.
1234 Main Street | 555-123-4567
www.decking.com

Landscaping
1234 Main Street | 555-123-4567
www.landscaping.com

Hardscaping
1234 Main Street | 555-123-4567
www.hardscaping.com

N1502A00000C

Spring is an annual season for clean up, paint up, and spruce up projects. Begin or continue your home improvement coverage with an **At Home** section. You can include info on outdoor projects as well as interior design and the latest design colors and trends. Look to the *MCC Editorial Library* for additional stories to substitute in this *Quick-Sell* layout.

PRESIDENTS DAY WEEKEND SALE
HOME NEWSPAPER

Check Out Special Historical Title

Volunteer Organization
1234 Main Street | 555-123-4567
www.volunteer.com

President's Day spotlight: Millard Fillmore
M illard Fillmore was the 14th President of the United States, serving from 1850 to 1855. He was born in Vermont and served as the Governor of New York before becoming President. His presidency is notable for the Compromise of 1850, which temporarily resolved the issue of slavery in the territories.

Grocery Store
1234 Main Street | 555-123-4567
www.grocery.com

Department Store
1234 Main Street | 555-123-4567
www.department.com

Restaurant
1234 Main Street | 555-123-4567
www.restaurant.com

Hotel
1234 Main Street | 555-123-4567
www.hotel.com

N1502A09001C

A guide to **Presidents' Day Sales & Celebrations** will be a big draw for readers who will want to know where the sales, promotions and celebrations are and for advertisers that want to target them with their products and services. Add some historical and presidential info and you will have a well-rounded, money-making section.

Valentine's Day Gift & Dining Guide
HOME NEWSPAPER

Make the most of your night out this Valentine's Day

Message
1234 Main Street | 555-123-4567
www.message.com

Restaurant
1234 Main Street | 555-123-4567
www.restaurant.com

Party
1234 Main Street | 555-123-4567
www.party.com

Beauty Salon
1234 Main Street | 555-123-4567
www.beauty.com

Spa
1234 Main Street | 555-123-4567
www.spa.com

Chocolate
1234 Main Street | 555-123-4567
www.chocolate.com

Toy
1234 Main Street | 555-123-4567
www.toy.com

N1502A09003C

A **Valentine's Day Gift & Dining Guide** can heighten your ad sales because of the amount of advertisers it will interest. Feature gift and date ideas, menu and cocktail recommendations, best romantic restaurants, party ideas for kids, and so much more.

KEEP IT GREEN
HOME NEWSPAPER

Discover an Eco-friendly way to reduce your carbon footprint

KEEP IT GREEN

How to reduce greenhouse gas emissions at home

Greenhouse gas emissions are a major cause of climate change. There are many ways to reduce your carbon footprint and help protect the environment. Here are some ideas to get you started:

- Use Energy-Efficient Light Bulbs:** LED light bulbs use less energy and last longer than incandescent bulbs.
- Unplug Electronics:** Many electronics use energy even when they are not in use. Unplugging them can save energy.
- Use a Programmable Thermostat:** A programmable thermostat can help you save energy by adjusting the temperature when you are not home.
- Use Energy-Efficient Appliances:** Look for Energy Star-rated appliances, which are designed to use less energy.
- Use Public Transportation or Carpool:** Reducing the number of cars on the road can help reduce greenhouse gas emissions.

ECO CONTRACTOR CO.
1234 Main Street | 555-123-4567
www.ecocontractor.com

N1502A00001C

We're all becoming more eco-conscious these days, so a **Keep It Green** section will be popular with advertisers and readers alike. Now that people are ready to "keep it green," give them the info and advertisers they need to take action. This is the type of section that can be made into an ongoing area of your Web site, in addition to publishing a print edition quarterly or even monthly.

Countdown to Summer Weight-Loss Challenge

Join the 12-week **Weight-Loss Challenge** for your chance to lose the weight and win the grand prize!

Register at www.newspaper.com/challenge by 5 p.m. February 10, 2015 to enter. Must be at least 18 years of age to participate. See website for rules and details.

\$500 Grand Prize

Will be awarded to the contestant with the largest weight loss percentage during the contest period.

Stay posted on our contestants' progress with weekly weigh-in updates at www.newspaper.com/contest!

Good luck from our contest sponsors!

Health Food Store
1234 Main Street | 555-123-4567
www.healthfood.com

Personal Trainer
1234 Main Street | 555-123-4567
www.personaltrainer.com

Supplement Shop
1234 Main Street | 555-123-4567
www.supplement.com

Yoga Center
1234 Main Street | 555-123-4567
www.yoga.com

Athletic Footwear Store
1234 Main Street | 555-123-4567
www.athletic.com

Personal Chef Service
1234 Main Street | 555-123-4567
www.personalchef.com

Fitness Center
1234 Main Street | 555-123-4567
www.fitness.com

Sporting Goods Store
1234 Main Street | 555-123-4567
www.sporting.com

Restaurant
1234 Main Street | 555-123-4567
www.restaurant.com

Medical Weight-Loss Center
1234 Main Street | 555-123-4567
www.medical.com

N1502A09005C

The beauty of this **Countdown to Summer Weight-Loss Challenge** is that the contest is designed to run over the course of several months, through spring and into the start of summer. That lets you lock in sponsorship for both print and online promotions for the contest for the entry time, as the contest progresses, and winner announcement. You can work your social media marketing into this contest by posting links for subscribers to keep them interested in following the progress of the contestants.

TWO-PAGE SPREAD CONTEST CONCEPTS:
Increase your sales opportunities.

METRO Bonus Ideas & Quick-Sell Layouts

MetroCreativeConnection:
**Related Content Means
 More Options, Higher
 Revenue Potential**



In the MCC Spec Ads & Covers Library, clicking the *Related Content* icon (*page icon*) shows ad layouts or cover designs that can be utilized along with the item you have selected.

For example, a *Quick-Sell* multiple advertiser ad layout may display other ad options and a corresponding *BonusIdeas* cover design. The ready-to-download presence of this cover can give you the option of taking the ad layout's theme to a full-blown special section, thereby expanding your ad reach and revenue potential.

The image shows a two-page spread for 'American Heart Month'. The top left features a photo of an elderly couple and a 'Heart Disease Over' section. The top right is the main title 'American Heart Month' with a heart icon. Below this are several ad spots: 'Pharmacy', 'Physician', 'Health Club', 'Health Food Store', 'Medical Associates', 'Medical Supply Store', 'Insurance Company', 'Weight-Loss Center', 'Hospital', and 'Personal Trainer'. A central text block titled 'Amazing facts about the human heart' is also present. A vertical file name 'N1502A10001C' is on the right edge.

Publish a health-related section in conjunction with **American Heart Month** in February to provide information and increase awareness of cardiovascular diseases and how to prevent and treat them. Cover heart attack and stroke symptoms, high cholesterol, eating a heart-healthy diet, getting in shape, and so much more. Prospect related advertisers, but also any community-minded advertisers as well.

**TWO-PAGE
 SPREAD
 AD CONCEPTS:**
 Increase your
 sales opportunities.

METRO'S FILE NAMING SYSTEM AT A GLANCE

Service Indicator.

N = Metro Newspaper Service
 S = MIAD Spec Ad Library
 C = Campaigns & Classified
 H = Holiday Advertising Service

Month Indicator.

two-digit field to indicate month (1 through 12).

Page Number.

two-digit field to match the page in the printed guide.

Color Type.

one-digit field to indicate color (C = color, K = b&w).

N1502P12002K.TIF

Year Indicator.
 two-digit field to indicate the year (i.e., 15 = 2015).

File Indicator.
 one-digit field to indicate the type of file (P = picture [photo or graphic], A = ad, T = text, W = Web ad).

Unique to File.
 three-digit field that is unique to the item.

Extension.
 three-digit field that indicates the file format (TIF, eps, TXT, jpg, QXD).

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1502P11001C*-O

TLC for your PET

Caring. Healing. Loving.

You're committed to your pet. We're committed to providing them with the quality care they need to stay happy, healthy and active. We're also committed to offering you the excellent service, understanding and professionalism you deserve from your pet's trusted healthcare provider.



N1502P16010C-●

Companion
WEB ADS
available
on MCC



Share your pet's photos #HappyTailsVet for a chance to win **Free Pet Food for One Full Year!** See our Facebook page at facebook.com/happytails for details. Contest ends 00.00.15.

Like us on
facebook

We Offer a Full Range of Comprehensive Veterinary Care Services for Dogs, Cats, Reptiles & Small Pets:

- Quality Preventive Care
- New Puppy & Kitten Exams
- Vaccinations
- Dental Care
- Surgery
- Behavior & Nutrition
- Radiology & Ultrasound
- On-Site Lab
- Microchip Implantation
- Fully Stocked Pharmacy
- Natural Supplements
- Prescription & Premium Pet Food

Happy Tails Veterinary Clinic

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

Ask About Our Affordable Wellness Plans for Dogs & Cats! Now Offering Online Booking & Prescription Refills.

New Patient Special Offer

\$29 Wellness Exam Dog or Cat

Annual wellness exams can help ensure your pet's continued good health through preventive care and early detection of any potential problems.

**Happy Tails
Veterinary
Clinic**

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

Offer valid with coupon by appointment. Expires 00.00.15. List details, terms and conditions here. List details, terms and conditions here.

Spay/Neuter Awareness Month Special

Save 10% Off Spay/Neuter Service

February is Spay/Neuter Awareness Month. Spaying or neutering is important for your pet's health and the prevention of pet overpopulation.

**Happy Tails
Veterinary
Clinic**

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

Offer valid with coupon by appointment. Expires 00.00.15. List details, terms and conditions here. List details, terms and conditions here.

AD# N1502A11001C

PASS 6 COL. x 21

AD# N1502A11002C

10 x 13



N1502P12012C-●



N1502P12013C-●



N1502P12009C-●



N1502P12007C-●



N1502P12003C-●



N1502P12011C-●



N1502P12014C-●



N1502P12002C-●



N1502P12005C-●



N1502P12010C-●



N1502P12006C-●



N1502P12001C-●



N1502P12004C-●



N1502P12008C-●

Plan the Perfect Valentine's Day

Usage Note:

The purpose of this "Plan the Perfect Valentine's Day" Marketplace layout is to give you the opportunity to prospect advertisers with a variety of price points to include even the smallest budgets. They can benefit from the association while you reap the rewards of a full-color page. Use this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. For your convenience, a tab-sized version of the page is available in the MCC Spec Ads & Covers Library.



Restaurant Arnelle

\$49 Dinner for Two
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle

\$49 Dinner for Two
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle

\$49 Dinner for Two
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle

\$49 Dinner for Two
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle

\$49 Dinner for Two
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Arnelle

\$49 Dinner for Two
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Stacey's Gift Shop

Chocolates • Flowers • Cards • Baskets
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Stacey's Gift Shop

Chocolates • Flowers • Cards • Baskets
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Stacey's Gift Shop

Chocolates • Flowers • Cards • Baskets
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Stacey's Gift Shop

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

Stacey's Gift Shop

Chocolates • Flowers • Cards • Baskets
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Stacey's Gift Shop

Chocolates • Flowers • Cards • Baskets
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique

Great Evening Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique

Great Evening Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique

Great Evening Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique

Great Evening Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique

Great Evening Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Bella Boutique

Great Evening Dresses From \$59
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Eat Your Heart Out

Enjoy a delectable assortment of beautiful bruschetta, dips, salads, center entrees, pastas, and more with a festive martini or glass of Champagne.

Valentine's Day Champagne Brunch Buffet
Saturday, February 14
10am-3pm
\$24.99 per guest
\$9.99 children 10 & under

Reserve Today 000.000.0000
Ask about our Valentine's Day weekend getaway packages!

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

RESERVE A

Night of Romance

Valentine's Day Dinner for Two

\$49.99 Enjoy a fresh salad or appetizer, entree choice and decadent dessert, served with our homemade bread and herb butter.

Reservations recommended. We also offer a multi-course selection of wines, specialty cocktails and craft beers for your enjoyment.

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

MAKE HIS HEART BEAT FASTER

Valentine's Day Specials

- CUT & STYLE ONLY \$35
- CUSTOM COLOR ONLY \$49
- BLOWOUT ONLY \$29
- MANICURE ONLY \$12
- MODEL MAKEUP ONLY \$29

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

The Best Gifts...

Shop breathtaking diamond, gemstone, gold and sterling silver jewelry for your valentine, as well as a beautiful selection of designer his and hers timepieces.

Our Valentine's Day Gift to You:
Enjoy a Complimentary Box of Brand Gourmet Chocolates with your every purchase of \$25 or more through February 14, 2015.

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

Forget Her Not

One Dozen Red Roses Only \$29.99

Local florist with special delivery available for Valentine's Day, February 14, 2015.

Delivery Available

bouquets • centerpieces • balloons • chocolates • gifts

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

For the Love of Chocolate

Share your sweet love this Valentine's Day with our handcrafted gourmet candies and chocolate trifecta.

Try our hand-dipped chocolate cream bonbon.

