THE MONEY MAKING Source FOR ADVERTISING IMAGES & IDEAS"

# C



### MOTHER'S DAY

Fresh moneymaking ideas restaurant and retail advertisers will love for Mother's Day.



### WEDDINGS

Irresistible ads and images to engage business from popular bridal advertisers.



### HOME SERVICES

Targeted home improvement coverage for spring's top advertiser prospects.



EALTH OF VENUE-RAISING

MiAD Spec Ad Library PP. 73-80: Ready-to-sell small-space ads geared toward women and seniors—MiAD enabled!

& TEMPLATED SPECIAL SECTIONS:

EDITORIAL FEATURES & TEMPLATED SPECIAL SECTIONS: Family & Parenting • Women Today • May Timely Features

# METRO Moneymakers

### DEDER AMERICANS MONTH



### ON THE COVER: N1505P21002C

Create eye-catching promotions geared toward the growing market of young-at-heart seniors looking to live it up in their retirement years. From cosmetic services to healthcare, travel, recreation and real estate, this versatile image delivers broad advertiser appeal.

### Find a wealth of advertising solutions for businesses targeting the senior market featured in both MNS and MiAD Spec Ad Library.

- May is Older Americans Month, a great time to kick off a weekly senior discount promotion with a full-page, multiple-advertiser feature (11).
- A Marketplace design features ads for implant dentistry, comfort footwear, free senior checking, a senior wellness program and hearing aids (13).
- Promote senior living solutions with ads for resort-style senior communities and assisted living centers (13, 41).
- Create a special "Retirement Lifestyles" section with Themed Event Package content that includes a print and Web campaign for financial planning services, as well as editorial content and a cover design (35).







### MOTHER'S DAY



### Mother's Day is Sunday, May 10, and statistics from the National Retail Federation show folks will spend an average of \$168 celebrating Mom.

- Find ready-to-sell Mother's Day gift ads for a day spa, department store, jeweler and florist (27).
- Restaurant advertisers will also be looking to promote their Mother's Day specials. Find beautiful ads designed for Mother's Day dinner and brunch offerings (64), as well as additional dining, catering and grocery coverage geared toward moms, dads and grads (41, 64, 67).
- Include a variety of businesses catering to women in a full-page salute to moms (29).
- Expand coverage with more Mother's Day ads provided in May's MiAD Spec Ad Library, as well as additional image content (25, 26, 28).





### WEDDINGS



# Engage business from popular bridal advertisers with fresh images and ads, just in time for the spring wedding season!

- Use Themed Event Package content to create a "Local Weddings" special section using the cover design provided. This package also includes a quick-sell editorial feature and a print and Web ad campaign promoting "head-to-toe" beauty and grooming services for the bride and groom (32).
- Promote "simply fabulous flowers" and "elegant groomswear" with beautiful, ready-topresent-and-sell spec ads (59, 60).
- Caterers, wedding resorts and halls are all potential advertisers for a reception dining ad (64).
- Find an ad for a dance studio a top advertiser in May – touting wedding dance classes (19).



### HOME SERVICES



### As readers continue to spruce up their homes for spring, find fresh home and garden coverage to meet your local advertisers' needs during this valuable selling period.

- A full-page "spring services" guide features a series of illustrated small-space ads for landscaping, fencing, pool service and much more (43).
- Garden centers can create excitement with a "spring garden MAYnia" event (17).
- Close the deal with a sleek Single Sheet design for a tile and flooring center (41).
- The other ads focus on plumbing services, artwork for the home, custom framing, designer lighting solutions, paint centers, painting services, vinyl siding, asphalt repair and sealcoating, and vacuum sales and service (18, 19). All of these ads target top advertiser prospects for May!







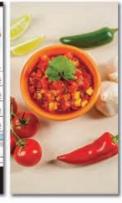
Memorial Day presents both sponsorship and retail advertising opportunities for your publication, and May MNS provides content to meet the needs of both types of advertisers.

- A sponsored tribute to the heroes of Memorial Day reminds us that "freedom is not free" (61).
- Gather a variety of local advertisers to participate in a full-page roundup of Memorial Day Weekend sales and specials. Ads are provided for a bar and grill, hardware store, golf course, sidewalk sale and more (23),
- Find a number of photos, backgrounds and illustrations to create additional coverage for the holiday and weekend (50, 52-55, 57, 61). Many of these elements can also tie in to coverage of Armed Forces Day on May 16 and Military Appreciation Month (71).



# MAY PROMOTIONAL DPPORTUNITIES





### Here are some additional revenue opportunities to expand May sales:

- Local healthcare centers will want to thank their nurses in honor of National Nurses Day and Week with a ready-to-run sponsored salute. Images provided can be used to create additional tributes, as well as ads for nursing schools and other medical advertisers (62).
- Sell ads, headings and images in conjunction with National Salad Month, National Hamburger Month and National Barbecue Month (18, 19, 49, 63, 66, 71).
- Help restaurant advertisers promote popular Cinco de Mayo celebrations with restaurant ads and food photos (19, 65, 66).
- Be sure to check out a fresh dining guide format featuring ads and space for complementary restaurant reviews (65).
- Other top prospects include fish markets. specialty foods, caterers and trophy shops (18, 19)



reville Hospital | fillered

# CUSTOMER REQUESTS

ART ON PAGE 72!





N1505P72006C N1505P72009C





N1505P72011C N1505P72019C

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 MAY '14 issue of MNS.







N1405P20013C

- · FAMILY & PARENTING
- WOMEN TODAY

TSS are available by separate purchase. View them online in the MCC Editorial Library. Start growing sections revenue today; Call 800-223-1600. or e-mail service@metro-email.com to order







facebook.com/ MetroCreativeConnection



Metro Creative Graphics, Inc.

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

### Make Money With Metro!



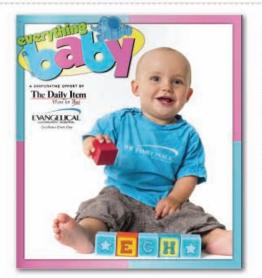
Follow Us on Instagram @metrocreativeconnection



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

# METRO Plus Business

### METROFEATURE



"Everything Baby" is the perfect multitasking section. Not only does it engage parents of young children and promote a local hospital, but it attracts lots of eyes and has an extra-long







For more information, contact Laura Ingrassia, Account Executive, The Daily Item, Sunbury, Pennsylvania, at lauraingrassia@dailyitem.com.

# Hospital Partnership Gives Birth to "Everything Baby"

The Daily Item SUNBURY, PENNSYLVANIA

By now it's old news: Baby photos make for great special sections. But in a new twist on an old favorite, The Daily Item of Sunbury, Pennsylvania produces its annual new baby section, called "Everything Baby," in partnership with a local hospital.

Like many similar sections, the 20page "Everything Baby," which is published on or close to the first day of spring, features row after row of adorable babies all born within the previous year. However, what's different about The Daily Item section is that all of the recent additions to the world were born at Evangelical Community Hospital of Lewisburg, Pennsylvania, which is the major sponsor of the product.

"We started the section a few years ago and have been fine tuning it over time," reports Laura Ingrassia, one of the newspaper's account executives. "Instead of offering parents the opportunity to pay to have their babies featured in the section, we work with a local hospital and include only babies born there."

Parents whose children were born at Evangelical Community Hospital during the previous year can submit photos either digitally or by mail, with an increasing number choosing the digital option. The hospital promotes the section to new parents via e-mail and The Daily Item heavily publicizes the product in print and on both its Web site and Facebook page. In return for its support of the section, the hospital provides photos for the cover and receives three full pages of editorial content. The newspaper handles the writing of the articles, but Evangelical Community Hospital determines the topics to be covered. Typically, says Ingrassia, the section features information about the hospital's maternity and family medicine services along with a third article about its other pediatric or familyrelated specialties.

While the hospital serves as the major sponsor of "Everything Baby," other local family- or child-oriented

businesses - everything from visiting nurse providers and preschools to party-supply retailers are welcome to advertise. For the newspaper's account executives. the annual section offers a great opportunity to go after advertising support from new or infrequent advertisers.

To inspire new parents to submit baby photos, The Daily Item recently implemented a prize drawing associated with the section. Once all of the submissions have been received, one lucky family is chosen at random to receive a prize package geared for parents of young children.

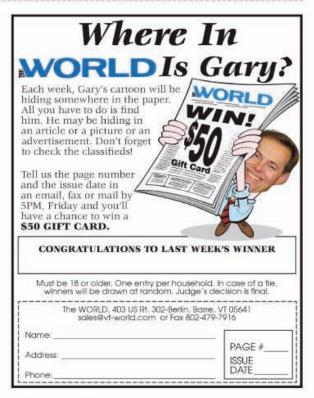
Notes Ingrassia, "The biggest prize is a photo session and another is a pair of baby shoes from a local retailer. Generally, we do advertising trades for the prizes since we can get better packages this way - and it's also a good way for our sales reps to get their feet in the door of businesses that haven't advertised - or advertised much - with us."

