

CREATE. SELL. PROFIT.

METRO

CREATIVE SERVICES



PETS

Fetching content to command sales from a variety of local pet care businesses



EASTER

An eggcellent selection of images, ads and pages to close sales from Easter advertisers



GRADUATION

Greetings, ads, images and more to celebrate the 2017 graduation season

A new crop of images and ads to cultivate sales from

Agriculture Advertisers



MiAD Spec Ad Library PP. 45-52:
Ready-to-sell small-space ads for pet care and lawn and garden advertisers — MiAD enabled!



Campaigns & Classified PP. 53-65:
All-new automotive, real estate, recruitment and self-promotion content to guide you through a successful second quarter

AGRICULTURE & EARTH DAY



ON THE COVER: N1704P27004C

Use this beautiful image to complement virtually any type of agricultural advertiser in the field, from supply retailers to consulting services and beyond.

Discover a new crop of content to close sales from agricultural advertisers and create promotions surrounding Earth Day.

- Target a sale from an equipment dealer with a focus on financing or equipment rentals (61).
- Promote an agriculture expo event with an eye-catching ad design (61).
- Close sales from financial advertisers and insurance advertisers with ads for agricultural lending products, crop insurance, livestock insurance and the like (09, 61).
- Additional content focuses on equestrian advertisers, such as a tack and saddle shop (13, 61).
- Kick off Earth Day sales with an event promotion as well as a sponsored environmental message (15, 31).

PETS



Help local advertisers fetch their share of the \$60 billion pet care industry with a wealth of great pet care content featured this month!

- Use special sections to expand ad opportunities with pet-centric Themed Event Package content and a Templated Special Section (38, 59).
- Top sales prospects in this category include groomers and pet boarding facilities (09).
- Target more sales prospects with a double-sided Single Sheet design for a veterinary office, as well as a pet supply store ad (34).
- Consider creating event promotions surrounding Prevention of Animal Cruelty Month and World Veterinary Day in April (34, 68).
- Find additional ads for a variety of pet care advertisers featured in April MSAL (8, 9, 12, 13, 19, 21, 23, 24, 25, 26).

EASTER



Find dozens of ways to close sales from Easter advertisers this holiday season.

- A Marketplace format features directory space and ready-made ads for gift merchandise, flowers, candy, church services, an egg hunt, Easter brunch and decorating kits (10).
- A doubletruck layout features Easter greetings from various advertisers with additional headings for an activities guide or Easter specials (16).
- Help a retailer promote an Easter Sale on gifts or seasonal merchandise (20).
- Local grocery stores will hop on the opportunity to advertise their Easter specials (15).
- Create additional ads, greetings and Easter event promotions with a variety of featured photos, illustrations and headings (19, 23, 24, 26, 28, 55, 56, 57).

GRADUATION



Let the graduation sales commence with ads for a variety of local advertisers.

- Invite virtually any type of business to purchase a graduation greeting ad showing their support for members of the Class of 2017. With ads in various sizes and multiple-sponsor ads, you can approach advertisers at every price point (20, 21).
- Other graduation-themed ads are ready to present and sell to restaurants, electronics or gift advertisers, florists and banks (08, 09, 17).
- Include greetings and other ads in a Themed Event Package focused on Star Graduates (37).
- Create additional greetings, ads, student discount promotions, graduation event notices and more with a variety of headings and images featured (12, 32, 33, 54, 55).

PROM



With the average household spending more than \$900 on prom expenses, get all you need to capitalize on the excitement surrounding prom night celebrations here!

- Find elegantly designed ads ready to present and sell to top prom advertisers. From picture-perfect prom gowns to salon services, tuxedo rentals and fresh flowers for formals, cover your bases with these beautiful ads (42).
- Also, find an ad designed for limousine transportation, a top sales prospect for April (08).
- Create additional ads for apparel, footwear, at-home beauty products, consignment shops, spas, restaurants, nail salons, barber shops, tanning salons, accessory shops, fitness centers and more with a selection of photos, illustrations and headings featured for prom (41, 54, 55).



APRIL PROMOTIONAL OPPORTUNITIES



Keep sales growing with additional opportunities featured in April MNS.

- Create gift or restaurant promotions for advertisers in time for Administrative Professionals Day on April 26 (08, 60).
- Close sales from bar and restaurant advertisers with National Beer Day promotions (17, 62).
- Focus on party supply stores, event planners, bakeries and other celebration advertisers with new ad and image content (11, 17).
- Grow sales from lawn and garden advertisers with a *Themed Event Package* and *Templated Special Section* as well as ample ads and images to fill them (08, 19, 40, 27, 48, 50, 51, 58).
- Target top sales prospects for the month of April with spec ads for a barbershop, weight-loss center, summer camp, dentist, plumber, bank, diagnostic imaging center, orthodontist, allergy specialist and more (08, 09).



APRIL CUSTOMER REQUESTS

FIND THIS MONTH'S CUSTOMER-REQUESTED ART ON PAGE 69!



N1704P69018C

APRIL 2016's MOST DOWNLOADED IMAGE & AD!



N1604A27001C

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 '16 issue of MNS.



N1503A17002C

FULLY TEMPLATED SPECIAL SECTIONS (TSS)

April's TSSs in Print & Online:

- LAWN & GARDEN GUIDE
- ALL ABOUT PETS
- GRADUATES

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-mag.com to order!



CREATE. SELL. PROFIT.



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[facebook.com/MetroCreativeConnection](https://www.facebook.com/MetroCreativeConnection)



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



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



COMPANION WEB & MOBILE 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 or Mobile ad as a layered Photoshop file (.psd).



The Voice Newspaper's Holiday Gifts & Lifestyle Section Speaks for Itself

The Voice Newspaper, Nebraska

Metro's Holiday Gifts & Lifestyle Templated Special Section made it easy to quickly wrap up sales from a range of local advertisers during the busy Christmas season.

CREATE: After experiencing success with their first Metro Templated Special Section, *The Voice Newspaper's* new ownership decided to utilize this valuable sales tool again to heighten holiday profits. Using Metro editorial and advertising content, the staff was able to create a highly successful holiday section which they say sold itself!

SELL: This Templated Special Section was so popular with advertisers, the paper did not even need to use the promotional ads provided to help market section ad sales. Sales reps were able to sell the entire section simply by showing the available ad spots to advertisers.

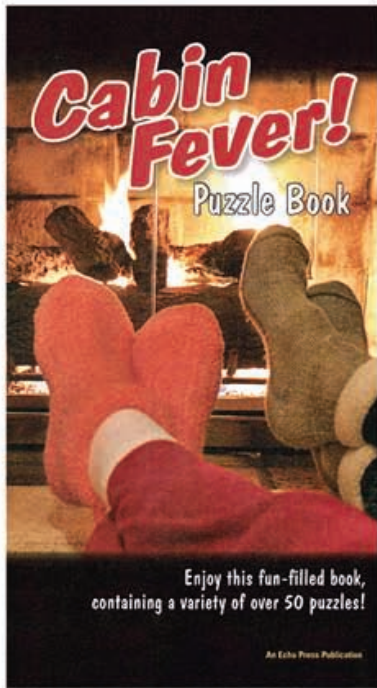
PROFIT: *The Voice Newspaper* was able to close sales from an entire section worth of advertisers, promoting their holiday goods and services to an audience of 4,000 local readers. *The Voice Newspaper* distributed an additional 200 copies of their popular holiday section at local advertiser locations.



Added Plus: Ready-to-present-and-sell greetings from Metro's Holiday Advertising Service provided another valuable way to attract advertisers to this seasonal section!

"I loved the templated section. It was easy for our design team to work with, and we just plugged in the ads. It basically sold itself!"

Austin, Director of Marketing



Cabin Fever Puzzle Book the Remedy for Year-End Ad Sales

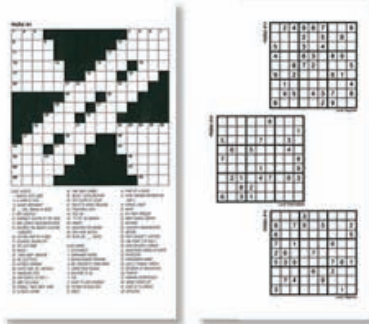
Echo Press, Alexandria, MN

Metro crosswords, Sudoku games and word finds helped create a popular Cabin Fever Puzzle Book loved by readers and advertisers alike!

CREATE: Inspired by an idea from a National Newspaper Association seminar, *Echo Press* used all Metro content to create a fun-filled book featuring over 50 puzzles from Metro's library of crosswords, Sudoku and word finds.

SELL: Full-page ad spots were sold across from each puzzle page, with the inside covers and back cover upsold as premium placement opportunities.

PROFIT: This popular special section was inserted into the newspaper's last issue of the year. It was a huge success with both advertisers and readers, bringing in \$10,000 of revenue!



Added Plus: *Echo Press* placed additional puzzle books in waiting rooms and other high-traffic spots around the community, benefitting their advertisers with extended market reach.

"We created the Cabin Fever Puzzle Book, using all Metro content, as an end-of-year gift to our subscribers!"

Jody, Publisher



Download a variety of official Facebook, Twitter and Instagram logos, in color or black and white, from the MCC Creative Library. QR codes are designed to be "for position" placeholders since every one is unique to the page link to which it is pointing. You can easily create individual advertiser QR codes through Metro's e-Connect system.



Find a variety of images and photos that illustrate the use of social media online and through mobile phone use.

Getting Your Advertisers to Embrace Social Media Marketing

Some advertising professionals believe social media is a threat to advertising. On the contrary, social media can bolster print and online ad campaigns, and vice versa.

Social media marketing allows today's advertisers to maintain direct contact with their customer base, and even allows them to expand that base. Therefore, social media marketing should be a part of every sales conversation with prospects.

When thinking about how to connect your advertisers' social media outlets with print advertising, start with a simple concept: cross-promotion. Print and online ads can reference or provide links to social media, while social media efforts can reflect or expand on special offers from print and online ads. Each reinforces the other for a comprehensive marketing approach.

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

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

- **Show them spec ads that contain social media logos.**
A conversation about the logos within the spec ad will reveal what your advertisers are currently doing and how active they are in social media. If your advertiser hasn't yet engaged social media, and is not ready to do so, the ads are designed so the logos can be easily removed. Nonetheless, you have had the discussion and the idea has been planted for the future.
- **Create splash (or landing) pages or assist them in creating their own Web pages.** Since social media and QR codes work best when they are aimed at specific promotions rather than general websites, your assistance in coordinating advertisers' print and online marketing can be instrumental in getting them results. Keep in mind that if your client does not have a Web presence, you can quickly build one for them — without the need to write any code — by using Metro e-Connect Websites. Call Client Services for info and details or visit the e-Connect area of MCC. You also can assist advertisers in creating pages/accounts on Facebook, LinkedIn, Instagram, Twitter, YouTube, or Pinterest. It's free to set up a business on most social media sites, and your help may be the impetus they need to get going. Once their pages are established, they can then post information that will lead their followers to your printed (or online) edition, specialty site or splash page to view their ad offer.
- **Be sure your advertisers' social media presence is mobile-friendly.** The vast majority of consumers now access the Internet via their phones. While the social media sites work on mobile platforms, you must still make sure the content your advertisers post is mobile-friendly. Educate them in sizing and formatting images and text to make their business as welcoming and accessible as possible.

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

As methods to deliver ads and marketing messages continue to expand, make sure you are leading the way with your advertisers by including social media options in your repertoire. **M**

P17D4B04001C

YARD SALE
Save time and money with low prices on tools and equipment to spruce up your lawn and garden for springtime.

UP TO 30% OFF
Blowers, Mowers & More

Going On Now!
Top Name Brands Gas & Electric Equipment Lawn & Garden Hand Tools Sheds, Storage, Hauling & More

Extra Savings \$5 OFF Your purchase of \$20 or more
Extra Savings \$10 OFF Your purchase of \$50 or more

Midtown Hardware
1234 Main St. | Somerville, MA
603-555-1234 | www.midtownhardware.com

Your Spa & Beauty Oasis
A day spa destination for relaxation and rejuvenation. Massage | Facial | Waxing | Pedicure | Manicure | Body Treatment

| | |
|--|---|
| 60 Minute Massage \$59 Lotion for face | Gel Manicure \$25 Lotion for face |
| European Facial \$49 Lotion for face | Microdermabrasion \$49 Lotion for face |
| Eyelash Extensions \$70 Lotion for face | Waxing 10% Off Lotion for face |

Lotus Day Spa
1234 Main St. | Somerville, MA | 603-555-1234

DIRECTORY

| | | |
|---|--|--|
| COLLEGE CENTER The Study Place 123 Main St. Somerville, MA 603-555-1234 | TRANSPORTATION SERVICES Taxi Services 123 Main St. Somerville, MA 603-555-1234 | HAIR SALON Salon Services 123 Main St. Somerville, MA 603-555-1234 |
| COLLEGE CENTER The Study Place 123 Main St. Somerville, MA 603-555-1234 | TRANSPORTATION SERVICES Taxi Services 123 Main St. Somerville, MA 603-555-1234 | HAIR SALON Salon Services 123 Main St. Somerville, MA 603-555-1234 |
| COLLEGE CENTER The Study Place 123 Main St. Somerville, MA 603-555-1234 | TRANSPORTATION SERVICES Taxi Services 123 Main St. Somerville, MA 603-555-1234 | HAIR SALON Salon Services 123 Main St. Somerville, MA 603-555-1234 |

Drip, Drip, Drip Driving You Crazy?

Call us for all types of plumbing problems. We'll come out, fix it right and make you happy again!

Priority Plumbing
1234 Main St. | Somerville, MA
603-555-1234

All Your Favorites
Quality Taste. Unique Variety.

Engo's Meats & Deli
1234 Main St. | Somerville, MA
603-555-1234

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

TRUSTED SERVICE
for the best deal and beyond

Somerville Maximus
1234 Main St. | Somerville, MA
603-555-1234

TRUSTED SERVICE
for the best deal and beyond

Somerville Maximus
1234 Main St. | Somerville, MA
603-555-1234

TRUSTED SERVICE
for the best deal and beyond

Somerville Maximus
1234 Main St. | Somerville, MA
603-555-1234

TRUSTED SERVICE
for the best deal and beyond

Somerville Maximus
1234 Main St. | Somerville, MA
603-555-1234

TRUSTED SERVICE
for the best deal and beyond

Somerville Maximus
1234 Main St. | Somerville, MA
603-555-1234

When you include social media logos in digital ads, you can link directly to your advertisers' social media account pages.