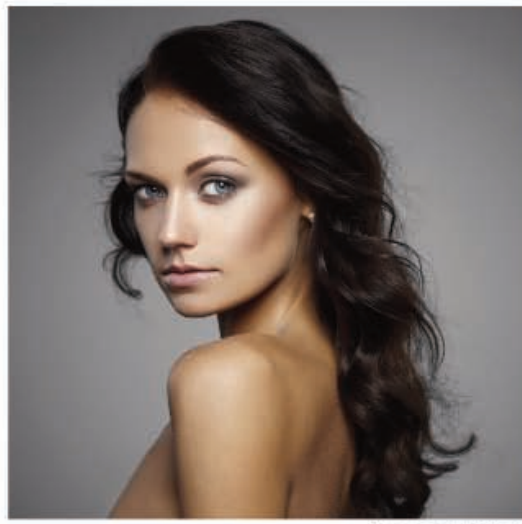
Chocolateria
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

N1502P13001C*-C
 N1502P12008C-
 AD# N1502A13002C
 PASS 2 COL x 5
 N1502P12009C-
 AD# N1502A13005C
 PASS 2 COL x 5
 N1203P46009C*-C
 AD# N1502A13001C
 PASS 6 COL x 21
 AD# N1502A13008C
 10 x 13

AD# N1502A13004C
 PASS 2 COL x 5
 N1502P27006C-
 AD# N1502A13003C
 PASS 2 COL x 5
 AD# N1502A13006C
 PASS 2 COL x 5
 AD# N1502A13007C
 PASS 2 COL x 5
 N1203P46009C*-C
 N1502P20011C-
 N1502P20007C-



N1502P14004C ●



N1502P14012C ●



N1502P14001C ●



N1502P14007C ●



N1502P14005C ●



N1502P14003C ●



N1502P14013C ●



N1502P14008C ●



N1502P14006C ●



N1502P14010C ●



N1502P14009C ●



N1502P14002C ●



N1502P14014C ●



N1502P14011C ●



N1502P15006C-●



N1502P15011C-●



N1502P15005C-●



N1502P15003C-●



N1502P15010C-●



N1502P15009C-●



N1502P15008C-●



N1502P15012C-●



N1502P15004C-●



N1502P15014C-●



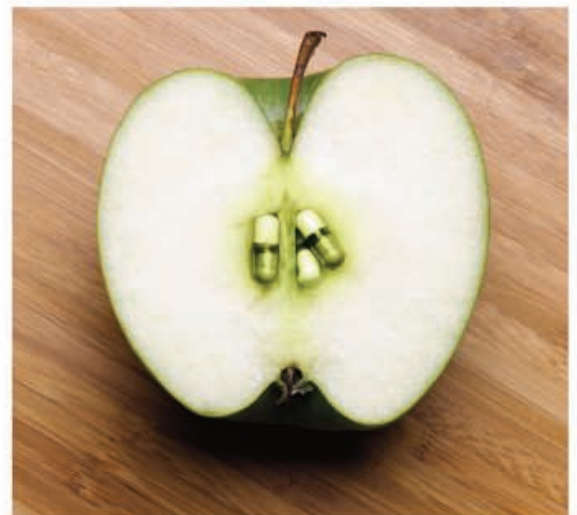
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N1502P15002C-●



N1502P15013C-●



N1502P15001C-●



N1502P16004C-●



N1502P16008C-●



N1502P16012C-●



N1502P16011C-●



N1502P16007C-●



N1502P16013C-●



N1502P16005C-●



N1502P16014C-●



N1502P16009C-●



N1502P16002C-●



N1502P16003C-●



N1502P16001C-●



N1502P16010C-●



N1502P16006C-●

N1502P20010C
N1502P20007C
N1502P63001C



N1502P17002C

2015 February Community Calendar

N1502P17001C

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 <i>Groundhog Day</i>	2	3	4	5	6	7
8	9	10	11	12	13	14 <i>Valentine's Day</i>
15	16 <i>President's Day</i>	17	18	19	20	21
22	23	24	25	26	27	28

N1502P58002C

Feb 00



Free Blood Pressure Screenings
A free service in recognition of American Heart Month, no appointment needed!
Somerville Pharmacy
8am-8pm
www.namewebsite.com

Feb 00

Name Event Here
Event details here. Event details here. Event details here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

Feb 14

Flapjack Fundraiser
All proceeds benefit Name Charity Organization. \$5 Adults, \$3 Kids.
Somerville Convention Center
8am-11pm
www.namewebsite.com

AD# N1502A17003C
PASS 6 COL. x 3

Gourmet Three-Course Menu \$39 per guest

Optional Wine Pairing \$20 per guest
Enjoy a complimentary rose and Champagne toast with your meal!

Please call today to secure your reservation.

Mare Restaurant

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

AD# N1502A17001C

PASS 6 COL. x 21



AD# N1502A17004C

10 x 13

see you THERE

Flapjack Fundraiser

Indulge in a good cause!

Show some love for your local volunteer firefighters with a delicious pancake breakfast to benefit **Name Firefighters' Charity Organization**.

Saturday, February 14
8am-11am

15 Adults - \$5 Kids 10 & under
All-You-Can-Eat Pancakes & Topping Bar
Includes Coffee & Juice

Somerville Community Center

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



Enter to Win a Brand-New 2015 Brand ATV! \$10 Raffle Tickets Available at the Door

Feb 00

Name Event Here
Event details here. Event details here. Event details here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

Feb 00

Name Event Here
Event details here. Event details here. Event details here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

Feb 00

Name Event Here
Event details here. Event details here. Event details here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

Feb 00



Black History Exhibit Opening Reception
A group art show featuring a variety of local artists and their perspectives.
The View Gallery
7-10pm
www.namewebsite.com

Feb 00

Name Event Here
Event details here. Event details here. Event details here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

Feb 00

Name Event Here
Event details here. Event details here. Event details here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

Feb 00



Youth Leadership Awards Ceremony
Join us in recognizing the achievements of outstanding local youth with our annual Leadership Awards Scholarship banquet.
Dinner Tickets \$30.
Event Location 7pm
www.namewebsite.com

Feb 00

Name Event Here
Event details here. Event details here. Event details here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

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www.namewebsite.com

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Name Event Location
0:00am-0:00pm
www.namewebsite.com

Feb 00

Name Event Here
Event details here. Event details here. Event details here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

Feb 28



Free Floral Design Seminar
We're celebrating Floral Design Day with a free flower arranging demo, compliments of **Name Florals**.
Somerville County Library
11:30am
www.namewebsite.com

N1502P17003C

N1502P66020C

N1502P66006C

N1502P59002C

N1502P16014C

Companion WEB ADS available on MCC

N1502P27003C

N1502P18001C

Unlimited All-Day Fun
Includes rides, go karts, mini golf & arcade
Only \$19.99

GO

Have Some Fun

Go-karts
Mini golf
Laser tag
Arcade games
Battling eages
Amusement rides

OPEN 7 DAYS!

Sign up online for your FREE Birthday Gift Pass!

FunCity Amusements

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

AD# N1502A18001C PASS 2 COL. x 5

N1502P38001C

Stay Golden

Enjoy a beautiful complexion, please
avoidance without the skin-
damaging effects of UV rays!

New Client Special
Save 50% Off
Your First
Airbrush Tan

We airbrush this safe, all-natural,
plant-based formula by hand to
produce a flawless, natural-
looking tan you will love.

Only \$14.99

Price also covered by our free welcome call. Limited
to one-time use only. Not valid with other offers. Limited
time only. Subject to availability through 2/28/15.
Some restrictions do apply. See booking our appointment.

Airbrush Station

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

AD# N1502A18002C PASS 2 COL. x 5

N1502P38008C

Fast & Reliable Towing
**Anytime.
Anywhere.
Any Weather.**

24/7 SERVICE • 000.000.0000

Tireless & certified professionals • Local & long-distance towing
Medium- & heavy-duty towing • Flatbed towing services • Off-road recovery

Courtesy Towing

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

AD# N1502A18003C PASS 2 COL. x 5

N1203P46009C

N1502P38010C

CURE YOUR WINTER BLUES

Get the look and feel of summer with a gorgeous sun-kissed glow.

TAN TIME

ONE MONTH OF UNLIMITED TANNING
ONLY \$24.99

COME IN TODAY!
Appointments & Walk-In Welcome

Open Monday-Friday 11am-7pm,
Saturday & Sunday 10am-5pm

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

AD# N1502A18004C PASS 2 COL. x 5

N1203P46009C

Beautiful Bouquets

Begin With Our
Quality Fresh
Flowers

We're celebrating
Floral Design
Day with a
**FREE FLORAL
DESIGN DEMO!**
Saturday,
February 28th

Please join us when you RSVP
to name@namewebsite.com.
Space is limited, so please
RSVP today to secure your
spot at this fun, free event!

Terra Florals

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

AD# N1502A18005C PASS 2 COL. x 5

N1502P39004C

Premium Carpet Choices

Special Offer
**Free Carpet
Removal &
Haul-Away
Service**
with new carpet purchase with
installation. Limited time offer
through February 16, 2015 only!

Easy Financing
with approved credit
Next-Day Installation
on all in-stock carpets
Free Estimates
& free ship-at-home service

Find the perfect floor covering
for every room in your home
with our professional design
service and expert installation.

Atlantic Carpet

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

Call or stop by our showroom for details.
Showroom Open Tuesday-Saturday 10am-5pm, Sunday 11am-5pm

AD# N1502A18006C PASS 2 COL. x 5

N1203P46009C

Companion
WEB ADS
available
on MCC

N1502P18002C

Catch the Creative Bug

From scrapbooking to cross-stitching
and every craft in between, we have all you
need to bring your creative ideas to life!

New Classes Starting This Spring
Needle Arts, Framing, Jewelry Making, Paper Crafts & More
Call or stop by the store for details and registration!

Scan here to download our coupon
**SAVE \$5 OFF Your
Purchase of \$20 or More**
Coupon valid on regular priced items. Not valid on sale items and
certain items. See store for details.

Craft Corner

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

AD# N1502A18007C PASS 2 COL. x 5

N1203P46009C

Expert Watch & Jewelry Repair

Trust the professionals with more than
30 years of experience for all of your
jewelry care and repair needs.

cleaning & polishing • ring sizing • stone resetting •
pearl restringing • setting & clasp repair • watch batteries •
watch band repair • watch crystal & gasket replacement

Avery Jewelers

Present this coupon to have one piece of jewelry
cleaned free of charge. Limit one coupon per customer.
Offer valid 02/01/15. Not valid on repairs and conditions
apply. See store for details. Some restrictions may apply.

FREE Jewelry Cleaning

Avery Jewelers
www.namewebsite.com

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

AD# N1502A18008C PASS 2 COL. x 5

N1502P39012C

8 out of 10 dogs over the age of 3 suffer from DENTAL PROBLEMS

Dental disease is often painful, and if left untreated, can even spread to a
pet's heart, kidneys and other organ-critical life-threatening conditions. The
good news is that dental disease is preventable with routine dental hygiene
at home and regular dental cleanings by your veterinarian. Not only is regular
dental cleaning good for your pet's health, it will also save you money in the long run
by preventing potentially serious health problems down the road.

Call now to book your pet's appointment for a Free Dental
Consultation during February, Pet Dental Health Month!

Paws & Claws Veterinary Hospital

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

AD# N1502A18009C PASS 2 COL. x 5

N1502P39002C

We Keep Kids Smiling

Why make a trip to the dentist when you can smile with friendly, gentle care and a friendly smile? It's all here!

\$39

Children's Dental Health Month Special
Pediatric Dental Exam, Cleaning & X-rays
New Patients Only

A \$99 Value • Offer valid by appointment through February 28, 2015. Please see restrictions on advertising. The discount cannot be combined with other offers.

Brady Pediatric Dentistry

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

AD# N1502A19001C PASS 2 COL. x 5

National Bird Feeding Month Specials

Save on a huge selection of wild bird food, plus hanging feeders and platform feeders for all types of birds!

25% Off
All In-Stock Bird Feeders

Buy 1, Get 1
50% Off
Wild Bird Seed

Offer good February 01-03, 2015. Not for sale, gift and conditions here.

Country Hardware

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

AD# N1502A19002C PASS 2 COL. x 5

Give Your Sweet Her Just Desserts

- Specialty Cupcakes
- Brownies • Lemon Bars
- Crumb Buns
- Cinnamon Swirls
- Butter Cookies
- Custom Cakes
- Doughnuts • & More

Valentine's Day Special
Gourmet Red Velvet Cupcakes topped with a homemade chocolate

2 for \$5

Frostings Bake Shop

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

Now Serving Fresh Coffee, Espresso & Gourmet Coffee by the Pound

AD# N1502A19003C PASS 2 COL. x 5

Use Your Tax Refund to Invest in Your Home

We promise quality craftsmanship completed on time and on budget.

Special Offer
Save up to \$500 Off Your Project!

Discount reflects 10% discount on projects up to \$5,000. Some restrictions apply. Cash today for details and a free estimate. Limited time offer ends 02/03/15.

Beautiful & Durable Vinyl Siding
Energy Efficient High-impact Windows
Complete Kitchen & Bathroom Remodeling
Floor, Additions & General Contracting
Interior Space Design & Building

Free Estimates
Licensed & Insured
References Available

Snell Contracting

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

AD# N1502A19004C PASS 2 COL. x 5

The Latest Looks in Watches

We have the very best current and classic styles from your favorite designers in stock at competitive everyday prices. Plus, we offer complimentary cleaning service for your full year and a 30-day money-back guarantee with every timepiece purchase.