Since its launch, "Everything Baby" has generated increased interest from both parents and other hospitals. In fact, Ingrassia recalls that another area hospital - one much larger than Evangelical contacted the newspaper about doing something similar. While the revenue would have been welcome, the size of the hospital and the number of children born there each year made the scope of a potential section too large to handle.

"For a publication such as ours, working with a smaller hospital and one that is known for its birthing services - is definitely better," reports Ingrassia. "There are always smaller hospitals with a manageable number of births that are good targets. This kind of section is a great product for a hospital that wants to promote its birthing center because it doesn't hit people over the head with information. It's pleasant and fun to look at - and it's something that really has the most impact in print."

M (P1505B02001C)

### METROFEATURE



With a little help from Metro. The World created a caricature of co-publisher Gary Hass and hid it somewhere in the newspaper for readers to find.

# Contest Eases Transition to **Newsstand-Only** Distribution

The World BARRE, VERMONT

When The World of Barre, Vermont transitioned from door-to-door delivery to newsstand-only availability in August 2014, its co-publishers knew it was a good time to give readers a good reason to seek out copies of their hometown weekly. The "good reason" they chose was an ongoing contest called "Where in the World is Gary?" - a play on the newspaper's name and a tribute to its well known co-publisher, Gary Hass.

As the contest's name suggests, readers are challenged to find Gary a Metro character topped with a head shot of Hass - somewhere in the newspaper. The Gary figure can be anywhere - in an article, photo or ad, even in the classifieds.

To enter, readers simply submit Gary's location to The World by the published deadline and a winner is selected each week from among the correct entries. The prize? A \$50 gift certificate to any advertiser's business from that week's issue of the newspaper.

"Readers submit their entries by all means possible - e-mail, fax or mail," explains Deborah Phillips, The World's other publisher. "And then we publish the name of the winner the following week."

Phillips says that the contest has generated about 50 entries per week since it launched, and reader interest has remained strong even after several months. At present, there are no plans to pull the contest as long as it continues to generate entries.

"The change from door-to-door delivery to newsstand only was huge,"

she adds. "People got very used to having the newspaper delivered to their doors, so teaching people new habits is a big deal requiring a longterm effort. We've offered readers a number of incentives, including bringing in new content, bringing back some old features, and this contest, all of which have helped to promote the newspaper and encourage people to seek out each week's issue."

The success of "Where in the World is Gary?" inspired similar "search and find" challenges in honor of holidays such as Halloween and Valentine's Day. To enter those contests, readers had to find all of the pumpkins and cupids hidden in ads and submit a list of their locations to the newspaper. The holiday winners also received \$50 gift certificates to the advertiser of their choice.

Notes Phillips, "In all of these contests, we're emphasizing interactivity and encouraging people to not only pick up copies of the newspaper, but to go through each issue and look at every ad."

The combination of revamped content and reader contests has worked wonders for The World during its transition from delivery to newsstand.

"We ran lots of items explaining the change to readers, but we still occasionally get calls from people who say that they didn't receive their newspaper," Phillips says. "Old habits are hard to break and new ones are hard to form, so it was important that we did everything we could to help that process along.'

M (P1505B03001C)

For more information, contact Deborah Phillips, Co-publisher, The World, Barre, Vermont, at dphillips@vt-world.com

# METRO Plus Business

### METROFEATURE



Sell combination print. Web and mobile ad packages by presenting prospects with Metro's monthly Multi-Platform Ad Packages featuring today's most popular ad sizes for Web and mobile.









# **Cultivating Ads** for a Mixed Media Landscape

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

In today's increasingly complex media landscape, growing advertising revenue takes more than a green thumb. It takes more than creativity. To thrive in today's media advertising environment requires flexibility - the ability to roll and roll smoothly - in whichever direction advertisers want to go. whether it be print, digital or mobile. Today, publishers must have the ability to venture forth into the marketplace and demonstrate that they can offer customers soun-tonuts solutions for their marketing and advertising needs. And today's sales professionals need to show advertisers what they've got on the spot.

While many advertisers will continue to rely on print ads to create buzz and drive business at the local level, a growing number are recognizing the advantages of digital advertising when it comes to targeting specific demographics, providing consumers with memorable, interactive experiences and building a cache of useful marketing data. And although advertisers may have a well honed sense of what an effective print ad looks like, they may be less familiar with the components and appearance of effective digital ads.

As a result, today's media sales professionals have to be skillful cross-media advertising specialists, able to show business owners ads designed specifically for different media and present how they are both similar to and different from traditional print ads. For example, while an ad designed for the Web may be a smaller or differently shaped version of a print ad, those created for mobile applications may be reduced both in size and message. But in all iterations, the ads will have similar components a relevant message and a call to

action in the form of a link to a Web site or contact information such as a Web address, e-mail address or phone number.

As every seasoned salesperson knows, advertisers need to have eveballs on what is being sold. Bringing a great print spec ad to a sales call and then describing how it can be tweaked and resized for Web and mobile simply doesn't get the message across - or close the sale. If the potential exists for selling a mix of media, arriving at a sales call without a full array of spec ads - for print, Web and mobile - is like showing up at a baseball game without a glove, bat or hat.

Metro's monthly Multi-Platform Ad Packages were designed to make creating and selling coordinated ads for print, Web and mobile easier and more effective than ever. Each month's ad packages include two mobile-friendly ad sizes in addition to Web-friendly skyscraper, rectangle and leaderboard layouts. In addition, 18 of those ad packages correspond with Metro's monthly Top Ad Sales Prospects, which offer seasonally themed ads for everything from wedding services and home improvement to summer fun and back to school.

At the same time, showing up with a page of engaging, well designed spec ads isn't enough. Effectively selling for mixed media requires a solid understanding of context the customer's industry, history, goals and market. In today's complex, mixed-media landscape. successfully competing for advertising dollars is all about empowering advertisers to connect more effectively with their target consumers reaching the right audience at the right time via the right media.

M (P1505B04001C)

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

(MCC Sales Ideas Library / Keywords: "Filename" or Enter Headline)

### METROFEATURE



"Shoreline," an all-glossy magazine published by the Sturgis (Michigan) Journal five times a year, targets the owners of vacation homes that sit alongside the area's many lakes and rivers.

# Summer Cottage





## "Shoreline" Magazine **Makes Waves**

Sturgis Journal STURGIS, MICHIGAN

Southern Michigan and Northern Indiana may be thousands of miles from both the Atlantic and Pacific coasts, but the bi-state area is home to dozens of lakes, rivers and streams that draw thousands of visitors and partyear residents to their shorelines. The four-county area on the border of the two states is particularly popular among Chicagoans who want to own vacation homes within a three-hour driving distance. To connect with these affluent homeowners, the Sturgls (Michigan) Journal publishes an all-glossy lifestyle magazine, called "Shoreline," which is delivered five times a year to the doors of 10,000 lake- and riverfront residences on the Michigan-Indiana border.

"The newspaper published 'Shoreline' as a newsprint insert about 20 years ago," recalls managing editor Candice Phelps. "When we decided to bring it back in 2008, our goal was to generate more revenue by making it a glossy magazine and getting it right into the hands of our target audience."

That strategy has paid off handsomely. Today, the magazine which is delivered free of charge - runs about 48 pages during the fall and winter months, then doubles its length in the spring and summer. Filled with editorial features covering everything from food, entertainment and recreation to home tours and decorating,

"Shoreline" is firmly focused on its upscale readership.

For businesses in the four-county area, the magazine offers hard-toresist opportunities to reach both current and prospective vacationhome owners with substantial disposable income. It's no surprise, then, that realtors are among the magazine's most prominent advertisers, along with restaurants, marinas, banks, landscapers, and other homerelated service providers.

Phelps says that advertising revenue from "Shoreline" has grown steadily over the years. The July/ August 2014 issue, typically the largest of the five annual issues, generated a cool \$25,000 from advertising sales.

"Our advertisers love the product, as it targets more affluent homes in our area," she adds. "And as a result, businesses are willing to pay more than general newspaper advertising rates to reach a unique target audience."

For the Sturgis Journal, the magazine has not only generated new revenue, but has opened the door to doing business with a whole new set of advertisers.

Notes Phelps, "Many of the advertisers in 'Shoreline' are not regular newspaper advertisers. These are customers we weren't able to reach with the newspaper alone, and that is one of the biggest reasons the magazine has been so successful."

M (P1505B05001C)

For more information, contact Candice Phelps, Managing Editor, Sturgis Journal, Sturgis, Michigan, at cphelps@sturgisjournal.com.



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# TRO Ideas



### New MCC Editorial Library: **Get Active with Your** Senior Market

The population of North America is aging. In fact, according to the U.S. Census, someone turns 50 every seven seconds! That means more than 12,500 people join the potential senior demographic every day. Publications large and small are poised to take advantage of this abundance of opportunities for advertising, and Metro is here to help.

### The "Seniors" Section is Reborn

A decade or so ago senior citizens were defined as over 65 and many senior sections were synonymous with "medical." Those days are gone, as an "active seniors" theme in the 50+ age group takes center stage. Since this group represents the biggest consumer of newspaper content and controls more than three-fourths of the country's wealth, the annual senior section is being replaced by semi-annual and monthly sections as well as ongoing pages, in print and online.