Join our **FREE** online Birthday Club for special birthday offers and free gifts, plus your chance to win the ultimate party prize pack for your next birthday!

To sign up, go to namenewspaper.com/birthdayclub. Register before April 03, 2017, and you'll automatically be entered to win the contest prizes featured here!

3 Hours Free
Party Entertainer
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

\$75 Gift Card
Clothing Store
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Custom Birthday Banner
Printing Company
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Giant Balloon Bouquet
Florist
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Free Birthday Cake
Bakery
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Edible Party Favors Kit
Candy Store
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Free Party Room Rental
Party Rental Hall
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

\$50 Gift Card
Party Supply Store
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

\$100 Party Snack Package
Grocery Store
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Free Party Tray
Catering Company
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

N1704A05001C

Usage Note:

Since every day is someone's birthday, this **Win the Ultimate Birthday Bash Contest** can be a one-off run or, as the layout copy suggests, the introduction to a long-term Birthday Club program. One big advantage to creating this program is that you can lock in advertiser sponsors for an entire year at a time. If you stipulate one prize winner for each month of the year, advertisers will gain additional exposure when the monthly winner is highlighted, despite the original winner announcement. It's also the perfect venue for an online companion, so advertiser sponsors can participate in print and online.



Win a \$2017 Scholarship!

Complete Our Online Application Today at namenewspaper.com/scholarshipcontest. Top 10 Finalists Will Be Featured in Our Special Graduation Section on April 03!
Enter before April 03, 2017 to be eligible to win.
The contest sponsor will accept no liability for prizes. In no event shall we be liable for any prizes. The contest sponsor will accept no liability for prizes. In no event shall we be liable for any prizes.

Electronics Store
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Community College
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Restaurant
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

NOW HIRING
Career Counselor
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Department Store
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Furniture Store
1234 Washington Street
Somerville Heights
000-000-0000
www.namenewspaper.com

Financial Institution
1234 Washington Street | Somerville Heights
000-000-0000 | www.namenewspaper.com

Insurance Company
1234 Washington Street | Somerville Heights
000-000-0000 | www.namenewspaper.com

Auto Dealer
1234 Washington Street | Somerville Heights
000-000-0000 | www.namenewspaper.com

Corporate Sponsor
1234 Washington Street | Somerville Heights
000-000-0000 | www.namenewspaper.com

N1704A05002C

Usage Note:

'Tis the season for high school graduations, with college tuition costs looming in the background. This **Win a \$2017 Scholarship Contest** can be a great help for those pondering the path of school loans. Sponsorship of the contest exhibits a strong commitment to the area's young people and a sense of duty to the community at large. Sell additional sponsors or hold multiple mini-contests to expand the number of winners. Announce the winners on your website and in your graduation special sections and editions.

CREATE. SELL. PROFIT.



N1704A06001C - 10x13

The vast majority of farms in North America are family owned, and the challenges these family-run organizations face are more plentiful than ever. An **Ag Guide** section or pages can be a source of information for your area. Focus on the issues farmers face and how your area farmers, businesses and government are overcoming these challenges. See **MCC** for a broadsheet full-page version of the **Quick-Sell** layout.



| | | |
|---|--|--|
| Restaurant 1234 Main Street Anytown, USA (555) 123-4567 | Farmer's Market 5678 Farm Road Anytown, USA (555) 234-5678 | Home Goods Store 9012 Market Ave Anytown, USA (555) 345-6789 |
| Cafe 3456 Main Street Anytown, USA (555) 456-7890 | Health Foods Shop 7890 Farm Road Anytown, USA (555) 567-8901 | Salon 2345 Market Ave Anytown, USA (555) 678-9012 |

N1704A06002C - 5 col x 13
N1704A06003C - 6 col x 21



N1704A06004C - 10x13

Easter is Sunday, April 16. An **Easter Services** section or pages can be the all-inclusive resource for readers looking for church schedules. Keep the focus of this section on the religious aspects of the day, or open it up to other Easter events in your area — it's up to you. Sell the **Quick-Sell** layout for inclusion into the section or as a part of your regular ROP page editions.



| | | | | |
|--|---|--|--|--|
| Pharmacy 123 Main Street Anytown, USA (555) 123-4567 | Florist 456 Main Street Anytown, USA (555) 456-7890 | Bakery 789 Main Street Anytown, USA (555) 789-0123 | Dress Shop 012 Main Street Anytown, USA (555) 012-3456 | Restaurant 345 Main Street Anytown, USA (555) 345-6789 |
|--|---|--|--|--|

N1704A06005C - 5 col x 13
N1704A06006C - 6 col x 21



N1704A06007C - 10x13

Earth Day will be celebrated on Saturday, April 22 this year. An **Earth Day** section or pages can be a celebration of the eco-friendly efforts of the people and businesses in your area to reduce waste and strive for cleaner water and air. Report on community clean up and recycling efforts, and shine a light on the individual volunteers and businesses which are making a difference in your community's environment.



N1704A06008C - 5 col x 13
N1704A06009C - 6 col x 21



N1704A06010C - 10x13

Each year we celebrate the business contributions of administrative professionals. In 2017, Administrative Professionals Day is Wednesday, April 26. Position your **Salute to Admin Professionals** section or pages to offer greetings and accolades for these vital workers. Include info on admin professionals careers for upcoming graduates, and a gift guide to offer suggestions for bosses and co-workers. There is a full-page broadsheet version of the **Quick-Sell** layout available in **MCC**.



| | |
|--|---|
| Department Store 123 Main Street Anytown, USA (555) 123-4567 | Office Supply Store 456 Main Street Anytown, USA (555) 456-7890 |
|--|---|

N1704A06011C - 5 col x 13
N1704A06012C - 6 col x 21

Use these covers and ideas along with companion **Quick-Sell** layouts to jump-start your sales effort. Some **Quick-Sell** layouts contain an editorial feature to draw extra attention to your page. In addition, find contest ideas that will generate reader participation and interest.

(MCC Creative Library /Print Ad Type: Quick Sell Page or Bonus Ideas/Covers)

NAME NEWSPAPER

Star Graduate Stories

See the complete Themed Event Package for these layouts on page 37.

Meet the Valedictorians
College-Bound Athletes
Outstanding Achievement Awards

Who's Who in the Top 10

Star Graduate Stories

One final lesson: Commencement speech writing guidelines

N1704A37001C - 10x13

Every graduate has their own story, steeped with challenges to overcome and dreams yet to fulfill. A **Star Graduate Stories** section or pages can be the sort of keepsake edition that can create buzz in your community and excitement among potential advertisers. Divide the space to feature all of the schools in your service area, and sell advertisers nearest to each location. A tab-sized version of the **Quick-Sell** layout is available on MCC.

| | | |
|---|--|---|
| Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion |
| Electronics Stores Circuit City Best Buy New Line | Cell Phone Company Verizon Sprint T-Mobile | Auto Dealer Ford Chrysler Dodge |
| Advertiser Suggestion | Advertiser Suggestion | Advertiser Suggestion |
| Hair Salon Salon One The Hair Company | Florist The Flower Shop Green Thumb | Computer Store Best Buy New Line |

N1704A37002C - 5 col x 13
N1704A37009C - 6 col x 21

NAME NEWSPAPER

Pet News

See the complete Themed Event Package for these layouts on page 38.

Pawsome Summer Activities
Shelter Pet Adoption Updates
Ask an Expert: Vet Q&A
Bring Your Dog to Dinner

Pet Photo Cont

Pet grooming schedule

N1704A38001C - 10x13

Studies show more than half the households in North America have at least one pet and that pet owners spend more than \$65 billion a year to care for and feed their pets. A **Pet News** section or pages will speak to the pet owners in your area. See the complete **Themed Event Package** for corresponding self-promotion print, web and mobile ads for your readers and advertisers. Sell the **Quick-Sell** layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

| | |
|--|--|
| Advertiser Suggestion | Advertiser Suggestion |
| Veterinarian Pet Care The Vet | Pet Supply Store Petco PetSmart |

N1704A38002C - 5 col x 13
N1704A38009C - 6 col x 21

NAME NEWSPAPER

Spring Recreation

See the complete Themed Event Package for these layouts on page 39.

Spring Sports Preview

Adult Sports Leagues for Fitness & Fun
Workout Makeovers
Fresh Trends in Athletic Apparel
Functional Fitness for the Whole Family

Spring Recreation

The rise of adult sports leagues

N1704A39001C - 10x13

Spring arrives March 20. A **Spring Recreation** section or pages will be an essential guide to the recreational activities available in your area. See this complete **Themed Event Package** for corresponding self-promotion print, web and mobile ads for your readers and advertisers. There is a broadsheet-sized full page alternative to the **Quick-Sell** layout in MCC to sell as well.

| | |
|--|---|
| Advertiser Suggestion | Advertiser Suggestion |
| Sporting Goods Store Dick's Sporting Goods Target | Urgent Care Urgent Care The Urgent Care Center |

Jersey Printing Company

N1704A39005C - 5 col x 13
N1704A39009C - 6 col x 21

NAME NEWSPAPER

Garden Guide

See the complete Themed Event Package for these layouts on page 40.

Garden Trends Lookbook

Organic Gardening Basics
Weed Control Tips That Work
Waterwise Landscape Makeovers

Garden Guide

Post-winter garden prep

N1704A40001C - 10x13

If April showers are going to bring May flowers, a **Garden Guide** section or pages is going to be a welcome necessity. Include info on hot topics and trends such as technology in the garden and best practices for water conservation and organic pest control. Sell the **Quick-Sell** layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

| | |
|---|--|
| Advertiser Suggestion | Advertiser Suggestion |
| Landscaper Landscape Services The Lawn Care Company | Contractor The Handyman The Home Improvement Store |
| Advertiser Suggestion | Advertiser Suggestion |
| Handyman The Handyman The Home Improvement Store | Lawn Mowing Co. The Lawn Care Company The Lawn Mowing Service |
| Advertiser Suggestion | Advertiser Suggestion |
| Farmers' Market The Farmers' Market The Local Food Store | Garden Center The Garden Center The Plant Store |
| Advertiser Suggestion | Advertiser Suggestion |
| Florist The Flower Shop Green Thumb | Nursery The Nursery The Plant Store |

N1704A40002C - 5 col x 13
N1704A40009C - 6 col x 21

Haircuts Done Right

Men's Cuts \$18.95
Seniors, Save \$2!
Discount for customers age 60 & over.

- Men's Haircuts
- Hot Shaves
- Beard Trims

Walk-ins welcome Tuesday-Friday 11am-5pm, Saturday & Sunday 10am-3pm

Barber Spot 

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

AD# N1704A08001C PASS 2 COL. x 5 

N1704P43001C
N1203P46009C

Create an Artistic Landscape

Color. Design. Beauty. from plants and flowers to furnishings, lighting and outdoor decor, we have all the elements to turn your yard into a living masterpiece.

Stop by today for ideas, inspiration, advice and great deals on all things spring!

Grant's Garden Center

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

AD# N1704A08002C PASS 2 COL. x 5 

N1704P43002C

New Year Resolution Renewal Sale

25% Off All Weight-Loss Packages!

There's Still Time to Meet Your 2017 Weight-Loss Goals! Book your free consultation today to renew your resolution and get started with a medically supervised weight-loss program that works for life.

Healthy Numbers Weight-Loss Center

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

AD# N1704A08003C PASS 2 COL. x 5 

N1704P43003C

Dignified & Affordable
Funeral, Cemetery & Cremation Services

We are here to help you honor the life and memory of your loved one with professional and comforting service in all aspects of their final arrangements.

Advanced planning services available for your peace of mind. Please call or visit us online anytime to arrange your consultation with a funeral pre-planning specialist.

Edgelawn Memorial Park & Funeral Home

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

AD# N1704A08004C PASS 2 COL. x 5 

N1704P43004C

Creating the Best Summer Camp Experience for Your Little One

Art | Crafts | Sports | Games | Adventure

All counselors carefully screened and CPR certified!

Ask about our family discounts!

Oaktree Summer Camp

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

Sessions begin June 00.
Register today by phone or online.

AD# N1704A08005C PASS 2 COL. x 5 

N1704P43005C

Your Chariot Awaits!

Safe, reliable and professional transportation services for prom night.

VIP Transportation

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

Save 50% Off After-Prom Packages
With Prom Booking Limited availability. Call today for details and reservations.

AD# N1704A08006C PASS 2 COL. x 5 

N1704P43006C

Companion WEB + MOBILE ADS available on MCC

Cutting Back on Spending?

Let us help you get more from your savings!

Call or come in today to speak with one of our helpful advisors about products designed to safely grow your investments. From interest-bearing savings accounts and CDs to money market accounts and IRAs, we offer a variety of solutions to help you reach your financial goals.

Download our free budgeting tips worksheet online today!

Somersville Community Bank

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

AD# N1704A08007C PASS 2 COL. x 5 

N1704P44001C

Good oral health is as easy as

1. Brush twice a day for two minutes.
2. Floss between your teeth daily.
3. Schedule a dental exam and cleaning every 6 months!

New Patient Special
Dental Exam & Cleaning Only \$49
Call today to book your appointment.
Ask about our affordable family plan!

Midtown Dentistry

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

AD# N1704A08008C PASS 2 COL. x 5 

N1704P44002C

See us for all of your prom and graduation floral! bouquets | wristlets | corsages | boutonnières

Don't Forget the Flowers!

Administrative Professionals Day
Wednesday, April 26

& Mother's Day
Sunday, May 14

Corner Florist

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

AD# N1704A08009C PASS 2 COL. x 5 

N1704P44003C

N1203P46009C

Luxury Fixture Event

On Sale 15% - 40% Off
Sink & Tub Faucets
Towel Racks
Cabinet Hardware
Showerheads & More
New Through Sunday, May 1st
Good April 28-30, 2017.
See details, terms and conditions here.