Stop in to browse the latest collections today!

Watch Emporium

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

Limited-Time Offer
Save 10% Off
Any In-Stock Watch

Value up to \$500. Offer ends 02/03/15. See store for details.

AD# N1502A19005C PASS 2 COL. x 5

Head-to-toe beauty solutions, with great prices and service to boot!

hair • skincare • beauty

Open Tuesday-Saturday 10am-9pm, Sunday 11am-6pm

Gloss Beauty Supply

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

SAVE \$5 OFF
Your Purchase of \$20 or More

coupon required. Excludes. Tax details, terms and conditions here. Limit details, terms and conditions here.

Gloss Beauty Supply

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

AD# N1502A19006C PASS 2 COL. x 5

We offer the latest state-of-the-art cosmetic procedures for natural-looking, beautiful results.

Get Gorgeous from every angle

Renew Cosmetic Surgery Center

Body Shaping & Cellulite Reduction
package available from
\$999

Laser Skin Resurfacing
package available from
\$899

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

AD# N1502A19007C PASS 2 COL. x 5

Hair Stylin'

- layered cuts
- buzz cuts • skin fades
- razor line-ups
- hot shaves • products

MEN'S CUTS \$19 & UP

Barber Rosa

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

CALL OR COME IN - OPEN 7 DAYS 10-8

AD# N1502A19008C PASS 2 COL. x 5

Your Dream Home

from concept to completion

New Homes • Home Additions • Home Remodeling
Let us professionally handle every aspect of the job, from the blueprint and planning to estimating, building and post-production follow-up, so your project is carried out seamlessly for one package price.

Contact us today for a complimentary phone consultation.

Horizons Design Build

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

AD# N1502A19009C PASS 2 COL. x 5

Companion WEB ADS available on MCC



N1502P20005C-●



N1502P20006C-●



N1502P20008C-●



N1502P20001C-●



N1502P20012C-●



N1502P20004C-●



N1502P20009C-●



N1502P20010C-●



N1502P20011C-●



N1502P20002C-●



N1502P20007C-●



N1502P20003C-●



N1502P21011C-●



N1502P21010C-●



N1502P21002C-●



N1502P21003C-●



N1502P21009C-●



N1502P21008C-●



N1502P21001C-●



N1502P21004C-●
N1502P21005C-◇



N1502P21006C-●



N1502P21007C-●



N1502P21012C-●



N1502P21013C-●



N1502P22017C*-O



N1502P22015C*-O



N1502P22008C*-O



N1502P22006C*-O



N1502P22018C*-O



N1502P22004C*-O



N1502P22019C*-O



N1502P22002C*-O



N1502P22003C*-O



N1502P22005C*-O



N1502P22009C*-O



N1502P22007C*-O



N1502P22012C*-O



N1502P22013C*-O



N1502P22001C*-O



N1502P22011C*-O



N1502P22016C*-O



N1502P22014C*-O



N1502P22010C*-O



N1502P23009C*-O



N1502P23002C*-O



N1502P23008C-●



N1502P23001C*-O



N1502P23007C*-O



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N1502P23005C*-O



N1502P23004C*-O



N1502P23013C*-O



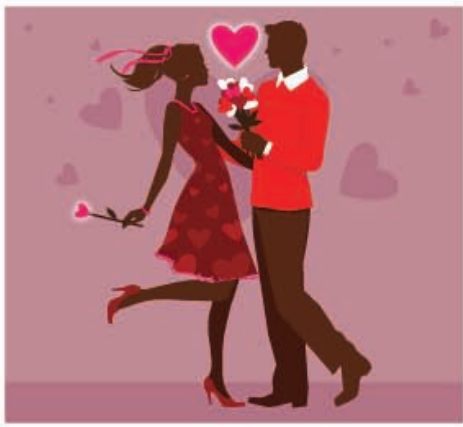
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N1502P23011C*-O



N1502P23012C*-O



N1502P24017C*-O



N1502P24014C*-O



N1502P24019C*-O



N1502P24013C*-O



N1502P24010C*-O



N1502P24009C*-O



N1502P24008C*-O



N1502P24007C*-O



N1502P24002C*-O



N1502P24016C*-O



N1502P24003C*-O



N1502P24005C*-O



N1502P24001C*-O



N1502P24018C*-O



N1502P24021C*-O



N1502P24023C*-O



N1502P24006C*-O



N1502P24022C*-O



N1502P24015C*-O



N1502P24020C*-O



N1502P24012C*-O



N1502P24004C*-O



N1502P24011C*-O

N1502P25001C*-O

N1502P25002C*-◇

SHOP *in the* ♥ SHOP

Name of Love

Make Valentine's Day special with our favorite red-hot gift ideas!



Companion WEB ADS available on MCC

Collectible Gourmet **Chocolate Heart Boxes**

\$4.99 small • \$9.99 medium • \$14.99 large

Valentine's Day Greeting Cards

99¢

Valentine's Day Bears & Plush Toys

\$2.99 & up

Name Brand Novelty Boxed Valentines

\$3.99
select 20-count varieties

Name Brand Beauty Gift Baskets

\$12.99 & up

Name Brand Scented Massage Candle

Only **\$7.99**
assorted 12 oz. scents

Buy One, Get One **50% Off**

Name Brand **Valentine's Day Bagged Candy**
assorted varieties of equal or lesser value

25% Off Limited-Edition

Valentine's Day Designer Fragrance Sets
select fragrances only

30% Off All Picture

Frames & Photo Albums
entire stock

Buy One, Get One **50% Off**

Name Brand **Cosmetics**
in-stock product of equal or lesser value


25% Off All Valentine's

Day Gift Bags & Gift Wrap
entire stock

Advertisement offer good through February 02, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Discount Variety Mart

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

Open Monday-Saturday 9 a.m.-9 p.m., Sunday 10 a.m.-5 p.m.  

AD# N1502A25001C

PASS 6 CCL x 21 

AD# N1502A25002C

10 x 13

N1502P26004C*-O

N1502P26002C*-O

N1502P26003C*-O

Celebrate Your Love

Your guide to a perfectly romantic Valentine's Day.

<p>Restaurant Luna \$39 Valentine's Day Prix-Fixe Menu</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>Cafe Aroma Dessert • Fine Coffee Live Music</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>Bella Jewelry Fine Gifts From \$79</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>Bloomtown Florals One Dozen Roses Only \$24.99</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>City Bistro Enjoy Valentine's Day Dinner Here or To-Go!</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>
<p>The Cable Inn Romantic Valentine's Day Dine-&-Stay Packages</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>The Viewpoint Restaurant Book Your Valentine's Day Reservations Today!</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>Sweet Spot Bakery Specialty Valentine's Day Baked Goods</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>Hammonds Grocery Mart Heat-&-Serve Valentine's Day Dinners</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>Lana's Boutique Hot Fashions for Valentine's Day</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>
<p>Gardner Liquors Champagne On Sale!</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>Romantique Lingerie & Romantic Gifts</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>Sentino Ristorante \$49 Prix-Fixe Dinner for Two</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>Lotus Spa \$99 Couple's Massage Gift Cards Available</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>	<p>Corky's Wine Bar Wine & Tapas Valentine's Day Specials</p> <p><small>www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</small></p>

AD# N1502A26001C 19.334 x 13



N1502P26001C-●

Usage Suggestion:

Multiple-advertiser, double truck layouts present unique opportunities for advertisers to gain more exposure while sharing the cost of appearing in color in a prime position. At the same time, they give you a full-color spread. Use the alternative headings on this page to change the focus of the layout, and don't forget to repurpose the content for your Web site.

The layout can be opened inside the *Metro interactive Ad Development* software (MIAD), where the amount of advertiser spaces can be adjusted with a click of a button. See a demonstration in the MIAD area accessed from the metrocreativeconnection.com home page.

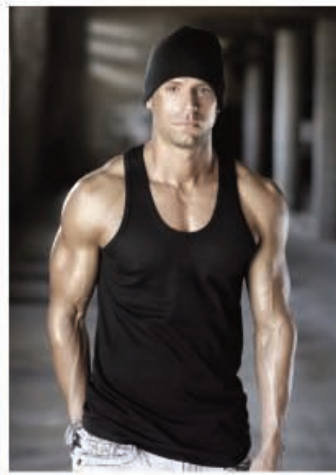
Valentine's Day Dining Guide Valentine's Day Gift Guide

N1502P26005C*-O

N1502P26006C*-O



N1502P27012C-●



N1502P27004C-●



N1502P27007C-●



N1502P27011C-●



N1502P27010C-●



N1502P27006C-●



N1502P27005C-●



N1502P27008C-●



N1502P27003C-●



N1502P27008C-●



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N1502P27001C-●



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N1502P28002C-●



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N1502P28006C-●



N1502P28004C-●



N1502P28001C-●



N1502P29011C ●



N1502P29005C ●



N1502P29001C ●



N1502P29004C ●



N1502P29009C ●



N1502P29008C ●



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N1502P29010C ●



N1502P29006C ●



N1502P29012C ●



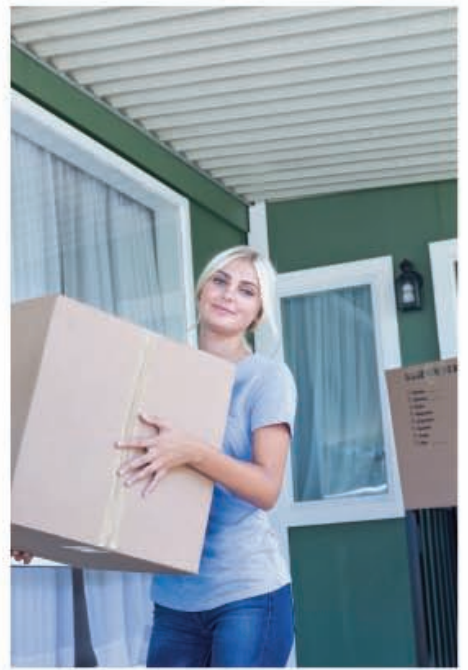
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N1502P30008C-●



N1502P30003C-●



N1502P30005C-●



N1502P30011C-●



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N1502P30006C-●



N1502P30010C-●



N1502P30009C-●



N1502P30007C-●



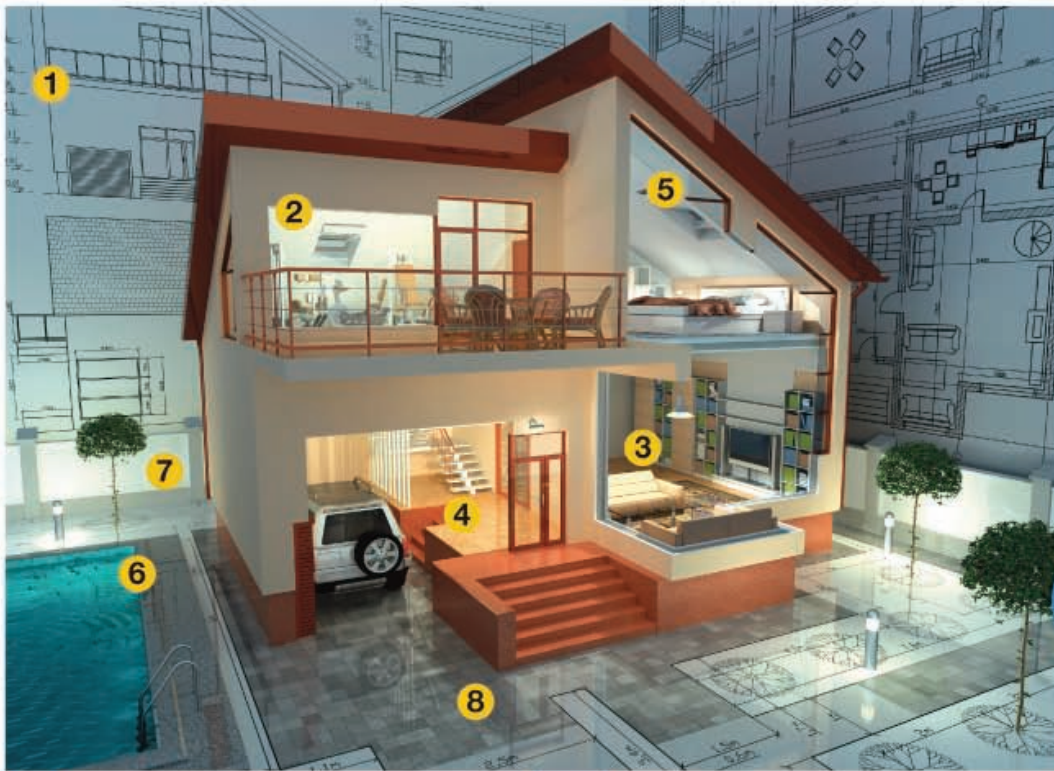
N1502P30002C-●



N1502P30004C-●



N1502P30001C-●



N1502P31001C •

Companion
WEB ADS
available
on MCC

AD# N1502A31002C
PASS 3 COL x 3

1

Clayton Construction & Design

A full-service builder, from concept to completion
Contact us today for a complimentary consultation.
License# 000000 • Fully Insured

1234 Washington Street | Somersville Heights | 000-000-0000

[facebook](#) www.namewebsite.com

2

Great Walls Painting

Interior & exterior painting contractor
We stand behind all of our work with a satisfaction guarantee.
Licensed & Insured • Free Estimates

1234 Washington Street | Somersville Heights | 000-000-0000

[facebook](#) www.namewebsite.com

AD# N1502A31003C
PASS 3 COL x 3

AD# N1502A31004C
PASS 3 COL x 3

3

Milano Furniture Showroom

Imported fine furniture from Italy
Ask about our complimentary home design service!
Delivery & Financing Available

1234 Washington Street | Somersville Heights | 000-000-0000

[facebook](#) www.namewebsite.com

4

SOLARA FLOORING

carpeting • hardwood • laminate • tile • area rugs
Now offering next-day installation service!
Showroom Open Monday-Saturday 9 a.m.-8 p.m.

