

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

# METRO

CREATIVE SERVICES



### GRADUATION

Dozens of graduation greetings and spec ads to take revenue higher



### PROM

Teen-approved content to woo the most popular prom vendors



### SPRING SPORTS

Images and ads to cover all the bases for spring activity advertisers



**Campaigns & Classified PP. 81-93:** Automotive, real estate and recruitment coverage – plus new print and online campaigns – to grow second-quarter sales.



**MiAD Spec Ad Library PP. 73-80:** Ready-to-sell small-space ads for pet products and services – MiAD enabled!

**COLLAR MORE SALES WITH CONTENT PURRFECT FOR A VARIETY OF PET CARE ADVERTISERS**

## ALL ABOUT PETS



**ON THE COVER:**  
N1604P21009C

Implement this irresistible kitten photo in ads for new kitten vet exams, adoption promotions, pet supply starter kits, premium pet nutrition and more.

**Pet advertising is an increasingly important source of revenue for your publication, with annual pet care spending topping \$60 billion!**

- Target sales from a variety of pet advertisers with a full-page coupon layout featuring special offers from groomers, fence companies, flea control retailers, pet supply shops, veterinarians, and boarding or day care facilities (23).
- A multi-advertiser pet care guide gives businesses an opportunity to supplement their advertising efforts with additional name recognition in a doubletruck directory layout (24).
- A *Themed Event Package* includes a print and online ad campaign for a pet supply store offering products for dogs, cats, birds, fish and more (34).
- Plus, promote a pet food overstock sale (12)!

**Pet Food Overstock Sale** Save up to 30% Off FreshPet 100% Pure Dog & Cat Food  
**FreshPet Grocery Mart** 100% Natural Dog & Cat Food  
**Pets, Pets, Pets!** Pet Services  
**Protect Your Pet** Pet Care  
**It's Time for Pets!** Pet Care  
**A to Z for your PET** Pet Care  
**Yikes! No More!** Pet Care

## GRADUATION



**Let the sales commence with Class of 2016 graduation coverage!**

- Find 32 sponsored greeting layouts to fill a graduation greetings special section (26, 27).
- A *Themed Event Package* includes a graduation party planning section cover, as well as a catering campaign for cakes and party platters (33).
- A *Marketplace* layout combines prom and graduation advertising with ads for "keepsake gifts" and a graduation sale (13), while a *Themed Event* campaign includes an ad for grad flowers (32).
- Help restaurant advertisers land more graduation reservations with a *Single Sheet* and full-page ad design for catering and dining (41, 65).
- Invite more advertisers to sponsor prizes in a graduation celebration giveaway contest (10).

**Delicious DINING for Moms, Dads & Grads** Park Hotel Restaurant  
**It's a Wrap!** Catering & Custom Cakes  
**Name Sponsor** Yokes City Grocery  
**Graduation** Yokes City Grocery

## PROM 2016



**As prom approaches, find sale-closing content for the season's most popular advertisers.**

- Showcase a variety of businesses in a prom and graduation *Marketplace*. This layout features ready-to-present-and-sell ads for a prom dress shop, beauty services, limousine transportation and beauty supplies, as well as directory spots for additional advertisers (13).
- Promote "fashion flowers" for prom night with an ad from a floral shop campaign (32).
- Create more ads with images for tux shops, makeup and other popular advertisers (39, 64).
- Round up your choice of prom advertisers to take part in a prom prize giveaway contest featuring everything from flowers to salon services, sending students to your website or advertiser locations to enter (10).

**PROM & Graduation** Fashion Flowers  
**It's a Wrap!** Catering & Custom Cakes  
**Name Sponsor** Yokes City Grocery

## SPRING SPORTS & REC



**Find plenty of ways to move spring sports and activity advertisers to action!**

- Youth Sports Safety Month presents an opportunity for sporting goods retailers as well as various healthcare advertisers (71). Find an ad campaign featuring sports safety tips from a medical center (35), as well as specials on safety gear from a sporting goods store (60).
- Tee off golf season with a spring grand opening ad for a golf course (17).
- Create additional ads with images for field hockey, baseball, swimming, running, soccer, camping, fishing and more (36, 37, 60, 61, 68).
- Help a summer camp promote registration time with an enrollment special (61).
- Also find headings and images to tie ads into National Park Week (59, 71, 68, 69).

**Cover All the Bases to Keep Kids Safe** Somerville Pediatrics  
**Keep Kids in the Safety Zone** Somerville Pediatrics  
**Can't Wait for Summer Camp!** Somerville Golf Course  
**pen for Spring** Somerville Golf Course

## HOME & GARDEN



### Spring home improvement coverage continues with ads and content ideal for a variety of local advertisers.

■ Use a double-sided *Single Sheet* to promote home improvement services like roofing and siding on one side, and pools and outdoor kitchens on the flip side (41).

■ Target home service providers with ready-made ads for home warranty protection, appliance repair, custom awning installation, home inspection services and solar power solutions (12, 18, 19).

■ Other seasonable ads promote garden center offerings, landscape lighting, storage solutions, decking lumber and grills (18, 19, 62, 63).

■ Run this month's *Lawn & Garden Guide Templated Special Section* with a variety of fresh ads from the *MIAD Spec AD Library* issue (46, 73-80).



## APRIL PROMOTIONAL OPPORTUNITIES



### Additional sales opportunities abound in April!

■ Help advertisers promote dining specials and gifts for Administrative Professionals Day and Week (12, 19, 71).

■ Generate revenue from Income Tax Pay Day, falling on April 18 this year, with tax and accounting service ads (12, 40).

■ Create promotions to help bars draw a crowd for Beer Day and Karaoke Week (19, 71).

■ Encourage businesses like solar energy providers or garden centers to run promotions in conjunction with Earth Day (19, 71).

■ Find ample images, as well as an ad design, to promote spring flower show events (15, 17, 32).

■ Approach vision centers and eye care clinics looking for their share of flex spending dollars with ads and image (12, 41, 48).

■ Focus on top sales prospects with ads for weight-loss programs, dentists, orthodontists, obstetricians, banks, barbers and more (18, 19).



## APRIL CUSTOMER REQUESTS

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



N1604P72010C

## APRIL 2015's MOST DOWNLOADED IMAGE & AD!



N1504M41004C

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 APRIL '15 issue of MNS.



N1504P21010C

## APRIL TEMPLATED SPECIAL SECTIONS

April's Fully Templated Sections (TSS): In Print & Online:

- LAWN & GARDEN GUIDE
- ALL ABOUT PETS

TSS are available by separate purchase. View them online in the *MCC Editorial Library*. Start growing sections revenue today! Call 800-223-1600 or e-mail [service@metro-email.com](mailto:service@metro-email.com) to order!



Like Us on Facebook  
[facebook.com/MetroCreativeConnection](https://www.facebook.com/MetroCreativeConnection)

Follow Us on Twitter  
[@MetroConnection](https://twitter.com/MetroConnection)

### Metro Creative Graphics, Inc.

519 Eighth Avenue,  
New York, NY 10018  
Voice 212.947.5100  
Toll-free 800.223.1600  
[www.metrocreativeconnection.com](http://www.metrocreativeconnection.com)

**Make Money With Metro!**

Follow Us on Instagram  
[@metrocreativeconnection](https://www.instagram.com/metrocreativeconnection)



COMPANION  
WEB ADS NOW  
AVAILABLE ON MCC!

Get Web ads in the *MCC Creative 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).

## METROFEATURE



Using Metro custom artwork, Mark Darnell, owner of the *Macon County Chronicle* of Lafayette, Tennessee, created special rack cards to discourage theft from coin-operated newspaper racks.

## Metro Custom Artwork Illustrates Effort to Halt Newspaper Thieves

*Macon County Chronicle*  
LAFAYETTE, TENNESSEE

■ In 2011, when “extreme couponing” was all the rage thanks to a popular television show, newspapers — especially Sunday newspapers — began disappearing from vending machines at an alarming rate. Although the mad dash to collect coupons from newspaper inserts has slowed down considerably since then, it’s not uncommon for coin-operated newspaper racks to occasionally come up short. But when Mark Darnell, owner of the *Macon County Chronicle* of Lafayette, Tennessee saw audit results from his racks and noticed that a significant number of newspapers were missing, he felt compelled to take action. “I got to thinking,” he recalls, “and wondered if we could make a rack card that would deter people from taking newspapers they didn’t pay for. After all, theft is theft, no matter what is taken.”

Once the idea of an anti-theft rack card had taken hold, Darnell set out to find images that would drive home his message. His first thought was to turn to Metro, but he didn’t find anything that fit the bill. His second thought was to contact Metro to inquire about

appropriate images, and Darnell was thrilled to learn that he could request custom artwork for his rack cards. “We were very pleased with what Metro created,” he says, “and used the artwork to create rack cards that we laminated and placed in certain racks where we had missing papers. The results were mixed, but we did see some slowdown in the number of papers being stolen when the cards were there.”

Darnell will hold on to the laminated rack cards and may put them out again in the future if future audits show similar patterns. In the meantime, he and his employees will continue to turn to Metro for ad ideas, images and special sections. “To some people, it might just be a \$0.75 newspaper, but to me and my employees, that newspaper is something we’re very proud of and something we worked very hard to produce,” Darnell says.

For more information, contact Mark Darnell, Owner, *Macon County Chronicle*, Lafayette, Tennessee at [mrdchronicle@nctc.com](mailto:mrdchronicle@nctc.com).

■ (P1604802001C)

For more information, contact Mark Darnell, Owner, *Macon County Chronicle*, Lafayette, Tennessee at [mrdchronicle@nctc.com](mailto:mrdchronicle@nctc.com).

## METROFEATURE

# Specialty Websites Offer Countless Opportunities

By Jo-Ann Johnson  
Vice President, Sales  
Metro Creative Graphics

■ Despite the array of advertising options, including print, digital, mobile and more, available in today's publications, effective advertising promotions and campaigns all have several things in common. Effective campaigns target particular audiences rather than generic customers. Such campaigns also know where their targeted audiences consume information. In addition, effective advertising promotions deliver value to potential customers by clearly delineating the advertiser's competitive advantage. Cute and clever won't deliver results if audiences aren't informed about the benefits of the product or service. Finally, successful campaigns build a consistent image of the business that is instantly recognizable to potential customers.

One advertising vehicle that meets all of these criteria — and is among the most versatile vehicles at a publication's disposal — is the specialty website. When created and managed by publications, such highly targeted websites can help advertisers introduce their products or services to a targeted audience and be used to promote special offerings or events. They can engage prospective customers and motivate them to make purchases or enhance an advertiser's image and create customer loyalty. Like other forms of digital advertising, specialty websites can be updated in real time, viewed on mobile devices and linked with print publications, publications' websites and social media.

A wide range of advertisers benefits from specialty websites. While small, independent businesses that don't have their own sites can use publication-created websites to introduce themselves to online audiences, larger businesses use these sites to promote special offerings or events — sales, seasonal offerings, new product lines and

services, anniversary celebrations, grand re-openings and more. For nonprofits and community organizations, specialty sites offer ideal opportunities to promote events such as fundraising galas, award ceremonies, parades, fairs, expos, and performances. Shopping centers and malls can use specialty sites to highlight individual stores and offers or upcoming events. Specialty websites are also perfect vehicles for hosting and promoting online contests, highlighting seasonal activity destinations, such as ski areas or summer vacation venues, and reinforcing the messages of special advertising pages or inserts.

Specialty websites are also ideal self-promotion vehicles for publications. The sites are extremely versatile and can be designed to promote events, features or special sections (think dining or arts and entertainment guides or even local sports team coverage). They also offer the flexibility to promote events or features before they happen while providing ongoing, interactive experiences for users afterwards.

In addition to presenting product or service details, information about advertisers' locations and hours and a variety of eye-catching images, specialty websites typically include several interactive features to engage and inspire users. Photos and videos — along with galleries offering additional examples of both — are keys to motivating viewers to explore the site. Coupons and special offers prompt users to take action.

Keep in mind, however, that while specialty websites contain many of the features of general sites, they are distinct creations developed by publications to tell a specific story and engage particular users during a precise period of time.

M (P1604803001C)



Metro's *e-Connect* Specialty Websites are flexible and easy-to-customize sites that enable publishers to quickly create upsell opportunities for their advertisers. Featuring multi-page, full website designs, Specialty Websites are programmed for optimal recognition from all search engines.

These websites are part of *e-Connect*, Metro's ready-to-implement, multi-platform advertising suite that empowers advertisers to connect more effectively with their target consumers. The Metro *e-Connect* program includes an option for online e-sections as well as specialty websites that work together to put advertisers' messages everywhere their target customers are looking for the products or services these businesses have to offer.

For more information, contact Jo-Ann Johnson, Vice President, Sales, Metro Creative Graphics, New York, New York, at [jjohnson@metro-email.com](mailto:jjohnson@metro-email.com).

## METROFEATURE



**County's economic development conference is premier event**  
Conference is scheduled for Feb. 25 at National Guard Academy at Ft. McCoy

**Wrestling prospects**  
PAGE 7

**Snow days will affect schools' end dates**  
BY KAREN CALDWELL  
MADISON

**Local business recognized**  
PAGE 2



**City denies flood claims for downtown businesses once again**  
BY KAREN CALDWELL  
MADISON

**Sparta High School grad continues family's Navy tradition**  
Jordan Guevara serving as exec. asst. to commander at NATO base in Kabul, Afghanistan



PHOTO COURTESY OF THE U.S. NAVY

Since September 2015, Greg Evans has put Monroe County's best foot forward by putting positive news on the front pages of the Monroe County Herald and expanding advertising opportunities with Metro.

# Publisher Reboots Newspaper on a Positive Note

Monroe County Herald  
SPARTA, WISCONSIN

■ Greg Evans knows a thing or two about newspapers. While new to his role as publisher of the Monroe County Herald of Sparta, Wisconsin — he purchased the publication in September 2015 — Evans' family has been in the newspaper and printing businesses for six generations. And he isn't the only member of his generation drawn to the "family business." Of the 14 siblings in his family, 12 have been involved in the newspaper business at one point or another.

After 11 years as a newspaper production manager and 17 years as head of Evans Printing, Greg Evans took on the leadership of the Monroe County Herald. Though fully aware of the challenges that lay ahead, he saw the glass half full instead of half empty.

"Things were in pretty rough shape when we came on board," he recalls. "There were two different newspapers, which we combined into the twice-weekly Monroe County Herald after several months. I hired an editor and editorial staff, who are supported by a lot of stringers, as well as two advertising staff members. And with that small staff, we've been able to put out a very high-end, quality product."

Since September 2015, Evans has made three changes to the newspaper's operation, each of which has had an enormous impact on the publication's success. Among Evans' first acts as publisher was to tackle the marketing challenge. After a saturation run of 21,000 that blanketed Monroe County, subscriptions to the Herald came pouring in and haven't stopped. Two additional saturation runs are planned for 2016, with a goal of bringing in an additional 1,500 subscriptions.

Evans is particularly proud of his second modification — putting only positive news on the newspaper's front page. "The change in format of the front page has been a very positive thing all around and it's selling newspapers,"

he explains. "We report all the news, but we just don't put everything on the front page. And if we do, we run a headline that doesn't include the name of the town so it doesn't come up first in an online search."

Change number three was switching to Metro. Evans' brother, Tim, who manages several Illinois weeklies, made the recommendation and Greg was pleased with what he saw.

"Metro did a webinar with our designers and we learned a lot about everything we could do with it," says Evans. "We only use Metro now and, in addition to all of the images we have access to, we're trying out several new things, including monthly special sections. We're also starting to dabble in spec ads and are trying out MiAD Wizard, which is not only quick and easy, but means that our salespeople can create spec ads on their own."

Monroe County Herald readers and advertisers have not only noticed the changes, but continue to express their approval. Evans says that the newspaper is building a solid advertising base and receives at least one note or email a day from readers who are eager to share how much they are enjoying the revamped publication.

Despite all of the forward-looking changes that Evans has implemented, he is decidedly nostalgic when it comes to his view regarding the role that newspapers play in the lives of communities.

"This area has grown to love its newspaper," he says, "and that's what I hoped would happen. I wanted to have a real old-fashioned newspaper just like my dad did in the 1970s, when there wasn't enough room for all the advertising and everything was very positive. Newspapers are the backbone of the community and I want our newspaper to welcome people and businesses with positive images and positive news."

M (P1603B04001C)

For more information, contact Greg Evans, Publisher, Monroe County Herald, Sparta, Wisconsin at [greg@spartanewspapers.com](mailto:greg@spartanewspapers.com).

## METROFEATURE

# So Far, So Good: Colorado Paper Diversifies its Real Estate Advertising

Summit Daily News  
FRISCO, COLORADO

■ The 619 square miles that make up Colorado's Summit County is home to nine communities, two reservoirs, four ski areas, two National Protected Areas, eight major scenic trails and byways, numerous mountain summits and countless trees. The area is also home to the *Summit Daily News*, which serves the towns of Breckenridge, Frisco, Silverthorne, Dillon and the county's four world-class ski resorts: Breckenridge, Copper Mountain, Keystone and Arapahoe Basin.