The easy and affordable way to give your kitchen or bath a fresh new look for spring!

Green Apron Hardware

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

AD# N1704A09001C PASS 2 COL. x 5

Drip, Drip, Drip Driving You Crazy?

Call us for fast and reliable solutions to all types of plumbing problems. Sinks | Fixtures | Toilets | Drains | Others | Sewer Lines | Irrigation | Water Heaters | Gas Lines | Appliances

Priority Plumbing

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

AD# N1704A09002C PASS 2 COL. x 5

Bone-a-Fide Fabulous Grooming & Styling

Our gentle and caring groomers use all-natural quality shampoos and conditioners for the safety and comfort of your pet!

New Customers Save 10% Off Your First Visit

Paw Spa Grooming

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

AD# N1704A09003C PASS 2 COL. x 5

Day Care
Overnight Boarding
In-Home Pet Care
Dog Walking

While Their People Are Away, The Dogs Will Play!

Rest assured, your pet is in good hands with us! We offer supervised and fun cage-free day care and overnight stays to keep your pet active, entertained and happy.

50% Off for New Clients
Call or go online for details and booking.
Ask about our unlimited monthly package rates!

Spot's Pet Resort

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

AD# N1704A09004C PASS 2 COL. x 5

Property Insurance
Crop Insurance
Livestock Insurance
Equipment Insurance
Life Insurance

Protect Your Livelihood

With Quality Agriculture Insurance

Opti Insurance Group

We offer flexible options personalized to meet your needs and minimize your risk.

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

AD# N1704A09005C PASS 2 COL. x 5

Smart Financial Choices Start Here

Talk to us today about financial products and services designed to help you manage your money, minimize debt and work toward your future goals.

Call, go online or stop by your nearest branch location to get started on the right foot!

Somersville Credit Union

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

AD# N1704A09006C PASS 2 COL. x 5

Smile More. Smile Better!

Braces From \$89 a month

Call today for your free consultation with an experienced and friendly orthodontist!

Somersville Orthodontics

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

AD# N1704A09007C PASS 2 COL. x 5

fast & accurate **Diagnostic Imaging** to get you back in the game

MRI
Open MRI
Ultrasound
X-ray
CT Scan
3D Mammography
Bone Density Scans
Nuclear Medicine
Fluoroscopy

Advanced Diagnostic Imaging

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

AD# N1704A09008C PASS 2 COL. x 5

Surrounded By Allergies?

Sneezing? Wheezing? Runny Nose? Itchy Eyes?

We offer the latest options to test, prevent, treat and manage your allergies or asthma for optimal comfort and convenience all year long. Contact us today to arrange your consultation with an allergy specialist.

Somersville Medical Center

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

AD# N1704A09009C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

N1704P24009C*O

Easter Celebration Guide

Usage Note:

Sell this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. Advertisers will benefit from the association with fellow businesses associated with the Marketplace layout's theme while you reap the rewards of a full-color page. For your convenience, a tab-sized version of the page is available in the MCC Creative Library.

Restaurant Amelle
Open for Easter Brunch and Dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Restaurant Amelle
Open for Easter Brunch and Dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

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www.namewebsite.com

Restaurant Amelle
Open for Easter Brunch and Dinner
1234 Washington Street • Somersville Heights
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www.namewebsite.com

Kiddo Closet
Easter Dresses Under \$30
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Kiddo Closet
Easter Dresses Under \$30
1234 Washington Street • Somersville Heights
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Kiddo Closet
Easter Dresses Under \$30
1234 Washington Street • Somersville Heights
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www.namewebsite.com

Mira Salon
Your Spring Beauty Destination
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Your Spring Beauty Destination
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Your Spring Beauty Destination
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com



N1704P51002C

Easter Joy Is In Full Bloom!
Flowers • Plants • Candles • Gifts • Cards
Eggs • Baskets • *et. Menz* for Easter

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

Spring Bouquets \$11.99 *ea up*
Easter Lilies \$9.99
Potted Orchids \$21.99 *ea up*
Potted Calla Lilies \$14.99
Hanging Baskets \$18.99

AD# N1704A10002C
PASS 2 COL. x 5

Rejoicing. Renewal. Resurrection.
Please join us in celebrating our Savior during the wonderful and holy season.

St. Matthew's Church
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Holy Thursday Services
April 13 at 9 am & 6 pm
Good Friday Passion Play
April 14 at 7 pm
Candlelight Easter Vigil
April 15 at 6:30 pm
Easter Sunrise Service
April 16 at 6:30 am
Easter Morning Mass
April 16 at 9 am

Let's Deggote!
On Sale Now

Name Brand Jumbo Eggs \$2.79 dozen
Name Brand Egg Dye Kit \$9.99

Value Grocery

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

AD# N1704A10003C
PASS 2 COL. x 5
N1704P24003C*O

AD# N1704A10004C
PASS 2 COL. x 5
N1704P24004C*O

N1704P24008C*O

Giant Easter Egg Hunt
Family fun is easy to find at our annual Easter festival!

Saturday, April 15 10am-1pm

- Egg Hunts for All Ages
- Meet the Easter Bunny
- Arts & Crafts Stations
- Bounce Houses
- Balloon Artists
- Face Painting

Free Admission & Parking

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

AD# N1704A10005C
PASS 2 COL. x 5

Hop In for Easter Brunch

Sunday, April 16
10 am - 3 pm
Branch Buffet

Featuring an exceptional variety of breakfast specialties, seafood, eggs, salads, carving stations and desserts with complimentary mimosas for adults.

\$29 Adults
\$14 Kids 6-12
Kids 5 & under eat free

Bellman's Restaurant
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com

Easter Nibbles & Novelties

Chocolate Bunnies \$1.29
Easter Bunnies \$2.99 *ea up*
Easter Grass \$0.99
Flask Easter Toys \$7.99
Coloring & Activity Books \$4 for \$3

Discount Variety Store
1894 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com

AD# N1704A10006C
PASS 2 COL. x 5
N1704P23005C*O

AD# N1704A10007C
PASS 2 COL. x 5
N1704P23006C*O

AD# N1704A10001C PASS 6 COL. x 21
AD# N1704A10008C 10 x 13



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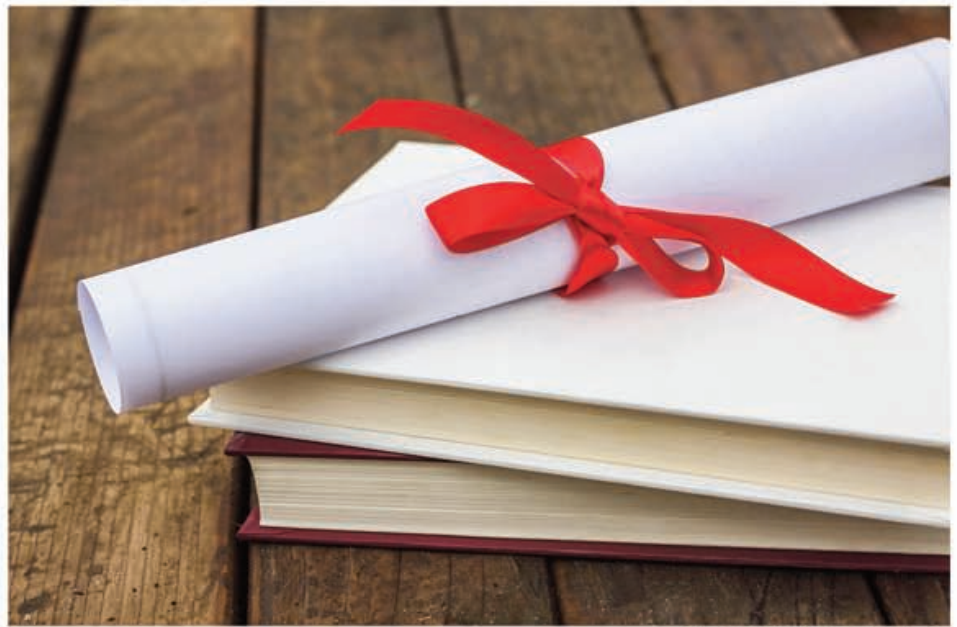
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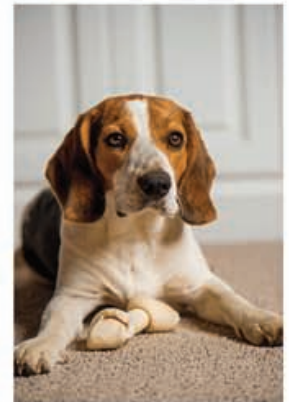
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N1704P15002C
 N1704P15001C

N1704P16004C
 N1704P13010C
 N1704P62026C

AD# N1704A15003C
 PASS 6 COL x 3
 N1704P15004C



Community Calendar
April

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



April 00
Pet Expo
 Big fun for pets & people!
 Pine Ridge Park Pavilion
 10 am-4 pm
 www.namewebsite.com

April 00
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 www.namewebsite.com

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



April 00
Sprint Rodeo
 Discount tickets online now!
 Marshall Arena
 7 pm
 www.namewebsite.com

April 00
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 www.namewebsite.com

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 www.namewebsite.com



April 15
Easter Egg Hunt
 Open to kids 3 to 10 years!
 Somersville Community Center
 9 am
 www.namewebsite.com

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 www.namewebsite.com

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 0:00am-0:00pm
 www.namewebsite.com

SEE YOU THERE

Earth Day Environmental Fair

Saturday, April 22 • 10am-4pm
 Rain or Shine • Free Admission

Family Fun & Entertainment for All Ages!
 Local Vendors • Organic & Vegan Food • Kids' Fun Zone • New Product Demos
 Contests & Giveaways • Upcycled Art Show • Free Workshops

Pine Ridge Park Pavilion
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

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 www.namewebsite.com

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



April 22
Earth Day Environmental Fair
 Free admission & fun for the whole family!
 Pine Ridge Park Pavilion
 10 am-4 pm
 www.namewebsite.com



April 22
Park Cleanup
 Register online today!
 Pine Ridge Park
 8 am-4 pm
 www.namewebsite.com

April 29
Volunteer Fair
 Over 75 local volunteer opportunities!
 Event details here. Event details here. Event details here. Event details here. Event details here.
 Somersville Community Center
 10 am-4 pm
 www.namewebsite.com

AD# N1704A15002C
 PASS 3 COL x 7
 N1704P30009C
 N1704P15003C

N1704P30008C

N1704P30004C

Luxury Linens Event



Save the Date for our lowest prices of the season!
April 00-00

up to 40% Off

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

Towels | Sheets | Comforters |
 Curtains | Table Linens |
 Accent Rugs & More

Companion WEB + MOBILE ADS available on MCC

AD# N1704A15001C PASS 6 COL x 21
 AD# N1704A15004C 10 x 13



N1704P16009C-●



N1704P16004C-●



N1704P16002C-●



N1704P16007C-●



N1704P16001C-●



N1704P16005C-●



N1704P16006C-●



N1704P16003C-●



N1704P16010C-●



N1704P16008C-●

N1704P12005C-●



The Ultimate Graduation Gift List

Our best deals on the gifts every grad wants this year!

| | |
|---|---|
| Name Brand 43" LED HDTV list features here list features here \$179 | Name Brand 12.3" Light Tablet list features here list features here \$289 |
| Name Brand Portable Hard Drive list features here list features here \$59 | Name Brand Game Console list features here list features here \$319 |
| Name Brand 15.6" Touchscreen Laptop list features here list features here \$499 | Name Brand Noise-Cancelling Headphones list features here list features here \$99 |

Offers end 05/05/17. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

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

AD# N1704A17001C

PASS 3 COL. x 10

N1704P12003C-●



You've Earned It:
Grads Eat FREE!

Enjoy one complimentary dinner entree between May 00 and 00 when you present your diploma! Our chef-crafted menu of Italian-inspired cuisine features something delicious for everyone in the family, including the kids.

Reservations welcome
Gift certificates available

Hand-cut Steaks | Fresh Seafood
Artisan Pizzas | Italian Specialties
Tavern Menu | Sunday Brunch
Kids' Menu | Daily Specials
Beer, Wine & Cocktails

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

AD# N1704A17002C

PASS 3 COL. x 10

N1203P46009C*○

N1203P46009C*○

Celebrating? SWEET!

Make any occasion an affair to remember with our extraordinary selection of delicious desserts and custom cakes.

We'll personalize any cake for free!
Themed party cakes for kids of all ages
Try our vegan and gluten-free desserts!
Cupcake towers, cookie trays, pastry platters & more

Save 10% Off Any Prepared or Custom Cake

coupon required. Expires 05/05/17. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

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

AD# N1704A17003C

PASS 3 COL. x 10

N1704P11010C-●

◇-N1704P62039C-◇

Look What's On Tap for Beer Day!



National Beer Day Friday, April 7

Get your fill of great beer with more than a dozen rotating craft and local brews on tap, plus your favorite bottles from around the country and around the world.

Half-Price Appetizer Specials
25¢ Hot Wings
\$12 Deluxe Burger & Beer Combo
\$10 Craft Tasting Flights
Beer Trivia, Contests & Giveaways

Open at 4pm daily
Kitchen open until 11pm

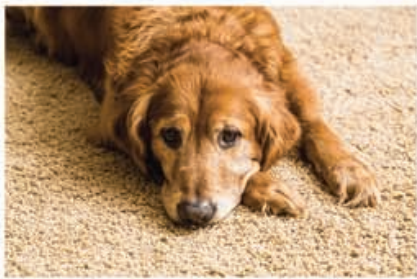
Corner Pub

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

AD# N1704A17004C

PASS 3 COL. x 10

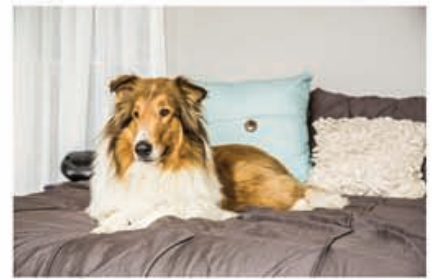
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N1704P18006C-●



N1704P18007C*-○



N1704P18017C*-○



N1704P18014C*-○



N1704P18011C*-○



N1704P18004C-●



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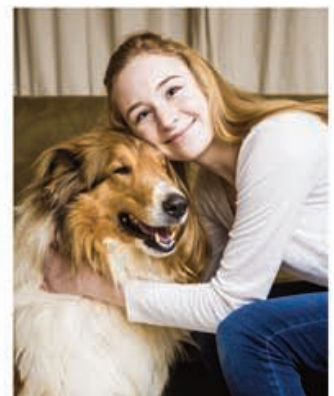
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N1704P18013C*-○



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N1704P18019C*-○



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N1704P19006C-●



N1704P19002C-●



N1704P19008C-●



N1704P19005C-●



N1704P19007C-●



N1704P19003C-●



N1704P19001C-●



N1704P19009C-●



N1704P19004C-●

Dig In!

