

2017 MIAD™ SPEC AD LIBRARY AD THEMES SCHEDULE

JANUARY

Wedding Services Health, Mind & Body

FEBRUARY

Home Improvement Real Estate

MARCH

Auto Services Spring Sales

APRIL

Lawn & Garden Pet Merchandise & Services

MAY

Mother's Day Seniors Women Today

JUNE

Summer Living Father's Day Travel

JULY

Back to School Sports Sponsorships

AUGUST

Dining, Entertaining & Celebrations

SEPTEMBER

Home Improvement Fall Sales

OCTOBER

Auto Services Electronics & Technology

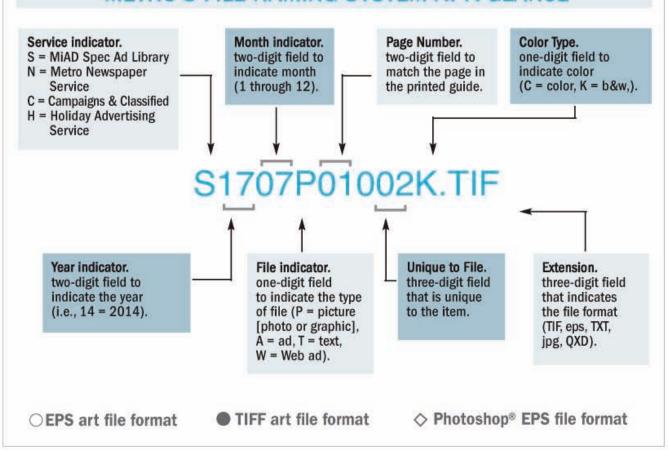
NOVEMBER

Holiday Gift Guide & Holiday Lifestyle

DECEMBER

Year-End & Winter Sales Progress

METRO'S FILE NAMING SYSTEM AT A GLANCE



Back-to-School Time



V1701P30008C-

V1203P46009C*-C

N1507P72026C-

C151QP02006C-

N1704P43001C-



















AD# S1707A01001C

AD# S1707A01002C - S1707A01009C

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Your Healthcare Team for Back-to-School & Beyond

School & Sports **Physicals Available Here**

Fast appointments! Call today.

Immunizations | Complete Pediatric Care Nutrition & Weight Management | Behavioral Concerns Sports Injuries | Urgent Care Center

Find your physician today. Call or go online to let us help you find the right doctor.

Now welcoming new patients!

Saturday appointments available for your convenience.

We accept most local healthcare plans.

Call anytime for coverage concerns and questions,

Somersville **E Health Systems**

1234 Washington Street Somersville Heights

000-000-0000 ww.namewebsite.com

AD# S1707A02001C







verything for Your Eyes Only

Vision Exams | Prescription Lenses | Designer Eyeglass Frames | Polarized Sunglasses | Contact Lenses | Specialty Lenses | Sports Glasses

Book an appointment today!

Medical, vision and flexible spending plans welcome.

Back-to-School Savings

2 for \$99

Complete Eyeglasses Get a pair to spare for

the new school year!

Offer good with coupon through 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

Visions Optical 1234 Washington Street 000-000-0000 | www.namewebsite.com

Vision Exam

Ensure proper vision for optimal classroom performance!

Offer good with coupon through 00.00.17. List details, terms and conditions here. List details, terms and conditions here.

Visions Optical 1234 Washington Street 000-000-0000 | www.namewebsite.com

Visions Optical



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

AD# S1707A03001C

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N1203P46009C*-O

C161QP02005C-C161QP02003C-



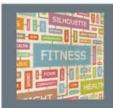
Shred the "freshman 15" with the transformative power of fitness! Our memberships give you unlimited access to the latest state-of-the-art cardio and strength-training equipment, plus unlimited group fitness classes and affordable personal training packages to target your trouble areas and keep you on track.

Join the Class Action Challenge
Free for Name College Student Members
Competitive fitness challenges | Active social
events | Progress tracking | Great prizes



Special Student
Membership Rates
Free Personal
Training Session
for New Members

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



Try Us FREE for One Week!