As you prepare to assist your advertisers in capturing this growing and vital market, keep in mind the editorial and creative resources you have at your fingertips with Metro:

### The New MCC Editorial Library

Individual Features: Select "seniors" from the scroll-down Category menu to find a wide variety of relevant editorial features for your seniors pages and sections, in print and online.

Fully Templated Special Sections: Fully Templated Print Special Sections (TSS) are another option in the Editorial Library and can be downloaded by separate purchase. Choose the Living 50 Plus TSS that provides a ready-made, 24-page seniors section, complete with cover, editorial material and in-place ad positions. Get Metro TSS as an optional annual subscription for maximum savings or by individual purchases. Call 800-223-1600 for details.

Metro e-Sections: While viewing the TSS, any thumbnail that has a globe icon below it indicates that TSS - like Living 50 Plus - has a corresponding e-Section. Click the globe icon to view a preview of the online e-Section. Metro e-Sections are complete online sections that are ready to brand and sell. For subscription information about access to Metro e-Sections, go to the Editorial area of newmcc.com and select Fully Templated Print & Online Sections or call 1-800-223-1600.

### The New MCC Creative Library

You can choose to search the Creative Library for both seniors-related ads and images simultaneously. If you prefer, perform separate searches for specific types of seniors ads and covers by keyword, ad size, color or black & white. Photos, headings and images can be searched with general or specific keywords to locate just what you need.

Get active with your seniors market by making the most of your Metro resources for a triple-win result. Visit newmcc.com today! M

Sources:

http://www.immersionactive.com/resources/50-plus-facts-and-fiction/ http://chicagoama.org/baby-boomers-changing-consumer-landscape/

P1505B06001C

Print and online **Fully Templated Sections,** just released:

### Family & Parenting Women Today

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





Find corresponding reader and advertiser promotional ads for each templated section in the MCC Creative Library.



# $\mathsf{METRO}$ Ideas



# **New MCC Creative Library:**

# Fresh Tools for Graphics & Production

Do you work in a Production or Creative Department environment? If so, then you'll love the built-in features of the new MCC that are designed to make your job easier, faster and more fun. Here is an overview:

### SearchBooks

Browse any SearchBook and click any page to go directly to the items from that page in the Creative Library, ready to download. Get an on-screen visual of the current image and ideas content and save time searching and downloading, too!

### Search Once

You can set your searches to deliver images and ads at the same time in the results window. Select as many as you want to download, or place them in your Lightbox until you are ready to download.

### Most Popular vs. Most Recent

Sometimes you'd like to see what is trending in terms of downloads by your fellow creatives. Click the Most Popular tab and your search results will return the items related to your search that are currently the most sought-after items in the Library. Other times you are looking to see the most recent content that has become available. By clicking the Most Recent tab, you will see the latest options based on your search.

### Complete File Information

Clicking the More Information link ("i") below any image or ad thumbnail, or in the image or ad hover, gives you a variety of options. Directly download an

image or an entire ad package in InDesign® or QuarkXPress® format or any individual elements, print a preview with the option of adding a user name and notes or comments, or e-mail a link to the file to a co-worker. This is perfect for Creative Departments that connect to off-site printing locations or when you want an easy way to send image and spec ad suggestions between the Creative and Sales Departments.

### **Related Content**

When you want to view all the related content for an ad or cover, whether it's a seasonal event, holiday, or an everyday topic, clicking the Related Content link within the "i" window shows any ads, including additional ads if it is part of a campaign, as well as covers, images or related collateral material for the subject. Use this feature when you are looking for layout ideas or expanding ad coverage of a subject. Many ads have Related Content that can take the one ad to a campaign, saving you time in spec ad production.

The new MCC has been redesigned with the needs of creative and production professionals top of mind. Go to newmcc.com today to try out all of these great features and you'll experience the difference the new MCC can make in your day! M

P1505B07001C

# METRO Bonus Ideas & Quick-Sell Layouts



A **Family Values** section can focus on the value of maintaining proper family structure and function. Content can include info on raising children and the role parents play, living according to moral, ethical and spiritual beliefs, creating fun family activities, resolving marriage conflicts and money issues, dealing with blended families, and so much more.



A **Female Living** section that highlights the stages of a woman's life and offers advice on topics such as careers, dating and relationships, pregnancy, childrearing, healthy aging and more, will generate high interest from women of all ages and the advertisers that want to reach them.



During National Nurses Week (May 6 -12), create an Explore Nursing section to promote the profession and pay tribute to the nurses in your community. Include their photos and profiles, info about the hospitals they work in, current news and events, nursing programs & specialties, scholarships, and more.



Give your readers a **Celebrating Mom** section to express their sentiments on Mother's Day. Also include a gift ideas section, menu suggestions with recipes and dining specials, and you will have your advertisers covered.



Learning continues throughout life, so there's always a chance to learn something new. This **It's Your Chance to Learn Something New Contest** offers your readers an opportunity to try a personal enrichment class they may have always been interested in, while bringing the advertisers that supply these lessons front and center. We're suggesting you take online entries for a random drawing so that you can cross-promote your Web presence to your print readers and vice versa.

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

1505A33004C

(MCC Creative Library /KEYWORDS: "QuickSell," "cover")



to promote the products and services of your own

community's wedding-related businesses. To add

engaged couple or newlyweds from your area.

A print and online Local Weddings section is ideal In this challenging job market, publish a Careers section that offers advice on job hunting, changing careers, resume writing, starting a business, going value as a keepsake edition, which will capture the back to school, networking, and more, and you interest of a large portion of your readership as well will gain a substantial amount of revenue from as advertisers, include a feature or two on a recently interested advertisers.



Promote your community's artists with an Arts section that explores your area's arts scene. Feature art-related activities, businesses, organizations, performing, visual and culinary arts programs, and patrons. Read about one paper's success with an arts section in the 2/14 issue of Plus Business (P1402B02001C in MCC).



Support and empower seniors during their retirement years with a Retirement Lifestyles section that covers social events, volunteer opportunities, dating, healthcare issues, financial advice, nutrition and exercise, travel, etc. geared toward this age group.



Since every mom deserves a break, this Mom's Day Off Mother's Day Contest is sure to grab the attention of your readers and advertisers. Enlist participating advertisers to donate the prizes in exchange for an ad discount in a future edition, or offer them free online ads for their contribution. Sell this contest to long-term clients or reserve it for new advertisers, it's up to you. The contest suggests a short essay for entry, so see if you can arrange for digital submissions where the essay can be included in the body of an e-mail.

TWO-PAGE SPREAD CONTEST CONCEPTS: sales opportunities.



Be among the first to experience the intuitive interface of the **NEW Metro Creative Connection** (MCC), and explore all the ways its enhanced features will benefit your publication. Whether you are creating a dynamic ad layout or seeking spec ads to present to multiple sales prospects, the new MCC makes it easier than ever to successfully navigate any job at hand. From sales to creative production and beyond, we invite everyone, in every department, to see the difference the new MCC will make in generating new ideas, quality results and better sales!



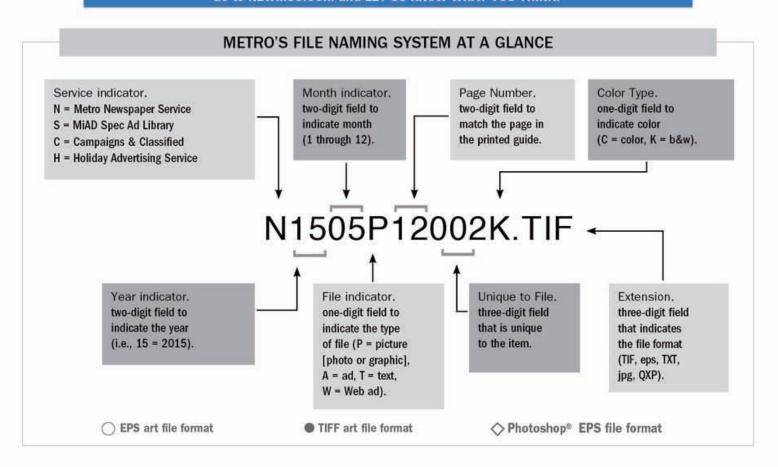
We've refined our search tools to generate more ideas and targeted results with features like type-ahead keyword suggestions and automatic generation of related content results, as well as the ability to search images and spec ads simultaneously and by top download numbers.



Access your latest Metro Service like never before with clickable pages that connect you directly to every idea, image and ad for instant downloading. Highlighted features let you easily browse ideas by page or thumbnail, and no flash is required. making this feature fully compatible with your iPad®

The **EDITORIAL** LIBRARY is **NOW LIVE** in the new MCC!

### Go to NEWMCC.COM and LET US KNOW WHAT YOU THINK!



Seniors 55 and Better, Enjoy Exclusive Offers Every Wednesday at These Participating Businesses!

Hair Salon

Waves

Hair Salon

15% Off

Haircut or

Wash & Style r good every Wednesday for intomers age 55 and over.

hair + nails + waxing + tanning

1234 Washington Street

Somersville Heights 000-000-0000

Hardware

Store

SKIP'S HOME & HARDWAN

We're here to help around the house!