1234 Washington Street | Somersville Heights | 000-000-0000

[facebook](#) www.namewebsite.com

AD# N1502A31005C
PASS 3 COL x 3

AD# N1502A31006C
PASS 3 COL x 3

5

Peralto Windows & Doors

Beautiful & durable energy-efficient designs
Lifetime guarantee on products & labor
Contact us today for a free in-home estimate!

1234 Washington Street | Somersville Heights | 000-000-0000

[facebook](#) www.namewebsite.com

6

Endless Summer Pool & Spa

Award-winning custom swimming pool designs
sales • installation • maintenance • repair
Call now for a free estimate and spring installation date!

1234 Washington Street | Somersville Heights | 000-000-0000

[facebook](#) www.namewebsite.com

AD# N1502A31007C
PASS 3 COL x 3

AD# N1502A31008C
PASS 3 COL x 3

7

Outpost FENCING

Offering a variety of beautiful designs for privacy and security
wood • vinyl • iron • glass • chain link
Contact us today for a free design consultation and quote.

1234 Washington Street | Somersville Heights | 000-000-0000

[facebook](#) www.namewebsite.com

8

Baden Concrete

Specializing in glazed concrete masonry
driveways • patios • poolscapes • sidewalks • walls
Licensed & Insured • Free Estimates

1234 Washington Street | Somersville Heights | 000-000-0000

[facebook](#) www.namewebsite.com

AD# N1502A31009C
PASS 3 COL x 3

N1203P46009C •

AD# N1502A31001C PASS 6 COL x 21

AD# N1502A31010C 10 x 13

METRO Themed Event Package

SECTION COVER:

Summer Camp
 February 2015
 A SPECIAL SUPPLEMENT TO
NAME NEWSPAPER

Day or Overnight Camps
 Specialty Camps to Consider
 Pricing & Registration Info
 Choosing the Best Camp for Your Child

AD# N1502A32005C 10. x 13

N1502P36009C

N1502P36006C
 N1502P36004C

N1502P36002C

QUICK SELL:

Summer Camp
 Summer camp options abound

AD# N1502A32006C 9.667 x 13

WEB ADS:

KID-APPROVED SUMMER FUN

REGISTER NOW

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

AD# N1502W32001S

N1502P36006C

N1502P36004C

N1502P36002C

MOBILE ADS:

KID-APPROVED SUMMER FUN Name Business
 AD# N1502W32001B

KID-APPROVED SUMMER FUN Name Business
 AD# N1502W32001W

REGISTER NOW

KID-APPROVED SUMMER FUN

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

AD# N1502W32001R

N1502P36006C

N1502P21005C

N1502P32001C

Companion WEB ADS available on MCC

REGISTER NOW

KID-APPROVED SUMMER FUN

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

AD# N1502W32001L

N1502P36006C

N1502P32001C

CAMPAIGN:

KID-APPROVED SUMMER FUN

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

AD# N1502A32001C

N1502P36006C

SAFE, SUPERVISED & SO MUCH FUN

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

AD# N1502A32002C

N1502P36002C

SIGN UP FOR SUMMER ADVENTURE

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

AD# N1502A32003C

N1502P36004C

MAKE THIS SUMMER A CHAPTER TO REMEMBER

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

AD# N1502A32004C

N1502P36010C

These valuable packages give you what you need to take advantage of timely seasonal and event happenings during the month. Each provides a heading, imagery, print, Web and mobile ads, a ready-made cover design and a quick-sell multiple advertiser page.

(MCC Spec Ads & Covers Library / Ad Type pull-down menu: "ThemedEventPackage")

WEB ADS:

Your Home & Garden HEADQUARTERS

This Week's Special

Central Hardware & Garden Center
 1234 Washington Street
 Somersville Heights
 000-000-0000
www.namewebsite.com

AD# N1502W33003S

N1502P33001C*O

N1502P33001C*O

Your Home & Garden HEADQUARTERS

This Week's Special

Central Hardware & Garden Center
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

AD# N1502W33003R

N1502P36007C

N1502P33001C*O

Your Home & Garden HEADQUARTERS

AD# N1502W33003L

N1502P36007C

Central Hardware & Garden Center

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

This Week's Special

AD# N1502W33003M

QUICK SELL:

HOME

News and tips on backyard fire pits

COULDN'T FIND THE RIGHT...
 LANDSCAPING...
 FURNITURE...
 LIGHTING...
 FLOORING...
 BATHS...
 KITCHENS...
 WINDOWS...
 ROOFS...

AD# N1502A33006C 9.667 x 13

SECTION COVER:

(Give Your Sofa a Facelift with Custom Slipcovers)

HOME

FEBRUARY 2015
 A SPECIAL SUPPLEMENT TO
NAME NEWSPAPER

Lighting Fixtures That Add Character
 Explore Your Landscaping Design Style
 New Designs in Furniture
 Spring Trends in Window Treatments

[Updates on Flooring]

AD# N1502A33005C 10. x 13

N1502P29001C

Fresh Style
 for your
HOME

N1502P33002C*O

MOBILE ADS:

NAME BUSINESS

AD# N1502W33003B

NAME BUSINESS

AD# N1502W33003W

CAMPAIGN:

Your Home & Garden HEADQUARTERS

Get set for spring with our special everything to spruce up your home, inside and out!

Central Hardware & Garden Center

This Week's Special

20% Off
 All Name Brand
 Paints & Stains
(Offer good February 01-28, 2015. Not valid on sale and combination items.)

1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com
 Shop Monday-Saturday 10am-7pm, Sunday 10am-6pm

AD# N1502A33001C

PASS 2 COL. x 5

N1502P33001C*O

N1203P46009C*O

Your Home & Garden HEADQUARTERS

Get set for spring with our special everything to spruce up your home, inside and out!

Central Hardware & Garden Center

This Week's Special

30% Off
 All Outdoor &
 Landscape Lighting
(Offer good February 01-28, 2015. Not valid on sale and combination items.)

1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com
 Shop Monday-Saturday 10am-7pm, Sunday 10am-6pm

AD# N1502A33002C

PASS 2 COL. x 5

N1502P33001C*O

N1203P46009C*O

Your Home & Garden HEADQUARTERS

Get set for spring with our special everything to spruce up your home, inside and out!

Central Hardware & Garden Center

This Week's Special

Buy One, Get One
50% Off All Name
Brand Garden Tools
(Offer good February 01-28, 2015. Not valid on sale and combination items.)

1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com
 Shop Monday-Saturday 10am-7pm, Sunday 10am-6pm

AD# N1502A33003C

PASS 2 COL. x 5

N1502P33001C*O

N1203P46009C*O

Your Home & Garden HEADQUARTERS

Get set for spring with our special everything to spruce up your home, inside and out!

Central Hardware & Garden Center

This Week's Special

25% Off
 All Bedding Plants &
 Ground Cover
(Offer good February 01-28, 2015. Not valid on sale and combination items.)

1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com
 Shop Monday-Saturday 10am-7pm, Sunday 10am-6pm

AD# N1502A33004C

PASS 2 COL. x 5

N1502P33001C*O

N1203P46009C*O

METRO Themed Event Package

SECTION COVER:

N1502P22011C*O

FEBRUARY 2015 NAME NEWSPAPER
A SPECIAL SUPPLEMENT TO

Connections...

Heartfelt Sentiments & Photos from Readers

Plus...
Valentine's Day Date Ideas
Simple Ways to Say, "I Love You."
Planning a Romantic Getaway
Celebrating for Singles
Crafts for Kids

AD# N1502A34005C 10. x 13

N1502P21007C

N1502P21011C

QUICK SELL:

Connections...

Beauty
Dishes & Desserts
Facts
Jewelry
Crafts
Beauty Store
Fashion
Grooming

Romantic films to watch together this Valentine's Day

AD# N1502A34006C 9.667 x 13

WEB ADS:

N1502P12005C

Everyone Loves a Great Smile

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

AD# N1502W34001S

N1502P34002C*O

Everyone Loves a Great Smile

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

AD# N1502W34001R

N1502P12005C

Companion WEB ADS available on MCC

Let's Make a Date!

N1502P34004C*O

MOBILE ADS:

Everyone Loves a Great Smile Name Business

AD# N1502W34001B

Everyone Loves a Great Smile Name Business

AD# N1502W34001W

N1502P34001C*O

Everyone Loves a Great Smile Pearl Dental Center

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

AD# N1502W34001L

N1502P12005C

CAMPAIGN:

N1502P34003C*O N1502P34001C*O

N1502P12007C N1502P12005C

N1502P12007C N1203P46009C*O

N1502P12007C N1203P46009C*O

N1502P12007C N1203P46009C*O

N1502P12007C N1203P46009C*O

Everyone Loves a Great Smile

In the spirit of togetherness, we're delivering a month of double deals for you and yours!

February Twofer Special Buy One, Get One FREE Laser Teeth Whitening

February Twofer Special Buy One, Get One FREE Dental Exam & Cleaning

February Twofer Special Buy One, Get One FREE Exam & Cleaning With X-rays

February Twofer Special Buy One, Get One FREE Any Dental Implant

Pearl Dental Center

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

AD# N1502A34001C

AD# N1502A34002C

AD# N1502A34003C

AD# N1502A34004C

PASS 2 COL. x 5

These valuable packages give you what you need to take advantage of timely seasonal and event happenings during the month. Each provides a heading, imagery, print, Web and mobile ads, a ready-made cover design and a quick-sell multiple advertiser page.

(MCC Spec Ads & Covers Library / Ad Type pull-down menu: "ThemedEventPackage")

WEB ADS:

Ask us about

Vitamins & Herbal Supplements

Name Brand Omega-3 Fish Oil \$8.99

Organics Natural Health Market

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

AD# N1502W35001S

N1502P36003C*O

N1502P36001C*O

Companion WEB ADS available on MCC

QUICK SELL:

Fit

February 2015
A SPECIAL SUPPLEMENT TO
NAME NEWSPAPER

How to Improve Flexibility

YOGA STRETCH

AD# N1502A35006C 9.667 x 13

SECTION COVER:

Fit

February 2015
A SPECIAL SUPPLEMENT TO
NAME NEWSPAPER

Cut Calories & Curb Your Cravings
Why Women Should Lift Weights
The Benefits of Running
Shoulder Workouts
Exercise Classes for Seniors
Stay in Shape at These Fitness-Friendly Hotels

AD# N1502A35005C 10. x 13

N1502P37012C

N1502P37006C

N1502P35001C*O

Ask us about

Vitamins & Herbal Supplements

Organics Natural Health Market

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

AD# N1502W35001L



N1502P35002C*O

MOBILE ADS:

Let Us Help! **Name Business**

AD# N1502W35001B

Let Us Help! **Name Business**

AD# N1502W35001W

CAMPAIGN:

Ask us about

All-Natural Joint Support!

Name Brand Omega-3 Fish Oil 60 softgels \$8.99 (reg. \$11.99) (1lb. each \$8.99, 15)

we're here to help. Ask our knowledgeable, friendly staff for assistance in selecting the right supplements for you and your family.

Organics Natural Health Market

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

AD# N1502A35001C

PASS 2 COL. x 5

Ask us about

Multivitamin Nutrition

Name Brand Men's Multivitamin 120 tablets \$9.99 (reg. \$14.99) (1lb. each \$9.99, 15)

we're here to help. Ask our knowledgeable, friendly staff for assistance in selecting the right supplements for you and your family.

Organics Natural Health Market

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

AD# N1502A35002C

PASS 2 COL. x 5

Ask us about

Calcium & Bone Support

Name Brand Calcium Formula 120 tablets \$12.99 (reg. \$16.99) (1lb. each \$12.99, 15)

we're here to help. Ask our knowledgeable, friendly staff for assistance in selecting the right supplements for you and your family.

Organics Natural Health Market

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

AD# N1502A35003C

PASS 2 COL. x 5

Ask us about

Protein & Sports Nutrition

Name Brand Whey Protein Powder 32 ounces \$18.99 (reg. \$24.99) (1lb. each \$18.99, 15)

we're here to help. Ask our knowledgeable, friendly staff for assistance in selecting the right supplements for you and your family.