Stop in or register online to claim your free one-week trial membership.

ist details, terms and conditions here. Call, come in or go online for details.

AD# S1707A04001C





Think you can't afford a college education? Think again! Our student services office is here to connect you with a variety of financial assistance and borrowing programs to help put a college degree within your reach. Call to talk with an admissions counselor today!

Now Enrolling!

- Associate's Degree Programs
- Bachelor's Degree Programs
- Professional Certificate Programs
- Continuing Education Classes

We offer flexible evening and online classes to fit your schedule and help you succeed. Browse our course catalog online, or call to request a copy by mail.





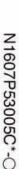


f 🛂 Somersville College

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

AD# S1707A05001C











It's all about learning, having fun and making friends!

A Full Spectrum of Quality Child Care Programs to Meet Your Family's Needs

- Infant Care
- Toddler Care
- Preschool
- | Before & After School

facebook

- +Licensed & Screened Child Care Professionals
- +Developmentally Stimulating Activities
- +Nurturing &
- Compassionate Staff
- +Healthy Meals & Snacks

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1234 Washington Street

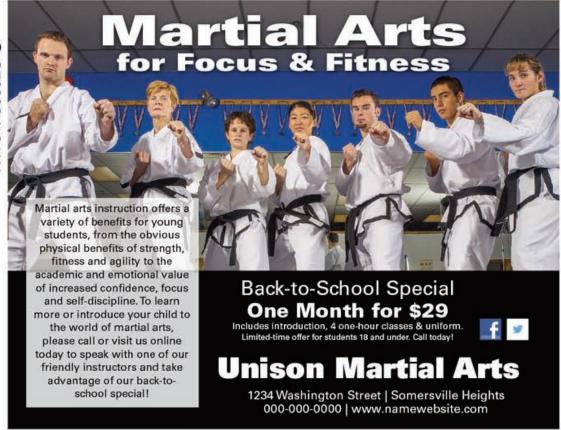
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AD# S1707A07002C

PASS 3 COL. x 4.5

N1203P46009C*-C



AD# S1707A08001C

PASS 3 COL. x 2



Proud Fans and Supporters of the Name High School Girls' Field Hockey Team We wish you all a safe and successful season. Good luck!

Name Sponsor

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



N1008P36011C*-O

AD# S1707A08002C

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AD# S1707A08003C

PASS 3 COL. x 2



AD# S1707A08004C

PASS 3 COL. x 2

AD# S1707A09001C

N1310P72010CN1310P72004C-

N1310P72009C-0 N1310P72006C-0

The Game Plan Name High School

Fall 2017 Sports Schedule

Your guide to supporting our dedicated student athletes!



NAME SPORT

Date | Opponent | Location

00.00 | Name High School | Home 00.00 | Name High School | Home

Name Sponsor

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



NAME SPORT

Date | Opponent | Location

00.00 | Name High School | Home 00.00 | Name High School | Home

Name Sponsor

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



NAME SPORT

Date | Opponent | Location

00.00 | Name High School | Home 00.00 | Name High School | Home

Name Sponsor

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



NAME SPORT

Date | Opponent | Location

00.00 | Name High School | Home 00.00 | Name High School | Home

Name Sponsor

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



NAME SPORT

Date | Opponent | Location

00.00 | Name High School | Home 00.00 | Name High School | Home

Name Sponsor

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



NAME SPORT

Date | Opponent | Location

00.00 | Name High School | Home 00.00 | Name High School | Home

Name Sponsor

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

AD# S1707A10001C





AD# S1707A11001C

PASS 2 COL. x 3



PASS 2 COL. x 3 AD# S1707A11002C



AD# S1707A11003C

PASS 2 COL. x 3





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AD# S1707A11004C



SPONSOR

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

AD# S1707A11005C

PASS 1 COL. x 5

Haircuts for the Whole Family



Haircut Station

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

We make haircuts fun for kids and affordable for you!

Games, Toys & Books Cartoons on TV



Appointments & Walk-Ins Welcome

Back-to-School Specials

Kids' Haircut Coupon required. Expires 00.00.17.