10% Off

Your Purchase

Locally Owned • Great Service

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

Ladies'

Clothing

The Golden

Hanger

Dress and casual fashions for easy elegance.

10% Off

Your Total

Purchase

Come see our new spring cirthing and accessory collections!

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

i every Wednesd ers age 55 and o

N1505P21010C-

PASS 1 COL x 5.75

AD# N1505A11002C

N1505P22007C-

AD# N1505A11003C PASS 1 COL. x 5.75

AD# N1505A11008C PASS 1 COL. x 4

AD# N1505A11007C PASS 1 COL. x 4

AD# N1505A11012C

PASS 1 COL. x 4

AD# N1505A11013C

Groceries & Produce



Apple Tree Market

Try our tresh baked goods and meals to go!

10% Off

Your Total Purchase
Offer good every Wednesday for
customers ago 55 and ever.

1234 Washington Street Somersville Heights 000-000-0000

Restaurant



Marion's Restaurant

Buy One, Get One 50% Off

**Dinner Entrees** & Specials
Offer good every Wednesda
contomers age 55 and ov

1234 Washington Street Somersville Heights 000-000-0000

Consignments



Sawy Consignments

men's & women's clothing + home furnishings + fashion accessories

**EXTRA** 10% Off

Storewide good every Wednesday for lotters age 55 and over. Need extra cash? Sell your stuff with sel

1234 Washington Street Somersville Heights 000-000-0000

Coffee Shop

N1505P21012C

PASS 1 00L x 5.75 N1505P22011C-AD# N1505A 11004C

AD# N1505A11005C N1505P21008C-AD# N1505A11006C

N1505P21004C-

PASS 1 COL x 4

PASS 1 COL x 4 AD# N1505A11014C

AD# N1505A11009C

PASS 1 COL x 4 AD# N1505A11010C PASS 1 COL x 4 AD# N1505A11011C



Rooster's Roast Cafe

Try our breakfast sandwiches and homemode conissants!

FREE COFFEE With Purchase of Any Pastry or Sandwich for good every Wednesday to customers age 55 and over.

Open 7am-3pm Daily

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

Pharmacy

Occasions

Massage Enjoy the healthy and relating benefits of therapeutic massace

Massage

Therapy

Healing Hands

\$10 Off

One-Hour Massage Offer good every Wednesd customers age \$5 and or

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

Cards & Gifts

Unique gifts and greeting cards for every occasion.

Buy Two, Get One FREE

All Greeting Cards
Offer good every Wednesday for
customers age 55 and over. Now carrying a full line of scrapbooking supplies!

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

& Lunch Country

**Breakfast** 

Cupboard Open Gam-3pm Daily

Buy One, Get One FREE

Breakfast or Lunch Entree Wth Purchase of Two Beverages Offer good every Wednesday for customers age 55 and over.

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

Wellcore Drugs

Great service, selection and prices with a local touch.

20% Off

All Vitamins & Supplements
Other good every Wednesday to

1234 Washington Street Somersville Heights 000-000-0000

Supplies

Craft Closet

sewing • quitting • knitting needlepoint • crafts

15% Off

Your Total Purchase Take a class this spring! See our achedule in store or ordine.

Barbershop

UPPER CUT BARBER

A traditional walk-in barberahop for men.

\$8

Men's Haircut Offer good every Wednesday for sustomers age 55 and over.

Hot shows and board trims

1234 Washington Street Somersville Heights 000-000-0000

**Dry Cleaning** 

Spotless Dry Cleaning

dry cleaning • alterations shirt service

SAVE 10% Off

Dry Cleaning Offer good every Wednesday for customers age 55 and over.

Next-Day Service Available

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

Shoes

Runway Footwear

Dress and casual footwear for the whole family.

SAVE 10% Off

Storewide Offer good every Wednesday for customers age 55 and over.

Now offering an expanded selection of comfact bodynamic

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

Offer good every Wednesd customers age 55 and o

1234 Washington Street Somersville Heights 000-000-0000

AD# N1505A11001C AD# N1505A11017C PASS 6 COL x 21

AD# N1505A11015C

AD# N1505A11016C





N1505P12004C-

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N1505P12002C-



N1505P12009C-



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N1505P12005C-



N1505P12003C-



N1505P12011C-





N1505P12010C-



N1505P12001C-



N1505P12008C-

# $\mathsf{METRO}$ Marketplace

N1505P20001C\*-○ N1505P22008C-● N1505P21001C-



### **Restaurant Arnelle**

Early-Bird Specials Daily 1234 Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

### **Restaurant Arnelle**

Early-Bird Specials Daily 1234 Washington Street • Somersville Height 000-000-0000 www.namewebsite.com

### **Restaurant Arnelle**

Early-Bird Specials Daily
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

### Restaurant Arnelle

Early-Bird Specials Daily
1234 Washington Street • Somersville Height
000-000
www.namewebsite.com

### **Restaurant Arnelle**

Early-Bird Specials Daily 1234 Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

### **Restaurant Arnelle**

Early-Bird Specials Daily 1234 Washington Street \* Somersville H-000-000-0000 www.namewebsite.com

### The Health Studio

55+ Fitness Classes Available 1234 Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

### The Health Studio

55+ Fitness Classes Available 1234 Washington Street • Semeraville Height 000-000-0000 www.namewebsite.com

### The Health Studio

55+ Fitness Classes Available 1234 Washington Street • Somersville Height 000-000-0000 www.namewebsite.com

### The Health Studio

55+ Fitness Classes Available 1234 Washington Street • Somersville Heighto 000-000-0000 www.namewebsite.com

### The Health Studio

55+ Fitness Classes Available 1234 Washington Street • Semervelle Heighto 000-000-0000 www.namewebsite.com

### The Health Studio

55+ Fitness Classes Available 1234 Washington Street • Someraville Height 000-000 www.namewebsite.com

### Mira Salon

Cuts • Color • Blowouts • Perms
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

### Mira Salon

Cuts • Color • Blowouts • Perms 4 Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

Cuts • Color • Blowouts • Perms 4 Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

Cuts - Color - Blowouts - Perms 4 Washington Street - Somersville Heights 000-000-0000 www.namewebsite.com

### Mira Salon

Cuts • Color • Blowouts • Perms 4 Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

### Mira Salon

Cuts • Color • Blowouts • Perms
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

### **Usage Note:**

The purpose of this Serving Our Seniors" Marketplace layout is to give you the opportunity to promote local advertisers by offering a variety of price points to include even the smallest budgets. They can benefit from the association while you reap the rewards of a full-color page. Use this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. For your convenience, a tabsized version of the page is available in the MetroCreativeConnection Creative Library.



# N1505P22011C-

### Sole Savers Footwear

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

### Comfort Footwear

Put yourself in our shoes, and see how good it feels!

### SAVE \$5 OFF Any Pair of Shoes

Sole Saves Footowar 1234 Mestington Dreet Somewise Region

FREE

### You Have Arrived



# First Bank of Somersville 1234 Washington Street \* Somerwille Heights 000-000-0000 \* www.namewebsite.com



Rowen

Implant

Dentistry

# ...and say hello to the comfort and convenier of dental implants that look and function just like your natural teethi Senior Special

Save up to \$500 Off

call oco.coc.coco today to schedule your private consultation with an experienced derbist specializing in the latest dental implant technology

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



PASS 2 COL x5

N1505P22005C-

N1505P21007C-

PASS 2 COL x5 AD# N1505A13006C

N1505P22009C













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

AD# N1505A13001C AD# N1505A13008C

PASS 6 COL. x 21



# **GEAR UP**

Healthcare

& Healthy Retirement

1234 Washington Street Somensville Heights 000-0000 Somersville



Every day feels

Enjoy the do continue, you'll suppy about all head for our sandaly for with now of the supp

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

PASS 2 COL ×5 N1505P21004C-●





Vista Point Village

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N1505P16003C-

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N1505P21009C4

Calendar

2 3 5 6 9 16 24 31

Local Color Festival

f 

Saturday, May 00 10am-6pm

Juried Are Entelle Food Tracks Word Turring Live Music Kids Workshops

Mesa Ridge Park

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



May 00

May 00

International Museum Day

Free Admission Somersville Museum of Art 10am-7pm

Wedding Expo Discount tokets now only Somersville Convention Center 11am-6pm www.namewebsite

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

May 00-00

Photography Show Free Admission Scope Photo Gallery 11am-7pm Daily www.namewebsite.com

May 00

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

May 25

Memorial Day Ceremony A salute to our fallen soldiers Garden Field 8am

May 00

Name Event Here Event details here. Event details here. Event details here. Event details here. Name Event Location 0.00am-0.00pm www.namewebsite.com

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

May 00

Free Skin Cancer Screenings Book your appointment today! Somers ville Medical Center 9am-6pm www.name website.com

8 AD# N1505A17003C PASS 6 COL. x 3

N1505P48003C



May 2-3

Travel Expo Discount tickets now online! Somersville Convention Center 11am-6pm www.namewebsite.com

May 00

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

May 00

N1505P66007C

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

Cinco de Mayo Celebration Tickets \$25: All proceeds benefit music in our schools! Chuy's Cantina 11am-2pm www.namewebsite.com May 00

May 5

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



May 10

Happy Mother's Day!