Property values in Summit County are fairly high due to its proximity to popular ski resorts and summer recreation destinations, such as Lake Dillon. The proximity to Denver, which is roughly 70 miles to the east, also makes the county's communities popular weekend destinations for Denver residents, and it is not uncommon for Colorado's city dwellers to purchase second

homes in the area. And while the area covered by the county is large, more than 80 percent is "unbuildable" because the U.S. Forest Service and the Bureau of Land Management administer it.

With so much going on in Summit County, it's no surprise that the *Summit Daily News* offers a variety of real estate advertising opportunities. In addition to ROP ads, the newspaper offers real estate classified ads — typically with photos — online ads and a monthly magazine called "Summit County Home." Recently, in an effort to streamline its real estate advertising sales, the newspaper developed a multiplatform real estate package that includes all four options.

"The strategy was designed to simplify things by bundling four different platforms into one so it's easier for advertisers to conceptualize what they are buying and to talk to only one person about four different marketing opportunities," says *Summit Daily*

News business development manager Eric Groves. "We discount the package pretty heavily so that they do all four and get a good response."

Groves notes that the multiplatform packages were designed for individual realtors, many of whom are constantly on the lookout for ways to showcase their properties and promote themselves. However, the program has also attracted home-related businesses, such as interior designers and home decorating businesses.

"We get a lot of traffic to our real estate classified on our website," says Groves. "So we follow them around with our customers' real estate ads online."

Since introducing the program in late 2015, Groves and the *Summit Daily News* have received only positive feedback from advertisers.

"Advertising gets expensive, especially for larger companies, so

this was designed for the under-\$1,000-per-month price point," he adds. "The goal was to position us as a multiplatform vehicle while keeping the cost very reasonable, and I think we've done that. The program is young, but it's definitely trending in the right direction."

Multiplatform packages are a perfect fit for realtors, whose marketing needs require both visibility and targeted messages, but they can be equally successful for other advertisers, particularly those in the retail and service sectors.

"If you're looking for a way to simplify ad buys and offer more competitive prices, offering multiplatform packages is a great way to go," Groves says. "Find your two to four top-performing advertising products and look for ways to combine and discount them. Offering a package really gives advertisers the chance to see a better return on their investment."

M (P1604805001C)

**SUMMIT COUNTY REAL ESTATE & HOME**  
MULTI STRATEGY REAL ESTATE PACKAGE

REACH VISITORS, 2ND HOMEOWNERS AND LOCALS in digital and print. BE SURE YOUR properties are HITTING EVERY AUDIENCE platform used to find the perfect home.  
FLEXIBLE OPTIONS TO DELIVER YOUR CLIENT'S LISTINGS

- 1-1/4 page Display per Month
- 1/2 page Home 12 Month commitment
- 12 photo RE Classified/Month
- Internet Audience Extension from Real Estate Classifieds and HOME e-edition

Requires a 10 month commitment for all parties except HOME (requires 12 month HOME commitment). Add Contract agreement signature (based on a week/month)

**Eric P. Groves**  
Business Development Manager | Summit Daily News  
egroves@summitdaily.com  
O: (970) 668-4637  
M: (701) 351-1133

By bundling print, classified, online and magazine ads into one multiplatform package aimed at individual realtors, the *Summit Daily News* has seen an increase in its real estate advertising revenue.

For more information, contact Eric Groves, Business Development Manager, *Summit Daily News*, Frisco, Colorado at [egroves@summitdaily.com](mailto:egroves@summitdaily.com).

**METRO**

*Plus Business* welcomes your comments and feedback. Please send comments to: [plusbiz@metro-email.com](mailto:plusbiz@metro-email.com). *Plus Business* is a registered trademark of Metro Creative Graphics, Inc. and is published monthly. Entire contents ©2016 Metro Creative Graphics, Inc. No part may be reproduced or published in any form without prior written consent.

## Good vs. Bad Ads: Appropriate Type Reinforces the Ad Message

In our continuing series on the elements that make up good ads, let us turn our attention to the importance of appropriate type. What is appropriate type? Simply put, appropriate type reinforces an ad message. While copy written for an ad can collectively be called the "type," the "font" is the visual representation of the type in an ad. The font choice, size and placement of appropriate type in an ad reinforces the message by delivering it in a visually clear and precise manner.



In these ad examples, a restaurant with the same name illustrates how type affects perception. Headlines and copy have been purposely limited to emphasize the effect type choice has on the feel of the ad. Which one is most appropriate for a neighborhood bistro? Which seems affordable? How about a fine dining experience? Family dining?

### Serif vs. Sans Serif vs. Cursive

The world of type is divided into three distinct categories: *serif*, *sans serif* and *cursive*. The category you choose can make a difference in how the ad message is read and understood.

*Serif* type was derived from the ancient stone cutter's practice of chiseling thin lines in the stone to indicate the top and bottom of the letters to be carved. That evolved into the small "appendages" that define serif type. Some common serif types are Times, Century and Garamond. Serifs can be squared off (like Bodoni) or rounded (like American Typewriter).

Since "sans" means without, *sans serif* type does not have serifs. Therefore, sans serif is often referred to as *block type*. This style became popular in the early part of the twentieth century, so it is often associated with the contemporary. Some common sans serif types are Helvetica, Futura and Franklin Gothic.

*Cursive* type is also known as "script." Cursive type most often connects one letter to another, as if written with a quill, pen, pencil or marker.

### Formal vs. Informal

Categories of type are often labeled "formal" or "informal" based on the look and feel of the font, which adds a measure of subjectivity to type selection. The look and feel of type is often described with adjectives like *elegant*, *playful*, *tough* or *sleek*, for example. Nonetheless, the three categories offer a place to start when choosing appropriate type. Traditionally, serif type has been used in formal situations, while sans serif is considered more informal. Cursive type shows the dichotomy of the choice, as cursive fonts can be formal or informal. It is easy to see the difference between a formal and informal script: one has an elegant feel (*Snell Roundhand* or *Kunstler*) while another may look like handwriting and deliver a casual feel (*Freestyle Script* or *Giddyup*).

Like cursive, both serif and sans serif type can be formal or informal. As a general rule, sharper-edged serifs are considered more formal than rounded serifs. Compare the feel of Caslon to that of **Souvenir**. In sans serif type, the thinner the font width, generally speaking, the more formal the font is perceived. Compare **Gill Sans Ultra Bold** with Futura Light.

### Top Choice

So how are you going to go about choosing the most appropriate type for your ad? The advertiser can offer clues in many ways: the look and feel of the business's logo; the style of the establishment; the impression a business gives customers; the personality of the owner; and the actual content of the advertiser's ad message. As you can see, this is where communication between sales and production is crucial.

Many businesses tend to classify themselves based on their industry. Accountants and financial planners will want to portray a different feel than car repair and daycare centers.

The target audience also comes into play when choosing appropriate type. Ads aimed at millennials may use a different look than ads aimed at seniors. Yet even "seniors" are now divided into "active seniors" and "older seniors." One group may need clear and readable type with few if any reverse blocks (lighter type placed on a darker background) and a larger point size, while the other may require different appearances.

### Headline vs. Body Copy

Headlines, by the nature of their size and position in an ad, are often the first thing viewed, and therefore set the tone of the ad message. Body copy delivers and enhances the message, and provides info on acting on the ad's offer. The difference between the two is often amplified by type choice, where, for example, a headline may be bolder than body copy, or the two may be different fonts altogether.

### Space: The Final Frontier

Space as it relates to type is also a contributor to appropriate type. The space between letters (called *tracking*) or the space between lines (called *leading*) can make a tremendous difference in how the font — and the ad message — are perceived.

### How Much is Too Much?

Anecdotally speaking, ads that are limited to one or two fonts return better results than those containing more styles, if for no other reason than the former are more readable than the latter. That is why it is preferable to choose professional fonts that offer a full family of regular, bold and italic, and maybe also supply condensed or extended versions.

### Taking It to the Screen

Now that more and more ads will appear both digitally and in print, it becomes essential to take readability on a screen into account. This is especially true for ads that are intended for viewing on smaller smartphone screens.

### Subjectivity vs. Objectivity

Since we are dealing with feelings and emotions, one person may perceive a font differently than another, and that is fine. The object is to hit the target as often as possible. What we have outlined here are the traditional methods for doing just that.

The world is constantly changing, and so is the world of type. Fonts that were popular in the 1980s may now seem quaint, which is why every publication needs to budget for the addition of new fonts every year.

If you think of every ad as a display window for the customer, you can visualize and choose the most appropriate type for the ad. **M**

P1604B06001C

### Questions to ask yourself when determining the appropriateness of type:

- Is the font advertiser-appropriate? Does it represent the business interest?
- Is the font and size completely readable and understandable for the target audience?
- Is the font and size completely readable for the target delivery system (i.e., print vs. digital)?
- Does the type reinforce the ad message?



## Transform Ad Sales With MiAD Wizard

The goal of every ad team is to close more sales and to do so as quickly as possible. Toward that end, spec ads have proven to be the most effective presentation tool for engaging advertisers — leading to a close rate of 70% or more. But, having personalized spec ads created for every sales rep and their ad prospects is always a challenge, which might be why spec ads are presented less than 20% of the time. It's for this reason that Metro developed MIAD\* (Metro Interactive Ad Designer) for desktop, MIAD mobile™ for iPad\*, and now MIAD Wizard. Best of all, since MIAD Wizard is a free upgrade for MIAD desktop clients, it makes the notion of having a spec ad for every sales call a reality, and it's as easy as 1-2-3:

**Step 1. Click the Wizard button and enter prospect name, address and business category.**

**Step 2. Choose from a selection of targeted ads.**

**Step 3. Print or share the ad.**

### Getting Started

Access MIAD Wizard through the Sales area in MCC. Once you log in, click the Wizard button and you'll be prompted to enter a prospect's name and address info, which you can also copy and paste from your address book. The business category keywords that you enter will be the criteria for your ad search. Click the Find Ads button to see a selection of ads appropriate to your prospect's business.

### Make a Choice

If you place your cursor over any ad thumbnail in the results screen, you will see a larger preview. Click on your ad of choice, wait for the magic to happen, and see your ad appear, with your advertiser info included (in color or black & white). In the resulting window you will see options to Print, Download, Email or Customize in MIAD (see more info on this below). You can also choose to Change Ad, which brings you back to Step 2 to select a different ad layout.

### Presentation Possibilities

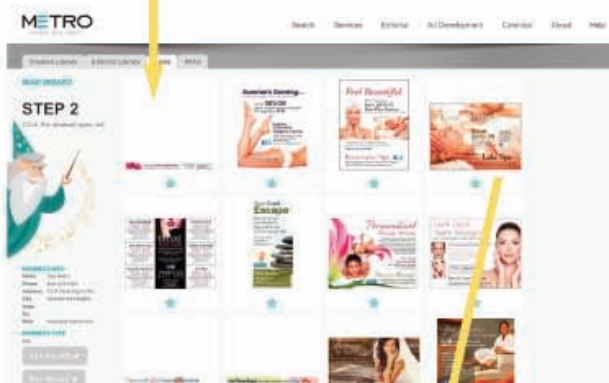
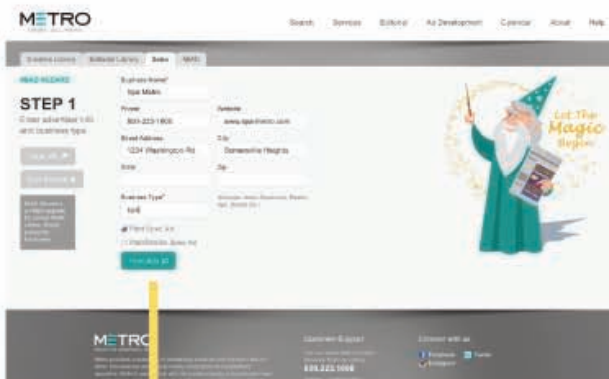
Selecting the Print, Download or Email option gives you the ability to enter any notes you want to include to your prospect, or even for your internal production team.

The window with the notes can be printed on standard 8 1/2 x 11 paper for presentations. If you click the Email button, you can attach the ad page to your own e-mail to send to a prospect as a prelude to an in-person visit, or to a production department.

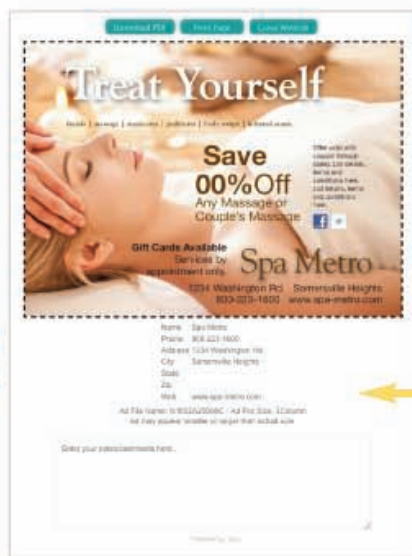
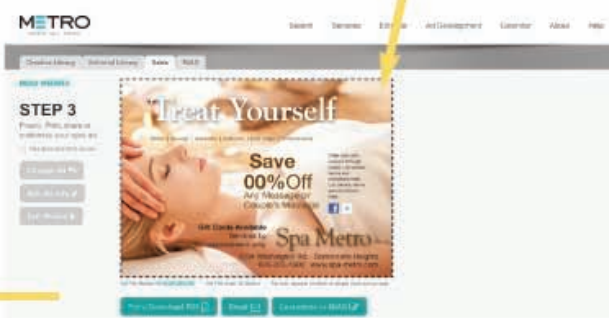
Clicking the Customize in MIAD button opens the ad, with your data input, in the desktop version of MIAD. There, you can customize the ad by replacing an offer or headline, or substituting imagery. By clicking the Customize in MIAD button, you can also save the prospect ad in your My Ads area.

### MIAD Means More Sales

If you do not already have access to MIAD desktop (which includes MIAD Wizard), or MIAD mobile, they can be easily added to your subscription. Contact Metro's Client Services Team for a free trial and see for yourself what MIAD Wizard can do for you. **M**



MIAD Wizard works within MetroCreativeConnection to make the job of creating spec ads as easy as entering the advertiser's info.



The spec ad window gives you the chance to add notes and comments before you print the page, attach it to an e-mail or further customize the ad.

**Administrative Professionals Day**  
 NAME NEWSPAPER

Building a better office environment

April 27, 2016  
**Administrative Professionals Day**  
 Show administrative professionals they are appreciated

Spotlight on the area's top administrators

lunch deals for administrators

The important role administrators play every day.

Advertiser Suggestion: Yoga Studio

Advertiser Suggestion: Restaurant

Advertiser Suggestion: Organic Food Market

Advertiser Suggestion: Coffee Shop

Advertiser Suggestion: Theatre

Advertiser Suggestion: Gift Shop

N1604A08001C - 10x13

**Administrative Professionals Day** is scheduled for Wednesday, April 27 this year. Everyone knows it's the people behind the scenes that keep companies running smoothly, and chief among them are a variety of administrative professionals. Create a promotion to salute these workers and spotlight the contribution they make that help anchor businesses to their communities.

N1604A08002C - 5 col x 13  
 N1604A08003C - 6 col x 21

**Earth Day**  
 NAME NEWSPAPER

The history of Earth Day

How to organize a community cleanup

Everyday ways to go green

Recycling checklist for home and school

**Earth Day**  
 Houseplants can clean indoor air

Advertiser Suggestion: Garden Center

Advertiser Suggestion: Garden Shop

Advertiser Suggestion: Home Goods Store

Advertiser Suggestion: Garden Superstore

N1604A08004C - 10x13

April 22 will mark the 46th annual **Earth Day**. Use the event as an opportunity to tout the progress your area has made regarding environmental matters. Water conservation, pest control, recycling, alternative energy manufacturing, green building materials and more are increasingly important business categories coast-to-coast. Cover official Earth Day events and schedules and create an Earth Day promotion for teachers to use in schools as well.

N1604A08005C - 5 col x 13  
 N1604A08006C - 6 col x 21

**Grand Gardens**  
 NAME NEWSPAPER

Landscaper spotlight  
 Seasonal gardening tips  
 Native plant listings  
 Building an eco-friendly landscape

**Grand Gardens**

How to take care of your trees

Advertiser Suggestion: Garden Center

Advertiser Suggestion: Nursery

Advertiser Suggestion: Contractor

Advertiser Suggestion: Landscaper

Advertiser Suggestion: Floral

Advertiser Suggestion: Home Goods Store

N1604A08007C - 10x13

April is prime gardening month for a good portion of North America. A **Grand Gardens** section and pages can highlight individual house gardens as well as public gardens in your area, while providing potential gardeners with information they need on growing better plants, flowers, trees and vegetables. Use your social media outlets, or those of your advertisers, to remind gardeners of when to plant and when seeds and seedlings are on sale.

N1604A08008C - 5 col x 13  
 N1604A08009C - 6 col x 21

**PETS ON PARADE**  
 NAME NEWSPAPER

Groomer spotlight • Dog park listings  
 Pet photo contest • Pet training tips

**PETS ON PARADE**  
 Did You Know?  
 W

Advertiser Suggestion: Pet Adoption Agency

Advertiser Suggestion: Furniture Store

Advertiser Suggestion: Carpet Cleaner

Advertiser Suggestion: Dog Walker

Advertiser Suggestion: Home Goods Store

Advertiser Suggestion: Fencing Co.