Haircut Station

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

Men's Haircut Coupon required. Expires 00.00.17
List details, terms and conditions h

Haircut Station

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

Women's Haircut Coupon required. Expires 00.00.17.

Haircut Station

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

FREE Cut & Style

With Any Color Service Haircut Station

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

AD# S1707A12001C

PASS 3 COL. x 4.5



Vee Smile Pediatric Dentistry

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

Pediatric Dentistry Big Caring for Little Smiles!

Gentle, quality dental care for toddlers to adolescents for toddlers to adolescents. checkups | cleanings | fillings | digital x-rays pediatric sedation | fluoride treatments

Send them back facebook to school smiling!

FREE Initial

for new

pediatric patients
Ciupon required. Espress 00.00.17
Ust detalle, luma and conditions here.
Wee Smile
Pediatric Dentistry
1234 Washington Street

Dental Cleaning

AD# S1707A12002C





Advertising Deadline: July 00 **Publication Date: July 00**

Make the Grade With More Back-to-School Shoppers

If you want to get your name on more back-to-school lists, make sure you're advertising in our latest special section. Our popular Back-to-School Time supplement will put your products and services in front of consumers in more than 00,000 local households, just in time for the new school year. Don't miss out on this valuable opportunity to increase your exposure in print and online; reserve your ad space today!

To speak with an advertising consultant, call 000.000.0000 or email name@namenewspaper.com.



AD# S1707A13001C

PASS 3 COL. x 4.5

Our Favorite Subject is Backto-School Time!

It's time to read up on the latest back-toschool news! Our Back-to-School Time special section is filled with helpful features for the first day and beyond, as well as money-saving special offers on everything from kids' apparel to school supplies and more. Don't miss your copy of this must-read special section, coming soon in print and online!

Publication Date: July 00 In Print & Online at

namenewspaper.com/backtoschooltime

Back-to-School A Special Section From

www.namenewspaper.com 000.000.0000

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N1407P53002C*-C



Expert Service & Repair By Factory-Trained Technicians factory maintenance | wheels & tires | fuel systems | brakes | suspension | collision damage

Motorsports World

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S1707P14001C*-C



Your guide to great local eats, available for take-out or delivered to your front door!



Roma Pizza

pizza | wings | pasta | grill FREE local delivery on orders over \$15!

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

Burger Joint

beef | veggie | chicken | fish 10% discount with college student ID!

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

Taste of Asia

Asian fusion cuisine

Order by phone or online!

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

Somersville Diner

Breakfast served all day! 24-Hour

Delivery Available

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

Roma Pizza

pizza | wings | pasta | grill FREE local delivery on orders over \$15!

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Taste of Asia

Asian fusion cuisine

Order by phone or online!

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AD# S1707A15001C



Student Body Special \$25 a Month

No Contract | No Initiation Fee

Offer good for current students with valid ID. List details, terms and conditions here. Call or come in for details or to get started today!

Strength | Cardio | Yoga | Dance | Cycling | Boxing | Boot Camp

Personal training and nutrition coaching available here!

🖪 University Gym 🛚

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Madison Boutique

Must-have looks for the new school year are here! designer denim | tops & sweaters | adorable dresses





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Office Supply Warehouse

Low prices on back-toschool supplies, from A to Z! 99¢ Specials Now In Store!





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Mimi's Kidswear

Boys' & Girls' back-toschool styles in sizes 4-16 **Uniform Separates** From \$10!





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Creative Outlet Craft & Hobby

Art & education supplies for students & teachers Great Back-to-School Specials Now In Store!

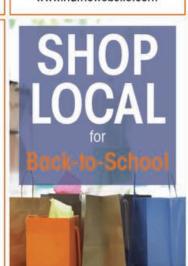


N1506P42004C-



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www.namewebsite.com



Footprints Shoes

The latest fall footwear styles for kids & teens BOGO 50% Off Now Through July 31!





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Electronics Zone

We'll beat any advertised price! Notebooks From \$299





1234 Washington Street Somersville Heights 000-000-0000

www.namewebsite.com

Discount Variety Store

Low prices on backto-school essentials Backpacks From Only \$10!