Concert in the Park FREE Event Ridgefield Park Pavilion 7pm www.namewebsite.com

May 00

May 18

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

May 00

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May 00 Wine Tasting \$5 Tasting Flights The Grapevine 4-10pm

May 00

Name Event Here

Gift Card Giveaways & Free Workshops All Weekend See our Facebook page for details. Free Lemonade Stand & Refreshments

Busy Garden Center

1234 Washington Str Somersville Heights 000-000-0000 bsite.com

AD# N1505A17001C AD# N1505A17004C

10% Off All In-Stock Inventory arrusis - poremist - hete-uble- trice 8 struks - seeds titizer + planting aids - garden tools - pottery & accessories

PASS 6 COL x 21

Saturday, May 16 • 10am-7p Sunday, May 17 • 10am-5pm

N1505P60006C

N1505P17003C\*-O AD# N1505A17002C PASS 3 COL x7

N1505P37002C-

N1505P61001C

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N1505P66014C-

N1505P21002C

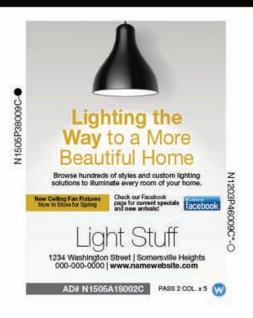
Companior WEBADS

on MCC

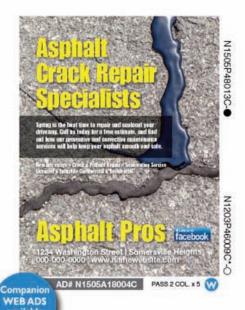
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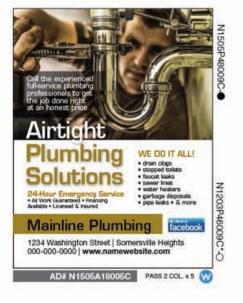
# METRO Top Ad Sales Prospects













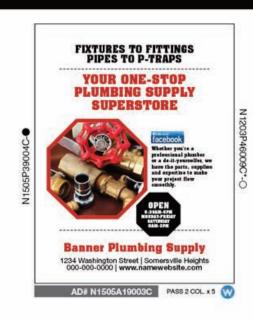












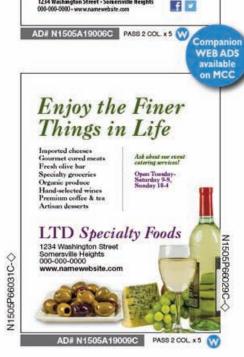














N1505P20011C\*-O



N1505P20010C\*-O



N1505P20009C\*-O



N1505P20008C\*-O



N1505P20007C\*-O



N1505P20006C\*-O



N1505P20021C\*-O



N1505P20023C\*-O N1505P20024C\*-O



N1505P20019C\*-O



N1505P20005C\*-O



N1505P20012C\*-O



N1505P20013 C\*-O



N1505P20016C\*-O



N1505P20018C\*-O



N1505P20001C\*-O



N1505P20002C\*-O



N1505P20022C\*-O



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N1505P20017C\*-O



N1505P20003C\*-O N1505P20004C\*-O



N1505P20020C\*-O





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N1505P21008C-



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N1505P21003C-



N1505P21012C-



N1505P21011C-



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N1505P21010C-



N1505P21002C-



MCC Keyword Hints: lifestyle, Older Americans Month, senior, couple, active, electronics, tablet, smartphone, selfie, beach





N1505P22002C-



N1505P22007C-



N1505P22008C-



N1505P22004C-



N1505P22010C-



N1505P22006C-●



N1505P22011C-0





N1505P22001C-





N1505P22003C-

# Memorial Day Weekend Sales & Specials



AD# N1505A23002C PASS 3 COL. x 425

Memorial Day Weekend Celebration

**Tad's** Bar & Grill

The Party Starts FRIDAY at 4PM \$2 Domestic Drafts Half-Price Appetizers \$5 Burger Specials

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



Memorial Day **BIG TO-DO** 

> **SAVE 15% OFF** Your Total Purchase This Weekend Only

### Reynolds Hardware

1234 Washington Street Somersville Heights 000-000-0000

site.com facebook

AD# N1505A23003C

N1505P16004C-

N1203P46009C\*-O

PASS 3 COL × 4.25 AD# N1505A23005C

AD# N1505A23007C PASS 3 COL x 425

N1505P51005C-

N1203P46009C\*-O

N1505P61015C\*-O

Memorial Day Freedom Event



Freeway Choppers

**GET 0% APR** FINANCING for 36 MONTHS On All New 2015 Brand Motorcycles

Stop in this weekend, and experience the freedom of the open road with a test drive!

1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com Other pool through May 60, 2015, Laboratub, terms and conditions here. Use details, from and



Somersville **General Store** 

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

Military Appreciation Days Retired & Active-Duty Military

Save an Extra 15%Off Storewide May 23-25, 2015

On Memorial Day, we salute those who gave their lives for this country. Their service and sacrifice will never be forgotten.

AD# N1505A23004C

PASS 3 COL x 4.25

N1505P37009C-

N1505P63021C\*-O AD# N1505A23006C

We're Fired Up for Memorial Day Fresh & Lean Ground Beef Name Brand Burger Buns

\$1.99 lb. Name Brand Snack Chips

2 for \$5 \$2.99

Ice Cream

99¢



Memorial Day Weekend Sidewalk Sale **Owens** Department Store



N1505P12006C

PASS 3 OOL x 4.25 AD# N1505A23009C

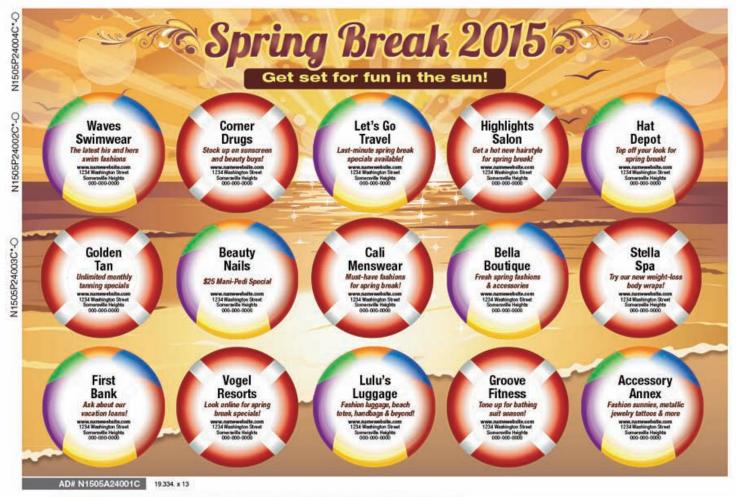
AD# N1505A23008C PASS 3 COL x 4.25

N1505P53005C\*-O

AD# N1505A23001C AD# N1505A23010C

PASS 6 COL x 21

# METRO Multiple Advertiser





### **Usage Suggestion:**

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

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

























N1505P25001C-

N1505P25011C-

N1505P25016C-N1505P25007C-









N1505P25014C-

N1505P25006C-







N1505P26001C\*-O



N1505P26004C\*-O



N1505P26006C\*-O



N1505P26009C\*-O



N1505P26007C\*-O



N1505P26012C\*-O



N1505P26008C\*-O



N1505P26002C\*-O N1505P26003C\*-O



N1505P26010C\*-O



N1505P26013C\*-O N1505P26014C\*-O



N1505P26016C\*-O





N1505P26017C\*-O



N1505P26011C\*-O

















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N1505P28004C-



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N1505P28012C-



N1505P28003C-



N1505P28001C-

Nothing compares to the way only Mom can make her loved ones feel. On Mother's Day and every day, we salute the women whose love and tireless devotion to their children make the world a more beautiful place.

These Local Businesses Would Like to Wish Moms Everywhere a Very Special Mother's Day!

### Name Restaurant

Join us for Mother's Day brunch or dinner!

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

### Name **Beauty Salon**

Expert hair and skin care to look your best

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

### Name Insurance Company

Dedicated to protecting your loved ones

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

### Name **Coffee Shop**

Fresh coffee and homemade pastries

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

### Name **Medical Center**

Quality healthcare for your whole family

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

### Name Health **Food Store**

Organic and non-GMO foods for your family's health

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

### Name **Auto Mechanic**

Stop in for a free 25-point safety check!

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

### **Name Mobile Phone Center**

Keeping you connected to the ones you love

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

### Name **Clothing Store**

Feel-good fashions for every day and every occasion

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

### Name Realtor

Happy Mother's Day to the ones who make a house a home!