Advertiser Suggestion: Doggy Daycare

Advertiser Suggestion: Pet Supply Store

Advertiser Suggestion: Rescue Shelter

Advertiser Suggestion: Pet Supply Store

N1604A08010C - 10x13

Publications large and small have discovered that the topic of pets has grown so popular that they need to cover it more than once a year. Many run features and enlist pet-related sponsors on a monthly basis. A **Pets on Parade** section or pages can be a brag book for a gallery of readers' photos, or an informational vehicle for pet care and ownership. Pets can be a great tool to attract more readers to your website as well, so be sure to create an online complement.

N1604A08011C - 5 col x 13  
 N1604A08012C - 6 col x 21

See the complete Themed Event Package for these layouts on page 32.

How to choose the right flowers  
Wedding day floral spotlight  
Planting pointers  
Local florist listings

Flowers not exclusive to fall

N1604A32004C - 10x13

'Tis the season for home and garden shows, and many areas celebrate spring with a **Flower Show**. Use this cover and *Quick-Sell* layout along with the entire **Themed Event Package** to publicize an area Flower Show, or dedicate the materials to creating a niche section sponsored by a nursery or garden center. You can also use the material in conjunction with this month's *Lawn & Garden Guide Templated Print Special Section* and *e-Connect e-Section*.

Advertisement Suggestion

Nursery

N1604A32005C - 5 col x 13  
N1604A32006C - 6 col x 21

See the complete Themed Event Package for these layouts on page 33.

Practical gifts for recent graduates

Student of the year profiles  
Grad party dos and don'ts  
Graduation party recipes  
Local graduation schedules

N1604A33004C - 10x13

**Graduation Parties** are a rite of passage for high school and college graduates. Parties have also become big business, ranging from DIY home celebrations to restaurant dinners to full-blown catering hall events. Build your graduation party promotions by exploring the services and merchandise businesses in your area have to offer the families of graduates looking to throw a party to remember.

Department Store

Travel Agency

N1604A33005C - 5 col x 13  
N1604A33006C - 6 col x 21

See the complete Themed Event Package for these layouts on page 34.

Local pet-themed events

Caring for aging cats

Meet your local veterinarian hospital staffers

Changes to expect as cats age

Advertisement Suggestion

Veterinarian

N1604A34004C - 10x13

Many pet owners consider **Pets** full-fledged members of the family, and spending on pets continues to climb, spanning everything from veterinary services to food; bedding to grooming; and accessories and toys to boarding. If you haven't formulated a plan for comprehensive coverage of this important topic, now is the time. In addition to this *BonusIdeas* cover and *Quick-Sell* layout, see the complete **Themed Event Package** of print, Web and mobile ads as well as this month's *All About Pets Templated Print Section* and *e-Connect e-Section*.

Advertisement Suggestion

Veterinarian

N1604A34005C - 5 col x 13  
N1604A34006C - 6 col x 21

See the complete Themed Event Package for these layouts on page 35.

Local coach spotlight & team schedules

Advertisement Suggestion

Sporting Goods Store

Urgent Care

N1604A35004C - 10x13

As the temperatures warm, **Spring Sports** are at the top of the list for school kids and recreational athletes alike. Team sports like soccer, lacrosse, baseball and tennis join gymnastics, golf and fencing, among others. You can combine the entire **Themed Event Package** with Youth Sports Safety Month, marked in April, for a month-long promotion aimed at younger sports participants.

Advertisement Suggestion

Sporting Goods Store

Urgent Care

N1604A35005C - 5 col x 13  
N1604A35006C - 6 col x 21



## Win Prom Prizes!

These local businesses want to help make your prom a night to remember! Enter online and select your preferred prizes, or visit any of these participating contest sponsors to enter in person. Ten lucky winners will be announced and notified on April 00 to claim their free prizes in time for the big night!

Enter Online Today at  
[namenewspaper.com/contests](http://namenewspaper.com/contests)  
 Contest ends Sunday, April 00!

See contest rules and complete details online.



### Dress Shop

**Free Prom Gown**  
 See other details and conditions here.  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



### Florist

**Free Corsage & Boutonniere Set**  
 See other details and conditions here.  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



### Limousine Service

**Free Ride to Prom**  
 See other details and conditions here.  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



### Hair Salon

**Free Updo or Blowout**  
 See other details and conditions here.  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



### Nail Salon

**Free Gel Manicure**  
 See other details and conditions here.  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



### Tanning Salon

**One Month Unlimited Tanning**  
 See other details and conditions here.  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



### Tuxedo Shop

**Free Tuxedo Rental**  
 See other details and conditions here.  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



### Shoe Store

**Free Pair of His or Her Shoes**  
 See other details and conditions here.  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



### Makeup Artist

**Airbrush Makeup Application**  
 See other details and conditions here.  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)



### Restaurant

**Dinner for Two**  
 See other details and conditions here.  
 1234 Washington Street  
 Somerville Heights  
 000-000-0000  
[www.namenewspaper.com](http://www.namenewspaper.com)

### Usage Note:

It's prom season, so give your prom-goers a chance to **Win Prom Prizes!** This is an interactive contest in that readers either go online or drop by sponsors' establishments to choose their potential prizes as part of their entry. It can serve as a way of reinforcing or introducing your digital offerings to a younger generation while connecting them with the local advertisers who want to reach them. Since different schools can celebrate prom night at different times over the next two months, consider running one contest in each geographic area you serve, or duplicate or increase the prize pool and expand it to encompass every school's schedule.

N1603A10001C

# Enter to Win the Ultimate Graduation Celebration!

Hey graduates, we want to reward you for all of your hard work with a graduation party prize package worth over \$400! To enter, simply go online to our contest entry page and tell us why you deserve to win the ultimate graduation celebration. The winning graduate will receive all of the prizes featured here, as well as a showcase spot in our upcoming Graduation 2016 special section on Sunday, May 00.

Enter Online By Sunday, April 00!  
[namenewspaper.com/contests](http://namenewspaper.com/contests)

To enter, you must be a 2016 graduate of a Metro-Creative high school. See contest page for complete rules and details.

### Usage Note:

Graduation season is party time, so this contest gives your graduates the chance to **Enter to Win the Ultimate Graduation Celebration!** Graduates fill out entry forms on your website. One lucky graduate will win all of the prizes supplied by the contest sponsors. Extend the contest idea by running one for early graduations (which may be anytime in May) and another for the second wave (which may be from mid-May to late June). Sell the contest to sponsors for both versions, or enlist participation from different sponsors for each.

<h3>Pizzeria</h3> <p><b>Six Large Pizzas With Toppings</b>                  See other details and conditions here.</p> <p>1234 Washington Street                  Somerville Heights                  000-000-0000  <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<h3>Sandwich Shop</h3> <p><b>6-Foot Submarine Sandwich</b>                  See other details and conditions here.</p> <p>1234 Washington Street                  Somerville Heights                  000-000-0000  <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<h3>Meat Market</h3> <p><b>Two Dozen Burger Patties</b>                  See other details and conditions here.</p> <p>1234 Washington Street                  Somerville Heights                  000-000-0000  <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<h3>DJ Service</h3> <p><b>Three Hours of DJ Service</b>                  See other details and conditions here.</p> <p>1234 Washington Street                  Somerville Heights                  000-000-0000  <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<h3>Liquor Store</h3> <p><b>Cooler Full of Ice</b>                  See other details and conditions here.</p> <p>1234 Washington Street                  Somerville Heights                  000-000-0000  <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>
<h3>Restaurant</h3> <p><b>Hot Wings Party Platter</b>                  See other details and conditions here.</p> <p>1234 Washington Street                  Somerville Heights                  000-000-0000  <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<h3>Grocery Store</h3> <p><b>Snack &amp; Beverage Assortment</b>                  See other details and conditions here.</p> <p>1234 Washington Street                  Somerville Heights                  000-000-0000  <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<h3>Party Supply Store</h3> <p><b>Class of 2016 Partyware Collection</b>                  See other details and conditions here.</p> <p>1234 Washington Street                  Somerville Heights                  000-000-0000  <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<h3>Catering Company</h3> <p><b>Two Hot Entrees</b>                  See other details and conditions here.</p> <p>1234 Washington Street                  Somerville Heights                  000-000-0000  <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>	<h3>Bakery</h3> <p><b>Jumbo Dessert Platter</b>                  See other details and conditions here.</p> <p>1234 Washington Street                  Somerville Heights                  000-000-0000  <a href="http://www.namenewspaper.com">www.namenewspaper.com</a></p>

N1603A10002C

JUST RELEASED...

# Make Sales Soar Like Magic

Improve your close ratios to 70% or more with the **New MiAD**

## WIZARD!

**It's a fact that spec ads help close more sales**— and yet spec ads are used less than 20% of the time. Now, with the real-world magic of MiAD Wizard, personalizing and presenting spec ads for EVERY prospect is as easy as 1-2-3!

**No training.  
No time wasted.  
No more tough sells.**



**MiAD Wizard is a FREE upgrade for current MiAD subscribers!** If you, too, would like to instantly conjure up targeted spec ads, for sales calls that will practically close themselves, then **go to [miadwizard.com](http://miadwizard.com)** and set up a **FREE Trial**. You will see for yourself how the Wizard can make your sales soar!

### 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, A = line art).

**N1604P12002K.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, W = Web ad).

**Unique to File.**

three-digit field that is unique to the item.

**Extension.**

three-digit field (or four) that indicates the file format (TIF, eps, jpg, QXP, indd).

○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

N1604P37005C-●

So Many Ways to Say, "Thanks!"

flowers | candy | cards | gifts



Remember Administrative Professionals Day  
Wednesday, April 27

The Gift Shop

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

AD# N1604A12001C PASS 6 COL x 1

N1604P38006C-●

Relax, We Have It Covered!

Call or visit us online today for coverage and pricing details.

Avoid the unexpected expense of costly appliance and system breakdowns with a reliable and affordable home warranty plan.

POM Home Warranty

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



AD# N1604A12002C PASS 6 COL x 1

N1604P37010C-●

Fast & Easy Tax Prep

Call now to schedule your appointment with a qualified tax professional before the April 18th filing deadline.



Low \$149 Rate\*  
Guaranteed accurate!

\* Rate for 1040 with state returns and no dependent deductions. Call for details.

Accurate Accounting

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

AD# N1604A12003C PASS 6 COL x 1

N1604P38005C-●

Luxury Salon Services

cut & style | creative color | nail artistry | skincare | tanning  
Complimentary refreshments & shoulder massage for every guest!

New Clients  
Save 30% Off  
Any Single Service



Avenue Salon

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



Appointments preferred

AD# N1604A12004C PASS 6 COL x 1

N1604P48002C-●

You've Been Framed!

Use your flex spending dollars here!



FREE Eyeglass Frames  
with your \$79 lens purchase  
valid on styles valued up to \$149 through 00.00.16.  
Includes Eye Exam

Precision Optical

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

AD# N1604A12005C PASS 6 COL x 1

N1604P14006C-●

Upgrade Your Denim

Get \$20 Off Any Pair of Jeans  
when you trade in an old pair through 00.00.16.

skinny fits | flares | boyfriend | boot cuts | colors | prints | & more



Sedona Boutique

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

AD# N1604A12006C PASS 6 COL x 1

N1604P22008C-●

Pet Food Overstock Sale

Save up to 30% Off  
Premium Nutrition for Dogs & Cats  
now through Sunday, April 00, 2016.

FreshFare Grocery Mart

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



AD# N1604A12007C PASS 6 COL x 1

N1604P59001C-●

Take the Leap

Apply by phone or online today before rates jump!



Auto Loan Rates  
as low as 1.89%

terms to 42 months on model year 2011 and newer

Rate subject to change. Credit approval required. List details, terms and conditions here.

First Bank Savings & Loan

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

List details, terms and conditions here. Call or go online for complete details.

AD# N1604A12008C PASS 6 COL x 1

N1604P16009C-●

Your Wish, Our Command

Professional concierge services on demand.  
personal shopping | courier service | housecleaning  
pool & lawn care | auto detailing | pet care | transportation | & more



Do-Run-Run Concierge

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

AD# N1604A12009C PASS 6 COL x 1

N1604P66003C\*-O

Sunday Treats



\$5

Brunch Specials

Cafe Alice

waffles, pancakes,  
or egg plates 11am-2pm



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

AD# N1604A12010C PASS 6 COL x 1

Add extra lineage with these popular top or bottom of the page ads. MCC Creative Library / Print Ad Size: 6 column

N1604P13002C\*O

# PROM & Graduation

## Usage Note:

The purpose of this "Prom & Graduation" Marketplace layout is to give you the opportunity to promote related local advertisers by offering 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 MetroCreativeConnection Creative Library.

Companion  
WEB ADS  
available  
on MCC

**Bloomtown Florist**  
Order your corsage & boutonniere set today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bloomtown Florist**  
Order your corsage & boutonniere set today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bloomtown Florist**  
Order your corsage & boutonniere set today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bloomtown Florist**  
Order your corsage & boutonniere set today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bloomtown Florist**  
Order your corsage & boutonniere set today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Bloomtown Florist**  
Order your corsage & boutonniere set today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Tiki Tanning Salon**  
Traditional & airbrush tanning specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Tiki Tanning Salon**  
Traditional & airbrush tanning specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Tiki Tanning Salon**  
Traditional & airbrush tanning specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Tiki Tanning Salon**  
Traditional & airbrush tanning specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Tiki Tanning Salon**  
Traditional & airbrush tanning specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Tiki Tanning Salon**  
Traditional & airbrush tanning specials  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**The Belvedere Restaurant**  
Book your graduation reservations today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**The Belvedere Restaurant**  
Book your graduation reservations today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**The Belvedere Restaurant**  
Book your graduation reservations today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**The Belvedere Restaurant**  
Book your graduation reservations today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**The Belvedere Restaurant**  
Book your graduation reservations today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**The Belvedere Restaurant**  
Book your graduation reservations today!  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

## On Point for Prom

Glam it up for prom night with the latest makeup and beauty trends!



Visit us online or on social media for beauty inspiration and free prom makeup and hair tutorials!

**Beauty Supply**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)



**Make an Entrance**  
Create elegant fun sets available Personal shopping service.

**Occasions Couture**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

## Pretty as a Picture for prom night

Updo \$35 & up  
Blowout \$29 & up  
Manicure \$12 & up

Book your appointment today for a picture-perfect prom look!

Now offering custom airbrush tans and airbrush makeup!

## Go Salon

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

## GETTING THERE IS HALF THE FUN

Reserve your luxury ride for prom night today!

Choose from a luxury limo or fleet of limos, vans, party buses and more. 30% discount, all of our chauffeurs are licensed, professional drivers for a safe and enjoyable ride.

**Get Free Red Carpet Service & Non-alcoholic Bubbly** with your prom night transportation rental.

**Diamond Limousine**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)



## Keepsake Gifts for that special graduate

We have the perfect gifts to cap off your loved one's graduation day!

receptacles | key jewelry | engraved photo frames | umbrellas | engraved accessories | leather goods & more

**Lenz Department Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)



## Let the Savings Commence!

computers | HDVs | tablets | gaming systems | smartphones | smartwatches | activity trackers | headphones | speakers | digital cameras | & more

**Graduation Sale**  
Going On Now  
save up to \$200 Off  
the gifts they really want for graduation!

**Signal Electronics**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1604A13002C  
PASS 2 COL x 5

AD# N1604A13006C  
PASS 2 COL x 5

N1604P38001C

N1604P64005C

AD# N1604A13001C PASS 6 COL x 21

AD# N1604A13008C 10 x 13

AD# N1604A13005C  
PASS 2 COL x 5  
N1604P39010C  
N1604P13001C\*O

AD# N1604A13003C  
PASS 2 COL x 5  
N1604P29006C

AD# N1604A13004C  
PASS 2 COL x 5  
N1604P64009C

AD# N1604A13007C  
PASS 2 COL x 5  
N1604P25009C



N1604P14005C-●



N1604P14007C-●



N1604P14003C-●



N1604P14002C-●



N1604P14006C-●



N1604P14004C-●



N1604P14009C-●



N1604P14001C-●



N1604P14008C-●





N1604P15012C-●



N1604P15011C-●



N1604P15008C-●



N1604P15013C-●



N1604P15001C-●



N1604P15007C-●



N1604P15005C-●



N1604P15014C-●



N1604P15006C-●



N1604P15002C-●



N1604P15003C-●



N1604P15009C-●



N1604P15010C-●



N1604P15004C-●



N1604P16008C-●



N1604P16006C-●



N1604P16007C-●



N1604P16003C-●



N1604P16005C-●



N1604P16009C-●



N1604P16001C-●



N1604P16002C-●



N1604P16011C-●



N1604P16012C-●



N1604P16004C-●



N1604P16010C-●

MCC Keyword Hints: pet, dog, goldfish, kitten, parrot, graduation, diploma, prom, tiara, corsage, sports, planting

N1604P15005C-  
N1604P37002C-

N1604P16010C-  
N1604P17002C\*-O

N1604P17001C\*-O

N1604P16005C-  
N1604P37011C-



# April

Community Calendar 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18 <small>Ten Day</small>	19	20	21	22 <small>Earth Day</small>	23 <small>Passover Begins</small>
24	25	26	27	28	29	30



**April 00**  
**Somersville County College Graduation**  
Honoring the Class of 2016  
Somersville County College  
3pm  
www.namewebsite.com

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

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

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

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

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

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



**April 07**  
**Beer Festival**  
\$25 Tasting Pass  
The Westview Hotel  
5-10pm  
www.namewebsite.com

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

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

It's Beginning to Look a Lot Like *Springtime!*

**SEE YOU THERE**

Spectacular floral displays  
Hundreds of plants & flowers for sale  
Flower arranging demos & workshops  
Plant & flower care seminars  
Orchid pageant  
Presented by the Somersville Garden Club.