Our shelves are brimming with pawsome deals on premium pet supplies and nutrition to take the best care of your best friend.



- Grain-free and raw diets • Activity toys & treats
- Nutritional supplements • Flea & tick prevention
- Grooming aids • Collars, leashes & clothing
- Aquariums, bird cages & habitats
- Carriers, beds & pet furniture

Monthly vaccine & microchip clinics held here!
See store or website for our event calendar schedule.

Shop Monday-Friday 11-8, Saturday & Sunday 10-4

Whiskers & Wags Pet Supply

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



Connect with us on social media for special offers, contests and in-store events.

AD# N1704A20001C

PASS 3 COL. x 10

N1704P16001C



Easter Sale Hopping Now

Easter Fashions for the Whole Family
kids' dresses
fashions
sport coats & dress shirts
ladies' & juniors' dresses
sandals & footwear

Basket Stuffers for Everybunny
fine jewelry & watches
fashion jewelry sets
fragrances & cosmetics
kids' games & plush toys

Easter Entertaining & Decorating
spring table linens & accessories
holiday & seasonal dinnerware
novelty Easter gifts & decor
punchbowls, glassware & more

Hop in through Sunday, April 30 to fill your basket with these exceptional deals!

Somersville General Store

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



AD# N1704A20002C

PASS 3 COL. x 10

N1203P16009C

Nothing to Hide

Look flawless, feel fabulous with the latest state-of-the-art laser cosmetic procedures.

Laser Lipo | Laser Vein Treatment | Laser Hair Removal
Skin Rejuvenation | Injectables & Fillers

Spring Specials

Buy 3,
Get 1 Free
Laser Hair Removal
Treatments

10% Off
Injectables
Treatment | Treatment
Treatment | Treatment

Offer good with appointment through 00.00.17.

Call today for your free consultation!

Serena Medspa

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



AD# N1704A20003C

PASS 3 COL. x 10

N1704P21002C

Simply Delicious Italian

House-made pastas
Stirred-from-scratch sauces
All-natural meats and seafood
Wood-fired pizzas
Old-world Italian recipes
Dessert and espresso bar

Join us for date night every Tuesday and enjoy two-for-one entrees!

Now serving wine and beer!
Reservations and special events welcome
Open at 4pm daily • Closed Mondays



Trattoria Milan



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

AD# N1704A20004C

PASS 3 COL. x 10

N1704P62002C



N1704P21001C-●



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N1704P21005C-●



N1704P21003C-●



N1704P21004C-●



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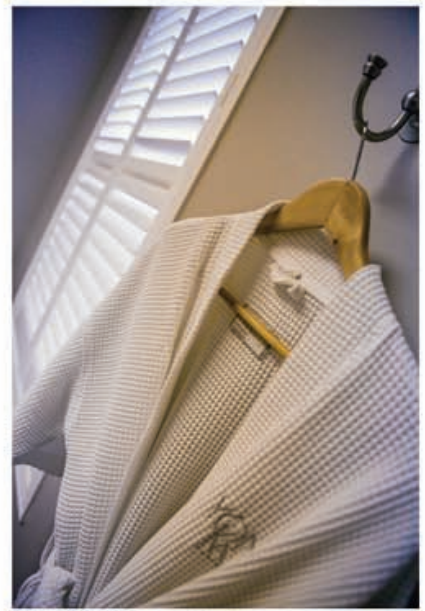
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N1704P23009C-●



N1704P23004C-●



N1704P24015C-●



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N1704P24008C*-○

N1704P25002C*-O

N1704P25005C*-O

N1704P25006C*-O

Easter Greetings

Easter wishes from your favorite local businesses!

Happy Easter to Our Favorite Peeps!
Name Sponsor
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1234 Washington Street
Somerville Heights
000-000-0000

May Your Easter Season Be Blessed.
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www.somewebite.com
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Wishing You a Hoppy Easter!
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Easter Joy to You & Yours
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Best Wishes at Eastertime
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Hope Your Easter Blooms With Happiness!
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Sweet Tidings at Easter
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Peace & Joy at Easteride
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Delivering Our Best Wishes at Easter
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Hope This Easter Finds You Happy & Healthy!
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Warmest Easter Wishes to You & Yours
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Thanks & Best Wishes at Easter
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AD# N1704A25001C 19.334 x 13



N1704P25001C-●

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)

Hop On These Deals **Easter Activities Guide**

N1704P25003C*-O

N1704P25004C*-O



N1704P26008C-●



N1704P26009C-●



N1704P26005C-●



N1704P26006C-●



N1704P26004C-●



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N1704P26012C*-○



N1704P26014C*-○



N1704P26013C*-○



N1704P27007C-●



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N1704P31008C*-○



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N1704P31011C*-○



N1704P31012C*-○

N1704P30006C-●

What Goes Around Comes Around

Do your part to protect our planet on Earth Day and every day. After all, our future depends on it.

Here are three things you can start doing today to green your routine:

- Stop using plastic shopping bags, and switch to a reusable tote.
- Reduce plastic and paper consumption by switching to a reusable bottle for hot and cold drinks.
- Choose products that are made from recycled materials with minimal packaging.

Start adding a new eco-friendly habit every week, and see what a difference a year can make! For suggestions, visit us online today.

Sponsored by:

Eco Recycling Center

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AD# N1704A31001C PASS 6 COL. x 3



N1704P32007C-●



N1704P32005C-●



N1704P32002C-●



N1704P32009C-●



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N1704P32003C-●



N1704P32006C-●



N1704P32001C-●



N1704P32004C-●



N1704P33006C-●



N1704P33007C-●



N1704P33002C-●



N1704P33001C-●



N1704P33008C-●



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N1704P33016C*-○



N1704P33017C*-○



N1704P33014C*-○



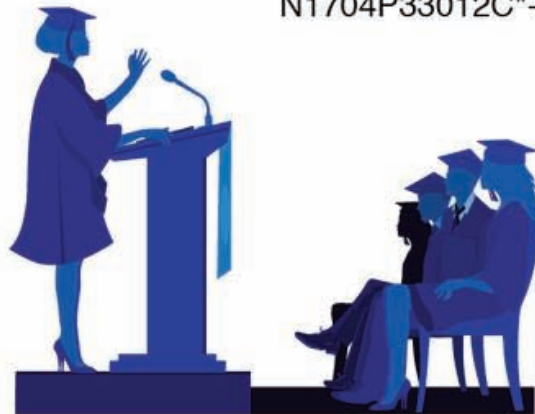
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N1704P33013C*-○



N1704P33015C*-○



N1704P33021C*-○

N1704P33022C*-○



N1704P33011C*-○



N1704P33010C*-○



N1704P33020C*-○



N1704P33009C*-○



N1704P33018C*-○

N1704P33019C*-○

N1704P22007C

Your Spa & Beauty Oasis

A day spa destination for relaxation and rejuvenation.
Massage | Facials | Manicures | Pedicures | Waxing | Body Treatments

| | |
|---|--|
| <p>60-Minute Massage \$59</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Lotus Day Spa 1234 Washington Street 000-000-0000 www.namewebsite.com</p> | <p>Gel Manicure \$25</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Lotus Day Spa 1234 Washington Street 000-000-0000 www.namewebsite.com</p> |
| <p>European Facial \$49</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Lotus Day Spa 1234 Washington Street 000-000-0000 www.namewebsite.com</p> | <p>Microdermabrasion \$49</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Lotus Day Spa 1234 Washington Street 000-000-0000 www.namewebsite.com</p> |
| <p>Eyelash Extensions \$70</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Lotus Day Spa 1234 Washington Street 000-000-0000 www.namewebsite.com</p> | <p>Waxing 10% Off</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Lotus Day Spa 1234 Washington Street 000-000-0000 www.namewebsite.com</p> |

Lotus Day Spa By Appointment Only  

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N1704P29013C

Homemade Goodness

Your neighborhood cafe for great food and service.
Breakfast | Burgers | Panini
Soups | Salad | Wraps | Kids' Menu

| | |
|---|---|
| <p>Free Coffee With Breakfast Entree Purchase</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Kettle Cafe 1234 Washington Street 000-000-0000 www.namewebsite.com</p> | <p>Free Cup of Soup With Lunch Entree Purchase</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Kettle Cafe 1234 Washington Street 000-000-0000 www.namewebsite.com</p> |
| <p>\$2 Off Any Specialty Salad</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Kettle Cafe 1234 Washington Street 000-000-0000 www.namewebsite.com</p> | <p>Free Kid's Meal With Purchase of Regular Entree & Beverage</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Kettle Cafe 1234 Washington Street 000-000-0000 www.namewebsite.com</p> |
| <p>BOGO 50% Off Any Dessert</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Kettle Cafe 1234 Washington Street 000-000-0000 www.namewebsite.com</p> | <p>10% Off Your Total Check</p> <p><small>Offer valid with coupon through 03/31/17. See details, terms and conditions here. Lot 1234, town and conditions here.</small></p> <p>Kettle Cafe 1234 Washington Street 000-000-0000 www.namewebsite.com</p> |

Kettle Cafe Open 7 a.m.-3 p.m. Daily  

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N1704P16006C

PAWS & CLAWS IN GOOD HANDS



Offering a full spectrum of quality veterinary care to keep your companion healthy and happy.

Wellness Exams for Dogs & Cats | Internal Medicine | Dentistry
Radiology | Surgery | Lab Work | Nutrition | Behavior

Also Offering Overnight Boarding!

World Veterinary Day Open House
Saturday, April 29 | 11 a.m.-3 p.m.
Free Ice Cream for Pups & People | Low-Cost Vaccines
Door Prize Giveaways | Pet Rescue Fundraiser Raffle

See reverse side for special offers!

Somersville Animal Hospital  

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FRONT

N1704P16003C

PET CARE SPECIAL OFFERS

| | |
|---|---|
| <p>\$25 Pet Exam for new clients</p> <p><small>Lot offer details here. Lot offer details here. Coupon required. Expires 03/31/17. See details, terms and conditions here.</small></p> <p>Somersville Veterinary Clinic 1234 Washington Street 000-000-0000 www.namewebsite.com</p> | <p>\$20 OFF Pet Dental Cleaning</p> <p><small>Lot offer details here. Lot offer details here. Coupon required. Expires 03/31/17. See details, terms and conditions here.</small></p> <p>Somersville Veterinary Clinic 1234 Washington Street 000-000-0000 www.namewebsite.com</p> |
| <p>10% OFF Pet Food Purchase</p> <p><small>Lot offer details here. Lot offer details here. Coupon required. Expires 03/31/17. See details, terms and conditions here.</small></p> <p>Somersville Veterinary Clinic 1234 Washington Street 000-000-0000 www.namewebsite.com</p> | <p>Third Night FREE Pet Boarding</p> <p><small>Lot offer details here. Lot offer details here. Coupon required. Expires 03/31/17. See details, terms and conditions here.</small></p> <p>Somersville Veterinary Clinic 1234 Washington Street 000-000-0000 www.namewebsite.com</p> |
| <p>\$5 OFF Name Brand Flea Control</p> <p><small>Lot offer details here. Lot offer details here. Coupon required. Expires 03/31/17. See details, terms and conditions here.</small></p> <p>Somersville Veterinary Clinic 1234 Washington Street 000-000-0000 www.namewebsite.com</p> | <p>FREE Nail Trim With Any Service</p> <p><small>Lot offer details here. Lot offer details here. Coupon required. Expires 03/31/17. See details, terms and conditions here.</small></p> <p>Somersville Veterinary Clinic 1234 Washington Street 000-000-0000 www.namewebsite.com</p> |

Somersville Animal Hospital

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

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BACK

You Take the Cake!
 We're so proud of you, graduate! You've worked hard to get here, and now it's time to enjoy the sweet rewards.



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N1704P33002C

AD# N1704A35001C
 PASS 1 COL x 3

Honoring Our Graduates
 Today an important education goal has been realized, and we salute your hard work and dedication. We hope you will continue to set the bar high and make your dreams come true. We're rooting for you.



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N1704P33003C

AD# N1704A35002C
 PASS 1 COL x 3

Best Wishes, Graduates!
 Congratulations on your well-deserved achievement. We know you've faced challenges along the way, and we recognize the hard work and dedication you've put in to stand where you do today in your cap and gown. We couldn't be happier for you, and we wish you continued success in your future endeavors.



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AD# N1704A35003C
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WORD IS You Graduated!
 Congratulations to the Class of 2017! You make us very proud, and we hope the future spells out continued happiness and success for you.



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N1704P32007C

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Caps Off to You!
 We salute your hard work and achievement. Congratulations on your graduation!



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N1704P33004C

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That's a Wrap!
 Congratulations on your commencement! We know you'll go far in life, and we wish you all the best on your graduation day and always.



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N1704P12002C

AD# N1704A35006C
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A Note of Congratulations
 May your hard work and education open the door to a world of new opportunities and success!



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N1704P12005C

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BRAVO!
 Congratulations and best wishes to the graduating Class of 2017!



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N1704P32003C

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The Sky's the Limit
 Wishing you the greatest heights of success, graduates! Congratulations on your achievement.



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N1704P32008C

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WOOHOO
 Hats off to the Class of 2017! Enjoy your graduation celebrations, and please remember to celebrate responsibly.



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N1704P52021C

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You Did It!
 You're on your way, graduate! Good luck and best wishes.



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N1704P33012C

AD# N1704A35011C
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You're a wise one, graduate. Keep up the great work!