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

### Name **Toy Store**

Educational toys, books and beyond for kids of all ages

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

### Name Day Spa

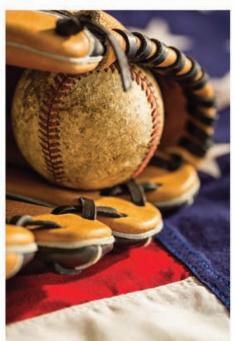
Treat yourself to a Mother's Day massage or facial!

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

AD# N1505A29001C PASS 6 COL x 21 AD# N1505A29002C 10 x 13







N1505P30004C-● N1505P30005C-● N1505P30012C-● **♦** 









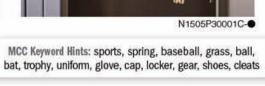


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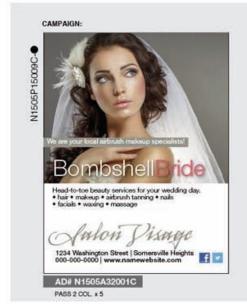


N1505P31002C-

# METRO Themed Event Package







AD# N1505W32002B

AD# N1505W32002W

gatary to the summer's bottom Visings





WEB ADS:

(1

trends!

View our photo gallery for this season's hottest hair

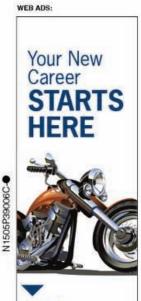
1234 Washington Street

Somersville Heights 000-000-0000 www.namewebsite.com

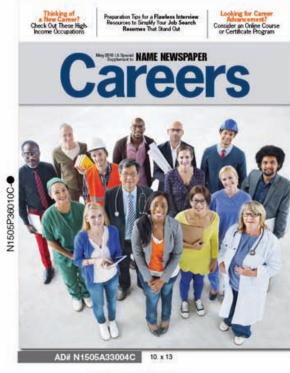
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SECTION COVER:

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









### **Aspire** Career Institute

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

AD# N1505W33001S

Your New Career STARTS HERE N1506P39006C-Auto & **Motor Sports** Technology Program 1234 Washington Street Somersville Heights 000-000-0000 **Aspire** Career Institute www.namewebsite.com Companion WEB ADS AD# N1505W33001R

N1505P33001C\*-O

MOBILE ADS: Aspire Career Institute



Your New Career STARTS HERE



N1505P39006C-0

Auto & Motor Sports Technology Program

Aspire Career Institute 1234 Washington Street | Somersville Heights 000 000 0000 | www.namewebsite.com



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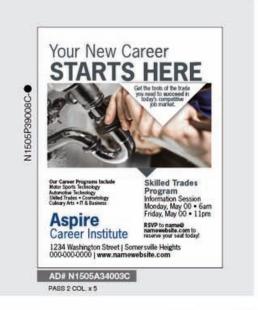
Aspire Career Institute

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

AD# N1505A34001C W PASS 2 COL. x 5







# METRO Themed Event Package





**Arts & Culture** 

Connection

AD# N1505W34002L

WEB ADS:







cribe © 000,000,0000 • www.namewebsite.com

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









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N1505P36002C-



N1505P36001C-



N1505P36007C-



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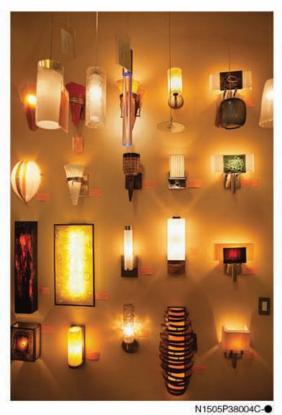


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N1505P38003C-

N1505P38002C-







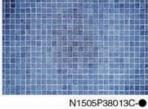
N1505P38012C-



N1505P38014C-

N1505P38011C-





MCC Keyword Hints: lighting, lamp, tile, flooring, hardwood, couple, National Bike Month, bicycle, helmet, house, room









N1505P39004C-



N1505P39002C-



N1505P39007C-



N1505P39008C-



N1505P39005C-



N1505P39006C-



N1505P39001C-





N1505P39012C-



N1505P39011C-

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

# Promote Premium Placement Opportunities With Metro AdScapes

## Usage Note:

Use this shaped specialty ad to publicize a bottomless mimosa brunch, or adjust the text to suit a Mother's Day Champagne brunch advertiser. The ad's unique positioning is sure to draw extra attention for your advertiser while gaining premium pricing for you.





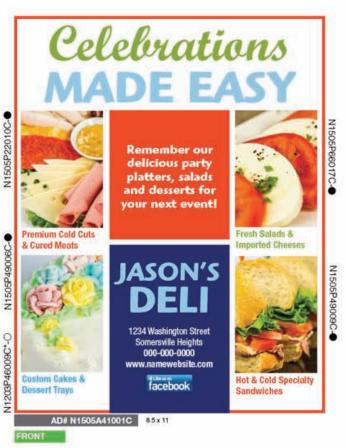
AD# N1505A40001C PASS 6 COL x 19

Group reservations welcome FROM Brunch Menu



(MCC Creative Library / Print Ad Type: "Single Sheets")







# METRO Shop Local









N1505P42006C-











N1505P42010C\*-O N1505P42022C\*-O













N1505P42009C\*-O N1505P42017C\*-O



N1505P42029C\*-O







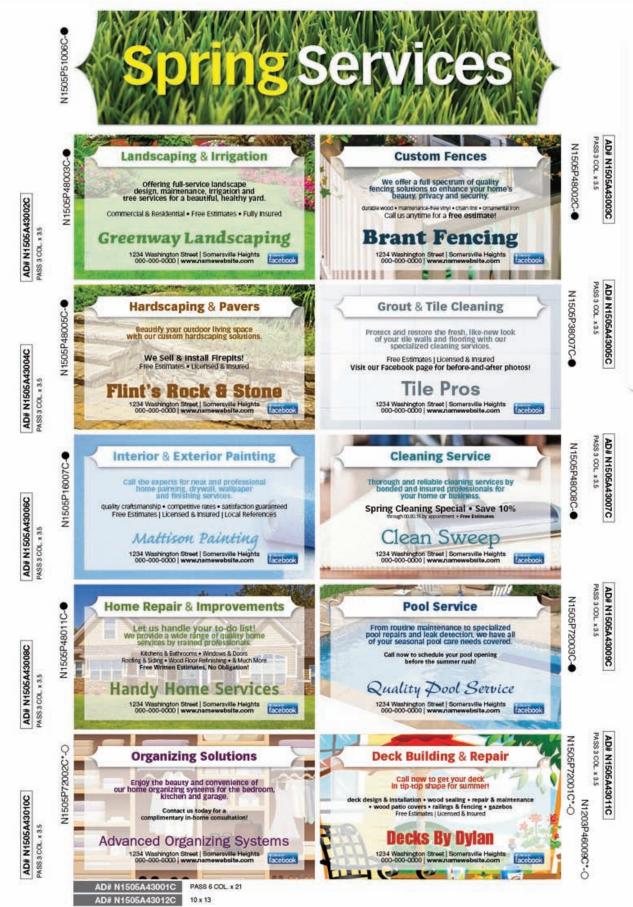






N1505P42025C\*-O

(MCC Creative Library / Print Ad Type pull-down menu: "Campaign")



## "SHOP LOCAL" SUPPORT

This month, find a "Spring Services" page designed to increase exposure for small businesses. It can easily be adapted for larger display spaces as well. Promoting local shopping is more than an economic necessity in many areas; it has become a source of community pride. Look for two additional "shop local" pages each month for a variety of advertiser categories, so you can keep a local campaign going. Many have companion Web ads ready to present for combo package buys, too.

METRO® Newspaper Service

# METRO Metro Retro



N1505P44006A-



## METRO Templated Special Sections

Bonus images available in the Images Library:







N1505P46001C-

N1505P46006C-







N1505P46004C-



N1505P46003C-

## Fully Templated Special Sections & Collateral Material Present, Sell. Print.

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

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







Bonus images available in the Images Library:















N1505P47006C-

N1505P47005C-

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

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

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











N1505P48003C-















N1505P48001C-

N1505P4806C-

N1505P48010C-

N1505P48002C-









N1505P48013C-





N1505P49011C-





N1505P49014C-



N1505P49003C-



N1505P49005C-



N1505P49009C-



N1505P49007C-



N1505P49002C-



N1505P49012C-





N1505P49004C-



N1505P49006C-



N1505P49001C-



N1505P49010C-



N1505P50003C-N1505P50002C \*

N1505P50007C-

## **Usage Notes:**

Use these backgrounds to help promote spring, home and garden, Mother's Day, medical, weddings, Memorial Day, and more. Employ them for individual ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules ... and more.

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



N1505P50005C-



N1505P50004C-



N1505P50006C-

N1505P50001C-



N1505P50009C-



N1505P50008C-



# N1505P51001C-

## Usage Suggestions:

Try this weathered barn wood photo as an ad background or page header for agriculturebased ads, garden centers, antique stores, steakhouse restaurants or rustic design centers, in print and online.



## Usage Suggestions:

Sky photos are among the most popular downloads in MCC because they are so versatile. Use this one for spring-into-summer ads and page headers, estate planning, graduation, travel and more.