**2016 Flower Show**  
**Saturday, April 00**  
10am - 6pm  
**Sunday, April 00**  
11am - 4pm  
Free & Open to the Public

**Central Plaza Promenade**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

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



**April 00**  
**Pet Expo & Adoption Fair**  
Fun for pets & their people!  
Pine Ridge Park  
10am-3pm  
www.namewebsite.com



**April 22**  
**Earth Day Festival**  
Music, seminars, vendors & more!  
Pine Ridge Park  
10am-6pm  
www.namewebsite.com

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

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



**April 00**  
**Karaoke Competition Finale**  
\$100 Grand Prize  
Corner Bar & Grill  
7pm-10pm  
www.namewebsite.com

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

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

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

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



**April 00 & 00**  
**Flower Show**  
Free & open to the public!  
Central Plaza Promenade  
Sat 10-6 | Sun 11-4  
www.namewebsite.com

AD# N1604A17003C  
PASS 6 COL. x 3

N1604P16004C-



# pen for Spring

18-hole public golf course | suitable for all levels | twilight specials | senior discounts | private lessons | pro shop | driving range | cart & club rentals | bar & grill

Reserve your tee time by phone or online today!

**Somersville Golf Course**

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



AD# N1604A17001C PASS 6 COL. x 21

AD# N1604A17004C 10 x 13

Companion WEB ADS available on MCC

N1604P38002C

## Prompt & Precise Appliance Repair



Call us anytime for a **free troubleshooting consultation by phone!**

**Dishwasher down? Fridge on the fritz? Washer worn out?** We offer fast and professional repair to get your appliances back to work for a fraction of the replacement cost.

**Quality Appliance Repair**

Licensed & Insured  
Factory-Trained Technicians  
All Major Brands & Appliances

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

AD# N1604A18001C PASS 2 COL. x 5

## Retractable Custom Awnings

protection | comfort | convenience

Enjoy cooling shade all summer with custom canopies and awnings in your choice of beautiful, durable fabrics for your windows, patio or deck.

**Spring Installation Special**  
Interest-Free Financing for 6 Months on installed retractable awning systems with purchase through 00.00.16 on approved credit

Free Estimates | Licensed & Insured

### Awnings By Design

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

AD# N1604A18002C PASS 2 COL. x 5

N1604P38002C

N1604P18001C-C

## 30 DAYS to Feeling Fabulous



**30 Days for \$30**  
Offer good for new clients with signup through 00.00.16.

Call today for details and your **free consultation!**

### Weigh Away

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

AD# N1604A18003C PASS 2 COL. x 5

N1604P39006C

N1604P38010C

## Spring Cleaning?



**Shop Storage Solutions in Aisle 12**

**\$4.99 & UP**

WE'LL HELP YOU GET ORGANIZED!

storage boxes | bins & baskets | drawers  
stackable storage | crates | modular systems


### Home General

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

AD# N1604A18004C PASS 2 COL. x 5

Companion WEB ADS available on MCC

## Dreading the Dentist?



Delaying dental work can worsen the problem and lead to expensive and painful complications down the road. Call now for a free consultation, and don't wait another day to start enjoying fresh breath and a healthy, beautiful smile.

**We work with you.**

- Affordable financing plans
- Sedation for anxious patients
- Friendly & understanding staff
- Preventive care plans for the whole family


### Shean Dental

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

AD# N1604A18005C PASS 2 COL. x 5

N1604P38003C

## Your Partner in a Healthy Pregnancy



pregnancy testing  
family planning  
nutrition counseling  
social services  
health education  
newborn care  
postpartum checkups

We offer a full spectrum of prenatal services to meet the needs of you and your baby through every stage of pregnancy and childbirth.

**New Patients Welcome**  
Call today to arrange an appointment. We accept most insurance plans and offer Saturday appointments for your convenience.

### Bellan Obstetrics & Gynecology

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

AD# N1604A18006C PASS 2 COL. x 5

N1604P39005C

N1604P38001C

## Protecting Homebuyers

with thorough & professional home inspections

From moisture problems to gas leaks, plumbing problems, electrical issues, foundation security and beyond, we inspect all of your home's systems to detect and report potential problems, so you can make an informed buying decision.

**Home Inspection Service With Written Report \$299**  
single-family residence up to 1,200 sq. ft.

**Integrity Home Inspection Service**

Call or visit us online today for complete pricing and home inspection scheduling.

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

AD# N1604A18007C PASS 2 COL. x 5

N1604P39007C

## Your Community Banking Team



We're focused on building successful long-term relationships with our neighbors here in Name County, and we look forward to meeting your banking needs with integrity and friendly, personalized attention.

**Free Checking & Mobile Banking** with direct deposit service

saving | lending | investing  
retirement | kids' accounts

Call or go online today to get started!

### First Bank of Somerville

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

AD# N1604A18008C PASS 2 COL. x 5

N1604P48006C

## HairStyle for men

Gentlemen's haircuts  
Hot lather shaves  
Beard trims

Enjoy a selection of complimentary beverages with your service!

### City Barber

Appointments 10am-7pm Daily  
Walk-Ins Welcome

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

AD# N1604A18009C PASS 2 COL. x 5

**Build a Better Summer**  
up to **40% Off**

Deck Lumber, Railings, Arbors, Planter Boxes & More  
Now Through Sunday

**Mason's Lumber & Hardware**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com  
Offer good April 00-00, 2016. List details, terms and conditions here.

AD# N1604A19001C PASS 2 COL. x 5

N1604P46006C

**Develop a New Skill**

Register Now for Summer Session Classes!

Go online to browse our summer course catalog, or call to request a copy by mail today!

photography | foreign languages | culinary arts | music | writing | art | professional development | *and so much more*

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

AD# N1604A19002C PASS 2 COL. x 5

N1604P59011C

**It's Never Too Late to Transform Your Smile**

Finance your beautiful, straight smile with

**\$0 Down & No Interest for 24 Months!**  
Payments as low as **\$89 monthly**

Call to book your free orthodontic consultation today!

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

AD# N1604A19003C PASS 2 COL. x 5

N1604P48010C

**You're Free!**

Release yourself from rising energy costs with our easy and affordable solar power solutions.

**Let's Go Solar** Earth Day Special

**Free Inverter Upgrade & Free Installation**  
A \$3,000 Savings! with purchase of 3.0kW solar system  
Plus, pay nothing out of pocket with our low monthly payment plans!  
(limited time offer with consultation through April 00, 2016.)

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

AD# N1604A19004C PASS 2 COL. x 5

N1604P59004C

**A Celebration of Suds**  
Join us for refreshing Beer Day specials!

**Thursday April 7**

\$2 Domestic  
\$3 Imports  
\$4 Craft Brews  
Special prices on select beers only.

Plus, enjoy pub grub specials on burgers, pizzas, nachos, fries and more!

**Gask Bar & Grill**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1604A19005C PASS 2 COL. x 5

N1604P37011C

**Let's Do Lunch**

Come in during Administrative Professionals Week for great lunch specials and a little something extra!

**Free Dessert**  
With Your Lunch Purchase During Administrative Professionals Week, April 24-30

Homemade Soups | Fresh Salads | Hot & Cold Sandwiches | Signature Burgers  
Fish & Chips | Don-Fry Creations | Panini Ahihi | & More

**Garden Cafe**

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

AD# N1604A19006C PASS 2 COL. x 5

N1604P66029C

Companion WEB ADS available on MCC

**Turn Up the Fun!**

**National Karaoke Week April 17-23**

**Karaoke Contest Saturday, April 23 \$100 Grand Prize**

Karaoke All Week starting at 7 pm  
No Cover  
\$2 Domestic Drafts  
Drink & Shot Specials

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

AD# N1604A19007C PASS 2 COL. x 5

N1604P37006C

**Summer Warmup GRILL EVENT**

Get fired up for summertime entertaining with big savings on top-rated name brand grills.

**up to 30% Off Gas, Electric & Charcoal Grills**  
now through Sunday, April 00, 2016

**Emblem Home Center**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1604A19008C PASS 2 COL. x 5

N1604P49009C

**Save Earth Day to Arbor Day!**  
Friday, April 22 through Friday, April 29

**up to 50% Off**  
Plants | Flowers | Trees | Shrubs  
Garden Tools | Growing Aids | Pottery

**Green Thumb Garden Center**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

AD# N1604A19009C PASS 2 COL. x 5

N1604P16010C



N1604P20037C\*-O

N1604P20032C\*-O

N1604P20034C\*-O

N1604P20033C\*-O

N1604P20036C\*-O

N1604P20040C\*-O

N1604P20039C\*-O

N1604P20038C\*-O

N1604P20035C\*-O

N1604P20001C\*-O

N1604P20009C\*-O

N1604P20002C\*-O

N1604P20005C\*-O

N1604P20006C\*-O

N1604P20008C\*-O

N1604P20004C\*-O

N1604P20003C\*-O

N1604P20007C\*-O



N1604P20014C\*-O



N1604P20012C\*-O



N1604P20013C\*-O



N1604P20011C\*-O



N1604P20010C\*-O



N1604P20022C\*-O



N1604P20028C\*-O



N1604P20029C\*-O



N1604P20024C\*-O



N1604P20018C\*-O



N1604P20027C\*-O



N1604P20023C\*-O



N1604P20020C\*-O



N1604P20031C\*-O



N1604P20030C\*-O



N1604P20021C\*-O



N1604P20015C\*-O



N1604P20026C\*-O



N1604P20016C\*-O



N1604P20017C\*-O



N1604P20019C\*-O



N1604P20025C\*-O



N1604P21011C-●



N1604P21009C-●



N1604P21007C-●



N1604P21001C-●



N1604P21004C-●



N1604P21008C-●



N1604P21003C-●



N1604P21002C-●



N1604P21010C-●



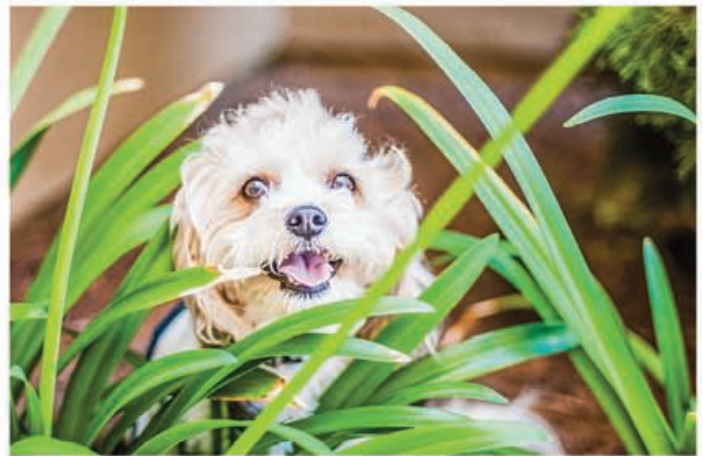
N1604P21005C-●



N1604P21006C-●



N1604P16002C-●



N1604P16001C-●



N1604P16004C-●



N1604P16010C-●



N1604P16011C-●



N1604P16003C-●



N1604P16006C-●



N1604P16009C-●



N1604P16005C-●



N1604P16008C-●



N1604P16007C-●



N1604P16012C-●



# Pets, Pets, Pets



N1604P16008C  
N1604P16006C  
N1604P16007C

AD# N1604A23004C  
PASS 3 COL. x 4.25

N1604P22009C

N1604P47005C

AD# N1604A23003C  
PASS 3 COL. x 4.25

N1604P47004C

AD# N1604A23008C  
PASS 3 COL. x 4.25



**SAVE 20% OFF**  
Your Next Total Purchase

Offer valid with coupon. Expires 02.00.16. List details, terms and conditions here.  
pet nutrition | crates & enclosures  
aquariums & fish supplies  
exotic bird care | grooming aids  
toys & chews | pet care supplies

**A Treat for You**

In-Store Vaccination Clinics 2nd Saturday of Every Month • 9-11am

**Pet Care Depot** 1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com



**Nothing But Likes!**

Make us your pup's vacation home away from home for fun-filled day care and cozy overnight stays.

Like us on Facebook to **SAVE 50% OFF** Your Pet's First Visit

Offer valid for new customers through 02.00.16. Details online and at facebook.com/huffhouse. List details, terms and conditions here.

**Ruff House Pet Hotel**

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

**Searching for the Best Veterinary Care?**

Find the results you're looking for here! Complete veterinary care | complementary holistic therapies | prescription activities & supplements | pet allergy specialists

**SAVE 50% OFF** Your First Pet Exam

Offer valid for new patients with coupon. Expires 02.00.16. List details, terms and conditions here.

**Paws & Claws Veterinary Clinic**

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

AD# N1604A23001C PASS 6 COL. x 21

AD# N1604A23010C 10 x 13



**SAVE 10% OFF** Any Grooming Service

Offer valid with coupon. Expires 02.00.16. List details, terms and conditions here.

Full-service grooming  
All breeds welcome  
No tranquilizers or restraints

*Primp Your Pup*

Bring your pet to us for a positively fabulous look!

**Pet Pageant Grooming**

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

**Protect Curious Pets**



We offer a variety of secure fencing solutions and gates to safeguard your pet and property.

**SAVE 30% OFF** Installation With Your Fence System Purchase

Offer valid with coupon. Expires 02.00.16. List details, terms and conditions here.

aluminum | vinyl | wood | chain link  
electronic | ornamental iron | glass | bamboo  
Free Estimates | Licensed & Insured

**Vance Fencing**

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

*Save Some Scratch on Flea & Tick Control*



**SAVE 15% OFF**

All Name Brand Flea & Tick Control Products for Dogs & Cats

Offer valid with coupon. Expires 02.00.16. List details, terms and conditions here.

It's time to stock up for flea and tick season!

**Central General Store**

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

**A to Z for your PET**



We have everything to pamper your pet from premium nutrition to toys, treats, crates, collars, beds, bowls and beyond.

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

Offer valid with coupon. Expires 02.00.16. List details, terms and conditions here.

**Happy Tails Pet Supply**

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

**Starting Meow:**

**20% OFF** All Cat Furniture

Offer valid with coupon. Expires 02.00.16. List details, terms and conditions here.

We specialize in feline nutrition and the latest cat care products!

**The Cat Care Emporium**

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



AD# N1604A23007C  
PASS 3 COL. x 4.25  
N1604P37009C

AD# N1604A23002C  
PASS 3 COL. x 4.25  
N1604P58008C

AD# N1604A23005C  
PASS 3 COL. x 4.25  
N1604P58003C

AD# N1604A23006C  
PASS 3 COL. x 4.25  
N1604P58006C

AD# N1604A23009C  
PASS 3 COL. x 4.25  
N1604P58007C

N1604P24004C\*-O

N1604P24002C\*-O

N1604P24003C\*-O

## PET CARE GUIDE

Local businesses dedicated to the health and happiness of your best friend.

**The Groom Room**  
Full-service dog & cat grooming  
1234 Washington Street • Somersville Heights  
500-000-0000 • www.somersville.com

**Pet Spot Day Care**  
50% Off Your First Visit!  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

**The Poop Troop**  
Pet waste cleanup & disposal for your yard  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

**Value Pet Supply**  
nutrition | bedding toys | grooming  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

**Soapy Coat Dog Wash**  
Bathe your dog without the mess!  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

**Canine College Training Center**  
Gentle & effective solutions for all ages & behaviors  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

**Creature Comforts Pet Sitting**  
In-home pet sitting & dog walking services  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

**Somersville Animal Hospital**  
Routine & emergency care for small animals  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

**Fortress Fencing**  
Fences & enclosure to keep your pet safe  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

**Discount Variety Mart**  
Pet supplies in Aisle 9  
1234 Washington Street • Somersville Heights  
500-000-0000 • www.somersville.com

**The Groom Room**  
Full-service dog & cat grooming  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

**Mr. Bone's Pet Hotel**  
A Vacation Spot for Dogs & Cats  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

**Holistic Pet Spot**  
massage | supplements organic food & treats  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.somersville.com

AD# N1604A24001C 19,334 x 13



N1604P24001C\*-O

### 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.

(MCC Creative Library / Print Ad Size: Doubletruck  
Print Ad Type: Multiple Advertiser or Directory)

## GRRRRREAT DEALS FOR PETS

N1604P24005C\*-O

## WANTED: FOREVER HOMES

N1604P24006C\*-O



N1604P25006C-●



N1604P25009C-●



N1604P25001C-●



N1604P25003C-●



N1604P25004C-●



N1604P25008C-●



N1604P25005C-●



N1604P25010C-●



N1604P25007C-●



N1604P25002C-●

**On Your Graduation Day...**



We wish you much happiness, and great success in all of your future endeavors.

Congratulations on this milestone achievement. Your hard work and dedication make us proud to know you!