Organics Natural Health Market

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

AD# N1502A35004C

PASS 2 COL. x 5



N1502P36005C-●



N1502P36006C-●



N1502P36009C-●



N1502P36004C-●



N1502P36010C-●



N1502P36008C-●



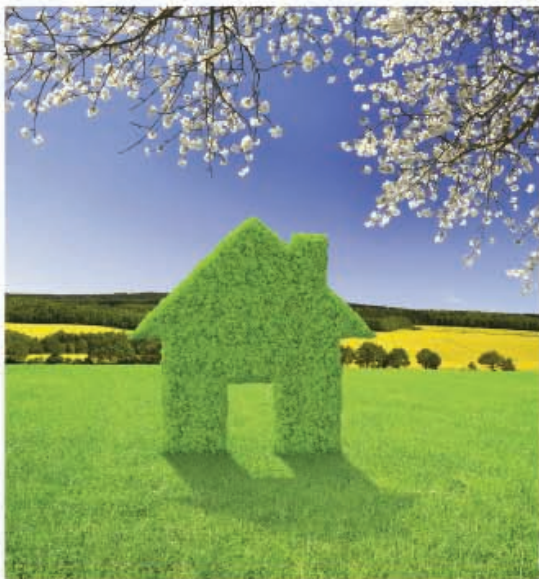
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N1502P36007C-●



N1502P36003C-●



N1502P36012C-●



N1502P36001C-●



N1502P36002C-●



N1502P37004C ●



N1502P37008C ●



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N1502P37001C ●



N1502P37010C ●



N1502P37007C ●



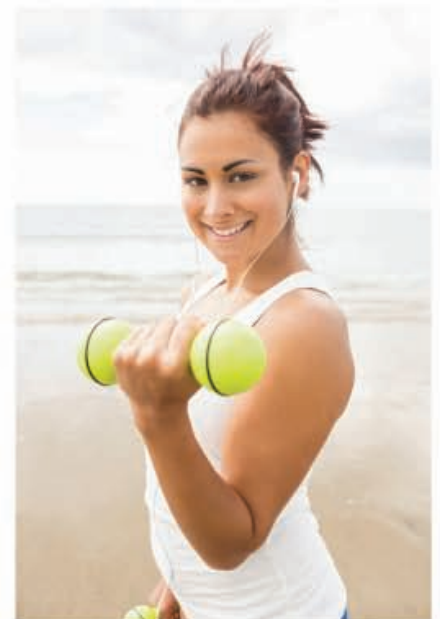
N1502P37011C ●



N1502P37002C ●



N1502P37009C ●



N1502P37012C ●



N1502P37003C ●

MCC Keyword Hints: National Heart Month, hand weights, exercise, barbell, fitness, heart, love, senior, calisthenics, couple, running



N1502P38006C-●



N1502P38003C-●



N1502P38002C-●



N1502P38010C-●



N1502P38009C-●



N1502P38008C-●



N1502P38007C-●



N1502P38005C-●



N1502P38004C-●



N1502P38001C-●

MCC Keyword Hints: tanning bed, sun exposure, towing, tow truck, winter, fun, go-kart, track, racing



N1502P39013C-●



N1502P39002C-●



N1502P39001C-●



N1502P39007C-●



N1502P39008C-●



N1502P39009C-●



N1502P39005C-●



N1502P39003C-●



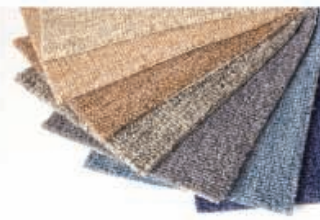
N1502P39012C-●



N1502P39011C-●



N1502P39010C-●



N1502P39006C-●



N1502P39004C-●

Promote Premium Placement Opportunities With Metro AdScapes

The effectiveness of an advertisement is largely determined by its placement. Metro AdScapes offers premium placement opportunities that are designed to stand out from the rest of the page. These ads are placed in high-traffic areas, ensuring maximum visibility for your brand. The unique shape of these ads allows for creative and eye-catching designs that capture the attention of your target audience. By choosing Metro AdScapes, you are investing in a premium advertising solution that can significantly increase the impact of your marketing campaign.

The AdScape format offers a variety of premium placement options, including full-page ads, large sidebar ads, and unique shaped ads. These ads are designed to be highly visible and engaging, making them an ideal choice for advertisers looking to maximize their reach and impact. The unique shape of these ads allows for creative and eye-catching designs that capture the attention of your target audience. By choosing Metro AdScapes, you are investing in a premium advertising solution that can significantly increase the impact of your marketing campaign.

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Usage Note:
Use this shaped specialty ad as for a Valentine's Day gift campaign. The ad's unique positioning is sure to draw extra attention for your advertiser. Continue the campaign by keeping the image and alter the copy to feature other aspects of their gift and card services.



Companion WEB ADS available on MCC

Your One-Stop Valentine's Day Shop
We have all you need to make Valentine's Day special.

- Boxed Chocolates • Bears & Plush Toys • Romantic Gifts
- Candles & Collectibles • Heart-Shaped Jewelry
- Fragrances • Spa Gifts • Frames & Scrapbooks
- Greeting Cards • Boxed Valentines • Kids' Novelties
- Gift Wrap • Fresh Flowers • Balloon Bouquets • & More

Open Saturday, February 14 • 8am-8pm

Confetti Cards & Gifts

Valentine's Day Gift Baskets \$18.99 & up

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

AD# N1502A40001C PASS 2 COL x 16.5

N1502P62003C

SPRING SALE & OPEN HOUSE

This Saturday, February 28th
10 a.m.-7 p.m.

Save on New Arrivals for the Home & Garden

Enjoy Complimentary Refreshments
Attend Free Workshops & Demos | Raffle Prizes | Free Giveaways

Text RSVP to XXXX for a special bonus coupon offer!

Newport Hardware & Garden Center

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

[facebook](http://www.facebook.com)

AD# N1502A41001C 8.5 x 11

FRONT

N1203P46009C

N1502P62004C

N1502P29011C

SPRING SALE SPECIALS

Starting this Saturday, enjoy pre-season savings on everything for spring planting and gardening!

SAVE ON PLANTING

Save 30% Off All Pottery & Containers
now \$3.99 & up.

Buy One, Get One 50% Off All Brand Garden Tools
excludes power tools

SAVE ON FLOWERS

\$24.99 Rose Bushes
5-gallon varieties

Annual Flower Packs 2 for \$5
assorted 6-count varieties

SAVE ON EDIBLES

Potted Herbs 3 for \$10
4" varieties

Tomato Plants \$3.99
1 gallon

...and so much more!

Remember to text RSVP to XXXX for your special bonus coupon offer!

Newport Hardware & Garden Center

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

Offers good February 28-March 02, 2015.

Shop Monday-Saturday 10 a.m.-7 p.m., Sunday 10 a.m.-3 p.m.

AD# N1502A41002C 8.5 x 11

BACK

N1502P15012C

N1502P29003C

N1502P41001C

Old-Fashioned BAGEL SHOP

Made from scratch, hand-rolled and oven-baked the old-fashioned way, our delicious bagels are a treat on their own or topped with one of our house-made cream cheese recipes. We also offer a variety of tasty breakfast sandwiches, coffee and classic salads, served all day for your enjoyment.

Try Our Specialty Cream Cheese Flavors!
Vegetable, Lox, Roasted Garlic, Pumpkin & More

Chicken Salad, Egg Salad & Tuna Salad
Made Fresh on the Premises Daily

FREE Coffee With Any Bagel or Sandwich Purchase
Offer valid with coupon. Expires 2/28/15. See details, terms and conditions here.

Bagel Spot
1234 Washington Street
000-000-0000 • www.namewebsite.com

\$2 OFF One Dozen Bagels
Offer valid with coupon. Expires 2/28/15. See details, terms and conditions here. Limit 1 per customer. Offer good on all varieties.

Bagel Spot
1234 Washington Street
000-000-0000 • www.namewebsite.com

[facebook](http://www.facebook.com)

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

Open 7 a.m.-3:30 p.m.
Closed Mondays

AD# N1502A41003C 8.5 x 11

N1203P46009C

N1502P66018C

N1502P66013C

Your Local Breakfast Cafe

Enjoy friendly service with a smile and all of your favorite breakfast classics, made fresh to order. From fluffy buttermilk pancakes and waffles to farm-fresh omelettes and crispy home-fried potatoes, our homestyle breakfast specialties are a great way to start your day.

\$4.99 Big Breakfast Special
2 Eggs, 2 Pancakes, Bacon or Sausage & Potatoes

Senior Specials & Kids' Menu Available
Bottomless Coffee Refills

FREE Coffee With Any Breakfast Purchase
Offer valid with coupon. Expires 2/28/15. See details, terms and conditions here.

Sunrise Cafe
1234 Washington Street
000-000-0000 • www.namewebsite.com

Buy One, Get One 50% Off Any Breakfast Special
Offer valid with coupon. Expires 2/28/15. See details, terms and conditions here. Limit 1 per customer. Offer good on all varieties.

Sunrise Cafe
1234 Washington Street
000-000-0000 • www.namewebsite.com

[facebook](http://www.facebook.com)

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

Open 6 a.m.-3 p.m.
Closed Mondays

AD# N1502A41004C 8.5 x 11

N1203P46009C

N1502P66015C



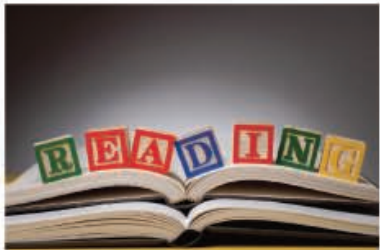
N1502P42006C ●



N1502P42009C ●



N1502P42005C ●



N1502P42001C ●



N1502P42003C ●



N1502P42006C ●



N1502P42004C ●



N1502P42007C ●



N1502P42002C ●



N1502P42010C* ○



N1502P42012C* ○



N1502P42013C* ○



N1502P42016C* ○



N1502P42011C* ○



N1502P42015C* ○



N1502P42018C* ○



N1502P42014C* ○



N1502P42017C* ○

MCC Keyword Hints: retail, shopping, shop local, hardware, Valentine's Day, candy, skiing, tableware, bicycle, bar, sewing

Save Locally

Coupon savings from your favorite neighborhood businesses!

Coffee Lounge

- espresso bar
- loose teas
- fresh bagels & pastries
- soups, salads & sandwiches

Buy One, Get One 50% Off
Any Coffee or Specialty Beverage

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

Facebook

City Hardware

- tools & hardware
- lawn & garden
- building & lumber
- home improvement

SAVE \$5 OFF
Your Next Purchase of \$15 or More

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

Facebook

Spoke Stop

- bicycles
- kids' bikes
- apparel
- accessories
- service & repair

SAVE \$10 OFF
Any Service Package or Repair

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

Facebook

Stitch Sewing Supply

- sewing notions
- quilting supplies
- needlecrafts
- crafts & scrapbooking
- custom framing

SAVE 25% OFF
Your Next Total Purchase

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

Facebook

Pisa Pizza

- hand-tossed pizza
- pasta & grill
- beer & wine
- delivery available

Only \$9.99 (reg. \$12.99)
Large One-Topping Pizza

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

Facebook

Endless Summer Tanning

- premium tanning beds
- sunless tanning
- tanning products
- memberships available

Buy Three, Get One FREE
All Tanning Sessions

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

Facebook

Core Fitness Center

- free weights
- circuit training
- cardio theater
- group classes

\$0 Initiation Fees
A \$59 Value!

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

Facebook

Spotless Window Cleaning

- residential & commercial window & screen cleaning
- professional power washing
- insured & bonded

SAVE \$25 OFF
Window Cleaning Service

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

Facebook

Rourk Furniture

- fine furniture
- mattresses
- home accessories
- design service
- delivery available

SAVE 15% OFF
Your Total Furniture Purchase

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

Facebook

Headline Salon

- men's & women's cuts
- color & highlights
- blowouts
- smoothing treatments

Buy One, Get One 50% Off
Any 2-Visit or Service

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

Facebook

AD# N1502A43001C PASS 6 COL. x 21
AD# N1502A43012C 10 x 13

CAMPAIGN OPPORTUNITY

This month, find a "Save Locally" coupon page designed to gain more exposure for small businesses. By making each ad a coupon, advertisers can quickly gauge the effectiveness of their message. Promoting local shopping is more than an economic necessity in many areas; it has become a source of community pride. Look for two additional "shop local" pages each month for a variety of advertiser categories, so you can keep a local campaign going. Many have companion Web ads ready to present for combo package buys, too.

AD# N1502A43002C
PASS 3 COL. x 3.5

AD# N1502A43004C
PASS 3 COL. x 3.5

AD# N1502A43006C
PASS 3 COL. x 3.5

AD# N1502A43008C
PASS 3 COL. x 3.5

AD# N1502A43010C
PASS 3 COL. x 3.5

AD# N1502A43003C
PASS 3 COL. x 3.5

AD# N1502A43005C
PASS 3 COL. x 3.5

AD# N1502A43007C
PASS 3 COL. x 3.5

AD# N1502A43009C
PASS 3 COL. x 3.5

AD# N1502A43011C
PASS 3 COL. x 3.5



N1502P44008C●



N1502P44007C●



N1502P44006C●



N1502P44004C●



N1502P44014C*○
N1502P44015C*○



N1502P44005C●



N1502P44012C*○



N1502P44009C*○



Mardi Gras!
N1502P44013C*○



N1502P44002C●



N1502P44003C●



N1502P44010C*○



N1502P44017C*○



N1502P44001C●



N1502P44011C*○



N1502P44016C*○

N1502P44018C●



Store Hours: Monday-Saturday 10am - 9pm, Sunday 11am-6pm

Tricolor Beads
12-count pack
Only \$3.99

Find great prices on everything you need to host a ragin' Cajun celebration!