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N1704P33013C

AD# N1704A35012C
 PASS 1 COL x 3

Great Job!
 We're proud of you, graduates. Congratulations and best wishes!



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N1704P33014C

AD# N1704A35013C
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CONGRATULATIONS GRADUATES
 Wishing all of our wee graduates a happy day and a bright future!



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N1704P33009C

AD# N1704A35014C
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CONGRATS!
 We salute all of the hardworking graduates receiving their diplomas today. Way to go! We wish you all the best.



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N1704P33016C

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It's Your Day!
 Enjoy yourself, and please remember to celebrate responsibly. Congratulations, graduates!



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N1704P33022C

AD# N1704A35016C
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N1704P36001C*-O



Seize the Day!

As you celebrate your graduation, we'd like to take a moment to express how proud we are of your hard work and achievement. We hope you will continue to aim high and reach for the stars. Your potential for success is limitless, and we wish you all the best in every future endeavor!

Congratulations and warmest wishes to the Class of 2017 graduates,

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

AD# N1704A36001C PASS 6 COL. x 10



We Wish You a Happy Graduation & a Bright Future

We hope your graduation day is filled with good friends, good times and good memories, and may it be the start of many more great things to come. We know you have worked hard to earn your diploma, and that dedication proves you have what it takes to succeed. We're proud of you.

Congratulations and best of luck!

| | | | | |
|---|---|---|---|---|
| Name Sponsor | Name Sponsor | Name Sponsor | Name Sponsor | Name Sponsor |
| 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com | 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com | 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com | 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com | 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com |
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N1704P32009C-●

AD# N1704A36002C PASS 6 COL. x 10

SECTION COVER:

April 2017
A Special Section From
NAME NEWSPAPER



Star Graduate Stories

- ★ Meet the Valedictorians
- ★ College-Bound Athletes
- ★ Outstanding Achievement Awards

Who's Who in the Top 10

AD# N1704A37001C 10. x 13

HEADING:
N1704P37002C*-O

Star Graduate Stories

QUICK SELL:

AD# N1704A37001C



One final lesson: Commencement speech writing guidelines

Advertiser Suggestion

| | | |
|---|---|---|
| Electronics Stores 1234 Washington Street Springville, Virginia 800-555-0000 www.nameadvertising.com | Cell Phone Company 1234 Washington Street Springville, Virginia 800-555-0000 www.nameadvertising.com | Auto Dealer 1234 Washington Street Springville, Virginia 800-555-0000 www.nameadvertising.com |
| Hair Salon 1234 Washington Street Springville, Virginia 800-555-0000 www.nameadvertising.com | Florist 1234 Washington Street Springville, Virginia 800-555-0000 www.nameadvertising.com | Computer Store 1234 Washington Street Springville, Virginia 800-555-0000 www.nameadvertising.com |

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AD# N1704A37009C PASS 6 COL. x 21

READER CAMPAIGN:

Meet This Year's Most Inspiring Graduates



Star Graduate Stories

A Special Section From
NAME NEWSPAPER

★ Sunday, April 00 • In Print & Online at
www.nameadvertising.com/stargraduatestories

AD# N1704A37003C PASS 2 COL. x 5

A Tribute to the Class of 2017



Star Graduate Stories

A Special Section From
NAME NEWSPAPER

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www.nameadvertising.com/stargraduatestories

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Celebrating Achievement in Our Community



Star Graduate Stories

A Special Section From
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ADVERTISER CAMPAIGN:

Let the Sell-a-brating Commence!



Star Graduate Stories

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NAME NEWSPAPER

★ Call 800.800.0000 or email name@namewebsite.com today to reserve your ad space!

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Join Us in Honoring This Year's Graduates



Star Graduate Stories

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Make the Grade With Local Grads



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Companion WEB + MOBILE ADS available on MCC

SECTION COVER:

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N1704P16005C

N1704P16004C

N1704P16005C

PetNews

APR 2017
A Special Supplement to
NAME NEWSPAPER

Pawsome Summer Activities

Shelter Pet Adoption Updates

Ask an Expert: Vet Q&A

Bring Your Dog to Dinner

Pet Photo Contest

AD# N1704A38001C 10. x 13

HEADING:
N1704P38001C*O

PetNews

QUICK SELL:

N1704P38001C*O

N1704P16005C

| | | | | | |
|--|---|---|---|---|---|
| Advertiser Suggestion Pet Adoption/Rescue Helping find homes for abandoned and stray animals. Includes information on local shelters and rescue organizations. | Advertiser Suggestion Doggy Daycare Providing safe, supervised care for dogs while their owners are at work or on vacation. | Advertiser Suggestion Dog Walker Offering reliable, professional dog walking services to busy pet owners. | Advertiser Suggestion Carpet Cleaner Specializing in deep cleaning and stain removal for pet owners' homes. | Advertiser Suggestion Home Goods Store Providing a wide selection of pet supplies, toys, and accessories. | Advertiser Suggestion Fencing Company Installing secure and durable fencing for pet containment and safety. |
|--|---|---|---|---|---|

PetNews

Pet grooming schedule

Bathing
The American Veterinary Association (AVA) recommends bathing your dog every 4-6 weeks. However, some breeds may require more frequent baths. Always use a gentle, pH-balanced shampoo and thoroughly dry your dog's skin after bathing.

Brushing
Brushing is an important part of your dog's grooming routine. It helps remove loose hair, prevents matting, and stimulates the skin. Use a brush appropriate for your dog's coat type.

Ear Care
Check your dog's ears regularly for signs of infection, such as redness, swelling, or a foul odor. Clean the ears with a vet-approved ear cleaner.

Nail Trimming
Trim your dog's nails every 2-3 weeks to prevent discomfort and injury. Use a sharp, clean nail clipper.

Skincare
Protect your dog's skin from sunburn and dryness. Use a pet-safe sunscreen and keep your dog out of the sun for long periods.

Foot Care
Check your dog's paws for cuts, cracks, or foreign objects. Trim the hair between the paw pads to prevent matting.

Advertiser Suggestion
Veterinarian
1234 Main Street
12345 City, ST 12345
555-555-1234
www.vetpractice.com

Advertiser Suggestion
Pet Supply Store
1234 Main Street
12345 City, ST 12345
555-555-1234
www.petstore.com

AD# N1704A38002C 9.667 x 13
AD# N1704A38009C PASS 6 COL. x 21

SELF-PROMOTION READER CAMPAIGN:

N1704P14011C

N1704P38001C*O

N1704P16004C

N1704P16005C

Fetch the Latest Pet News

Don't miss Pet News, a special section dedicated to pets and the people who love them. It's filled with pawsome pet-friendly activity ideas, health information, shelter pet adoption updates and more. Plus, find loads of valuable advertising and special offers from local businesses here to help you take great care of your best friend.

PetNews

A Special Section From **NAME NEWSPAPER**

Available Sunday, April 02
In Print & Online at www.name newspaper.com/petnews

AD# N1704A38003C PASS 2 COL. x 5

Pet-Approved News & Special Offers

Don't miss Pet News, a special section dedicated to pets and the people who love them. It's filled with pawsome pet-friendly activity ideas, health information, shelter pet adoption updates and more. Plus, find loads of valuable advertising and special offers from local businesses here to help you take great care of your best friend.

PetNews

A Special Section From **NAME NEWSPAPER**

Available Sunday, April 02
In Print & Online at www.name newspaper.com/petnews

AD# N1704A38004C PASS 2 COL. x 5

A Special Section You & Your Pet Will Love

Don't miss Pet News, a special section dedicated to pets and the people who love them. It's filled with pawsome pet-friendly activity ideas, health information, shelter pet adoption updates and more. Plus, find loads of valuable advertising and special offers from local businesses here to help you take great care of your best friend.

PetNews

A Special Section From **NAME NEWSPAPER**

Available Sunday, April 02
In Print & Online at www.name newspaper.com/petnews

AD# N1704A38005C PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

N1704P16007C

N1704P38001C*O

N1704P16004C

N1704P16005C

One Pawsome Advertising Opportunity

No matter about it, our Pet News special section is the perfect place to promote your products and services to local pet owners. Filled with informative features to complement your advertising, this special section is a valuable opportunity to reach your core customer base in print and online with targeted and effective advertising.

PetNews

A Special Section From **NAME NEWSPAPER**

To learn more or reserve your ad space, contact us today!
0000.000.0000
name@name newspaper.com

AD# N1704A38006C PASS 2 COL. x 5

Collar More Sales With Pet-Focused Advertising

No matter about it, our Pet News special section is the perfect place to promote your products and services to local pet owners. Filled with informative features to complement your advertising, this special section is a valuable opportunity to reach your core customer base in print and online with targeted and effective advertising.

PetNews

A Special Section From **NAME NEWSPAPER**

To learn more or reserve your ad space, contact us today!
0000.000.0000
name@name newspaper.com

AD# N1704A38007C PASS 2 COL. x 5

It's a Grrrrreat Place to Advertise!

No matter about it, our Pet News special section is the perfect place to promote your products and services to local pet owners. Filled with informative features to complement your advertising, this special section is a valuable opportunity to reach your core customer base in print and online with targeted and effective advertising.

PetNews

A Special Section From **NAME NEWSPAPER**

To learn more or reserve your ad space, contact us today!
0000.000.0000
name@name newspaper.com

AD# N1704A38008C PASS 2 COL. x 5



SECTION COVER:



Spring Recreation
A Special Section From
NAME NEWSPAPER

Spring Sports Preview

Adult Sports Leagues for Fitness & Fun
Workout Makeovers
Fresh Trends in Athletic Apparel
Functional Fitness for the Whole Family

AD# N1704A39001C 10. x 13

HEADING:

N1704P39001C*-O

Spring Recreation

READER CAMPAIGN:



Spring Into Action

From local sports leagues to more efficient workout routines and fresh trends in athletic apparel, our Spring Recreation guide will help you make the most of spring!

Spring Recreation
A Special Section From
Name Newspaper

Coming April 00
Look for your copy of this special in print and online at name-newspaper.com/spring-recreation.

AD# N1704A39003C PASS 2 COL. x 5



Say Hello to Spring Fun

From local sports leagues to more efficient workout routines and fresh trends in athletic apparel, our Spring Recreation guide will help you make the most of spring!

Spring Recreation
A Special Section From
Name Newspaper

Coming April 00
Look for your copy of this special in print and online at name-newspaper.com/spring-recreation.

AD# N1704A39004C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:



Reach an Active Audience

Our upcoming Spring Recreation guide will connect you with readers in more than 00,000 local households – and thousands more online – as they look for ways to get fit, have fun and make the most of springtime!

Spring Recreation
A Special Section From
Name Newspaper

Contact Us Today to Advertise!
000.000.0000
name@name-newspaper.com
Advertising Deadline: April 00
Publication Date: April 00

AD# N1704A39006C PASS 2 COL. x 5



Make a Play for More Customers

Our upcoming Spring Recreation guide will connect you with readers in more than 00,000 local households – and thousands more online – as they look for ways to get fit, have fun and make the most of springtime!

Spring Recreation
A Special Section From
Name Newspaper

Contact Us Today to Advertise!
000.000.0000
name@name-newspaper.com
Advertising Deadline: April 00
Publication Date: April 00

AD# N1704A39007C PASS 2 COL. x 5

QUICK SELL:



Spring Recreation

The rise of adult sports leagues

Advertiser Suggestion: Sporting Goods Store
Advertiser Suggestion: Urgent Care
Advertiser Suggestion: Jersey Printing Company

AD# N1704A39002C 9.667 x 13
AD# N1704A39009C PASS 6 COL. x 21



Refresh Your Routine for Spring

From local sports leagues to more efficient workout routines and fresh trends in athletic apparel, our Spring Recreation guide will help you make the most of spring!

Spring Recreation
A Special Section From
Name Newspaper

Coming April 00
Look for your copy of this special in print and online at name-newspaper.com/spring-recreation.

AD# N1704A39005C PASS 2 COL. x 5



Spring Sales Into Action

Our upcoming Spring Recreation guide will connect you with readers in more than 00,000 local households – and thousands more online – as they look for ways to get fit, have fun and make the most of springtime!

Spring Recreation
A Special Section From
Name Newspaper

Contact Us Today to Advertise!
000.000.0000
name@name-newspaper.com
Advertising Deadline: April 00
Publication Date: April 00

AD# N1704A39008C PASS 2 COL. x 5



SECTION COVER:

N1704P40001C*
N1704P40002C

April 2017
Special Section From
NAME NEWSPAPER

Garden GUIDE

Garden Trends Lookbook

Organic Gardening Basics
Weed Control Tips That Work
Waterwise Landscape Makeovers

AD# N1704A40001C

10. x 13

SELF-PROMOTION READER CAMPAIGN:

N1704P48012C

Your Best Garden Starts Here

Dig into our Garden Guide for inspiring ideas, helpful advice and valuable special offers, all designed to enhance your yard for springtime!

Garden GUIDE A Special Section From
Name Newspaper

In Bloom April 00 In Print & Online at
namenewspaper.com/gardenguide

AD# N1704A40003C

PASS 2 COL. x 5

SELF-PROMOTION ADVERTISER CAMPAIGN:

N1704P48014C

Grow Your Business

If you want spring sales to flourish, our upcoming Garden Guide is the perfect place to plant your lawn and garden advertising. This special section is blooming with features to complement your products and services, so call today to reserve your ad space!

Garden GUIDE A Special Section From
Name Newspaper

000.000.0000 • name@namenewspaper.com
Please place all ad reservations by April 00!
Publication Date: April 00

AD# N1704A40006C

PASS 2 COL. x 5

HEADING:

N1704P40001C*
N1704P48013C

Garden GUIDE

Garden News & Special Offers

Dig into our Garden Guide for inspiring ideas, helpful advice and valuable special offers, all designed to enhance your yard for springtime!

Garden GUIDE A Special Section From
Name Newspaper

In Bloom April 00 In Print & Online at
namenewspaper.com/gardenguide

AD# N1704A40004C

PASS 2 COL. x 5

Nurture Sales

If you want spring sales to flourish, our upcoming Garden Guide is the perfect place to plant your lawn and garden advertising. This special section is blooming with features to complement your products and services, so call today to reserve your ad space!