**Name Sponsor**

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

AD# N1604A26001C PASS 2 COL. x 4

**Be Proud of Yourself**



You've worked hard to get where you are today, and we congratulate you on this well-deserved achievement. Now it's your turn to relax and enjoy your graduation day. We hope it's filled with wonderful moments you'll always remember!

Congratulations, graduates. We wish you all the best today and always.

**Name Sponsor**

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

AD# N1604A26002C PASS 2 COL. x 4

**It's a Wrap!**



As you wrap up this exciting chapter, we hope you take with you fond memories of friends, classmates, teachers and experiences. May the diploma become you've earned pave the way to continued success in your education and career.

Congratulations and best wishes granted!

**Name Sponsor**

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

AD# N1604A26003C PASS 2 COL. x 4

**Up, Up & Away!**



Whatever the road takes you after graduation, we wish you much happiness and success. May your education and experience lay the foundation for a bright future as you continue on your way.

We know you'll go far in life, and we wish you all the best. Congratulations!

**Name Sponsor**

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

AD# N1604A26004C PASS 2 COL. x 4

**You Have Arrived**

Congratulations on your graduation! A bright future awaits you, and we hope it will be filled with much happiness and continued success.

**Name Sponsor**

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



AD# N1604A26005C PASS 6 COL. x 1

**It's Official**



You're a graduate, and we know you've worked hard to earn that diploma! **Congratulations on this fine achievement, and good luck.**

**Name Sponsor**

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

AD# N1604A26006C PASS 6 COL. x 1

**Celebrate!**



You've earned this day, and we hope you enjoy every moment. Congratulations!

**Name Sponsor**

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

AD# N1604A26007C PASS 1 COL. x 3

**It's Your Day!**



Congratulations to the Kindergarten Class of 2016

**Name Sponsor**

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

AD# N1604A26008C PASS 1 COL. x 3

**CONGRATULATIONS**



CLASS OF 2016

Good luck to you in all of your future endeavors. We wish you well!

**Name Sponsor**

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

AD# N1604A26009C PASS 1 COL. x 3

**Whooo Thinks You're Special?**



We sure do! Congratulations on your graduation!

**Name Sponsor**

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

AD# N1604A26010C PASS 1 COL. x 3

**A Big Hand for Our Graduates**



Congratulations and best wishes to the Class of 2016.

**Name Sponsor**

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

AD# N1604A26011C PASS 1 COL. x 3

**Best Wishes for a Bright Future**



Congratulations, graduates!

**Name Sponsor**

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

AD# N1604A26012C PASS 1 COL. x 3

**You Get an A+**



Congratulations on your graduation. Keep up the great work!

**Name Sponsor**

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

AD# N1604A26013C PASS 1 COL. x 3

**Honoring Our Graduates**



At this exciting time, we'd like to offer our congratulations to all of this year's hardworking graduates. We hope you are so proud of yourselves as we are of you. Good luck & best wishes to the Class of 2016!

**Name Sponsor**

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

AD# N1604A26014C PASS 1 COL. x 3

**CONGRATULATIONS**



What a way to cap off the school year! Congratulations on this fine achievement. We're proud of you, graduates, and we wish you all the best.

**GOOD LUCK!**

**Name Sponsor**

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

AD# N1604A26015C PASS 1 COL. x 3

**Way to Go!**



Dream big, graduates, and enjoy your special day. The best is yet to come! Congratulations!

**Name Sponsor**

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

AD# N1604A26016C PASS 1 COL. x 3

**Hats Off to the Graduates**

It's your day, and we couldn't be prouder of your hard work and accomplishments. Now that you've earned your diploma, there's nothing stopping you from reaching your goals, and we hope all of your dreams come true.

We wish you a happy graduation and a great summer. You've earned it!

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

AD# N1604A27001C PASS 2 COL. x 4

**Hope Your Day Is Letter Perfect**

G. R. A. D. U. A. T. I. O. N

Your hard work and dedication leading up to this day spill out a successful future, and we wish you all the best as you continue your education and career. Words can't say how proud you make us!

Congratulations to the Class of 2016

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

AD# N1604A27002C PASS 2 COL. x 4

**The Sky's the Limit**

Your achievement today proves that with motivation and dedication, you can accomplish anything. Keep up the great work, and remember that we are behind you all the way.

Congratulations, graduates.  
We wish you the height of success and happiness!

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

AD# N1604A27003C PASS 2 COL. x 4

**Keep On Growing**

Now that you're graduated, the best level awaits! We know you'll reach great heights of success, and we wish you all the best as you start this exciting new chapter in your life.

Good Wishes & Congratulations

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

AD# N1604A27004C PASS 2 COL. x 4

N1604P25008C

**Commencement Congratulations**

Here's to you, graduates! As you turn the page from student to graduate, we hope the exciting challenges ahead lead you to satisfaction and success. Best of luck, and best wishes!

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

AD# N1604A27005C PASS 6 COL. x 1

N1604P28012C

**Let the Celebration Commence!**

Three cheers for the Class of 2016! We hope you're proud of all you've accomplished, and we wish you continued success in your future endeavors. Please celebrate responsibly, and enjoy your special day!

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

AD# N1604A27006C PASS 6 COL. x 1

**YOU MADE IT THROUGH!**

Hip-hip-hooray! It's your special day, and we'd like say, "Congratulations!"

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

AD# N1604A27007C PASS 1 COL. x 3

**Learning Fun Friends Adventure Opportunity Success**

Here's to your bright future! Congratulations, Class of 2016!

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

AD# N1604A27008C PASS 1 COL. x 3

**Onward & Upward**

Best wishes as you continue toward new heights of success. Congratulations, grads!

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

AD# N1604A27009C PASS 1 COL. x 3

**CHEERS TO YOU!**

Your hard work has paid off, so give yourself a pat on the back, kick up your heels and celebrate!

Congratulations, Graduates

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

AD# N1604A27010C PASS 1 COL. x 3

**Hats off to the Grad!**

We salute you, Class of 2016! Your hard work and dedication set a great example, and we're very proud of your accomplishments. Congratulations!

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

AD# N1604A27011C PASS 1 COL. x 3

**Congrats! You did it!**

Here's to the future! May it be bright and beautiful, graduate.

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

AD# N1604A27012C PASS 1 COL. x 3

**HAPPY GRADUATION**

You earned the stamp of approval, and now it's time to celebrate! Good luck and best wishes, graduates.

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

AD# N1604A27013C PASS 1 COL. x 3

**Class of 2016**

May your graduation day be the start of many more successes to come. Congratulations, and enjoy your special day!

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

AD# N1604A27014C PASS 1 COL. x 3

**Congrats Grads**

May your day be filled with friendship and fun, and may your future be filled with success and happiness. All the best!

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

AD# N1604A27015C PASS 1 COL. x 3

**Congratulations on Your GRADUATION**

On this festive occasion, we'd like to take a moment to say how proud we are of your achievement. You've worked hard, and now the best is yet to come!

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

AD# N1604A27016C PASS 1 COL. x 3



N1604P28008C\*-O



N1604P28004C\*-O



N1604P28005C\*-O



N1604P28009C\*-O



N1604P28006C\*-O



N1604P28002C\*-O



N1604P28001C\*-O



N1604P28007C\*-O



N1604P28003C\*-O



N1604P28013C\*-O



N1604P28014C\*-O



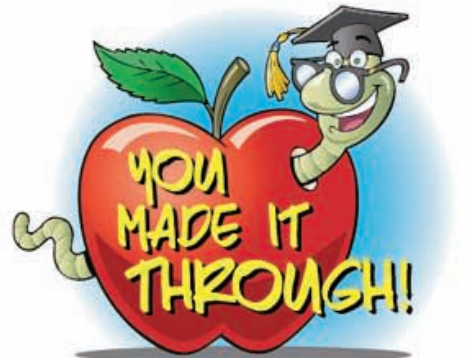
N1604P28011C\*-O



N1604P28015C-●  
N1604P28016C\*-O



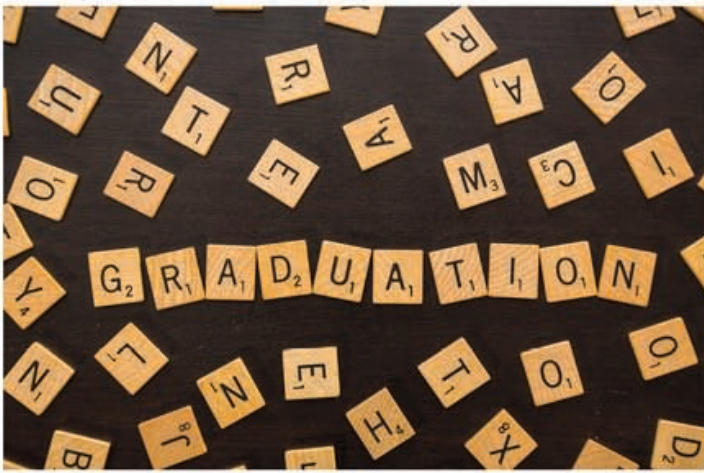
N1604P280xxC\*-O



N1604P280xxC\*-O



N1604P28012C\*-O



N1604P29005C-●



N1604P29011C-●



N1604P29007C-●



N1604P29008C-●



N1604P29009C-●



N1604P29010C-●



N1604P29006C-●



N1604P29012C-●



N1604P29003C-●



N1604P29002C-●



N1604P29001C-●



N1604P29004C-●



N1604P30009C-●



N1604P30001C\*-○  
N1604P30001A\*-○



N1604P30011C\*-○



N1604P30010C\*-○



N1604P30024C\*-○



N1604P30012C\*-○



N1604P30014C\*-○



N1604P30019C\*-○



N1604P30018C\*-○



N1604P30006C\*-○



N1604P30017C\*-○



N1604P30002C\*-○



N1604P30004C\*-○



N1604P30003C\*-○



N1604P30005C\*-○



N1604P30023C\*-○



N1604P30013C\*-○



N1604P30016C\*-○



N1604P30007C\*-○  
N1604P30008C\*-○



N1604P30020C\*-○



N1604P30021C\*-○  
N1604P30022C\*-○



N1604P30015C\*-○





N1604P31016C\*-O  
N1604P31017C\*-O



N1604P31019C\*-O



N1604P31001C\*-O



N1604P31002C\*-O



N1604P31003C\*-O



N1604P31004C\*-O



N1604P31005C\*-O



N1604P31006C\*-O



N1604P31007C\*-O



N1604P31008C\*-O



N1604P31009C\*-O



N1604P31010C\*-O



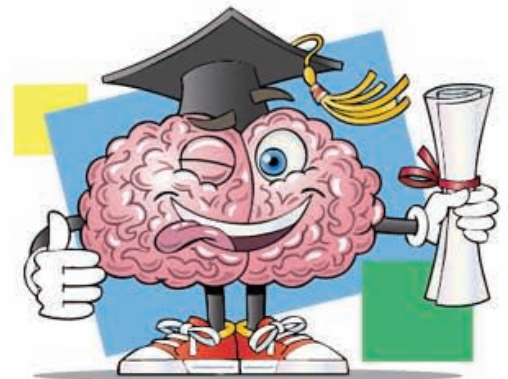
N1604P31011C\*-O



N1604P31012C\*-O



N1604P31013C\*-O



N1604P31014C\*-O



N1604P31015C\*-O



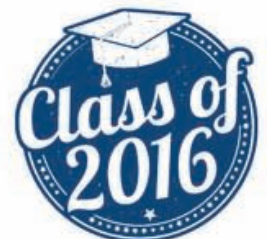
N1604P31023C\*-O



N1604P31018C\*-O



N1604P31022C\*-O



N1604P31020C\*-O  
N1604P31021C\*-O

# METRO Themed Event Package

SECTION COVER:

N1604P32001C\*~O

N1604P15013C~

N1604P15012C~

**Flower SHOW**

April 2016 | A Special Supplement to  
**NAME NEWSPAPER**

How to choose the right flowers  
Wedding day floral spotlight  
Planting pointers

Local florist listings

N1604P15004C~

AD# N1604A32004C 10. x 13

QUICK SELL:

N1604P15008C~

**Flower SHOW**

*Stems not exclusive to fall*

Advertisement text describing the show and listing various floral products and services.

Advertiser Suggestion

Floral	Health Foods Store	Contractor	Home Improvement Center	Landscape	Day Care Center
--------	--------------------	------------	-------------------------	-----------	-----------------

N1604P15004C~

AD# N1604A32005C 9.667 x 13  
AD# N1604A32006C PASS 6 COL. x 21

CAMPAIGN:

N1604P15008C~

**Model Blooms**

We take floral design to the next level with a premium selection of fresh flowers, artistically arranged to bring out their natural beauty to the fullest.

Deluxe Graduation Day Bouquets \$19.95 cash-and-carry arrangements from

**Village Florist**

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

Closed Mondays

AD# N1604A32001C  
PASS 2 COL. x 5

WEB & MOBILE ADS:

HEADING:  
N1604P32001C\*~O

*Order Now for Mother's Day!*

Order Online

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

AD# N1604W32003S

**Village Florist**  
Order Online for Mother's Day

AD# N1604W32003B

**Village Florist**  
Order Online for Mother's Day

AD# N1604W32003W

*Order Now for Mother's Day!*

Order Online

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

AD# N1604W32003R

*Order Now for Mother's Day!*

Order Online

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

AD# N1604W32003L

Companion WEB ADS available on MCC

N1604P16001C~

**Fashion Flowers**

We take floral design to the next level with a premium selection of fresh flowers, artistically arranged to bring out their natural beauty to the fullest.

Custom Corsages & Boutonnieres to complement your prom night look. Call or come in today for your consultation!

**Village Florist**

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

Closed Mondays

AD# N1604A32002C  
PASS 2 COL. x 5

**Breathtaking Botanicals**

We take floral design to the next level with a premium selection of fresh flowers, artistically arranged to bring out their natural beauty to the fullest.

*Order Now for Mother's Day!*

Call or come in to speak with a floral designer, and let us create a custom arrangement Mom will love.

**Village Florist**

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

Closed Mondays

AD# N1604A32003C  
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 Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

# Graduation Parties

April 2016  
A Special Supplement to  
NAME NEWSPAPER

**Congratulations**

- Student of the year profiles
- Grad party dos and don'ts
- Graduation party recipes
- Local graduation schedules

N1604P38004C

N1604P5001C

AD# N1604A33004C

10 x 13

QUICK SELL:

## Graduation Parties

### Practical gifts for recent graduates

**Home Goods Shop**  
1234 Washington Street | Somersville Heights | 000-000-0000 | www.namewebsite.com

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

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

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

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

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

CAMPAIGN:

## Catering & Custom Cakes

for graduation celebrations

hot & cold party platters | wraps & sandwiches  
cakes & dessert trays | snacks & beverages

**Bakery fresh!**  
**Sheet Cakes**  
Personalize it with  
a message or photo!  
**\$16.95 a up**

Please place all custom  
cake and catering orders at  
least 24 hours in advance.

**Value City Grocery**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

N1604P38004C

AD# N1604A33001C

PASS 2 COL. x 5

HEADING:  
N1604P33001C\*~O

WEB & MOBILE ADS:

## Catering & Custom Cakes

for graduation celebrations

hot & cold party platters  
wraps & sandwiches  
cakes & dessert trays  
snacks & beverages

[Order Online](#)

**Value City Grocery**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1604W33001S

## Graduation Memories

**Catering & Custom Cakes**  
for graduation celebrations

**Value City Grocery**  
[Order Online](#)

AD# N1604W33001B

**Catering & Custom Cakes**  
for graduation celebrations

**Value City Grocery**  
[Order Online](#)

AD# N1604W33001W

## Catering & Custom Cakes

for graduation celebrations

hot & cold party platters | wraps & sandwiches  
cakes & dessert trays | snacks & beverages

**Value City Grocery** [Order Online](#)  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1604W33001R

## Catering & Custom Cakes

for graduation celebrations

hot & cold party platters | wraps & sandwiches | cakes & dessert trays | snacks & beverages

**Value City Grocery**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1604W33001L

Companion  
WEB ADS  
available  
on MCC

## Catering & Custom Cakes

for graduation celebrations

hot & cold party platters | wraps & sandwiches  
cakes & dessert trays | snacks & beverages

**Vegetarian options!**  
**Sandwich Platters**  
with your choice  
of cold cuts & salads  
**\$16.95 a up**

Please place all custom  
cake and catering orders at  
least 24 hours in advance.

**Value City Grocery**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

N1604P36003C

AD# N1604A33002C

PASS 2 COL. x 5

## Catering & Custom Cakes

for graduation celebrations

hot & cold party platters | wraps & sandwiches  
cakes & dessert trays | snacks & beverages

**Crispy pleasure!**  
**Tasty Wings Tray**  
with fresh  
vegetables & dips  
**\$14.95 a up**

Please place all custom  
cake and catering orders at  
least 24 hours in advance.

**Value City Grocery**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

N1604P36010C

AD# N1604A33003C

PASS 2 COL. x 5

# METRO Themed Event Package

SECTION COVER:

## Pet Services

Local pet-themed events

Caring for aging cats

Meet your local veterinarian hospital staffers

Adoption Listings

AD# N1604A34004C

10. x 13

QUICK SELL:

## Pet Services

Changes to expect as cats age

Advertiser Suggestion: SPCA, Pet Supply Store, Pet Med Supply, Adoption Service, Emergency Animal Hospital, Grocery Store, Veterinarian

AD# N1604A34005C

9.667 x 13

AD# N1604A34006C

PASS 6 COL. x 21

CAMPAIGN:

## What Dolly Wants and so much more

Your one-stop shop for pet nutrition, habitats, grooming aids, toys and all the creature comforts to make them feel at home.