Mardi Central

Masquerade Masks
assorted styles & colors
Only 99¢

GLITZ PARTY SUPPLY

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

Companion WEB ADS available on MCC

AD# N1502A44001C PASS 6 COL 43 W



N1502P45003C-●



N1502P45002C-●



N1502P45001C-●



N1502P45006C*-O



N1502P45005C*-O



N1502P45004C*-O



N1502P45007C*-O



N1502P45008C*-O



N1502P45009C*-O



Ready or not,
spring savings
start Monday!

Groundhog Day Spring Preview Sale
Monday, February 2
SAVE UP TO
30% OFF
• Patio Furniture • Outdoor Accessories
• Planting Supplies • Garden Tools
• Planters • Flowers • & More

Astor Hardware & Garden Center

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

Sale ends 8pm Monday, February 2, 2015. List details, terms and conditions here. List details, terms and conditions here.



AD# N1502P45001C PASS 6 COL. x 3

METRO Templated Special Sections

Bonus images available in the Images Library:



N1502P46003C ●



N1502P46002C ●



N1502P46006C ●



N1502P46001C ●



N1502P46005C ●



N1502P46004C ●

Fully Templated Special Sections & Collateral Material *Present. Sell. Print.*

Want to **grow your special sections program and ad sales**, starting now? With Metro's fully templated print sections, you can (online versions also available). These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion postcard to invite advertisers

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section. View this month's **Spring Home** package in the *Templated Special Sections Library*. If you like what you see, **call 800-223-1600 or email service@metro-email.com to order** and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



5 x 7 POSTCARD

Bonus images available in the images Library:



N1502P47006C-●



N1502P47003C-◇



N1502P47004C-●
 N1502P47005C-◇



N1502P47002C-●



N1502P47001C-◇



N1502P47007C-●

Fully Templated Special Sections & Collateral Material *Present. Sell. Print.*

Want to **grow your special sections program and ad sales**, starting now? With Metro's fully templated print sections, you can (online versions also available). These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion postcard to invite advertisers

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section. View this month's **Think Green** package in the *Templated Special Sections Library*. If you like what you see, call **800-223-1600** or email service@metro-email.com to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



5 x 7 POSTCARD



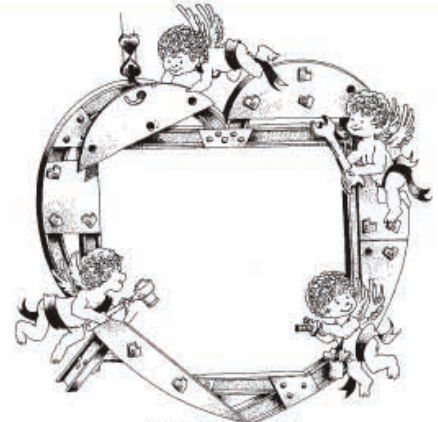
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N1502P48010A-●



N1502P48015A-●



N1502P48006A-●



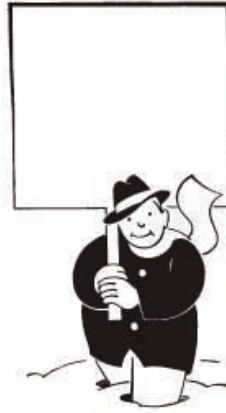
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N1502P48014A-●



N1502P48004A-●



N1502P48009A-●



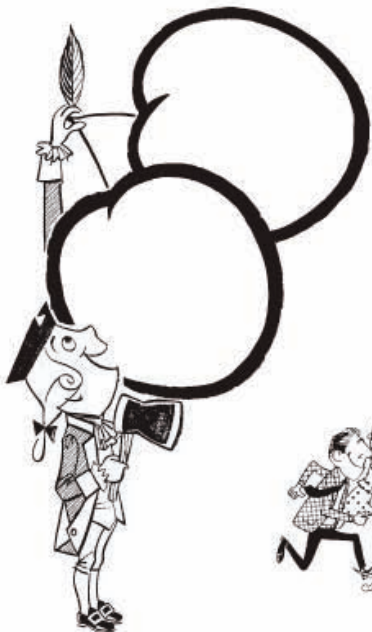
N1502P48002A-●



Romeo and Juliet



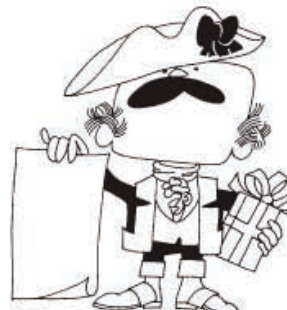
N1502P48012A-●



N1502P48003A-●



N1502P48008A-●



N1502P48005A-●



N1502P48013A-●



N1502P48007A-●

MCC Keyword Hints: retro, Valentine's Day, heart, cupid, Presidents' Day, Washington, Lincoln, car wash, crowd

NAME RESTAURANT
1234 Washington Street
Somerville Heights, XY 00000
www.namewebsite.com
000.000.0000



A Delicious Gift for You

To: _____
From: _____
Amount: _____

Authorized by: _____ Date: _____ Certificate# _____
This gift certificate does not expire. Not redeemable for cash. No replacement for lost or stolen gift certificates.

N1502P49001C*○

NAME DAY SPA
1234 Washington Street
Somerville Heights, XY 00000
www.namewebsite.com
000.000.0000

Gift Certificate



To: _____
From: _____
This gift certificate entitles you to: _____

Authorized by: _____ Date: _____ Certificate# _____
This gift certificate does not expire. Not redeemable for cash. No replacement for lost or stolen gift certificates.

N1502P49002C*○

NAME ADVERTISER
1234 Washington Street
Somerville Heights, XY 00000
www.namewebsite.com
000.000.0000



Gift Certificate

To: _____
From: _____
Value: _____
Message: _____

Authorized by: _____
Date: _____
Certificate# _____

This gift certificate does not expire. Not redeemable for cash. No replacement for lost or stolen gift certificates.

N1502P49003C*○

NAME ADVERTISER
1234 Washington Street • Somerville Heights, XY 00000
www.namewebsite.com
000.000.0000



A Gift for You

To: _____
From: _____
Gift Certificate Amount: _____

Authorized by: _____ Date: _____ Certificate# _____
This gift certificate does not expire. Not redeemable for cash. No replacement for lost or stolen gift certificates.

N1502P49004C*○

NAME RESTAURANT
1234 Washington Street
Somerville Heights, XY 00000
www.namewebsite.com
000.000.0000



HAPPY BIRTHDAY

A GIFT FOR YOU

To: _____
From: _____
Amount: _____

Authorized by: _____ Date: _____ Certificate# _____
This gift certificate does not expire. Not redeemable for cash. No replacement for lost or stolen gift certificates.

N1502P49005C*○

NAME RESTAURANT
1234 Washington Street
Somerville Heights, XY 00000
www.namewebsite.com
000.000.0000

Happy Anniversary

A GIFT FOR YOU

To: _____
From: _____
Amount: _____

Authorized by: _____ Date: _____ Certificate# _____
This gift certificate does not expire. Not redeemable for cash. No replacement for lost or stolen gift certificates.

N1502P49006C*○

NAME RESTAURANT
1234 Washington Street • Somerville Heights, XY 00000
www.namewebsite.com
000.000.0000



Congratulations!

To: _____
From: _____
Amount: _____

Authorized by: _____ Date: _____ Certificate# _____
This gift certificate does not expire. Not redeemable for cash. No replacement for lost or stolen gift certificates.

N1502P49007C*○

NAME ADVERTISER
1234 Washington Street
Somerville Heights, XY 00000
www.namewebsite.com
000.000.0000



Happy Valentine's Day

A Gift for You

To: _____
From: _____
Value: _____

Authorized by: _____ Date: _____ Certificate# _____
This gift certificate does not expire. Not redeemable for cash. No replacement for lost or stolen gift certificates.

N1502P49008C*○

NAME ADVERTISER
1234 Washington Street
Somerville Heights, XY 00000
www.namewebsite.com
000.000.0000

A VALENTINE'S DAY GIFT FOR YOU

Gift Certificate



To: _____
From: _____
Gift: _____

Authorized by: _____ Date: _____ Certificate# _____
This gift certificate does not expire. Not redeemable for cash. No replacement for lost or stolen gift certificates.

N1502P49009C*○

NAME SUMMER CAMP
1234 Washington Street
Somerville Heights, XY 00000
www.namewebsite.com
000.000.0000

GIFT CERTIFICATE

One FREE Week of Summer Camp

when you sign up for the summer 2015 session

Authorized by: _____ Date: _____ Certificate# _____
This gift certificate expires 06.30.15. Not redeemable for cash. List details, terms and conditions here. List details, terms and conditions here.

N1502P49010C*○

Usage Notes:

Use these backgrounds to help promote Valentine's Day, Presidents' Day sales, Mardi Gras advertisers and home improvement. Employ them for individual ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules ... and more.

(MCC Images Library / Image Type pull-down menu: "background")



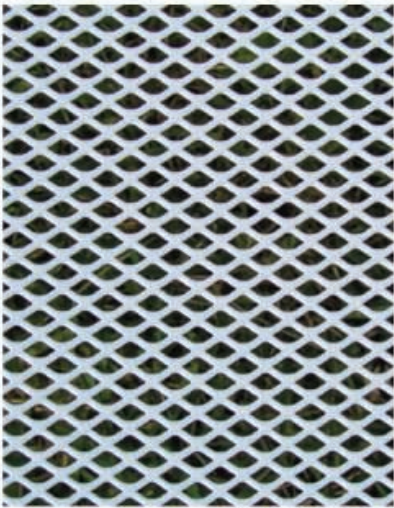
N1502P50002C ●
N1502P50001C ●



N1502P50004C ●



N1502P50003C ●



N1502P50007C ●



N1502P50006C ●



N1502P50008C ●



N1502P50009C ●



N1502P50005C ●



N1502P50011C ●

N1502P51001C



Usage Suggestions:

Try this leopard skin banner photo for ad backgrounds and page headers featuring African safari vacations, fashions, beauty products, and more, in print and online.

N1502P51002C



Usage Suggestions:

This snakeskin banner photo can be used anywhere an exotic feel is needed, from dry winter skin ads to fashion, and more ... in print or online promotions.

N1502P51003C



Usage Suggestions:

A pink sweater banner photo brings to mind knitting and crochet supplies, classes, winter clearance sales, baby supplies and more ... in print and online promotions.

N1502P51004C



Usage Suggestions:

Use this banner-style hearts image as an ad background or page header for Valentine's Day gift guides, card stores, candy stores, variety stores and more ... in print and online promotions.

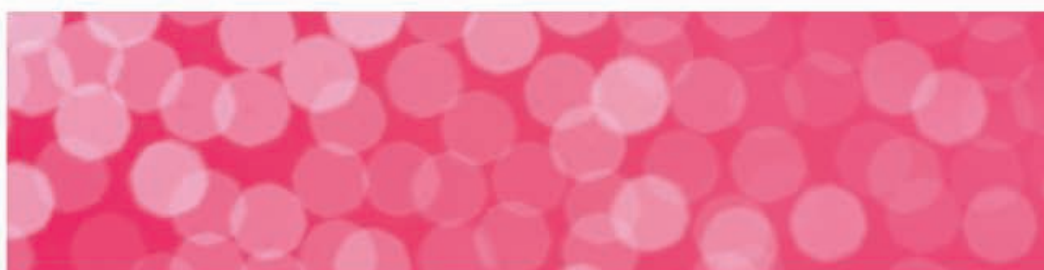
N1502P51005C



Usage Suggestions:

Use this elegant banner-style photo for Valentine's Day dining guides, spring home improvement projects, wallpaper sales, antiques and more, in print and online promotions.

N1502P51006C



Usage Suggestions:

This banner-style image is the perfect background for print and online promotions for Valentine's Day jewelry ads, dining guides, weekend getaways, spa gifts, personal chef dinners ... and more.