Garden GUIDE A Special Section From
Name Newspaper

000.000.0000 • name@namenewspaper.com
Please place all ad reservations by April 00!
Publication Date: April 00

AD# N1704A40007C

PASS 2 COL. x 5

QUICK SELL:

N1704P40001C*
N1704P48013C

Garden GUIDE

Post-winter garden prep

Advertiser Suggestion

Landscaper
1234 Main Street
555.555.5555
www.landscaper.com

Advertiser Suggestion

Contractor
1234 Main Street
555.555.5555
www.contractor.com

Advertiser Suggestion

Lawn Mowing Co.
1234 Main Street
555.555.5555
www.lawnmowing.com

Advertiser Suggestion

Garden Center
1234 Main Street
555.555.5555
www.gardencenter.com

Advertiser Suggestion

Nursery
1234 Main Street
555.555.5555
www.nursery.com

Advertiser Suggestion

Handyman
1234 Main Street
555.555.5555
www.handyman.com

Advertiser Suggestion

Farmers' Market
1234 Main Street
555.555.5555
www.farmersmarket.com

Advertiser Suggestion

Florist
1234 Main Street
555.555.5555
www.florist.com

AD# N1704A40002C

9.667 x 13

AD# N1704A40009C

PASS 6 COL. x 21

Get Inspired for Spring!

Dig into our Garden Guide for inspiring ideas, helpful advice and valuable special offers, all designed to enhance your yard for springtime!

Garden GUIDE A Special Section From
Name Newspaper

In Bloom April 00 In Print & Online at
namenewspaper.com/gardenguide

AD# N1704A40005C

PASS 2 COL. x 5

Cultivate Your Customer Base

If you want spring sales to flourish, our upcoming Garden Guide is the perfect place to plant your lawn and garden advertising. This special section is blooming with features to complement your products and services, so call today to reserve your ad space!

Garden GUIDE A Special Section From
Name Newspaper

000.000.0000 • name@namenewspaper.com
Please place all ad reservations by April 00!
Publication Date: April 00

AD# N1704A40008C

PASS 2 COL. x 5





N1704P41010C-●



N1704P41011C-●



N1704P41008C-●



N1704P41007C-●



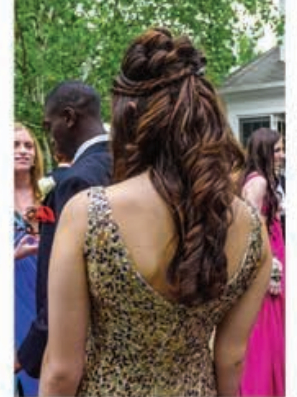
N1704P41001C-●



N1704P41005C-●



N1704P41004C-●



N1704P41002C-●



N1704P41009C-●



N1704P41016C*-○



N1704P41013C*-○



N1704P41020C*-○



N1704P41006C-●



N1704P41014C*-○



N1704P41015C*-○



N1704P41019C*-○



N1704P41003C-●



N1704P41017C*-○

N1704P41018C*-○



N1704P41012C*-○



N1704P41021C*-○

N1704P41022C*-○

Picture-Perfect Prom Gowns

Shop the latest and greatest styles for prom! From gowns and jewelry to purses and pumps, we have everything to complete your look for the big night.

Over 500 gowns in stock
Affordable & elegant styles
Expert on-site alterations
Pumps & plus size
Appointments welcome



Rest assured, we register all prom dress purchases, so we will not sell the same dress to another guest attending your event!

Gown Pagoda

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

AD# N1704A42001C

PASS 3 COL. x 10

N1704P41012C*-O

N1704P41011C-O

N1704P41009C-

Prom Night



Elegant Flowers for Formals

Custom corsages, wristlets and boutonnieres to put the finishing touch on your prom ensemble. We offer a virtually endless array of styles and color palettes to complement your unique look for prom night.

Romantic Flower Crowns Made Here!

Order today to ensure availability.
Local delivery available

Delphinium Florist

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

AD# N1704A42002C

PASS 3 COL. x 10

Your Prom Salon



Be your most beautiful on prom night! From hairstyling and tanning to get manicures and waxing, we offer a full spectrum of professional salon services for a picture-perfect look.

Airbrush
Tan \$35
Mani/
Pedi \$29
Airbrush
Makeup
\$75

Prom
Season
Specials
Updo \$49
Blowout
\$39

Book your
appointment today!

Salon Bella

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

AD# N1704A42003C

PASS 3 COL. x 10

N1704P41001C-



Prom Style

Fit for a King

Designer styles, coordinated colors, a perfect fit...we're here to make sure your look is perfectly on point for prom night.

Call or go online to book your appointment with a prom style consultant today!

Tux Depot Formalwear

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



Save \$20 Off
Your Prom Tuxedo
Rental Here

Offer valid with through 03.00.17 on rentals over \$120. See details, terms and conditions here. List details, terms and conditions here.

AD# N1704A42004C

PASS 3 COL. x 10

N1704P41007C-



N1704P43005C-●



N1704P43001C-●



N1704P43002C-●



N1704P43004C-●



N1704P43006C-●



N1704P43003C-●



N1704P44003C-●



N1704P44005C-●



N1704P44002C-●



N1704P44006C-●



N1704P44004C-●



N1704P44007C-●



N1704P44008C-●



N1704P44001C-●



N1704P45011A-●



N1704P45003A-●



N1704P45002A-●



N1704P45001A-●



N1704P45004A-●



N1704P45008A-●



N1704P45013A-●



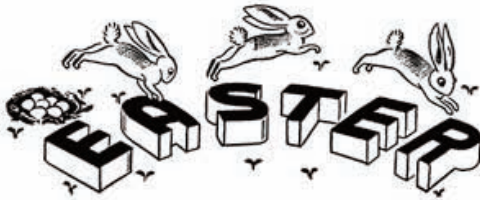
N1704P45006A-●



N1704P45010A-●



N1704P45012A-●



N1704P45009A-●



N1704P45016K-●



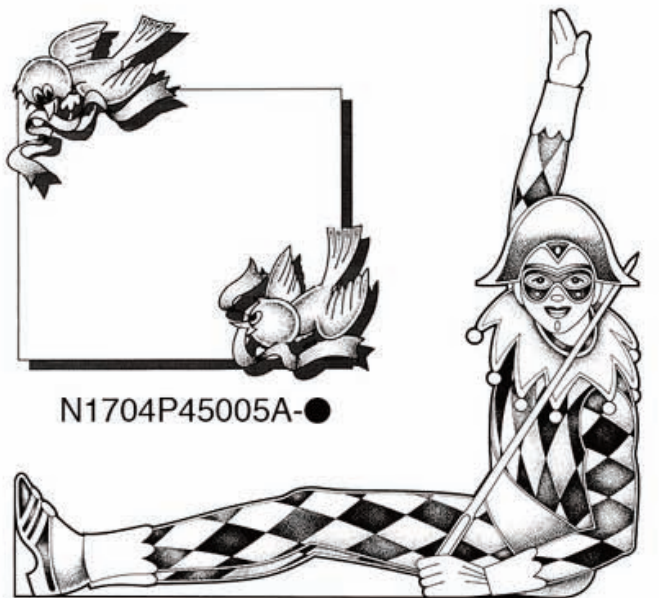
N1704P45005A-●



N1704P45015A-●



N1704P45014A-●



N1704P45007A-●



N1704P46012A-●



N1704P46007A-●



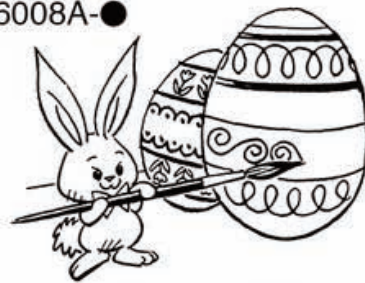
N1704P46008A-●



N1704P46009A-●



N1704P46001K-●



N1704P46010A-●



N1704P46002A-●



N1704P46011A-●



N1704P46004A-●



N1704P46003A-●



N1704P46006A-●



N1704P46016A-●



N1704P46015A-●



N1704P46005A-●

N1704P46014A-●

N1704P46013A-●



N1704P47007C-●



N1704P47006C-●



N1704P47004C-●



N1704P47005C-●



N1704P47001C-●



N1704P47003C-●



N1704P47008C-●



N1704P47009C-●



N1704P47002C-●



N1704P48007C-● N1704P48010C-● N1704P48013C-● N1704P48005C-● N1704P48003C-●



N1704P48002C-●



N1704P48011C-●



N1704P48014C-●



N1704P48001C-●



N1704P48009C-●



N1704P48008C-●



N1704P48012C-●



N1704P48006C-●



N1704P48004C-●



N1704P49006C-●



N1704P49005C-●



N1704P49004C-●



N1704P49003C-●



N1704P49002C-●



N1704P49009C*-○
N1704P49010C*-○



N1704P49013C*-○



N1704P49012C*-○



N1704P49007C*-○
N1704P49008C*-○



N1704P49011C*-○



N1704P49001C-●





Boutique Shopping

women's contemporary fashions | unique jewelry & accessories | stylish handbags & footwear

This Week

20% Off All Dresses

April 00-00 Only

Connect with us on social media for sale alerts, new arrivals, OOTD ideas and more!
Shop Tuesday-Friday 11-8, Weekends 10-5

Eclipse Fashion Boutique

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

AD# N1704A49001C PASS & COL. x 5



N1704P50001C-●

Usage Notes:

Use these backgrounds to help promote services and merchandise for spring, lawn & garden, Easter, Earth Day, pets and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

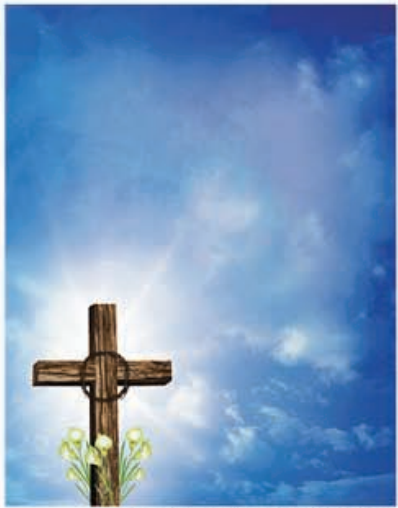
(MCC Creative Library / Image Type: Background)



N1704P50002C-●



N1704P50003C-●



N1704P50004C-●



N1704P50005C-●



N1704P50006C-●



N1704P50007C-●



N1704P50008C-●



N1704P50009C-●

N1704P51001C-●



**Usage
Suggestions:**

These banner-style photos can be employed as a background or page header for all types of ads and pages in print and online. Try them for all types of promotions for spring, Easter, Earth Day, pets ... and more.

N1704P51002C-●



N1704P51003C-●



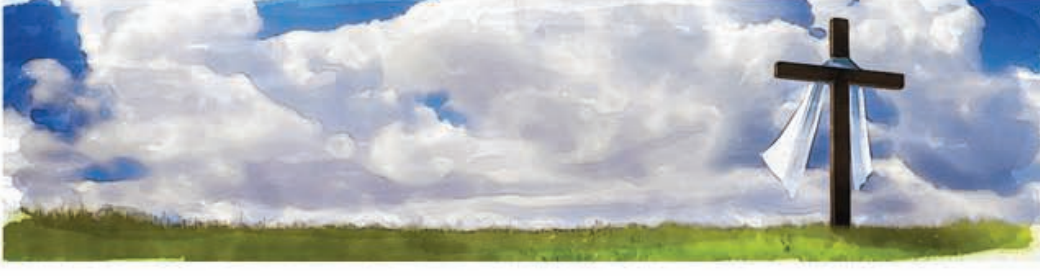
N1704P51004C-●



N1704P51005C-●



N1704P51006C-●



Earth Day Event

N1704P52022C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1704P52004C*-O
 N1704P52013C*-O
 (SPANISH VERSION)

PASS 2 COL. x 5.25

Easter Shop

N1704P52023C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1704P52005C*-O
 N1704P52014C*-O
 (SPANISH VERSION)

PASS 2 COL. x 5.25

Eco Buys

N1704P52019C*-O
 (BACKGROUND ONLY)
 N1704P52001C*-O
 N1704P52010C*-O
 (SPANISH VERSION)

PASS 1 COL. x 5.25

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

Graduation Sale

N1704P52024C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1704P52006C*-O
 N1704P52015C*-O
 (SPANISH VERSION)

PASS 2 COL. x 5.25

Passover Gifts

N1704P52025C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1704P52007C*-O
 N1704P52016C*-O
 (SPANISH VERSION)

PASS 2 COL. x 5.25

EGG HUNT

N1704P52020C*-O
 (BACKGROUND ONLY)
 N1704P52002C*-O
 N1704P52011C*-O
 (SPANISH VERSION)

PASS 1 COL. x 5.25

PET SUPPLIES

N1704P52026C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1704P52008C*-O
 N1704P52017C*-O
 (SPANISH VERSION)



PASS 2 COL. x 5.25

Get Set for Prom

N1704P52027C-●
 (BACKGROUND ONLY-METROBIZ)
 N1704P52009C-●
 N1704P52018C-●
 (SPANISH VERSION)

PASS 2 COL. x 5.25

SALE

N1704P52021C*-O
 (BACKGROUND ONLY)
 N1704P52003C*-O
 N1704P52012C*-O
 (SPANISH VERSION)

PASS 1 COL. x 5.25



MCC KEYWORD HINT: Party Planner
N1704P53007C-●



MCC KEYWORD HINT: Pediatrician
N1704P53008C-●



MCC KEYWORD HINT: Pet Supply Store
N1704P53009C-●



MCC KEYWORD HINT: Animal Hospital
N1704P53010C-●



MCC KEYWORD HINT: Laser Medspa
N1704P53011C-●



MCC KEYWORD HINT: Resort Spa
N1704P53012C-●

Usage Note:

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

Use these business card photo 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.