Age | cats | fish | birds | small pets | reptiles

### Value Pet Supply

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

Open Tuesday-Saturday 10-8, Sunday 11-4

AD# N1604A34001C

PASS 2 COL. x 5

## The Cat's Meow for premium pet supplies

Your one-stop shop for pet nutrition, habitats, grooming aids, toys and all the creature comforts to make them feel at home.

Age | cats | fish | birds | small pets | reptiles

### Value Pet Supply

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

Open Tuesday-Saturday 10-8, Sunday 11-4

AD# N1604A34002C

PASS 2 COL. x 5

## The Gold Standard in pet care & nutrition

Your one-stop shop for pet nutrition, habitats, grooming aids, toys and all the creature comforts to make them feel at home.

Age | cats | fish | birds | small pets | reptiles

### Value Pet Supply

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

Open Tuesday-Saturday 10-8, Sunday 11-4

AD# N1604A34003C

PASS 2 COL. x 5

WEB & MOBILE ADS:

HEADING:  
N1604P34001C\*-O

## The Gold Standard in pet care & nutrition

SHOP ONLINE

### Value Pet Supply

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

AD# N1604W34003S

The Gold Standard in pet care & nutrition

Value Pet Supply SHOP ONLINE

AD# N1604W34003B

The Gold Standard in pet care & nutrition

Value Pet Supply SHOP ONLINE

AD# N1604W34003W

## The Gold Standard in pet care & nutrition

SHOP ONLINE

### Value Pet Supply

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

AD# N1604W34003R

The Gold Standard in pet care & nutrition

Value Pet Supply

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

SHOP ONLINE

AD# N1604W34003L

Companion WEB ADS available on MCC

N1604P47002C

N1604P7001C

N1604P16003C

N1604P16007C

N1604P16006C

SECTION COVER:



**Spring Sports**  
 April 2016  
 A Special Supplement to  
 NAME NEWSPAPER

**Spring sports safety tips**

**Local coach spotlight & Team schedules**

**A Look Back: Spring sports season 10 years ago**

N1604P35002C

AD# N1604A35004C 10 x 13

QUICK SELL:

<b>Advertiser Suggestion</b> Doctor 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Advertiser Suggestion</b> Gym 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Advertiser Suggestion</b> Camera Shop 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Advertiser Suggestion</b> Sporting Goods Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Advertiser Suggestion</b> Community Sports League 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Advertiser Suggestion</b> Health Foods Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com
---	--	--	---	--	---



**Spring Sports**

**Did You Know?**

Spring is a season of opportunity when it comes to getting your kids back in sports, and many parents even sign up their children for other activities like swimming, tennis, and more. However, it's important to make sure your child is ready for the season. Spring sports are a great way to get your child back in shape, but it's important to make sure your child is ready for the season. Spring sports are a great way to get your child back in shape, but it's important to make sure your child is ready for the season.

<b>Advertiser Suggestion</b> Sporting Goods Store 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>Advertiser Suggestion</b> Urgent Care 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com
---	--

AD# N1604A35005C 9.667 x 13  
 AD# N1604A35006C PASS 6 COL x 21

CAMPAIGN:



**Keep Kids in the Safety Zone**

Participating in sports offers kids a host of great benefits, from social bonding to physical fitness and positive self-esteem. Injury prevention is an important part of keeping kids active and in the game, so make sure your child is prepared to play it safe with proper protective gear and safety smarts during practice and games.

**Pro Tip:** Schedule a physical exam or sports physical with a doctor before your child participates in organized sports, and be sure to inform coaches if your child has any medical conditions or injuries that may require extra caution or attention.

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

N1604P37002C

AD# N1604A35001C  
 PASS 2 COL x 5



**Injury Prevention Is the Name of the Game**

Participating in sports offers kids a host of great benefits, from social bonding to physical fitness and positive self-esteem. Injury prevention is an important part of keeping kids active and in the game, so make sure your child is prepared to play it safe with proper protective gear and safety smarts during practice and games.

**Pro Tip:** Ensure your child wears appropriate, well-fitting protective gear such as helmets, shin guards, mouth guards, pads, braces and rubber cleats to reduce the risk of injury.

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

N1604P36001C

AD# N1604A35002C  
 PASS 2 COL x 5

WEB & MOBILE ADS:



**Cover All the Bases to Keep Kids Safe**

**Get Pro Tips!**

Make sure kids warm up properly with light activity and stretching before participating in sports.

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

AD# N1604W35003S

HEADING:  
 N1604P35001C\*-O




**Cover All the Bases to Keep Kids Safe** **Get Pro Tips!** **Somerville Pediatrics**

AD# N1604W35003B



**Cover All the Bases to Keep Kids Safe** **Get Pro Tips!** **Somerville Pediatrics**

AD# N1604W35003W



**Cover All the Bases to Keep Kids Safe** **Get Pro Tips!**

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

AD# N1604W35003R



**Cover All the Bases to Keep Kids Safe** **Get Pro Tips!**

Make sure kids warm up properly with light activity and stretching before participating in sports.

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

AD# N1604W35003L

Companion  
 WEB ADS  
 available  
 on MCC



**Cover All the Bases to Keep Kids Safe**

Participating in sports offers kids a host of great benefits, from social bonding to physical fitness and positive self-esteem. Injury prevention is an important part of keeping kids active and in the game, so make sure your child is prepared to play it safe with proper protective gear and safety smarts during practice and games.

**Pro Tip:** Make sure kids warm up properly with light activity and stretching before participating in sports, and ensure your young athlete stays hydrated by drinking plenty of water before, during and after games.

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

N1604P60001C

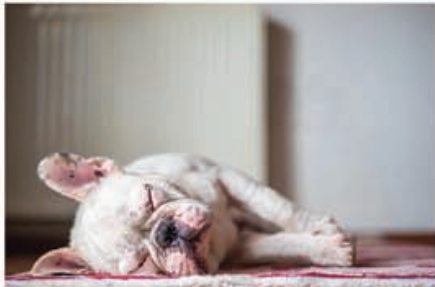
AD# N1604A35003C  
 PASS 2 COL x 5



N1604P36001C-●



N1604P36002C-●



N1604P36006C-●



N1604P36003C-●



N1604P36008C-●



N1604P36005C-●



N1604P36004C-●



N1604P36009C-●



N1604P36010C-●



N1604P36007C-●



N1604P37007C-●



N1604P37006C-●



N1604P37009C-●



N1604P37008C-●



N1604P37004C-●



N1604P37003C-●



N1604P37002C-●



N1604P37012C-●



N1604P37010C-●



N1604P37001C-●



N1604P37005C-●



N1604P37011C-●



N1604P37013C-●



N1604P38008C-●



N1604P38005C-●



N1604P38011C-●



N1604P38003C-●



N1604P38004C-●



N1604P38001C-●



N1604P38002C-●



N1604P38006C-●



N1604P38010C-●



N1604P38007C-●



N1604P38009C-●





N1604P39010C-●



N1604P39004C-●



N1604P39009C-●



N1604P39008C-●



N1604P39005C-●



N1604P39006C-●



N1604P39003C-●



N1604P39001C-●



N1604P39002C-●



N1604P39007C-●

Promote Premium Placement Opportunities With Metro AdScapes

Use unique ad shapes to promote premium placement opportunities with Metro AdScapes. This unique ad shape is designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.

Use unique ad shapes to promote premium placement opportunities with Metro AdScapes. This unique ad shape is designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.

Use unique ad shapes to promote premium placement opportunities with Metro AdScapes. This unique ad shape is designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.

Use unique ad shapes to promote premium placement opportunities with Metro AdScapes. This unique ad shape is designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.

Use unique ad shapes to promote premium placement opportunities with Metro AdScapes. This unique ad shape is designed to have page content flow around their shape. Give advertisers added value by running them alongside corresponding features from the MCC Editorial Library.

Usage Note:

Use this Adscapes shaped specialty ad for an accounting firm during tax season's final crunch. The ad's unique positioning and shape are sure to draw extra attention for your advertiser while gaining premium pricing for you. Introduce a new advertiser with the shaped ad and sell additional smaller-space ads to publish throughout your edition to keep the advertiser's name top-of-mind for readers.

Companion WEB ADS available on MCC

Jill Just Got \$4,500 Happier

Call, come in or visit us online today to get your tax refund rolling!

- Guaranteed accurate
Fast electronic filing

Hurry, this year's tax filing deadline is Monday, April 18.

Halleran Tax & Accounting

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



N1604P40001C

AD# N1604A40001C

PASS 3 COL x 95

N1604P63010C



## Make the Home You Have *the Home of Your Dreams*

We offer a complete line of home remodeling services, inside and out, so you can enjoy all the beauty and convenience of a like-new house while maintaining all the features you love about your current home.

### Act Now! Spring Special Offers

**Interest-Free Financing**  
available up to 24 months for qualified customers. Limited-time offer available through third party with credit approval. Call for details.

**Free Energy-Efficient Insulation**  
to keep your home cooler in summer and warmer in winter. Available with any full house siding job through 03/31/16.

Roofing  
Windows  
Doors  
Siding  
Gutters  
Porches  
Kitchens  
Bathrooms  
Additions  
Add-a-Level  
& So Much More

**Storm Damage? Basement Flooding?**  
Ask about our storm damage repair and waterproofing services!



Call us today for a free on-site consultation and estimate.

## Emory Contracting

License# 000000 | Licensed & Bonded  
Local Referrals | Long-Term Warranties

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

AD# N1604A41001C 8.5 x 11

N1604P39008C



## Turn Your Backyard Into the Ultimate Playground



with the ultimate  
**Spring Special Offer**  
**Free Design Consultation**  
**0% Financing**  
**up to \$2,500 Off**  
Call for details!  
Limited-time offer with credit approval. Offer ends 03/31/16.

Call today and mention this offer to book your free consultation!

## Renova Pool & Outdoors

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

Pools & Water Features  
Luxury Outdoor Kitchens  
Patios, Decks & Walkways  
Firepits & Outdoor Fireplaces

License# 000000  
Issued & Bonded

N1604P49007C

N1604P38001C

AD# N1604A41002C 8.5 x 11

N0604P66020C



## Graduation Banquets & Catering

Make their graduation an event to remember with our custom catering and party hosting services.



- On-Site Banquets for 50 to 200 Guests
- Off-Site Catering Options for Every Budget
- Wide Array of Customizable Menu Options
- Impeccable Service & Presentation
- Full-Service & A-La-Carte Party Packages
- Elegant Dining Room & Outdoor Patio

Delicious Menu Options for Every Dietary Preference  
Vegetarian | Vegan | Gluten Free | Low Carb | Organic

Some dates are filling up fast. Call today for available dates and your Free Menu Consultation!

## The Celebration Chateau

1234 Washington Street • Somersville Heights  
000.000.0000 • www.namewebsite.com

### Free Dessert Tray or Chocolate Fountain

With Your Graduation Banquet Reservation  
Offer good with coupon through 03/31/16. See details, terms and conditions here.

The Celebration Chateau  
1234 Washington Street  
Somersville Heights  
000.000.0000  
www.namewebsite.com

### 10% Off Your Catering Order

Value up to \$100!  
Offer good with coupon through 03/31/16. See details, terms and conditions here.

The Celebration Chateau  
1234 Washington Street  
Somersville Heights  
000.000.0000  
www.namewebsite.com

N1604P39009C

AD# N1604A41003C 8.5 x 11

N1604P39008C



## State-of-the-Art Eye & Vision Care

Get quality eye care from the trusted specialists in eye disorder treatment, diagnosis and prevention, as well as the latest vision solutions.



- Comprehensive Eye Exams
- Contact Lens Fitting & Eyeglass Prescriptions
- Full Optical Department With the Latest Frames & Lenses
- Sunglasses, Sports Goggles & Safety Eyewear
- Laser Vision Correction
- Ophthalmic Plastic Surgery

Complete Eye Disease Care & Treatment  
Cataract Disease | Dry Eye | Glaucoma | Cataracts | Macular Degeneration

Eye Exams By Appointment • Walk-In Prescriptions Welcome • Hundreds of Insurance Plans Accepted

## Pinnacle Eye Care Center

1234 Washington Street • Somersville Heights  
000.000.0000 • www.namewebsite.com

N1604P48010C

### 30% Off Any Pair of Prescription Eyeglasses

Includes lenses and any pair of frames  
Offer good with coupon through 03/31/16. Cannot be combined with other discounts or insurance. See details, terms and conditions here.

Pinnacle Eye Care Center  
1234 Washington Street  
Somersville Heights  
000.000.0000  
www.namewebsite.com

### Daily Wear Contact Lenses \$99

Includes kit, exam, and annual follow-up visit  
Offer good with coupon through 03/31/16. Cannot be combined with other discounts or insurance. See details, terms and conditions here.

Pinnacle Eye Care Center  
1234 Washington Street  
Somersville Heights  
000.000.0000  
www.namewebsite.com

N1604P48004C

AD# N1604A41004C 8.5 x 11

# METRO Shop Local



N1604P42003C-●



N1604P42001C-●



N1604P42006C-●



N1604P42002C-●



N1604P42016C-●



N1604P42015C-●



N1604P42007C\*-○  
N1604P42008C\*-○



N1604P42017C\*-○



N1604P42004C-●



N1604P42005C-●



N1604P42009C\*-○



N1604P42010C\*-○



N1604P42013C\*-○

**Shopping**  
in the  
**Neighborhood**

N1604P42012C\*-○

**Dining**  
in the  
**Neighborhood**

N1604P42011C\*-○



N1604P42014C-●

N1604P43002C-●

N1604P43001C\*-○

● N1604P48004C-  
● N1604P48006C-  
● N1604P48007C-  
● N1604P48010C-●



● N1604P42004C-●

# Local Cravings Restaurant Guide

*Must-try restaurants and dishes, handpicked by a new panel of local foodies every week!*



Name Here  
Job or Community  
Position



Name Here  
Job or Community  
Position



Name Here  
Job or Community  
Position



Name Here  
Job or Community  
Position

## Chinese Food

**Golden Wok Restaurant**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Try the tofu hot pot!*  
- Name Reviewer

## Pizza

**Sentimio's Pizza**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*The Hawaiian pie is a slice of heaven!*  
- Name Reviewer

## Sushi

**Izakaya Sendai**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*At \$5.99, the bento box lunch special is the best deal in town!*  
- Name Reviewer

## Wings

**The Eagle Pub**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Check out Wing Wednesdays for great specials!*  
- Name Reviewer

## Burgers

**Edison Grill**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Try the happy hour burger & beer combo for only \$9.99!*  
- Name Reviewer

## Salad

**Cafe 76**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Hands down, their Blue Cobb is the best salad I've ever tasted!*  
- Name Reviewer

## Pancakes

**Somerville Diner**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*The pumpkin spice pancakes with warm cinnamon butter are irresistible!*  
- Name Reviewer

## Coffee

**Perks Cafe**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Fresh, bold and simply perfect every time!*  
- Name Reviewer

## Dessert

**Mulberry Bake Shop**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Their apple pie turnovers are out of this world!*  
- Name Reviewer

## BBQ

**Old Smokey's**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*The pulled pork bbq is a winner every time!*  
- Name Reviewer

## Bagels

**Somerville Bagelry**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Try the everything!*  
- Name Reviewer

## Pizza

**Sentimio's Pizza**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*The Hawaiian pie is a slice of heaven!*  
- Name Reviewer

## Sushi

**Izakaya Sendai**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*At \$5.99, the bento box lunch special is the best deal in town!*  
- Name Reviewer

## Wings

**The Eagle Pub**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Check out Wing Wednesdays for great specials!*  
- Name Reviewer

## Burgers

**Edison Grill**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Try the happy hour burger & beer combo for only \$9.99!*  
- Name Reviewer

## Tacos

**Tio's Cantina**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Their Baja fish tacos are fresh and delicious with the perfect batter crunch!*  
- Name Reviewer

## Pancakes

**Somerville Diner**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*The pumpkin spice pancakes with warm cinnamon butter are irresistible!*  
- Name Reviewer

## Coffee

**Perks Cafe**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Fresh, bold and simply perfect every time!*  
- Name Reviewer

## Dessert

**Mulberry Bake Shop**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Their apple pie turnovers are out of this world!*  
- Name Reviewer

## BBQ

**Old Smokey's**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*The pulled pork bbq is a winner every time!*  
- Name Reviewer

## Soup

**Janet's Luncheonette**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*A chicken soup classic!*  
- Name Reviewer

## Pizza

**Sentimio's Pizza**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*The Hawaiian pie is a slice of heaven!*  
- Name Reviewer

## Sushi

**Izakaya Sendai**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*At \$5.99, the bento box lunch special is the best deal in town!*  
- Name Reviewer

## Wings

**The Eagle Pub**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Check out Wing Wednesdays for great specials!*  
- Name Reviewer

## Burgers

**Edison Grill**  
1234 Washington Street  
Somerville Heights  
000.000.0000  
www.namewebsite.com

*Try the happy hour burger & beer combo for only \$9.99!*  
- Name Reviewer

## "SHOP LOCAL" SUPPORT

This month, find a full-page "Local Cravings Restaurant Guide" layout designed to give exposure to local chefs and restaurants. This could easily become a long-term promotion that can encompass your print, online and social media outlets.