N1502P52016C*-O



N1502P52015C*-O



N1502P52014C*-O



N1502P52001C*-O



N1502P52010C*-O



N1502P52009C*-O



N1502P52004C*-O



N1502P52003C*-O



N1502P52008C*-O



N1502P52020C*-O



N1502P52007C*-O



N1502P52002C*-O



N1502P52017C*-O



N1502P52018C*-O



N1502P52006C*-O



N1502P52005C*-O



N1502P52019C*-O



N1502P52012C*-O



N1502P52011C*-O



N1502P52013C*-O



N1502P53003C*-O



N1502P53009C*-O



N1502P53004C*-O



N1502P53006C*-O



N1502P53005C*-O



N1502P53001C*-O



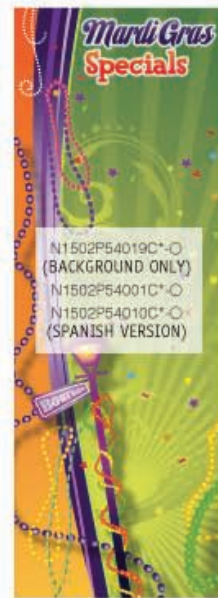
N1502P53002C*-O



N1502P53008C*-O

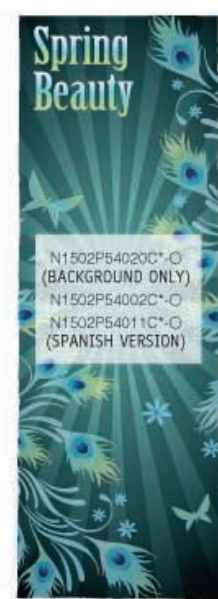


N1502P53007C*-O



Usage Note:

These frame-and-heading ad starters are also presented as frames without headings for you to use in your pages and ads. They can also be used as background letterhead templates for customers of your printing business. Plus, you can repurpose them to use in HTML e-mail for newsletters and messages that require extra attention. Select "ad starter" from the *Image Type* pull-down menu or type "MetroBiz" as a keyword in the *MCC Images Library* to search and download these items.





MCC KEYWORD HINT: metrobiz
N1502P55001C*-O



MCC KEYWORD HINT: metrobiz
N1502P55002C*-O



MCC KEYWORD HINT: metrobiz
N1502P55003C*-O



MCC KEYWORD HINT: metrobiz
N1502P55004C*-O



MCC KEYWORD HINT: metrobiz
N1502P55006C*-O



MCC KEYWORD HINT: metrobiz
N1502P55006C*-O



N1502P55007C*-O



N1502P55008C*-O



N1502P55009C*-O

Usage Note:

MetroBiz, banner, Valentine's Day, spring, Heart Month, skiing, Presidents' Day, summer camp, Mardi Gras

Use these timely frames in print inserts, ads or online ads and areas. Items that Metro creates to help you expand your printing business are keyworded as "MetroBiz" for your convenience in searching and downloading. The banner-style frames can be used for top- or bottom-of-the-page print ads or repurposed for Web banners. Look for more seasonal and timely subjects throughout the year.



MCC KEYWORDS: ICON SET, VALENTINE'S DAY
N1502S56006C*-O



MCC KEYWORDS: ICON SET, HEALTH
N1502S56001C*-O



MCC KEYWORDS: ICON SET, MARDI GRAS
N1502S56002C*-O



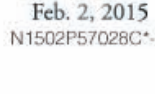
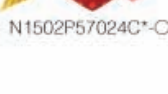
MCC KEYWORDS: ICON SET, SPRING
N1502S56005C*-O



MCC KEYWORDS: ICON SET, SPRING
N1502S56004C*-O



MCC KEYWORDS: ICON SET, PRESIDENTS' DAY
N1502S56003C*-O



N1502P57018C*-O

N1502P57019C*-O

N1502P57022C*-O

N1502P57023C*-O

N1502P57024C*-O

N1502P57026C*-O

N1502P57027C*-O

Groundhog DAY
Feb. 2, 2015
N1502P57028C*-O

N1502P57030C*-O

N1502P57033C*-O



N1502P57001C*-O



N1502P57002C*-O



N1502P57004C*-O



N1502P57003C*-O



MCC KEYWORDS: ICON SET, VALENTINE'S DAY

N1502S57034C*-O



N1502P57005C*-O



N1502P57008C*-O



N1502P57007C*-O



N1502P57006C*-O



N1502P57013C*-O



N1502P57009C*-O



N1502P57014C*-O



N1502P57015C*-O



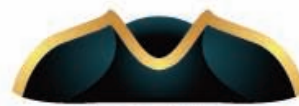
N1502P57010C*-O



N1502P57012C*-O



N1502P57011C*-O



N1502P57006C*-O



N1502P57017C*-O

MCC Keyword Hints:

Individual elements in Icon Sets are keyworded as "icon" and "symbol." Use either, along with another keyword, to quickly find what you need.

To search for borders, select "border" from the Image Type pull-down menu along with your keyword(s) in the Search box. Try keywords of "Valentine's," "heart," "groundhog," "spring," "kiss," "Presidents' Day," and "Mardi Gras" to access this page of borders in MCC.



N1502P58012C-●



N1502P58011C-●



N1502P58010C-●



N1502P58003C*-○



N1502P58009C-●



N1502P58008C-●



N1502P58001C-●



N1502P58006C*-○



N1502P58007C*-○



N1502P58002C*-○



N1502P58005C*-○



N1502P58004C*-○

Companion
WEB ADS
available
on MCC

Love Your Heart



Cardiovascular disease is the number-one cause of death for both men and women in the United States. You can help protect your heart with a healthy lifestyle that incorporates good nutrition, exercise, stress management and annual healthcare checkups.

February Is American Heart Month
Stop by our pharmacy for a **FREE Blood Pressure Check!**

Clayton Pharmacy

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

AD# N1502A58001C PASS 6 COL. # 3 W



N1502P59003C*-O



N1502P59002C*-O



N1502P59011C-●



N1502P59009C-●



N1502P59005C*-O



N1502P59001C*-O



N1502P59010C-●



N1502P59004C*-O



N1502P59006C*-O



N1502P59008C-●



N1502P59007C*-O



N1502P59012C-●



As we celebrate Black History Month,

we celebrate the historic and ongoing contributions of African Americans in every realm of our nation's growth and success, from business and politics to art, music, education and beyond. Please join us in saluting the achievements of the black leaders and role models who have made history, and continue to cultivate progress, awareness and a bright future for all.

Sponsored by.

Name Business

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

Companion
WEB ADS
available
on MCC

AD# N1502P59001C PASS 6 COL x3



N1502P60001C



N1502P60006C



N1502P60005C



N1502P60004C



N1502P60003C



N1502P60002C



N1502P60029C



N1502P60033C



N1502P60026C



N1502P60024C



N1502P60021C



N1502P60025C



N1502P60027C



N1502P60019C



N1502P60018C



N1502P60022C



N1502P60010C



N1502P60028C



N1502P60014C



N1502P60015C



N1502P60008C



N1502P60012C



N1502P60007C



N1502P60030C
N1502P60031C



N1502P60032C



N1502P60034C



N1502P60020C



N1502P60017C



N1502P60011C



N1502P60016C



N1502P60013C



N1502P60009C

Summer Camp for Kids

Your guide to a summer of fun!

N1502P61002C*0

N1502P61001C*0

Summer Swim Camp

Equip your children with a skill that will entertain and protect them for life. We offer a variety of programs for kids and teens, from complete beginners to advanced swimmers looking to take their technique to the next level.

Sessions Begin July 1, 2015
Private & Semi-Private Lessons
Weekdays & Weekends Available
Visit us online today for details and registration.

Hadley Swim Center

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

N1502P60026C*0

N11203P46009C*0

AD# N1502P61002C
PASS 2 COL x 5

GREAT TIMES IN THE GREAT OUTDOORS

Day Camp for Boys & Girls, Ages 4-12
Nature Hikes • Swimming • Kayaking • Sports • Arts & Crafts

CAMP SESSIONS
June 21-August 31
Call or register online today!

Camp Mariposa

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

EVERY DAY IS A NEW DISCOVERY

Give your children a summer they'll remember for a lifetime! Our day and resident programs offer camps a variety of exciting supervised activities that help them grow hearts, connect and have fun. Fishy nature discovery hikes to swimming, sports, crafts and campfire singalongs, and are dedicated to carrying on the summer camp tradition one kid at a time.

Contact camp director Sara Barton for details about our programs or to arrange a visit.

CAMP WESTBROOK

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

AD# N1502P61004C
PASS 2 COL x 5

N1502P60002C

AD# N1502P61007C
PASS 2 COL x 5

N1502P60001C*0

2015 SUMMER YOUTH CAMP

Enjoy sun, fun and a whole new circle of friends!

NOW ENROLLING

Download our day camp guide here or at www.namewebsite.com today for details.

Camp Cowabunga

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

N1502P60003C*0

AD# N1502P61005C
PASS 2 COL x 5

"Summer Camp Rocks!"

Limited Availability Register Today!

Weekend & Day Camp Programs for Kids & Teens

Our summer camp programs create fun, learning and bonding for a positive growth experience kids will love with their friends.

New Trails Summer Camp

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

Ready for Summer?

Register Today for the classic camp experience!

Sleepaway Summer Camp for Kids
Ages 7-16
2-Week Sessions
July 00-August 00
wilderness adventures swimming & sports campfires & creative arts

Early-Bird Registration Discounts
available through February 00, 2015.
Visit us online today for details.

LAKE LOGAN COUNTRY CAMP

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

AD# N1502P61006C
PASS 2 COL x 5

N1502P60003C*0

AD# N1502P61007C
PASS 2 COL x 5

N1502P60008C*0

<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>
<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>
<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>
<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>	<p>June 00-August 00 \$000-\$000</p> <p>Name Camp Program</p> <p>List camp description here. List camp description here. List camp description here. List camp description here.</p> <p>Contact Name Director at 000.000.0000. www.namewebsite.com</p>

AD# N1502P61001C PASS 6 COL x 21
AD# N1502P61008C 10 x 13



N1502P62002C-●



N1502P62003C-●



N1502P62006C-●



N1502P62001C-●



N1502P62005C-●



N1502P62004C-●



N1502P62009C*○



N1502P62010C*○



N1502P62013C*○
N1502P62014C*○



N1502P62008C*○



N1502P62015C*○



N1502P62007C*○



N1502P62012C*○



N1502P62011C*○

MCC Keyword Hints: spring, gardening, cleaning, bird's nest, Robin eggs, tulips, dandelions, dogwood



N1502P63001C-●



N1502P63002C-●



N1502P63003C-●



N1502P63007C*-○



N1502P63004C-●



N1502P63010C*-○



N1502P63006C*-○



N1502P63005C*-○



N1502P63011C*-○



N1502P63012C*-○



N1502P63009C*-○



N1502P63008C*-○



N1502P63013C*-○



N1502P63014C*-○



N1502P64012C*-O



N1502P64016C*-O



N1502P64015C*-O



N1502P64013C*-O



N1502P64007C*-O



N1502P64001C*-O



N1502P64011C*-O



N1502P64003C*-O



N1502P64002C*-O



N1502P64005C*-O



N1502P64014C*-O



N1502P64004C*-O



N1502P64010C*-O



N1502P64006C*-O



N1502P64008C*-O



N1502P64009C*-O

N1502P64001C*-C

N1502P29010C-●

N1502P29008C-●

N1203P46009C*-C

PRESIDENTS' DAY

WEEKEND SALE



THREE DAYS ONLY!

Saturday, Sunday & Monday • February 14-16, 2015



UP TO
40% Off
In-Stock Home
Furnishings

Ask about our complimentary in-home design service with purchase!



Same-Day Delivery Available
Ask about our easy financing plans!

See What's New for Spring & Save!

- All Bedroom Sets Reduced
- All Living Rooms Reduced
- All Dining Rooms Reduced
- All Entertainment Units Reduced
- All Lighting & Accessories Reduced



N1502P29010C-●

Gallery Furniture

1234 Washington Street • Somersville Heights • 000.000.0000 • www.namewebsite.com
Extended Holiday Weekend Hours • Open Saturday, Sunday & Monday, 9am-9pm

BONUS COUPON SAVINGS

SAVE \$50 OFF
Your Furniture Purchase
of \$500 or More

Offer valid with coupon February 14-16, 2015. List details, terms and conditions here. List details, terms and conditions here.

Gallery Furniture
1234 Washington Street
000.000.0000 • namewebsite.com

SAVE \$100 OFF
Your Furniture Purchase
of \$1,000 or More

Offer valid with coupon February 14-16, 2015. List details, terms and conditions here. List details, terms and conditions here.

Gallery Furniture
1234 Washington Street
000.000.0000 • namewebsite.com

SAVE \$250 OFF
Your Furniture Purchase
of \$2,000 or More

Offer valid with coupon February 14-16, 2015. List details, terms and conditions here. List details, terms and conditions here.