N1704P53001C*-○



N1704P53002C*-○



N1704P53003C*-○



N1704P53004C*-○



N1704P53005C*-○



N1704P53006C*-○



N1704P54009C*-O



N1704P54007C*-O



N1704P54006C*-O



N1704P54005C*-O



N1704P54008C*-O



N1704P54016C*-O



N1704P54017C*-O



N1704P54004C*-O



N1704P54015C*-O



N1704P54010C*-O



N1704P54011C*-O



N1704P54013C*-O



N1704P54014C*-O



N1704P54003C*-O



N1704P54012C*-O



N1704P54020C*-O



N1704P54002C*-O



N1704P54001C*-O



N1704P54018C*-O



N1704P54019C*-O



N1704P55002C*-O



N1704P55010C*-O



N1704P55008C*-O



N1704P55003C*-O



N1704P55007C*-O



N1704P55006C*-O



N1704P55001C*-O



N1704P55009C*-O



N1704P55005C*-O
N1704P55004C*-O



MCC KEYWORDS: ICON SET, EASTER, RELIGIOUS
N1704S56005C*-O



MCC KEYWORDS: ICON SET, EARTH DAY
N1704S56001C*-O



MCC KEYWORDS: ICON SET, EASTER
N1704S56002C*-O



MCC KEYWORDS: ICON SET, TREES
N1704S56006C*-O



MCC KEYWORDS: ICON SET, PASSOVER
N1704S56004C*-O



MCC KEYWORDS: ICON SET, GRADUATION
N1704S56003C*-O

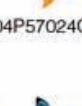


N1704P57020C*-O

N1704P57021C*-O

N1704P57022C*-O

N1704P57023C*-O



N1704P57001C*-O



N1704P57002C*-O



N1704P57003C*-O



N1704P57004C*-O



N1704P57005C*-O



N1704P57015C*-O



N1704P57016C*-O



N1704P57017C*-O



N1704P57018C*-O



N1704P57006C*-O



N1704P57007C*-O



N1704P57008C*-O



N1704P57009C*-O



N1704P57010C*-O



N1704P57011C*-O



N1704P57012C*-O



N1704P57014C*-O



N1704P57013C*-O

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



MCC KEYWORDS: ICON SET, EASTER
N1704S57036C*-O

Bonus images available in the MCC Creative Library:



N1704P58006C-●



N1704P58003C-●



N1704P58005C-●



N1704P58004C-●



N1704P58002C-●



N1704P58001C-●

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

| Ad Size | Rate |
|-----------|---------|
| 1/2 Page | \$1,200 |
| 1/4 Page | \$600 |
| 1/8 Page | \$300 |
| 1/16 Page | \$150 |

8.5 x 11 SALES SHEET

PASS 2 COL. x 5

PASS 2 COL. x 5

Bonus images available in the MCC Creative Library:



N1704P59006C



N1704P59003C



N1704P59004C



N1704P59005C



N1704P59002C



N1704P59001C

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View this month's **All About Pets** Templated Special Sections package in the MCC Editorial Library. Like what you see? Call 800-223-1600 or email service@metro-email.com to order and grow your special sections revenue!

all about PETS
April 2017
A Special Section from
NAME NEWSPAPER

Welcome Home
How to introduce new pets to existing pets

Kitten Care
Tips to raise healthy and happy kittens

Caring for Cough
How to recognize and treat feline cough

Make your ad sales today!
Call 800.885.8808 or email namespecialsections@metro.com
Advertising Deadline: April 01; Publication Date: April 09

TSS COVER

Fetch the Attention of More Pet Owners

Get a lead on more sales by advertising in our themed All About Pets special section. With direct delivery to more than 100,000 local households, this targeted advertising opportunity is designed to help you connect with your share of over \$60 billion in annual pet care spending. Talk to us today to learn about the features included in this special section and how they can complement your product and service promotion!

all about PETS
A Special Section from
NAME NEWSPAPER

Advertisement Rates

| | | |
|-----------|-----------|---------|
| 1/2 Page | 10 x 10 | \$1,200 |
| 1/4 Page | 5 x 10 | \$600 |
| 1/8 Page | 2.5 x 10 | \$300 |
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Specialty Copy: Available April 09
First Copy: April 09

Make your ad sales today!
Call 800.885.8808 or email namespecialsections@metro.com
Advertising Deadline: April 01; Publication Date: April 09

8.5 x 11 SALES SHEET

Stand Out in the Pet Care Market

Get a lead on more sales by advertising in our themed All About Pets special section. With direct delivery to more than 100,000 local households, this targeted advertising opportunity is designed to help you connect your share of over \$60 billion in annual pet care spending. Talk to us today to learn about the features included in this special section and how they can complement your product and service promotion!

all about PETS
A Special Section from
NAME NEWSPAPER

To Advertise:
Call 800.885.8808
or email namespecialsections@metro.com
Advertising Deadline: April 01
Publication Date: April 09

PASS 2 COL. x 5

Get Your Paws on Our Latest Special Section!

Our All About Pets special section is all about keeping your pet happy and healthy with the latest pet care information and advice, as well as advertising and special offers from local businesses dedicated to helping you take great care of your furry friend!

A Special Section from
NAME NEWSPAPER

all about PETS

Fetch Your Copy April 09
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PASS 2 COL. x 5



N1704P60007C-●



N1704P60006C-●



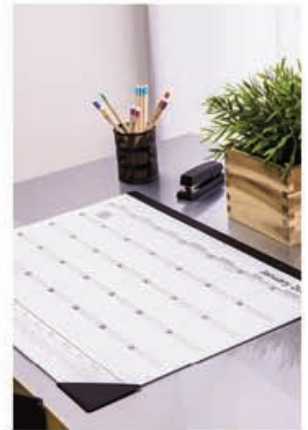
N1704P6000xC-●



N1704P60008C*-○



N1704P60010C*-○



N1704P60002C-●



N1704P60004C-●



N1704P60009C*-○



N1704P60011C*-○
N1704P60012C*-○



N1704P60001C*-○



N1704P60003C-●

**Gifts That Say,
"Thanks for Going
Above and Beyond!"**

**Administrative Professionals Day
Wednesday, April 26**



Handcrafted Gourmet Chocolates | Fresh Floral
Bouquets | Plaques & Collectibles | Coffee Mugs |
Desk Accessories | Fragrance Diffusers |
Greeting Cards | & More

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Cards & Gifts**

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N1704P27008C



Ask about our spring equipment rental specials!

POWER THROUGH

OPTIMIZE EFFICIENCY AND YIELDS WITH BIG DEALS ON THE LATEST INDUSTRY INNOVATIONS IN MACHINERY AND EQUIPMENT.

0% FINANCING AVAILABLE NOW ON

We are your local source for new and refurbished parts and equipment repair!

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AG SOURCE EQUIPMENT CENTER

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AD# N1704A61001C PASS 3 COL. x 10

N1704P13001C



Sell Your Gently Used Western or English Tack and Saddles Here. Our consignment plans make it easy!

Tack & Saddle Shop

Huge Selection of New & Used Merchandise
Saddles | Bridles
Bits | Saddle Pads
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Boots & More

Everything for Horse & Rider
Pet Supplies & Nutrition
Apparel, Boots & Decor
New Arrivals Daily

Saddle Station

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AD# N1704A61002C PASS 3 COL. x 10

N1704P27005C



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We offer a full suite of ag financial services and lending solutions to help you grow, manage and optimize your business. Talk to us today about the right financial products and services to meet your unique needs.

First Bank of Somersville

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Branch Open Saturdays!
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Great rates and personalized service to nurture your success!

Crop Financing
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Equipment Loans
Equipment Leasing
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N1704P27006C

N1704P27001C

N1203P46009C

N1704P27004C



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AD# N1704A61004C PASS 3 COL. x 10



N1704P62018C-●
GRILLED CHEESE SANDWICH



N1704P62019C-●
CHOCOLATE MOUSSE



N1704P62014C-●
MUSHROOMS



N1704P62023C-●
BLUEBERRY PIE



N1704P62015C-●
GARLIC



N1704P62021C-●
CHOCOLATE SPREAD



N1704P62025C-●
RAW RIB EYE



N1704P62026C-●
MARSHMALLOW BUNNIES



N1704P62007C-●
EGG SALAD SANDWICH



N1704P62006C-●
GRADUATION CUPCAKES



N1704P62027C-◇
ASSORTED TOMATOES



N1704P62043C-◇
CHOCOLATE BUNNIES



N1704P62032C-◇
BLT FIXINS



N1704P62024C-●
CHERRY CHEESECAKE



N1704P62035C-◇
HOT CROSS BUNS



N1704P62033C-◇
BLT



N1704P62031C-◇
MUSHROOMS



N1704P62028C-◇
EGG SALAD



N1704P62013C-●
PECAN DANISH



N1704P62016C-●
HOT CROSS BUNS



N1704P62030C-◇
MUSHROOMS



N1704P62040C-◇
BLUEBERRY PIE



N1704P62029C-◇
PECAN DANISH



N1704P62034C-◇
PIE A LA MODE



N1704P62012C-●
COFFEE CAKE



N1704P62020C-●
CHOCOLATE MOUSSE



N1704P62041C-◇
CHERRY CHEESECAKE



N1704P62036C-◇
CHOCOLATE MOUSSE



N1704P62039C-◇
BEER



N1704P62042C-◇
CHEESECAKE



N1704P62038C-◇
GLASS OF BEER



N1704P62011C-●
COFFEE CAKE



N1704P62010C-●
COFFEE CAKE



N1704P62005C-●
PEANUT BUTTER & JELLY



N1704P62008C-●
GRADUATION CAKE



N1704P62004C-●
PEANUT BUTTER & JELLY



N1704P62009C-●
GRILLED CHEESE SANDWICH



N1704P62017C-●
GRILLED CHEESE



N1704P62003C-●
PEANUT BUTTER & JELLY



N1704P62001C-●
TOMATOES



N1704P62022C-●
EASTER COOKIES



N1704P62002C-●
TOMATOES

N1704P63002C*-O

Find **Low Prices** on All Your Favorites *for Easter Feasting*

Premium Meats
for Your Easter Table
Wholesome & Organic Produce
Fresh Bread & Baked Goods
Quality Groceries

Now On Sale

Spiral-Sliced
Half Ham
\$2.79 lb

Name Brand
Jumbo Eggs
\$2.49 dozen

Choice Beef
Ribeye Roast
\$4.99 lb

Name Brand
Whole Milk
\$2.49 gallon

Cooked & Peeled
Jumbo Shrimp
\$6.99 lb

Name Brand
Cheddar Cheese
\$1.79 lb

Boneless
Loin of Pork
\$3.99 lb

Name Brand
Frozen Sherbet
\$2.99 gal.

\$5 Off
Purchase of \$25 or More
Coupon required. Expires 06.06.17.
List details, terms and conditions here. List details, terms and conditions here.

ValueMart Grocery
1234 Washington Street
000-000-0000 | namewebsite.com

\$10 Off
Purchase of \$50 or More
Coupon required. Expires 06.06.17.
List details, terms and conditions here. List details, terms and conditions here.

ValueMart Grocery
1234 Washington Street
000-000-0000 | namewebsite.com

Fresh-Picked
Green Beans
\$1.79 lb

Yellow
Onions
19¢ lb

Whole
Pineapple
\$2.99 each

Navel
Oranges
\$1.19 lb

Russet
Potatoes
29¢ lb

Sweet
Strawberries
\$1.19 lb

Ruby Red
Grapefruit
2 for \$1





N1704P63003C*-O

N1704P63001C*-O

ValueMart Grocery

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

Closed Easter Sunday   Advertised offers good through April 06, 2017. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1704A63001C PASS 6 COL x 21

AD# N1704A63002C 10 x 13

AD# N1704A63003C PASS 6 COL x 10



N1704P64005C-●
GYRO SANDWICH



N1704P64003C-●
STUFFED SHELLS



N1704P64007C-●
STACKED SANDWICH TOWER



N1704P64010C-●
LONDON BROIL



N1704P64004C-●
COCONUT PHYLLO DESSERT



N1704P64002C-●
SEAFOOD APPETIZERS



N1704P64012C-●
SPINACH & STRAWBERRY SALAD



N1704P64009C-●
MEATLOAF & MASHED POTATO



N1704P64001C-●
WHOOPIE PIE



N1704P64011C-●
CHEESEBURGER WITH FRIES



N1704P64008C-●
TEA & SWEET ROLLS



N1704P65008C*-O



N1704P65006C*-O



N1704P65007C*-O



N1704P65010C*-O



N1704P65012C*-O



(Niagara Falls)
N1704P65017C*-O



N1704P65009C*-O



N1704P65005C*-O



N1704P65018C*-O



N1704P65014C*-O



N1704P65011C*-O



(TIME FOR A CAR TUNE-UP)
N1704P65004C*-O



N1704P65013C*-O



(Montreal City Hall)
N1704P65015C*-O
N1704P65016C*-O



(CRACK UP FOR EASTER BRUNCH)
N1704P65003C*-O



(TWO HANDS IN THE SOIL)
N1704P65002C*-O



(INDISPENSABLE SECRETARIES)
N1704P65001C*-O



N1704P66007C-●
MORaine LAKE, BANFF NATIONAL PARK



N1704P66006C-●
HORSE CANTERING



N1704P66008C-●
FIREWOOD



N1704P66001C-●
SNOW MOUNTAIN BIKING



N1704P66004C-●
ICE HOCKEY



N1704P66002C-●
DOG SLEDDING



N1704P66003C-●
DOG SLEDDING

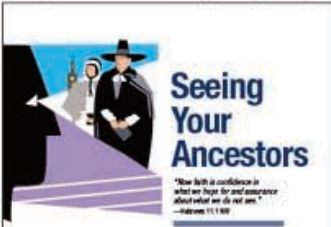


N1704P66005C-●
HORSE TRAINING

MCC KEYWORD HINT: week2

This is your illustration and copy for April 13, 2017.