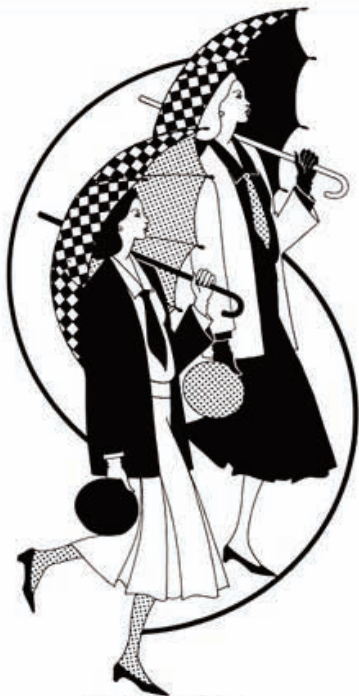
Promoting local patronage is more than an economic necessity in many areas; it has become a source of community pride. Look for two additional "shop local" pages each month for a variety of advertiser categories, so you can keep a local campaign going. Many have companion Web ads ready to present for combo package buys, too.

AD# N1604A43001C

PASS 6 COL. x 21

AD# N1604A43002C

10 x 13



N1604P44007A-●



N1604P44009A-●



N1604P44006K-●



N1604P44010A-●



N1604P44008A-●



N1604P44003A-●



N1604P44004A-●



N1604P44001A-●



N1604P44002A-●



N1604P44012A-●



N1604P44014A-●



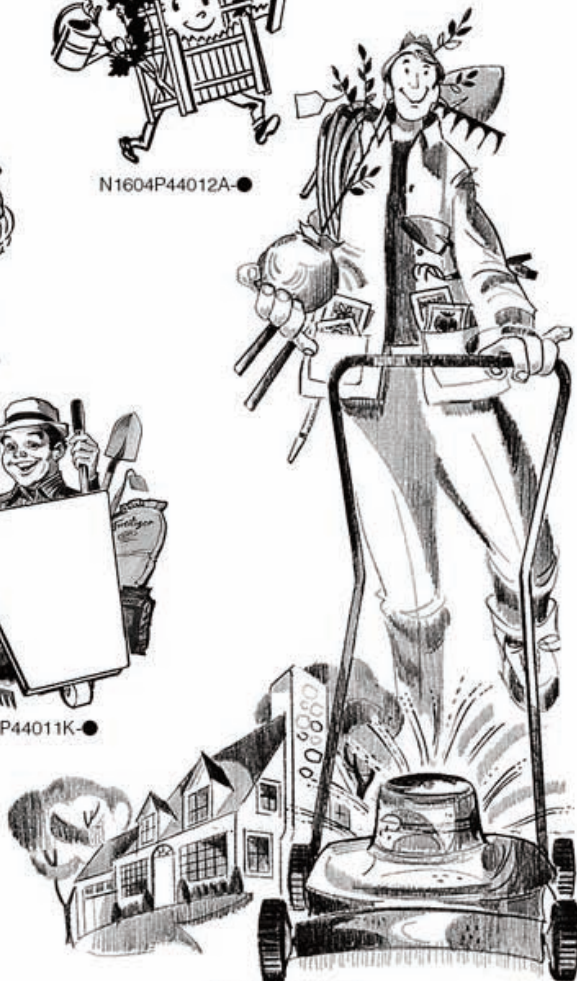
N1604P44005K-●



N1604P44011K-●



N1604P44015A-●



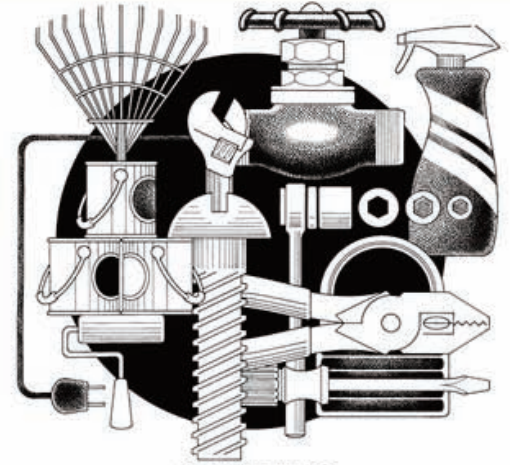
N1604P44013K-●



N1604P45006A-●



N1604P45007A-●



N1604P45015A-●



N1604P45010A-●



N1604P45005A-●



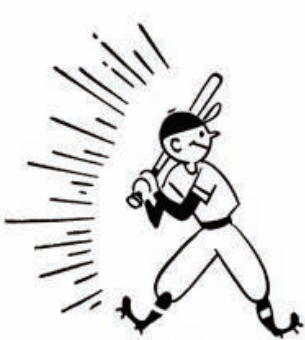
N1604P45011A-●  
 N1604P45012A-●



N1604P45009A-●



N1604P45004A-●



N1604P45002A-●



N1604P45003A-●



N1604P45008A-●



N1604P45013A-●



N1604P45014A-●

# METRO Templated Special Sections

Bonus images available in the MCC Creative Library:



N1604P46001C



N1604P46003C



N1604P46006C



N1604P46002C



N1604P46005C



N1604P46004C

## 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 ads to invite advertisers to participate in

your section are also included in the package. Adapt the ads for online use to promote the upcoming online version of the section.

View this month's **Lawn & Garden Guide** Templated Special Sections package in the **MCC Editorial 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



PASS 2 COL. x 5



PASS 2 COL. x 5



Bonus images available in the MCC Creative Library:



N1604P47006C-●



N1604P47004C-●



N1604P47005C-●



N1604P47003C-●



N1604P47001C-●



N1604P47002C-●

## 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 ads to invite advertisers to participate in

your section are also included in the package. Adapt the ads for online use to promote the upcoming online version of the section.

View this month's **All About Pets** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call **800-223-1600** or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



N1604P48005C-●



N1604P48002C-●



N1604P48008C-●



N1604P48004C-●



N1604P48001C-●



N1604P48007C-●



N1604P48009C-●



N1604P48006C-●



N1604P48012C-●



N1604P48003C-●



N1604P48011C-●



N1604P48010C-●



N1604P49003C-●



N1604P49004C-●



N1604P49008C-●



N1604P49005C-●



N1604P49009C-●



N1604P49002C-●



N1604P49001C-●



N1604P49007C-●



N1604P49006C-●



N1604P50004C-●

### Usage Notes:

Use these backgrounds to help promote spring events and merchandise, gardening, pets, golf, prom, graduation ... and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

(MCC Creative Library / Image Type: Background)



N1604P50007C-●



N1604P50005C-●



N1604P50001C-●

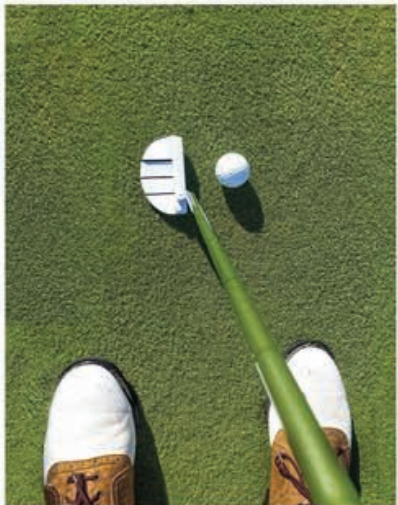


N1604P50006C-●



N1604P50003C-●

N1604P50002C-●



N1604P50010C-●



N1604P50009C-●



N1604P50008C-●

N1604P51001C



Usage Suggestions:

These banner-style photos can be employed as a background or page header for all types of graduation, wedding and pet ads and pages in print and online. Try them for graduation party supply directories, wedding cake ads, wedding planning ads, pet grooming ads, pet supplies directories, and more.

N1604P51002C



N1604P51003C



N1604P51004C



N1604P51005C



N1604P51006C





N1604P52007C\*-O



N1604P52009C\*-O



N1604P52006C\*-O



N1604P52001C\*-O



N1604P52010C\*-O



N1604P52008C\*-O



N1604P52004C\*-O



N1604P52002C\*-O



N1604P52005C\*-O



N1604P52011C\*-O



N1604P52017C\*-O



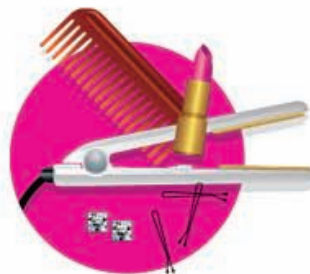
N1604P52003C\*-O



N1604P52020C\*-O



N1604P52018C\*-O



N1604P52015C\*-O



N1604P52016C\*-O



N1604P52019C\*-O



N1604P52021C\*-O



N1604P52012C\*-O



N1604P52013C\*-O



N1604P52014C\*-O



N1604P53006C\*-O



N1604P53009C\*-O



N1604P53004C\*-O



N1604P53003C\*-O



N1604P53002C\*-O



N1604P53008C\*-O



N1604P53001C\*-O



N1604P53005C\*-O



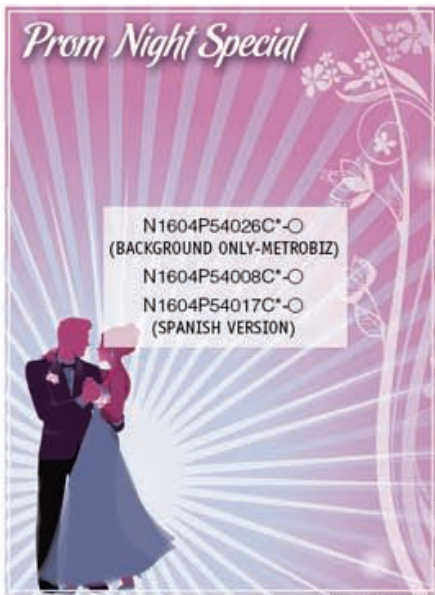
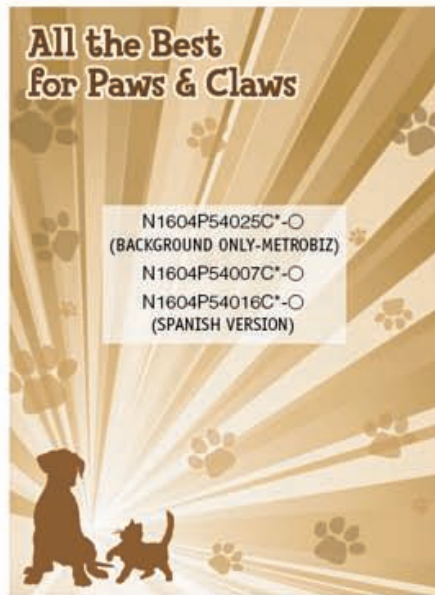
N1604P53007C\*-O



**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.

**MCC Creative Library / Image Type: Ad Starter or Image Type: Background / Keyword: MetroBiz**



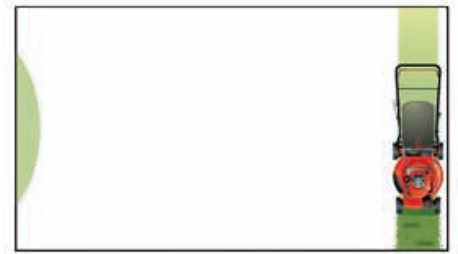




MCC KEYWORD HINT: metrobiz  
N1604P55001C\*-O



MCC KEYWORD HINT: metrobiz  
N1604P55002C\*-O



MCC KEYWORD HINT: metrobiz  
N1604P55003C\*-O



MCC KEYWORD HINT: metrobiz  
N1604P55004C\*-O



MCC KEYWORD HINT: metrobiz  
N1604P55005C\*-O



MCC KEYWORD HINT: metrobiz  
N1604P55006C\*-O



N1604P55007C\*-O



N1604P55008C\*-O



N1604P55009C\*-O

### Usage Note:

**MCC Creative Library** / Image Type: **frame, background** or **MetroBiz**, where applicable

Use these business card backgrounds to help you expand your printing business. You can also employ these timely frames in print inserts, ads or online ads and pages. 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, GARDENING  
N1604S56003C\*-O



MCC KEYWORDS: ICON SET, ALCOHOL, DRINKS  
N1604S56001C\*-O



MCC KEYWORDS: ICON SET, FLOWERS  
N1604S56002C\*-O



MCC KEYWORDS: ICON SET, WEATHER  
N1604S56006C\*-O



MCC KEYWORDS: ICON SET, FASHION  
N1604S56005C\*-O



MCC KEYWORDS: ICON SET, PETS  
N1604S56004C\*-O



N1604P57020C\*-O



N1604P57023C\*-O



N1604P57022C\*-O



N1604P57021C\*-O



N1604P57024C\*-O



N1604P57025C\*-O



N1604P57026C\*-O



N1604P57027C\*-O



N1604P57028C\*-O



N1604P57029C\*-O



N1604P57030C\*-O



N1604P57031C\*-O



N1604P57032C\*-O



N1604P57033C\*-O



N1604P57034C\*-O



N1604P57035C\*-O



N1604P57036C\*-O



N1604P57001C\*-O



N1604P57016C\*-O



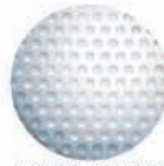
N1604P57002C\*-O



N1604P57003C\*-O



N1604P57004C\*-O



N1604P57017C\*-O



N1604P57018C\*-O



N1604P57019C\*-O



N1604P57005 C\*-O



N1604P57006C\*-O



N1604P57007C\*-O



N1604P57008C\*-O



N1604P57009C\*-O



N1604P57010C\*-O



N1604P57015C\*-O



N1604P57011C\*-O



N1604P57012C\*-O



N1604P57013C\*-O



N1604P57014C\*-O

MCC Creative Library /  
Image Type: Border, Icon Set  
or Object



MCC KEYWORDS: ICON SET, GRADUATION  
N1604S57037C\*-O



N1604P58006C-●



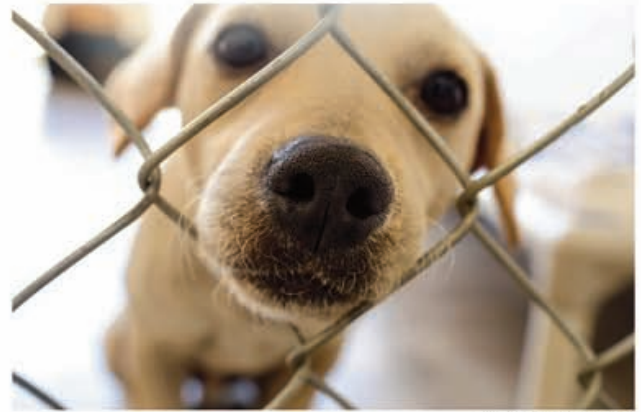
N1604P58005C-●



N1604P58003C-●



N1604P58004C-●



N1604P58008C-●



N1604P58009C-●



N1604P58001C-●



N1604P58007C-●



N1604P58002C-●



N1604P58010C-●



N1604P59003C-●



N1604P59008C-●



N1604P59007C-●



N1604P59001C-●



N1604P59010C-●



N1604P59009C-●



N1604P59006C-●



N1604P59004C-●



N1604P59002C-●



N1604P59011C-●



N1604P59005C-●



N1604P60002C-●



N1604P60001C-●



N1604P60005C-●



N1604P60006C-●



N1604P60004C-●



N1604P60003C-●



Each year, millions of kids require medical treatment for sport-related injuries. Help your young athletes play it safe by ensuring they wear the proper safety apparel and gear during practice and games.

**SAFE!**

**SAVE 10% OFF  
All Guards & Helmets**

During Youth Sports Safety Month  
Offer good April 1-30, 2016.

**Allaire  
Sporting Goods**

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



AD# N1604A60001C PASS 6 COL x 3



N1604P61006C-●



N1604P61003C-●



N1604P61005C-●



N1604P61002C-●



N1604P61001C-●



N1604P61004C-●

N1604P61007C\*-○



*Can't Wait for Summer Camp!*

We offer a variety of **educational and exciting day camp programs** to keep kids grades K-12 active and engaged all summer.

**Register Now to Save \$25 Off Summer Camp Enrollment**

Offer good with paid registration through April 30, 2016. List details, terms and conditions here.