## Usage Suggestions:

This apple blossom banner photo is the perfect symbol for spring sales, Mother's Day gift ads, fashion boutiques, gardening ads and spring directory page headers, in both print and online.



## Usage Suggestions:

Baseball season is underway, so promote it with this baseball banner photo. Try it as a background for league sign-up registration ads, sporting goods stores, boys' footwear ads or early Father's Day gift ads, in print or online.



### Usage Suggestions:

Golf is thriving in many markets, so help your advertisers reach their demographic with this banner photo. Use it as a page header for school golf team schedules, league sign-ups, sporting goods sales, and more.



## Usage Suggestions:

Spring gardening and lawn care maintenace ads, sod farms and lawn mower sale ads can all benefit from this grass banner photo. Try it as an ad background or feature photo, in print or online.





N1505P52012C\*-O -



LAND OF THE FREE

N1505P52010C\*-O\* N1505P52011C\*-O



N1505P52005C\*-O





N1505P52006C\*-O



N1505P52014C\*-O



N1505P52001C\*-O



N1505P52007C\*-O



N1505P52002C\*-O



N1505P52015C\*-O



N1505P52016C\*-O



N1505P52004C\*-O



N1505P52019C\*-O



N1505P52021C\*-O

N1505P52003C\*-O



N1505P52022C\*-O



N1505P53006C\*-O



N1505P53002C\*-O











N1505P53005C\*-O \*



N1505P53004C\*-O \*



N1505P53003C\*-O



N1505P53001C\*-O



N1505P53008C\*-O







**Usage Note:** 

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













PASS 1 COL. x 5.25



MCC KEYWORD HINT: metrobiz N1505P55001C\*-O



MCC KEYWORD HINT: metrobiz N1505P55002C\*-O



MCC KEYWORD HINT: metrobiz N1505P55003C\*-O



MCC KEYWORD HINT: metrobiz N1505P55004C\*-O



MCC KEYWORD HINT: metrobiz N1505P55005C\*-O



MCC KEYWORD HINT: metrobiz N1505P55006C\*-O







**Usage Note:** 

MetroBiz, banner, Mother's Day, barbecue, bbq, medical, golf, wedding, Memorial Day

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



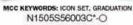
N1505P55009C\*-O

(MCC Creative Library / Image Type pull-down menu: "Icon Set")





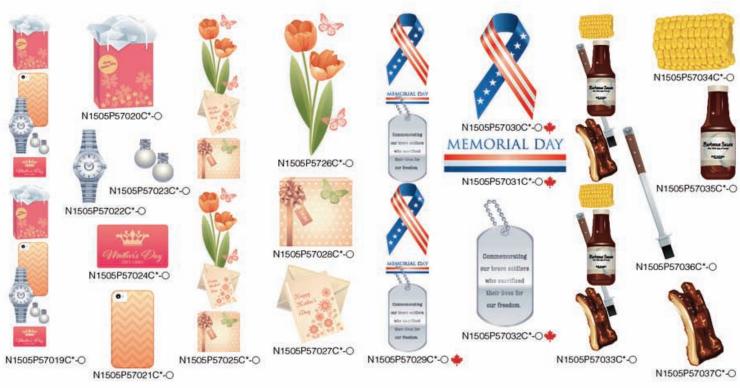






















## MCC **Keyword Hints:**

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

To search for borders, select "border" from the Image Type pull-down menu along with your keyword(s) in the Search box. Try keywords of "Mother's Day," "Memorial Day," "barbecue" and "wedding" to access borders on this page in the MCC Creative Library.





























N1505P58010C\*-O N1505P58011C\*-O



N1505P58004C\*-O N1505P58005C\*-O



N1505P580xxC\*-O



N1505P58002C\*-O



N1505P58014C\*-O



N1505P58015C\*-O



N1505P58013C\*-O



N1505P58008C\*-O



N1505P58007C\*-O



N1505P58006C\*-O



N1505P58009C\*-O



N1505P58012C\*-O















N1505P59004C-











N1505P59009C-

N1505P59003C-

N1505P59012C-



Step down the aisle in style with a custom-fit designer tuxedo worthy of your wedding day.

Stop by our showroom or website to check out the latest in-demand styles for Spring 2015.

Tuxedo Sales & Rentals Expert Alteration Service Top Designers & Styles



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

**Formalwear** 

Gallant

AD# N1505A59001C PASS 6 COL. x 3









N1505P60008C-

N1505P60009C-







N1505P60004C-













N1505P60013C-

N1505P60006C-

# Simply Fabulous Flowers for a breathtaking wedding day We specialize in creating custom, one-of-a-kind bridal bouquets, one-of-a-kind bridal br





Scan this code to save 5% off your wedding flowers instantly, and enter to win them for free!

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

AD# N1505A60001C PASS 6 COL x 3







N1505P61001C-

N1505P61004C-

N1505P61009C-



























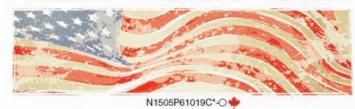












## Remember... Freedom Is Not Free

On Memorial Day, we dedicate our thanks to those who dedicated their lives to this great country. Their courage, service and sacrifice will never be forgotten.



We salute the military heroes we have lost, and those who continue to protect our freedom today,



Sponsored by

## Name Business

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

AD# N1505A61001C PASS 6 COL x 3







N1505P62011C-

N1505P62006C-

N1505P62005C-









N1505P62004C-

N1505P62003C-

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N1505P62001C-











N1505P62012C\*-O

N1505P62014C\*-O

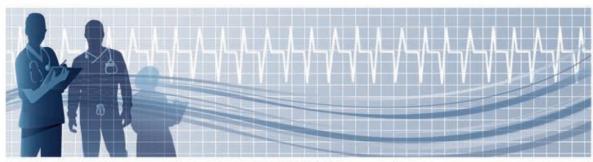
N1505P62015C\*-O

N1505P62013C\*-O

N1505P62016C\*-O







N1505P62017C\*-O



## alute to Nurses



Today's nurses perform a vital role in patient care and healing with their specialized skill, knowledge and compassion. During **National Nurses Week** and every day, we honor and appreciate these dedicated men and women whose commitment to caring is an Inspiration to all of us. To nurses everywhere, and especially here at Somersville Hospital, thank you for making our world a better place.

## Somersville Hospital

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

AD# N1505A62001C PASS 6 COL x 3







N1505P63001C-

N1505P63006C-

N1505P63004C-







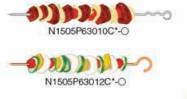


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N1505P63003C-

N1505P63015C\*-O N1505P63016C\*-O













N1505P63013C\*-O

N1505P63020C\*-O N1505P63021C\*-O



N1505P63008C\*-O N1505P63009C\*-O

Headquarters N1505P63024C\*-O







N1505P63019C\*-O

# Savor the

It's grill time! Stop in for smokin' good deals on all of your barbecue favorites.

AD# N1505A63001G PASS 6 COL. x 3

## ON SALE THIS WEEK

Boneless Ribeye Steak \$7.99 lb.

Country-Style Pork Ribs \$3.99 lb.

Try our house-made sausage, hot or sweet!

&

## **Quality Meat Market**

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

facebook

N1203P46009C\*-O



Let us cater to Mom with excellent food and service on her special day.

Reserve Now for Mother's Day • Sunday, May 10

10am-3pm • Adults \$29 children 6-12-315 • under 5 free • workcod • surje & suldat • posta arting stations • desserts • & more Brunch Buffet breakfast favoritos • seu

Chef's Dinner Specials starting at 5pm serving at 5pm serving at 5pm serving specialities like par-eared salmen, berbe-crusted chicken, chrimp soung; life migne spurmer flathreat pieze and more.

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

PASS 6 COL. x 10 AD# N1505A64003C

Prepared to Perfect Your Wedding Day



N1606P59012C-

special day to the fullest

N1505P39005C-

Elegant Indoor & Outdoor Wedding Receptions & Ceremonies

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

Clayton Inn Restaurant

Serving Dinner
& Sunday Brunch
Tuesday-Satuday beginning at 5pm
Sunday Againning at 930am

Seak, Seafood & Classic American Fare Craft Been & Specialty Cocknils Vegetarian & Gluten-Fare Selections Private Events Welcome

Book your reservations today for graduation, Mother's Day and Father's Day!

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

PASS 6 COL. x 10

AD# N1505A64001C

Mother's Day Champagne Brunch

N 1505P49003C-●

N 1505P49002C-●-DZ006b49091N

N1506P49011C-0

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

PASS 6 COL. x 10 AD# N1505A64002C

AD# N1505A64004C

personal wedding coordinator • luxury guest accommodations • on-site spa & golf course •

PASS 6 COL. x 10

METRO® Newspaper Service

We asked a panel of local foodies to tell us about their favorite area restaurants. Here's the dish:

N1501P63008CN1501P16011C-

N1501P27004C-

N1504P15005C-

William Grant, Gland La Cantina Mexican Restaurant

Restaurant review goes here.
Restaurant review goes here.
Propagation and their Share Leader



Vintage Wine Lounge

\*\*\*\*

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Rustico Bistro

\*\*\*\*

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Compass Bar & Grill

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Calico Cafe \*\*\*

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Restaurant

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Name Restaurant

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Restaurant



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Restaurant review goes	here.