N1704P67005C*-O
N1704P67002C*-O



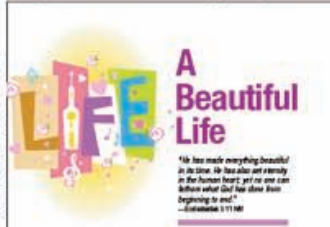
I recently heard an interview with a hospice nurse who revealed that it was common for people nearing death to see their relatives, and that this experience was invariably calming. A friend of mine who had recently taken a bad fall asked me that she had seen her mother—who had died many years before—at the foot of her bed while she was recovering, and she agreed that it had a calming effect. A few days after my grandmother died, he appeared to me in a dream and told me to tell my grandmother to "quit praying for me, I'm in heaven already." When I told my grandmother the next evening about the dream she was visibly relieved. I could see the worry on her face dissolve away, and realized that my grandmother had been worried about the fate of my grandmother's soul. Many people report similar experiences of seeing or hearing loved ones after their deaths. We can't possibly know whether these experiences are visitations from the other side of death or just a trick of the subconscious mind, but they seem to point to something beyond this life and a spiritual connection to others which gives us hope that people may live on after death. We don't know this with certainty, but we hope that this is the case, and our faith is buttressed by these hopes. — Christopher Simon

AD# N1704A67002C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week3

This is your illustration and copy for April 20, 2017.

N1704P67008C*-O
N1704P67004C*-O



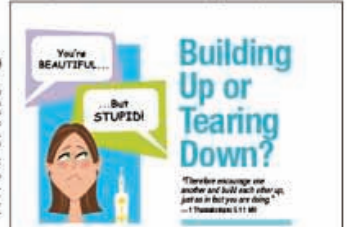
Suffered by the loss of such a good soul. He was a man who had a kind heart and never tired of telling others how good they were and how much he loved them and enjoyed their company. He made his friends and family want to be better persons simply by living up to his high opinion of them. And on his deathbed, while we were lamenting his loss, he closed his eyes, telling us that he had a "beautiful life," and that there was nothing for him to regret. The only address for him, he said, was heaven his sweetheart of 25 years. He was always thinking of others, right up to the end. We can all learn something from this man, who died just as he had lived, giving to others and taking on up. He truly lived a beautiful life, and we should all try to live in such a way that this might be said of us. A beautiful life indeed. — Christopher Simon

AD# N1704A67003C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for April 27, 2017.

N1704P67007C*-O
N1704P67003C*-O



Most of us have tendencies to both build up and tear down those around us. When we encourage and give constructive criticism in a spirit of love, we build others up, but when we criticize or humiliate others, or give criticism in a harsh way, we tend to tear them down. We frequently need to give feedback to the people who we live, work and play with, and so knowing how to do this in a way that encourages them to improve is important. Coaches and parents are called to do this by the very nature of their roles, which requires them to correct and instruct others. But some make a mistake as to either our criticism. Students are able to hold their tongue before correcting their teachers just as children shouldn't be too quick to correct or admonish their parents. One simple way to build up those around us is to tell them what they are doing well, and when you must correct or criticize someone, be sure to do it in a kind and loving way. Submit your love and perhaps wait for a better time to deliver the criticism. If you are criticized with the person, this will avoid certainly come across in your words. Wait for the right time and place to criticize or correct. Words of praise can be given almost anywhere and anytime, but words of criticism are usually best done privately. — Christopher Simon

AD# N1704A67004C PASS 2 COL. x 5.25



N1704P67015C*-O



N1704P67012C*-O



N1704P67010C*-O



N1704P67009C*-O

N1704P67006C*-O

N1704P67002C*-O

MCC KEYWORD HINT: week1

This is your illustration and copy for April 6, 2017.



N1704P67011C*-O



N1704P67013C*-O

N1704P67014C*-O

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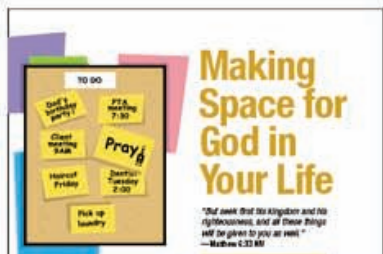
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I want to have a closer relationship with God—and we should want this above all else—it is important to create the time and space necessary to do so. In much the same way that a new exercise or study regimen will probably require a change in our schedule, if we want to be a more spiritual person, we must carve out the time and space necessary for it. In our busy lives this usually entails finding time (and space) at the beginning or end of our day, since the middle of our day is usually filled up with work or school or taking care of family. God won't force his way into our lives. If we want more of God in our lives, we should create the time and space for that to happen. There is a good reason why most monks start their days early—it's the only time that they aren't likely to be interrupted by life's other necessities. It is also important that the space where you pray or meditate be conducive to it. A quiet comfortable corner of a room is all that is necessary. Find some quiet time and space at the start or end of each day to make room for God in your life. — Christopher Simon

AD# N1704A67001C PASS 2 COL. x 5.25

NAME SPONSOR _____

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NAME SPONSOR _____

NAME SPONSOR _____

NAME SPONSOR _____

NAME SPONSOR _____

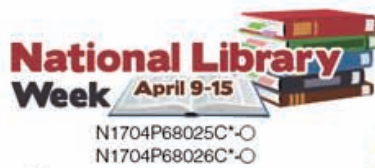
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NAME SPONSOR _____

AD# N1704A67005C PASS 6 COL. x 7



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).





N1704P69004C-●
(Tree Trimmer)



N1704P69006C-●
(Tree Trimmer)



N1704P69005C-●
(Tree Trimmer)



N1704P69003C-●
(Tree Trimmer)



N1704P69018C*-○
(Island Tiki Graphic)



N1704P69001C-●
(Rooster)



N1704P69002C-●
(Rooster)



N1704P69017C-●
(Trophy)



N1704P69019C*-○
(Stingray)



N1704P69015C-●
(Health Graphics)

N1704P69007C*-○



N1704P69008C*-○



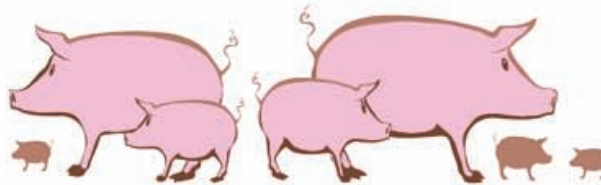
N1704P69009C*-○



N1704P69010C*-○



N1704P69016C-●
(Stage)



N1704P69014C*-○
(Pigs)



N1704P69012C*-○
(Retractable Awning)



N1704P69013C*-○
(Easter Burst)



JULY PACKAGE | Available 5/19/17

School Year

The new school year is about to commence, and School Year has all readers and advertisers need to start the year off on a successful note. From features on back to school shopping to study tips to helping high school students choose the right college, this section is a great way to ensure students make the grade in the year to come.

Bridal Guide

Summer is synonymous with couples tying the knot, and Bridal Guide is tailor-made for men and women about to say "I do." Opportunities abound for advertisers looking to connect with happy couples as they plan their big day.

Fun & Games**

Games will never go out of style, and Fun & Games is loaded with puzzles that are sure to engage readers who love nothing more than completing a crossword or solving a sudoku puzzle. Advertisers can take advantage of this unique opportunity by running alongside puzzles that will appeal to puzzle enthusiasts of varying skill levels. Puzzles include crosswords, sudoku, word search, and much.

On the Grill*

Backyard barbecues dominate many readers' summer social schedules, and advertisers won't want to pass on this section tailor-made for grillmasters who simply can't wait to flip a few burgers for their family and friends.



AUGUST PACKAGE | Available 6/20/17

Fall Home & Garden

Fall is the ideal time of year to tackle all of those projects around the house, and Fall Home & Garden has just what readers and advertisers need to make the most of the fall home improvement season. From painting pointers to tips on prepping a home for the upcoming winter weather and much, much more, Fall Home & Garden is a valuable resource readers won't want to miss.

Healthy Lifestyle

Fitness and nutrition go hand-in-hand, and Healthy Lifestyle is ideal for today's increasingly health-conscious readers. Advertisers can get a jump on the competition by taking advantage of numerous tie-in opportunities to reach an increasingly fitness-focused consumer base.

Think Pink

Nearly a quarter million women are diagnosed with breast cancer each year, and this section has all women and their families need to battle this potentially deadly disease. Advertisers can help readers win the fight against breast cancer by running alongside features promoting awareness, prevention and healthy lifestyle choices.

Best of the Best**

More and more consumers are intent on buying local, and our Best of the Best section offers them information about the most buzzworthy businesses in their own communities. Local businesses can utilize this unique offering to promote their services to readers and loyal consumers who recognize the importance of growing their local economies.



SEPTEMBER PACKAGE | Available 7/20/17

Holiday Gift Guide

'Tis the season for holiday shopping, and our Holiday Gift Guide has all advertisers and readers need to connect and make the most of this festive time of year. From gift ideas to shipping suggestions and much, much more, this section is the perfect present for readers, editors and advertisers alike.

Cancer Awareness & Prevention

Few men and women have not been touched by cancer at some point in their lives, and this special section is aimed at increasing awareness of this potentially deadly yet often preventable disease. Advertiser tie-in opportunities abound in this section that promotes awareness, prevention and making healthy lifestyle choices to keep cancer at bay.

Fall/Winter Sports**

Scholastic sports dominate local news coverage once the school year hits full swing, and this section is loaded with opportunities for advertisers looking to connect with communities intent on supporting local athletes.

Hispanic Heritage*

No segment of the population is growing more rapidly than Hispanics, so it's no surprise advertisers want to connect with this increasingly influential demographic. Our Hispanic Heritage section is the perfect opportunity to do just that, offering features about notable Hispanics as well as recipes, celebration ideas and much, much more.



OCTOBER PACKAGE | Available 8/21/17

Drive & Ride

Fall is a great time to hit the open road, and Drive & Ride has all advertisers need to connect with adventurous readers about to embark on their next road trip. From maintenance tips to features on the latest in automotive technology to advice on safe driving, this is a section no car guy or gal can go without.

Holiday Gifts & Lifestyle

The holiday season is one of the busiest and most joyous times of year, and Holiday Gifts & Lifestyle is ideal for readers and advertisers filled with holiday cheer. From shopping suggestions to hosting tips to advice on holiday décor, this section has all readers and advertisers need to make this holiday season as memorable as it is festive.

Halloween

Adults and kids alike can't get enough of Halloween, and this section has all they need to have a ghoulishly good time. Advertisers can capitalize on the popularity of this beloved holiday by running alongside features offering costume tips, candy recipes and advice on having a safe and scary Halloween.

Local Professionals Guide**

Newspapers need local professionals to grow their advertising revenue, and this section provides the perfect opportunity for local professionals to promote themselves and their services.



NOVEMBER PACKAGE | Available 9/20/17

Giving Back

The season of giving is upon us, and now is the perfect time to go the extra mile to help the less fortunate. From donation tips to volunteering ideas to suggestions on how to encourage young people to give back to their communities, Giving Back is loaded with opportunities for like-minded advertisers and readers to connect at this very special time of year.

Dining & Entertaining

Dining & Entertaining has all readers need to turn their next soiree into the talk of the town. Advertisers can feast on a host of opportunities to run alongside features offering tips on everything from healthy eating habits to party pointers and much, much more.

Pet Friendly*

Pet owners love their furry friends, and this section is loaded with features aimed at readers whose pets are a top priority. Our Pet Friendly section is an ideal opportunity for readers and advertisers to connect in an effort to make sure pets live long, happy and healthy lives.



DECEMBER PACKAGE | Available 10/20/17

Financial Planning

Money management has never been a more pertinent topic, and Financial Planning is tailor-made for readers hoping to take control of their finances. Advertiser tie-in opportunities abound in this section focusing on a variety of financial topics, from investing in real estate to becoming a more attractive borrower to making early retirement a reality.

Resolutions

The end of the calendar year is synonymous with many things, including the opportunity to make resolutions for the new year that's just around the corner. Advertisers can get a head start on promoting their services in the new year by running in this section aimed at readers who want to make sure next year starts off on the right foot.

Distinctive Properties

Real estate is all the rage, and our Distinctive Properties section is a go-to guide for homeowners and prospective buyers who want to know the latest industry trends and topics. Readers and advertisers alike won't want to miss out on this special section offering advice on buying, selling, renovating and much, much more.



METRO NEWSPAPER SERVICE

April MNS is blooming with colorful, ready-to-sell sales opportunities for lawn & garden, prom & graduation, pets, Easter, Earth Day, Administrative Professionals Week, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 45-52

MiAD SPEC AD LIBRARY

Expand your advertiser presentation options with April's MSAL spec ads for Lawn & Garden and Pet Services & Merchandise advertisers. Presented in this book and available to view online in the MSAL SearchBook™, every ad is also available in MiAD Wizard so you can immediately personalize ads to present and close more sales.



PP. 53-65

CAMPAIGNS & CLASSIFIED

Brighten second quarter sales 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 online as a SearchBook.

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CREATIVE GRAPHICS, INC.

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New York, NY 10018

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Real Estate

Take the Wheel

DRIVING IS BELIEVING

Auto Sales on the Rise: Gear Up to Sell More Auto Ads

Auto sales have steadily increased in recent years, and predictions suggest stable sales in 2017 that are on par with the record sales of the previous two years. Lower gas prices, favorable financing terms and higher employment rates have boosted consumer confidence.

Prepare for an influx of auto sales advertising to meet this ongoing demand and position your publication as the go-to source for local auto advertising with the help of:

You've Earned It!

Your New Car for LESS

Don't Get Burned by Cut-Rate Insurance

Campaigns & Classifieds

- Ready-to-present auto ads, in the most popular sizes, that will drive sales of new and preowned vehicles
- Timely seasonal and event-themed layouts to attract dealers and motivate buyers
- Coordinated digital ads for multi-platform sales of print, web and mobile to reach all prospective auto shoppers

Metro Auto Photos Library

- Known by publishers as the best resource for brand-name manufacturer auto photos
- Six optimal views of each vehicle gives advertisers a choice selection for optimizing their ads
- Ready-to-activate clipping paths eliminate extra production work
- Manufacturer-approved colors expand your options
- Interior shots and background scene photos further expand your advertiser offerings
- Complete collection includes images of models from 2000 through today

Combined, these services give your sales and creative teams what they need to keep your auto advertising in full gear throughout 2017.

Call or email our Client Services team today to start your **FREE TRIAL!**

Multiple-ad campaigns including a 13-time campaign — with companion Web ads — in each issue.

Source: <http://www.autonews.com/article/20161115/RETAIL01/161119907/nada-forecasts-2017-u.s.-new-vehicle-sales-to-remain-above-17-million>

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