**facebook** Counselors needed. Apply online today!

*Sunny Days Day Camp*  
 1234 Washington Street • Somersville Heights  
 000-000-0000 • www.namewebsite.com

N1203P48009C-○

AD# N1604A61001C PASS 6 COL x 3



N1604P62001C-●  
HUMMINGBIRD OVER ZINNIA



N1604P62003C-●  
HUMMINGBIRD OVER PETUNIA



N1604P62004C-●  
FRITILLARY BUTTERFLY



N1604P62007C-●  
GARDEN CENTER



N1604P62009C-●  
HANGING PETUNIAS



N1604P62005C-●  
CARNATION FLOWER



N1604P62006C-●  
YELLOW WILD FLOWERS



N1604P62011C-●  
GARDEN



N1604P62010C-●  
SHRUBS



N1604P62012C-●  
ROSES



N1604P62002C-●  
JAPANESE PEONIES



N1604P62008C-●  
AZALEA BUSH



N1604P62013C-●  
SEEDLINGS

*Spring Thing*  
**Open House**  
 Saturday, April 00 • 10am - 7pm  
**20% Off Storewide**

new spring merchandise arrivals | upcycled vintage furnishings for the home & garden | planting & decorating ideas | d-i-y gift & decor demos | free refreshments  

*The Magic Garden Boutique*  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)



AD# N1604A62001C PASS 6 COL x 3





N1604P63013C-●  
BUTTERFLY BUSH



N1604P63012C-●  
LAWN CARE



N1604P63006C-●  
HANGING BASKETS



N1604P63011C-●  
ROSE BUSH



N1604P63007C-●  
HANGING PLANTS



N1604P63002C-●  
DAFFODILS & PANSIES



N1604P63008C-●  
GREEN LAWN



N1604P63001C-●  
CARDINAL



N1604P63005C-●  
PLUMERIA PLANT



N1604P63004C-●  
YELLOW DAISIES



N1604P63009C-●  
GREEN GARDEN



N1604P63010C-●  
LANDSCAPE



N1604P63003C-●  
GARDEN CENTER

# Brighten Up Your Landscape

Create a safer, more beautiful yard with our comprehensive selection of low-voltage, LED and solar exterior and landscape lighting solutions in every style.

spotlights | security lights | deck lighting | step lights  
driveway & pathway lights | well lights | porch fixtures

## Lighting World

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)



N1604P46004C-●

AD# N1604A63001C PASS 6 COL x 3



N1604P64009C-●



N1604P64008C-●



N1604P64007C-●



N1604P64003C-●



N1604P64011C-●



N1604P64010C-●



N1604P64002C-●



N1604P64005C-●



N1604P64001C-●



N1604P64004C-●



N1604P64013C\*-○



N1604P64018C\*-○



N1604P64019C\*-○



N1604P64006C-●



N1604P64020C\*-○



N1604P64012C\*-○



N1604P64014C\*-○



N1604P64015C\*-○



N1604P64016C\*-○



N1604P64017C\*-○

N1604P66020C



N1604P66021C

# Delicious DINING

for Moms, Dads & Grads

N1604P66002C



With dozens of delectable menu options including steak, chicken, seafood, pasta and vegetarian dishes, we have something for everyone to enjoy!



N1604P66010C

Nightly Dinner Specials | Kids' Menu Available | Wine, Beer & Cocktails | Private Party Room & Catering

We look forward  
to celebrating with you!

Call now to book your reservations for graduation, Mother's Day and Father's Day.

## Grads Eat FREE

Graduates enjoy a free entree with purchase of two or more regular entrees.

Offer good with coupon April 10-June 10, 2016. Coupon cannot be combined with other discounts. List details, terms and conditions here. List details, terms and conditions here.

**Park Hotel Restaurant**  
1234 Washington Street • Somersville Heights  
000-000-0000 • [www.namewebsite.com](http://www.namewebsite.com)

## Moms Eat FREE

Moms enjoy a free brunch or dinner entree on Mother's Day with purchase of one or more entrees and two or more beverages.

Offer good with coupon Sunday, May 8, 2016. Coupon cannot be combined with other discounts. List details, terms and conditions here. List details, terms and conditions here.

**Park Hotel Restaurant**  
1234 Washington Street • Somersville Heights  
000-000-0000 • [www.namewebsite.com](http://www.namewebsite.com)

## Dads Eat FREE

Dads enjoy a free brunch or dinner entree on Father's Day with purchase of one or more entrees and two or more beverages.

Offer good with coupon Sunday June 19, 2016. Coupon cannot be combined with other discounts. List details, terms and conditions here. List details, terms and conditions here.

**Park Hotel Restaurant**  
1234 Washington Street • Somersville Heights  
000-000-0000 • [www.namewebsite.com](http://www.namewebsite.com)

## Park Hotel Restaurant



1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

Dinner Daily at 4:30 p.m.  
Sunday Brunch 10 a.m.-3 p.m.  
Closed Mondays



AD# N1604A65001C

PASS 6 COL. x 21

AD# N1604A65002C

10 x 13



N1604P66021C-●  
STEAK DINNER



N1604P66005C-●  
ROASTED CHICKEN



N1604P66007C-●  
SOY MILK



N1604P66018C-●  
TUNA STEAK



N1604P66017C-●  
TUNA SALAD



N1604P66015C-●  
FRIED SHRIMP



N1604P66022C-◇  
SOY MILK



N1604P66026C-◇  
EGG SALAD SANDWICH



N1604P66027C-◇  
BLT



N1604P66003C-●  
PECAN WAFFLES



N1604P66019C-●  
GRILLED CHEESE SANDWICH



N1604P66024C-◇  
GRILLED CHEESE SANDWICH



N1604P66025C-◇  
SALMON



N1604P66011C-●  
TOFU



N1604P66012C-●  
CRAB LEGS



N1604P66030C-◇  
SPINACH & MANDARIN SALAD



N1604P66029C-◇  
CLUB SANDWICH



N1604P66004C-●  
GRADUATION CUPCAKES



N1604P66008C-●  
TOMATOES



N1604P66023C-◇  
FRUITS & VEGETABLES



N1604P66028C-◇  
PECANS



N1604P66006C-●  
GRADUATION CHOCOLATES



N1604P66013C-●  
GRADUATION CUPCAKE



N1604P66010C-●  
SAUTEED VEGETABLES



N1604P66002C-●  
LASAGNA



N1604P66020C-●  
FISH DINNER



N1604P66001C-●  
PECAN DANISH



N1604P66016C-●  
BLT



N1604P66014C-●  
MIXINS FOR BLT



N1604P66009C-●  
TOMATOES

# HUNGRY FOR A BETTER PLACE TO FOOD SHOP?

Start getting more quality, selection and value from every dollar at **Central Foods Market!**

**NOW OPEN**

Stop in for free samples and grand-opening special offers all week!



Fresh Organic & Conventional Produce



Artisan Bread & Baked Goods



Seafood Market & Butcher Shop



Premium Deli Choices & Salads



Healthy Vegan & Vegetarian Choices



Party Platters & Catering



Chef-Crafted Prepared Foods

**\$10 Off**  
Your Purchase of  
**\$50 or More**

Offer good with coupon through 00.00.16. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**Central Foods Market**

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

**\$20 Off**  
Your Purchase of  
**\$75 or More**

Offer good with coupon through 00.00.16. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**Central Foods Market**

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



Open Monday-Saturday 8 a.m.-10 p.m., Sunday 9 a.m.-8 p.m.



**Central Foods Market**

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

AD# N1604A87001C

PASS 6 COL x 21

AD# N1604A87002C

10 x 13



N1604P68027C\*-O



N1604P68032C\*-O



(OTTAWA TULIP FESTIVAL)  
N1604P68025C\*-O



(OTTAWA TULIP FESTIVAL)  
N1604P68026C\*-O



N1604P68023C\*-O  
N1604P68024C\*-O



(MAPLE SYRUP FESTIVAL)  
N1604P68034C\*-O



N1604P68013C\*-O



N1604P68002C\*-O



N1604P68004C\*-O



N1604P68014C\*-O



N1604P68009 C\*-O



N1604P68016C\*-O  
N1604P68017C\*-O



N1604P68003C\*-O



N1604P68021C\*-O  
N1604P68022C\*-O



N1604P68018C\*-O



N1604P68008C\*-O



N1604P68010C\*-O



N1604P68015C\*-O



N1604P68007C\*-O



N1604P68011C\*-O



N1604P68012C\*-O



N1604P68006C\*-O



N1604P68019C\*-O



N1604P68033C\*-O



N1604P68001C\*-O



N1604P68005C\*-O



N1604P68020C\*-O



(THE LANDSCAPING PROS)  
N1604P68029C\*-O



(START OF THE GOLF SEASON)  
N1604P68031C\*-O



(PREPARE FOR YOUR PROM NIGHT)  
N1604P68030C\*-O



(A THOUGHT FOR YOUR SECRETARY)  
N1604P68028C\*-O



N1604P69009C-●



N1604P69010C-●



N1604P69002C-●



N1604P69001C-●



N1604P69003C-●



N1604P69006C-●



N1604P69012C-●



N1604P69008C-●



N1604P69005C-●



N1604P69007C-●



N1604P69004C-●



N1604P69011C-●



N1604P69013C-●



N1604P69014C-●

**MCC KEYWORD HINT: week2**

This is your illustration and copy for April 14, 2016.

N1604P70006C\*  
N1604P70002C\*  
N1604P70007C\*  
N1604P70003C\*

### Praise God!



There is something in us which waits and longs to praise God. There are times when our spirit just seems to overflow with joy and we simply can't help praising God. There are many ways that this can be done, and a variety of words which can express God's praise, but the secret to a true worship experience. Most of the Psalms are lyrics of praise, and throughout the Bible we are told repeatedly to praise God. When being told the seemingly paradoxical advice to praise God there. First in all circumstances. 1. Thru Isaiah 6:3. Praise 150 cultures everything which has breath to praise the Lord. And before, a countless number that men the animals are praising the Lord. The same kingdom seems to have something joyous registered in the very fibers of its being. It seems we are praising and hearing and filling our God gives direction there to something inherently right. In fact that you do for a praise of God, and remember that our primary purpose is to praise God.

- Christopher Stone

*"If anyone speaks, they should do so as one who speaks the very words of God. If anyone serves, they should do so with the strength God provides, as if in all things God may be praised through Jesus Christ."*

-1 Peter 4:11 NIV

AD# N1604A70002C PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week3**

This is your illustration and copy for April 21, 2016.

N1604P70007C\*  
N1604P70003C\*

### Putting on the Armor of God



The sixth chapter of Ephesians admonishes us to be strong in the Lord, and to protect ourselves from the evil of this world by putting on God's armor. And what there is both spiritual and moral with in this world, cannot not being such things as human, natural disasters and disease. This armor is intended more as a protection against inward evil, the kind of evil lurked out by human beings of their own volition. We don't have to look for to see human being taking advantage of these fellow human beings, kidnapping, robbing and even killing them. The worst of these evils are the ones done in the name of God. When you are someone killing innocent men, women and even children in the name of God, you can be sure that you are in the presence of God's enemies. None have their hearts of the armor serves as a criterion of what is good "Should find then, with the belt of truth buckled around your waist, with the breastplate of righteousness in place, and with your feet fitted with the readiness that comes from the gospel of peace. In addition to all this, take up the shield of faith, with which you can extinguish all the flaming arrows of the evil one. Take the helmet of salvation and the sword of the Spirit, which is the word of God." -Ephesians 6:14-17 NIV

- Christopher Stone

AD# N1604A70003C PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week4**

This is your illustration and copy for April 28, 2016.

N1604P70005C\*  
N1604P70001C\*

### Creating a Better World



Philosophers and theologians have often argued that creation is ongoing, that it was not over and done with on the seventh day when God rested, but that the creative process continues to unfold with every passing day. For a being who is eternal, who existed from the beginning, as it were, and knows the end...if there were an ultimate beginning and end, which is a very human way of looking at things...all of creation may be a single event. But from our earthly perspective, when time is relevant, we are clearly in the midst of an ongoing process, and development of the world. We contribute to this development in our own small way. Humans can direct rivers and build dams, or raise mountains and fill valleys by moving earth from one place to another. As in everything, we can take part in the ongoing creation for better or worse. We can indeed improve our world or make it worse. Ask yourself whose side you are on in the ongoing creation of the world. Are you in the making things better or worse? God seeks good workers to help build up creation, or consume each day to making things better. Whether it's something really big or something more modest, it's always good to be on the side of God and the angels.

- Christopher Stone

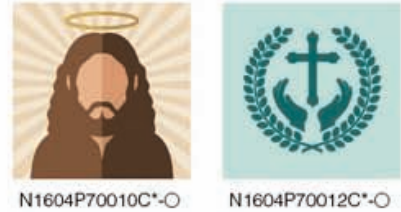
*"For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do."*

-Ephesians 2:10 NIV

AD# N1604A70001C PASS 2 COL. x 5.25



N1604P70014C\*  
N1604P70011C\*  
N1604P70010C\*  
N1604P70012C\*




N1604P70013C\*  
N1604P70008C\*  
N1604P70004C\*

**MCC KEYWORD HINT: week1**

This is your illustration and copy for April 7, 2016.

N1604P70009C\*

NAME SPONSOR

---

NAME SPONSOR

---

NAME SPONSOR

---

NAME SPONSOR

---

NAME SPONSOR

---

NAME SPONSOR


---

NAME SPONSOR

---

### Three Words to Live By

is golden  
is golden  
is golden



**SILENCE**

is golden  
is golden  
is golden

*"The person gives freely, yet gains even more; another withhold, but comes in poverty. A generous person will prosper; whoever refrains will be reprimanded."*

-Proverbs 11:24-25 NIV

NAME SPONSOR

---

NAME SPONSOR

---

NAME SPONSOR

---

NAME SPONSOR

---

NAME SPONSOR

---

NAME SPONSOR

---

NAME SPONSOR

---

AD# N1604A70005C PASS 6 COL. x 7

NAME SPONSOR

NAME SPONSOR

70 APRIL 2016

METRO Newspaper Service  
©2016 Metro Creative Graphics, Inc., Printed in U.S.A.

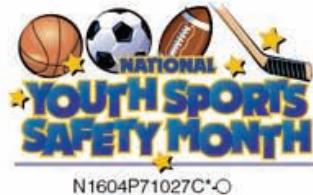




# METRO Events

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 Creative Library / Keyword: Event / Image Type: heading)



# 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](mailto:service@metro-email.com)!

(MCC Creative Library / Keywords: Art Subject)



N1604P72004C-●  
(Woman Jogging with Dog)



N1604P72013C-●  
(Woman Jogging with Dog)



N1604P72011C-●  
(Tabbouleh Salad)



N1604P72005C-●  
(Man Eating a Hamburger)



N1604P72008C-●  
(Bowl of Hummus)



N1604P72010C-●  
(Bowl of Hummus)



N1604P72012C-●  
(Tabbouleh Salad)



N1604P72006C-●  
(Man Eating a Hamburger)



N1604P72009C-●  
(Man Eating Pizza)



N1604P72007C-●  
(Man Eating Pizza)



N1604P72003C-●  
(Pistol)



N1604P72002C-●  
(Revolver)



N1604P72001C-●  
(AK Assault Rifle)



N1604P72017C\*-○  
(Mobile Banking)



N1604P72018C\*-○  
(Men Playing Horseshoes)



N1604P72016C\*-○  
(Woman Using Sewing Machine)



N1604P72015C\*-○  
(April Fools' Day)



N1604P72014A\*-○  
(Adult Coloring Panel)



C&C41



C&C42



C&C43



C&C44



PP. 01-72

### METRO NEWSPAPER SERVICE

April MNS is sprouting with colorful coverage for spring lawn & gardening, prom & graduation, pets, golf, spring sports, Earth Day, Cinco de Mayo, and more. Plus, get a bright selection of seasonal images, ads, Web ads and Ideas in the online Metro CreativeConnection Libraries.



PP. 73-80

### MiAD SPEC AD LIBRARY

Smaller-space advertisers are the foundation of your ad sales. Get more first-of-the-year ad sales with spec ads for Lawn & Garden and Pet Merchandise and Services advertisers. Presented in this book and available in the online SearchBooks™, MiAD Spec Ad Library is your best resource for closing more small-space ad sales.



PP. 81-93

### CAMPAIGNS & CLASSIFIED

Keep your second quarter momentum going with a ready-to-present mix of multiple-ad campaign selling, timely and seasonal spring-to-summer auto layouts, recruitment, real estate, self-promo ads and Web ads. Campaigns & Classified is presented quarterly in this book and available as an online SearchBook.

# METRO

Metro Creative Graphics, Inc.  
519 Eighth Avenue,  
New York, NY 10018

PRSR STD  
US POSTAGE  
PAID  
SOUTHERN, MD  
PERMIT 4205

JUST RELEASED...

## Make Sales Soar Like Magic

Improve your close ratios to 70% or more with the **New MiAD**

# WIZARD!

It's a fact that spec ads help close more sales — and yet spec ads are used less than 20% of the time. Now, with the real-world magic of MiAD Wizard, personalizing and presenting spec ads for EVERY prospect is as easy as 1-2-3!

**No training.**  
**No time wasted.**  
**No more tough sells.**

**MiAD Wizard is a FREE upgrade for current MiAD subscribers!** If you, too, would like to instantly conjure up targeted spec ads, for sales calls that will practically close themselves, then **go to [miadwizard.com](http://miadwizard.com)** and set up a **FREE Trial**. You will see for yourself how the Wizard can make your sales soar!



 Like Us on Facebook  
[facebook.com/  
MetroCreativeConnection](https://facebook.com/MetroCreativeConnection)

 Follow Us on Twitter  
[@MetroConnection](https://twitter.com/MetroConnection)

 Follow Us on Instagram  
[@metrocreativeconnection](https://instagram.com/metrocreativeconnection)

**800.223.1600**  
[metrocreativeconnection.com](http://metrocreativeconnection.com)  
[service@metro-email.com](mailto:service@metro-email.com)