Gallery Furniture
1234 Washington Street
000.000.0000 • namewebsite.com

AD# N1502A65001C

PASS 6 CCL x 21

AD# N1502A65002C

10 x 13



N1502P66031C-●
CHERRY PIE



N1502P66015C-●
PANCAKES



N1502P66017C-●
BAGEL with CREAM CHEESE



N1502P66019C-●
PANCAKES with STRAWBERRIES



N1502P66028C-●
CANNED FRUITS & VEGETABLES



N1502P66022C-●
VALENTINE'S DAY GIFTS



N1502P66020C-●
PANCAKES with BLUEBERRIES



N1502P66018C-●
EVERYTHING BAGEL



N1502P66013C-●
SCRAMBLED EGGS



N1502P66030C-●
SWEET POTATO PIE



N1502P66011C-●
WAFFLES



N1502P66023C-●
ALMONDS



N1502P66008C-◇
CHERRY SMOOTHIE



N1502P66006C-◇
VALENTINE'S DAY GIFT



N1502P66007C-◇
ALMOND MILK



N1502P66029C-●
VALENTINE'S DAY CUPCAKES



N1502P66024C-●
MARASCHINO CHERRIES



N1502P66009C-◇
PINK GRAPEFRUITS



N1502P66004C-◇
STRAWBERRIES



N1502P66003C-◇
EGGS/BACON/SAUSAGE



N1502P66002C-◇
SCRAMBLED EGGS & BACON



N1502P66012C-●
WAFFLES with SAUSAGE & BACON



N1502P66026C-●
VALENTINE'S DAY COOKIES



N1502P66005C-◇
TURNIPS



N1502P66010C-◇
FLOUR



N1502P66001C-◇
WAFFLES



N1502P66016C-●
BAGEL with CREAM CHEESE



N1502P66014C-●
EGGS/BACON/TOAST SANDWICH



N1502P66021C-●
PISTACHIOS



N1502P66027C-●
CANNED GOODS



N1502P66025C-●
ALMONDS

Natural Food Market

Committed to offering you and your family a well-balanced variety of fresh produce, all-natural meats and quality foods.



Garden-to-Grocer Savings

Your Choice!

- | | |
|---|---|
| Gala or Granny Smith Apples
\$1.19 lb. | D'Anjou Pears or Nectarines
99¢ lb. |
| Eggplant, Italian or Yellow Squash
89¢ lb. | Avocados or Vine-Ripened Tomatoes
99¢ lb. |
| Red, Yellow or Green Bell Peppers
2 for \$1 | Swiss Chard or Kale
\$1.29 bunch |
| Yellow Onions or Russet Potatoes
49¢ lb. | Broccoli or Cauliflower
\$1.99 lb. |

Urbana Market

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

Open Monday-Friday 9am-9pm, Weekends 9am-5pm

All-Natural Meat Market & Seafood Specials

- | | |
|--|---|
| Wild Alaskan Cod Filets
<small>previously frozen</small>
\$4.99 lb. | Premium Ground Beef
<small>85% lean</small>
\$3.89 lb. |
| Boneless Skinless Chicken Breast
<small>thin-sliced or regular</small>
\$3.99 lb. | Angus Sirloin Tip Roast
<small>boneless</small>
\$4.19 lb. |

Weekly Grocery Coupons

\$1.50 Off Name Brand Pita Chips <small>15 oz. varieties</small>	<small>Coupon required. Expires Dec. List details, terms and conditions here. List details, terms and conditions here.</small> Urbana Market 1234 Washington Street Somerville Heights
50¢ Off Name Brand Canned Beans <small>14.5 oz. varieties</small>	<small>Coupon required. Expires Dec. List details, terms and conditions here. List details, terms and conditions here.</small> Urbana Market 1234 Washington Street Somerville Heights
\$1.00 Off Name Brand Irish Oatmeal <small>16 oz. box</small>	<small>Coupon required. Expires Dec. List details, terms and conditions here. List details, terms and conditions here.</small> Urbana Market 1234 Washington Street Somerville Heights
\$1.00 Off Name Brand Boxed Broths <small>32 oz. varieties</small>	<small>Coupon required. Expires Dec. List details, terms and conditions here. List details, terms and conditions here.</small> Urbana Market 1234 Washington Street Somerville Heights
75¢ Off Name Brand Semolina Pasta <small>16 oz. varieties</small>	<small>Coupon required. Expires Dec. List details, terms and conditions here. List details, terms and conditions here.</small> Urbana Market 1234 Washington Street Somerville Heights
\$1.00 Off Name Brand Whole-Grain Breads <small>16 oz. loaf</small>	<small>Coupon required. Expires Dec. List details, terms and conditions here. List details, terms and conditions here.</small> Urbana Market 1234 Washington Street Somerville Heights

Advertiser offers good February 02, 03, 2015. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.



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N1502P68020C-●



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N1502P68011C*-○



N1502P68019C*-○



I ♥ Canada

N1502P68001C*-○



N1502P68003C*-○



N1502P68002C*-○



N1502P68005C*-○



N1502P68004C*-○

Heart
Month

N1502P68017C*-○



N1502P68006C*-○



N1502P68007C*-○

WINTER
carnival

N1502P68018C*-○

Cadeaux pour dire
"JE T'AIME!"

(GIFTS THAT SAY, "I LOVE YOU")
N1502P68012C*-○



N1502P68009C*-○



N1502P68016C*-○

Joyeuse
Saint-Valentin!

(HAPPY VALENTINE'S DAY!)
N1502P68013C*-○

Venez vous
SUCRER LE-BEC!

(COME TASTE THE SWEETNESS!)
N1502P68014C*-○

On s'occupe
de vos finances

(WE'LL HELP YOU WITH YOUR FINANCES)
N1502P68015C*-○



N1502P69010C-●



N1502P69012C-●



N1502P69003C-●



N1502P69002C-●



N1502P69011C-●



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N1502P69007C-●



N1502P69001C-●



N1502P69008C-●



N1502P69004C-●



N1502P69005C-●

MCC KEYWORD HINT: week2

This is your illustration and copy for February 12, 2015.

In Praise of Placidity

Peace I leave with you; my peace I give you. It do not give you as the world gives. Do not let your hearts be troubled and do not be afraid.

John 14:27

There are "distractions" in Mrs. Emerson's eyes with the following line: "To placidly read the notes and books, and remember what your dear mother has advised." The text "distractions" is taken to "distract things" and Emerson's point is a comprehension of things which are "not good for him." Emerson only on the first line of the poem, he would do well to remember that the battle and battle of one's mind is not in fact, war, and do not of a sense of calmness and already that is important to our well-being. While there are times when we can spend and sometimes a well-balanced life also needs a fair amount of quietude. This quietude, and without the noise distractions of phones, television and computer screens, can be attained in doing so. Some of the things and one electronic device, including your phone, are your phone has an "OFF" button. Spend more time just being done. You know that one doesn't always have to be doing something. Sometimes just being is enough. Try to enjoy your occasional sense of calmness and come back into your everyday life. And finally, make that you consider a short weekly break, again by just closing your eyes and going to a peaceful and relaxing spot in your mind.

- Christopher Stone

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N1502P70003C*
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AD# N1502A70002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for February 19, 2015.

Saying the Unsayable

"Woe, so transient and powerless as they are, is standing in a darkness, how potent for good and evil they become to the hearts of one who knows how to contain them."

Nathaniel Hawthorne

Woe is a more suitable for woe. When an emotion begins, the word "sorrowful" does not usually go with it. It is the spiritual realm, that is a spectrum of the three which can be adjusted carried in work. The only emotion which is more common to all is with each one for God's emotion that only it would try to put this experience into words, though God will not in what might be true. The power and authority of nature, even life or with things and things which are worldly, though something is at times struggle to express the experience. There are also those who are so of kindness or forgiveness is so rarely heard that we are used to them and would not even have noticed it as the most important things in life, as in love and kindness, and I don't know if we can have such an emotion, although of course we can be kind and loving, as well and kind with our words as well as our actions. So, we should discuss our world, and remember, sometimes the hardest words are those which are left unsaid.

- Christopher Stone

N1502P70008C*
N1502P70004C*
O

AD# N1502A70003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for February 26, 2015.

Cultivate a Sense of Leisure

There is no time for waiting before people than to be happy and to be good while they live. They will not have any and drink, and feel whatever is all they will - this is the gift of life.

Ecclesiastes 3:12-13

Work and Productivity may be important, but they aren't the only important things in life, or even the most important things in life. Most of us would probably agree that God and our family should come before our job, and that the whole point of work is to help us support ourselves and our families. It could be argued that of many people's lives today is better. We are so busy with work and the mad dash of the 24/7 life, working, driving, etc. that we don't find time for play. Play can be anything from playing with your children to playing games to playing sports. The point is that we are not just about work, and that playing is a means to the end, not the end itself. It is not about the end, but about the journey. It is about the joy of the journey, that while, as you might just be the last minute on the plane, or the last minute of the game, you have a chance to play. There is a chance to play with your family or friends, or play a game. There is an end to the story which we might enjoy our leisure time.

- Christopher Stone

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N1502P70001C*
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AD# N1502A70004C PASS 2 COL. x 5.25



Lent Begins

February 18, 2015

N1502P70011C*
N1502P70012C*
O

Ash + Wednesday

February 18, 2015

N1502P70009C*
N1502P70010C*
O

N1502P70006C*
N1502P70002C*
O

MCC KEYWORD HINT: week1
This is your illustration and copy for February 05, 2015.

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Discipleship

The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field. God is sending you out the fields among nations.

Luke 10:2-3

In the Gospel of Luke we are told that Jesus appointed 12 disciples to go out in witness of His name. "After this the Lord appointed seventy-two others and sent them two by two throughout the towns and villages where he was about to go." (Luke 10:1) They were given specific instructions and by Luke's account the spirit was moving mightily in those early days. But, what does it mean to be a modern-day disciple of Christ, one who would spread the word of God's message of His second coming? This is an important but neglected question. Most Christians would probably agree to being labeled followers of Christ, but how many of us are true disciples of Christ? And, what precisely does it mean to be a disciple of Christ in these times? The author, Dale Smith addresses these questions in a recent book entitled "Discipleship: A Practical Guide for Disciples" who takes seriously the biblical instruction to spread the gospel. Perhaps the earliest gospel instruction is the one originally attributed to Saint Francis in his following to go forth and preach the gospel with words of mercy. However, all Christians are called to share the good news, with both words and deed, and to be all should reflect on how we can best do this, and be committed to actually doing it.

- Christopher Stone

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N1502P70013C*
O

AD# N1502A70005C PASS 6 COL. x 7

METRO Spanish

Cada mes Metro ofrece una variedad de títulos en español, estos pueden ser encontrados en la biblioteca de imágenes de MetroCreativeConnection, usando "Spanish" como palabra clave. (Each month Metro presents a selection of Spanish headings.) (MCC Images Library / Keyword: "Spanish" / Ad Type pull-down menu: "heading")



(ROMANTIC DINNER FOR TWO)
N1502P71009C*-O



(SPRING IS HERE)
N1502P71002C*-O



(MARDI GRAS CELEBRATION)
N1502P71001C*-O



(SPRING VACATION)
N1502P71005C*-O



(CARNIVAL)
N1502P71010C*-O



(SPRING CLEANING)
N1502P71004C*-O



(SPRING GARDENING)
N1502P71003C*-O



(HAPPY PRESIDENTS' DAY!)
N1502P71006C*-O



(HAPPY VALENTINE'S DAY!)
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(PRESIDENTS' DAY SALE)
N1502P71007C*-O

METRO Events

Use special event headings to launch or expand promotional opportunities for your advertisers. Use them in ads as a springboard to larger promotions, sections or full-page developments. (MCC Images Library / Keyword: "MetroEvent" / Ad Type pull-down menu: "heading").



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N1502P71031C*-O
N1502P71032C*-O



N1502P71035C*-O



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N1502P71036C*-O
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February 28, 2015
N1502P71029C*-O
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METRO Customer Requests

Thanks to your feedback, we've included a number of customer-requested art, headings, photos and spec ads in our service. Have a request? Share your suggestions by e-mailing us at service@metro-email.com!

(MCC Images Library / Keywords: Art Subject)



N1502P72007C*-O



N1502P72008C*-O



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N1502P72010C*-O



N1502P72016C •
Dirt Track Racing



N1502P72005C*-O



N1502P72011C*-O
Family



N1502P72015C •
Dirt Track Racing



N1502P72001C*-O



N1502P72004C*-O



N1502P72012C*-O
Family



N1502P72002C*-O



N1502P72003C*-O



N1502P72013C*-O
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Family Boardgame



N1502P72018C*-O
Family Watching TV

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CLICK on the NEW SITE LINK in MCC and LET US KNOW WHAT YOU THINK!



PP. 01-72

METRO NEWSPAPER SERVICE

February MNS offers much to love! Get great topics to sell like Valentine's Day, Presidents' Day, Groundhog Day, Black History Month, Mardi Gras, American Heart Month, and more. Plus, get a fantastic selection of seasonal images, ads, Web ads and ideas in the online *MCC Libraries*.



PP. 73-80

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Smaller-space advertisers are the foundation of your ad sales. Garner more first quarter revenue with spec ads for home improvement and real estate advertisers. Presented in this book and available as an online e-Edition, *MiAD Spec Ad Library* is your best resource for closing more small-space ad sales.



JAN. Issue
PP. 81-93

PP. 81-93

CAMPAIGNS & CLASSIFIED

Keep your first quarter sales humming with retail multiple-ad campaign selling, ready-to-sell timely and seasonal auto layouts, recruitment, real estate, self-promo ads and Web ads. *Campaigns & Classified* is presented quarterly in this book and available as an online e-Edition.

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METRO News

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MiAD Desktop: Keep the original content in a MiAD layout or change it ... it's your choice! You can even change the type of advertiser to expand your sales possibilities!

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Introducing MiAD mobile



Metro interactive Ad Designer: Close More Sales with Spec Ads for Every Prospect

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For more information and to see a short *MiAD* demo video, go to the main *MiAD* page accessed from the top menu of www.metrocreativeconnection.com.

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