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Corner **Pharmacy**

Beauty & personal care for the new school year Sign up online for exclusive coupon offers!





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Your Back-to-School Source

For News, Information, Shopping & More!

O--S28008C4-SON NIE NEWSPAPER

What's in it for you this school year?

| Back-to-school sale alerts | Coupon deals on school supplies & services | Grocery circulars for lunchtime savings | School calendars & bus schedules | School sports schedules & highlights | Style trends for the new school year | Education news & local faculty profiles | Time-saving recipes for busy school nights | Informative skill-building news for students | & much, much more

Back-to-School Subscription Special

12 Weeks of Home Delivery Plus, Free e-Edition Access

ONLY **\$20**

A \$50 Value!

Subscribe by phone or online today, includes Thursday-Sunday home delivery. Limited-time offer for new and returning subscribers List details, terms and conditions here.

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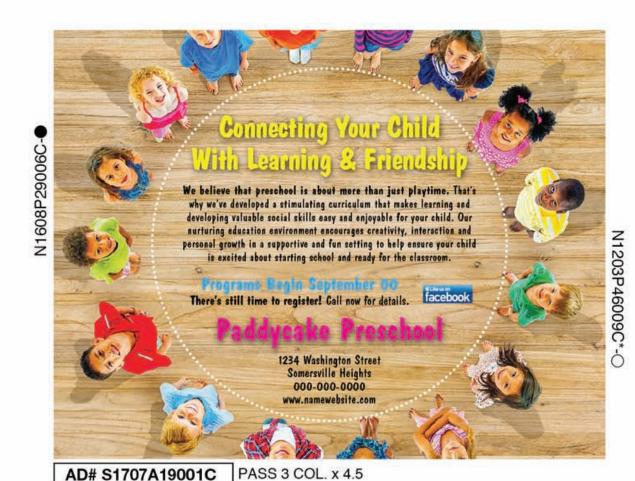
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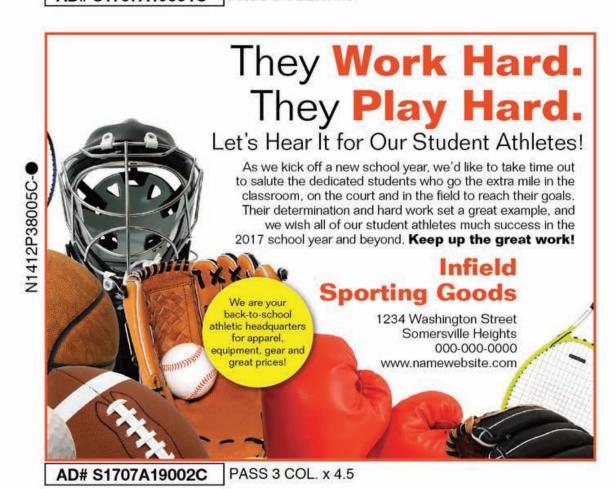
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AD# S1707A20001C

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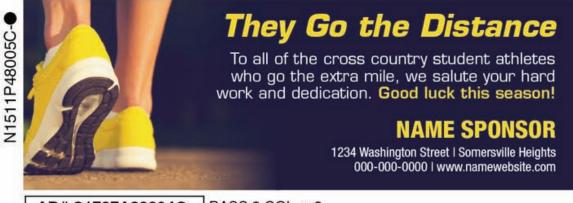
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AD# S1707A20003C

PASS 3 COL. x 2



AD# S1707A20004C

PASS 3 COL. x 2



Teamwork. Dedication. Commitment. Achievement.

As we begin a new school year, we'd like to recognize our local student athletes for their hard work and accomplishments. We understand that balancing academics and athletics is a challenge, and we commend your dedication to achieving your goals both in the classroom and on the field. Good luck this year!

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N1507P14009C-



EVERY DAYIs an Adventure!

A trusted licensed day care center for more than 00 years, we focus on finding fun ways to encourage early learning and social development in a safe and nurturing environment.