William Grant, Gr Name Restaurant

N1505P65001C\*-O

Made-From-Scratch Mexican Cuisine From our homernade tortillas to our use-marinated carne asada and specialty tritos, enjoy the authentic, vibrant flavors ( Mexico right here in the neighborhood.



AD# N1505A65001C AD# N1505A65007C PASS 6 COL x 21

f 💟



Join Us for

Compass Bar & Grill 1234 Washington Street | Somersville Heights 000-000-0000 | www.namewebsite.com



Rustica Bistro 1234 Washington Street | Somemville Heights 000-000-0000 | www.namewebsite.com

N1505P66013C-Served With a Smile.

AD# N1505A65003C

N1505P39002C-

AD# N1505A65005C N1505P49003C-

N1505P49014C-

Good Morning, Sunshine! Cafe

Calico
1234 Washington St
Somersville Heights

METRO\* Newspaper Service

AD# N1505A65002C

N1505P66006C-

N1203P46009C\*-C

N1505P66005C-PASS 2 COL. x 6.5



RED WINE







N1505P66022C-











N1505P66005C-

SALSA

N1505P66028C-◊

CHEESEBURGER

N1505P66034C-<>

RAW SHRIMP

N1505P66025C-◊ PANCAKES

N1505P66024C-◊

CHIPS & SALSA

N1505P66019C-

CHICKEN SALAD

N1505P66001C-**BROWN EGGS** STRAWBERRIES



N1505P66029C-<>

WHITE WINE

N1505P66019C-◊

CHICKEN SALAD

N1505P66023C-◊ DIPPED CHOCOLATE STRAWBERRY

N1505P66032C-◊

HOT SAUCE

N1505P66002C-

STRAWBERRIES



CROISSANT





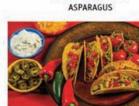
CORKSCREW & WINE BOTTLE







N1505P66018C-WHITE WINE



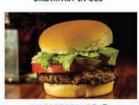
N1505P66031C-0 OLIVES







N1505P66010C-BREAKFAST IN BED





SALSA & CHIPS

N1505P66026C-◊





EGGS

N1505P66020C-MEXICAN SALAD

N1505P66027C-(>

MOTHER'S DAY BASKET





CHEESEBURGER

'Tis the season to celebrate moms, dads, grads and Memorial Day! We have you covered with great deals on everyone's favorites for the grill and beyond.





Grange Farms **Chicken Breast** 

**Grange Farms Chicken Wings & Thighs** \$1.19 h



Boneless Ribeye Steak

Pork Spareribs \$1.99 b.



80% Lean **Ground Sirloin** 

Name Brand **Beef Franks** \$2.99



Jumbo Shrimp

Atlantic Salmon Filets \$4.99 lb





Fresh **Strawberries** 

Seedless Watermelon 29¢ lb.



Mixed Salad Greens

Russet Potatoes 19¢ 16.



Tender **Asparagus** 

Corn on the Cob 3 for 99¢



Vine-Ripened **Tomatoes** 

Mozzarella \$3.99 lb.





Extra-Large Eggs \$2.19

Name Brand Coffee \$1.89 b

Name Brand Salsa 8 oz. jar \$1.99

Name Brand **Tortilla Chips** 16 oz. bag



# **SuperValue Grocery Ma**

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

## **Shop Beautiful Gifts for** Moms and Graduates in Our Floral Department!

Advertised prices good through May 00, 2015, List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List det terms and conditions here. List details, terms and conditions hi



Shop Monday-Saturday 8AM-8PM, Sunday 9AM-5PM

AD# N1505A67001C PASS 6 COL x 21 AD# N1505A67002C

N1505P660017CN1505P66004C-

N1505P66015C-N1505P66021C-

N1505P66027C-Q

N1203P46009C\*-O

# METRO canada



N1505P68030C\*-O



N1505P68029C\*-O



N1505P68023C\*-O



N1505P68010C\*-O



N1505P68015C\*-O N1505P68016C\*-O



N1505P68027C\*-O



N1505P68022C-



N1505P68017C\*-O



N1505P68028C\*-O



N1505P68020C\*-O N1505P68021C\*-O



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N1505P68019C\*-O



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N1505P68024C\*-O



N1505P68008C\*-O

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N1505P68004C\*-O















(HAPPY MOTHER'S DAY) N1505P68034C\*-O



N1505P68005C\*-O

N1505P68037C\*-O



N1505P68036C\*-O









N1505P69005C-

























N1505P69012C-

# IETRO Spiritual

#### MCC KEYWORD HINT: week2

This is your illustration and copy for May 14, 2015.

N1505P70005C\*-O N1505P70001C\*-O



"I Got You"

Pealm 23 of the control of the contr

AD# N1505A70002C PASS 2 COL x 5:25



National Day of Prayer May 7

N1505P70016C\*-O N1505P70017C\*-O

N1505P70007C\*-O

N1505P70003C\*-O

#### MCC KEYWORD HINT: week3

This is your illustration and copy for May 21, 2015.



AD# N1505A70003C PASS 2 COL x 5.25

N1505P70013C\*-O

#### MCC KEYWORD HINT: week4

This is your illustration and copy for May 28, 2015.



Is Everything Permitted?

One clear message from the New Termanent is that on an enabet a new convenue, that Jean has changed the rules of the game. There is clearly a convenue, that Jean has changed the rules of the game. There is clearly a clear that the control substances on the rules and learn of the CRI Termanent. This delutes contributes a temperature on the rules and learn of the CRI Termanent. This delutes contributes any care in our over times. Some delutes address are a few flowers to disrary oriciname and the rules of morellay while some are a few flowers. The contributes are contributed in the contributes of the contribute of the contributes of the contribute of the contribute of the contributes of the contribute of the contribute of the contributes of the contribute of the contributes of the contribute of the contribute

AD# N1505A70004C PASS 2 COL, x 5.25



N1505P70010C\*-O



N1505P70011C\*-O N1505P70012C\*-O



MCC KEYWORD HINT: week1

This is your illustration and copy for May 07, 2015.



AD# N1505A70005C PASS 6 COL x 7

## METRO Spanish

Cada mes Metro ofrece una variedad de títulos en español, estos pueden ser encontrados en la biblioteca de imagenes de MetroCreativeConnection, usando "Spanish" como palabra clave. (Each month Metro presents a selection of Spanish headings.)

(MCC Creative Library / Keyword: "Spanish" / Image Type pull-down menu: "heading")



(MEMORIAL DAY SALE) N1505P71009C\*-O

La Boda <mark>Perfecta</mark>



(IN MEMORY OF OUR FALLEN SOLDIERS)





(THANKS, MOM) N1505P71002C\*-O



(HAPPY MOTHER'S DAY) N1505P71005C\*-O





(SPRING WEDDINGS) N1505P71003C\*-



(GRILLING TIME!) N1505P71006C\*-O



(THE PERFECT WEDDING)

N1505P71004C\*-O



## **Events**

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



N1505P71011C\*-O N1505P71012C\*-O



**MAY 10-16** N1505P71038C\*-O



N1505P71039C\*-O N1505P71040C\*-O

AOTORGYGLE SAFETY

Month

N1505P71020C\*-O



N1505P71014C\*-O N1505P71015C\*-O



N1505P71028C\*-O N1505P71029C\*-O

National orecia Month

N1505P71019C\*-O

N1505P71042C\*-O



N1505P71027C\*-O

N1505P71030C\*-O



N1505P71041C\*-O



N1505P71032C\*-O



N1505P71022C\*-O



N1505P71033C\*-O N1505P71034C\*-O



N1505P71017C\*-O N1505P71018C\*-O



N1505P71024C\*-C



N1505P71035C\*-O N1505P71036C\*-O





N1505P71023C\*-O



N1505P71016C\*-O







N1505P72001C\*-O (Patio)

N1505P72003C\*-O (Inground Pool)

N1505P72025C\*-O



N1505P72004C-(Pointe Ballet)





N1505P72015C\*-O N1505P72006C\*-O (Isolated Snow Showers)

(Sunny)



(Clear)

N1505P72017C\*-O N1505P72018C\*-O (Partly Cloudy)





N1505P72005C\*-O (Partly Cloudy)

N1505P72009C\*-O (Scattered Showers)





N1505P72024C\*-O (Closet Organizer)

N1505P72002C\*-O (Closet Organizer)

N1505P72014C\*-O N1505P72013C\*-O (Mixed Snow & Rain) (Heavy Thunderstorms)





N1505P72019C\*-O N1505P72010C\*-O (Snow)

(Heavy Rain)





(Cloudy)

N1505P72008C\*-O N1505P72007C\*-O (Mostly Cloudy)





N1505P72012C\*-O N1505P72011C\*-O

(Showers)

(Thunderstorms)





N1505P72020C\*-O N1505P72016C\*-O (Low Temperatures)



(High Temperatures)



(Barber)



N1505P72022C\*-O (Chess Board)



N1505P72023C\*-O (Chess Pieces)



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