Limited space is still available!

Call today for details about our programs or to arrange a tour and consultation with our day care director. Arts & Crafts
Music & Dance
Educational Toys & Games
Reading Circle & Library
Yoga & Mindfulness
Supervised Outdoor
Playground

Nutritious Meals & Snacks
Individualized Attention
Toddlers to Age 7
7AM-5PM Monday-Friday
Year-Round Care
CPR & First-Aid Certified Staff



Happy Days Day Care

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

AD# S1707A22001C



Because Great Things Happen

When We Put Our Heads Together



A campus volunteer service organization since 19XX, we are a network of women dedicated to creating change for the better in our school, community and around the world. To learn more, call or visit us online anytime, or join us at our upcoming open house.

Now Welcoming New Members!

Campus Open House Reception Saturday, August 00 | 11 a.m.-3 p.m.

Learn about current and upcoming projects.

Enjoy complimentary refreshments. Meet our members. Be inspired!





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

AD# S1707A23001C



N1608P47005C-



GO THE

EXTRA



N1609P30006C-







RUNNERS' SALE GOING ON NOW up to 40% OFF

Shoes I Apparel I Accessories Hurry; sale ends Sunday, August 00, 2017.

Ask about our running groups and training programs!

Best Sporting Goods

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

AD# S1707A24001C





An affordable and fabulous shopping destination for ladies who love fashion!

Unique Apparel & Accessories | Fashion Footwear & Handbags Complete Outfits Under \$99 | A Local Independent Business

Book a Personal Shopping Consultation to **Save 15% Off** Your Total Purchase!

Join Us Every Saturday for Complimentary Refreshments, Professional Styling & Prize Giveaways!

Gift Cards Available



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AD# S1707A25001C

Expert Eye Care. **Fashion** Eyewear.

Comprehensive Eye Exams
Eye Disease Screening & Treatment
Laser Vision Correction Surgery
Astigmatism Correction
Prescription Eyeglasses & Contact Lenses
UV-Blocking Sunglasses

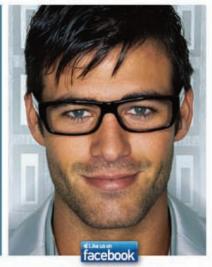
\$99 Special Vision Exam & Complete

Vision Exam & Complete Pair of Glasses

Choose from a great selection of stylish frames for men and women!
Limited-time offer with appointment through July 00 only.
List details, terms and conditions here. List details, terms and conditions here.

Cleary Vision Center

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



Appointments Available Monday-Saturday Most Insurance & Vision Plans Welcome N1610P65007C-●

N1203P46009C*-O

WAD# S1707A26001C

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N1610P65002C Expert Eye Care. Fashion Eyewear. BOGO 50% Off All Eyeglasses No exclusions on frames! Sale ends July 00, 2017. List details, terms and conditions here. Appointments Available Monday-Saturday Most Insurance & Vision Plans Welcome facebook Cleary Vision Center 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com

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AD# S1707A27003C

PASS 1 COL. x 4.5

Expert Eye Care. **Fashion** Eyewear.



\$99 Special Vision Exam & Complete Pair of Glasses Limited-time offer Click here for details and appointment facebook

Cleary Vision Center

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AD# S1707W26001L



N1610P65007C-



Cleary Vision Cente

Expert Eye Care. Fashion Eyewear.



Companion WEBADS available on MCC

AD# S1707W26001W

AD# S1707W26001B





\$99 Special
ision Exam & Complete
Pair of Glasses
ited-time offer. Click here
details and appointment!

facebook

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Expert Eye Care. Fashion Eyewear.

\$99 Special Vision Exam & Complete Pair of Glasses



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AD# S1707W26001R



N1602P27002C

The **BIG Save** Coming This Sunday!

Giant Coupon Book Over \$1,000 in Savings!

In Print & Online

The Somersville **Press** In Print & Online 000,000,000 www.namenewspaper.com

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AD# S1707W26001S

The BIG Save Coming This Sunday!



The Somersville

The BIG Save Coming This Sunday!



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