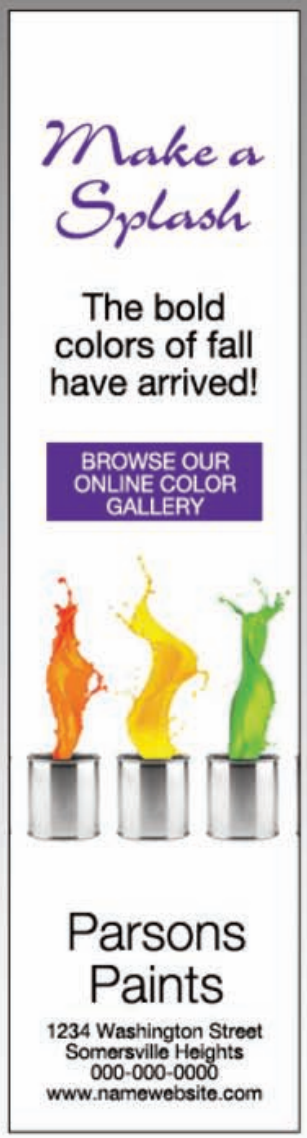
SEPTEMBER 2017

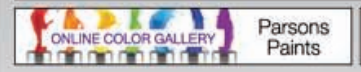
CREATE. SELL. PROFIT.

METRO®

MULTI-PLATFORM AD PACKAGES

Cross-platform packages featuring today's most popular ad sizes for web and mobile





Web & Mobile Ad Solutions Delivered Three Ways

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

1 Ads for Web & Mobile in MCC

Included as a **FREE** value-added bonus of your subscriptions, Metro gives you ads for Web and mobile to show, sell and produce on their own or in conjunction with print ad layouts. Located in the *MetroCreativeConnection Creative Library*, Metro ads for Web and mobile are provided in the most popular shapes and sizes: rectangle, leaderboard, skyscraper and two mobile-specific banners. Each ad is delivered in Adobe Photoshop® format, giving you complete editing control. Drop in advertiser specifics and save the file as a ready-to-post JPEG or GIF.

View all the combination print and digital ads in the monthly *Multi-Platform Ad Packages e-Edition*. Click the *e-Edition* link on the opening screen to view the latest selection onscreen or download the entire PDF.

You can also view print ads that have companion Web/mobile ads in each monthly *SearchBook™*. There, you can click to gain immediate access to the ads from the pages.

Search the *Creative Library* by checking the "Print with Web/Mobile" or "Web/Mobile" box along with relevant keywords. You can even select your Web/Mobile standard ad size from the pull-down menu.

View each of the ads in the *Multi-Platform Ad Packages* e-Edition accessed through the *MCC* home page.

Search for Web/mobile ads in the *MCC Creative Library*. Use the "Print with Web/Mobile" or "Web/Mobile" check boxes to narrow your search, along with ad sizes and relevant keywords.

2 Quick Spec Ads for Web & Mobile with MiAD

Metro interactive Ad Designer (desktop) gives you the option of creating your own Web or mobile ads onscreen through the use of your online browser. Search thousands of ad options, select a file and enter your advertiser info in the appropriate fields. You can also open a Web/Mobile ad directly in *MiAD*® by selecting the pencil-in-the-box icon below ad thumbnails in the *MCC Creative Library*.

When your ad is ready, download a JPEG of the ad to present on a laptop or a ready-to-post file. *MiAD mobile*® users can take this functionality on the go and present to prospects on their iPads.® *MiAD* is an optional service. For further info, or to set up a free trial, call our Client Services team at **800-223-1600** or e-mail **service@metro-email.com**.

3 Custom Ads for Web & Mobile from ADS On Demand™

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

METRO
CREATIVE GRAPHICS, INC.

www.metrocreativeconnection.com • 800-223-1600 • service@metro-email.com

AD# N1709A05001C

RECTANGLE **300 x 250**

AD# N1709A05002C

RECTANGLE **300 x 250**

Use these bonus web ads to promote your August and Labor Day contests to readers on your website. Link them to your online entry forms for reader convenience.

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A08001C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W08001B 300 X 50

AD# N1709W08001W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A08002C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W08002B 300 X 50

AD# N1709W08002W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

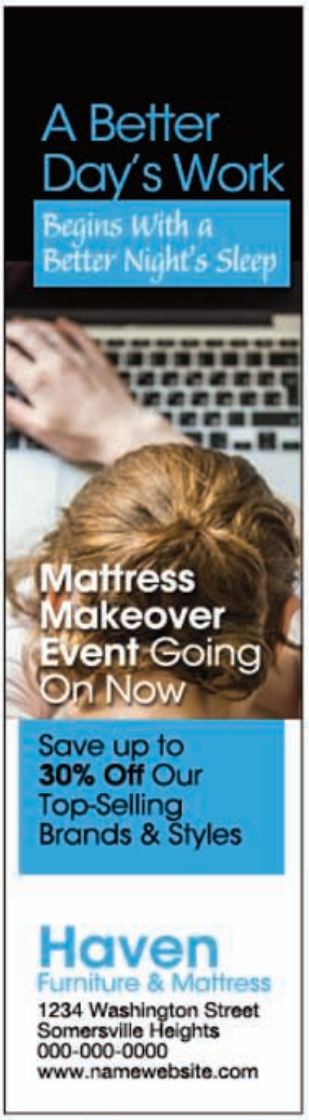
Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A08003C PASS 2 COL. x 5



SKYSCRAPER **160 x 600**

AD# N1709W08003B 300 X 50

AD# N1709W08003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

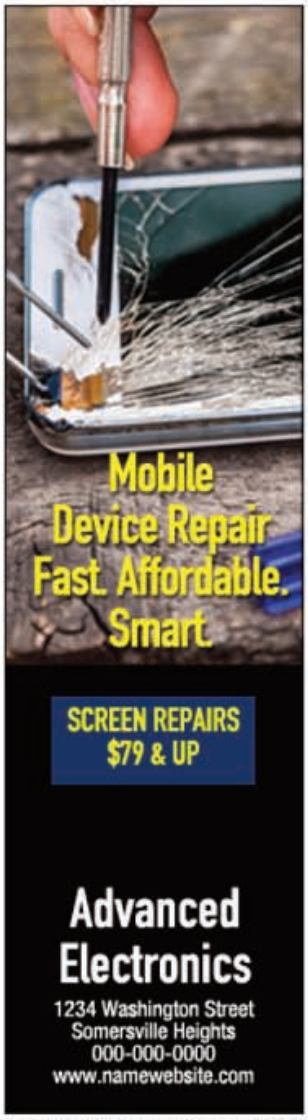
Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

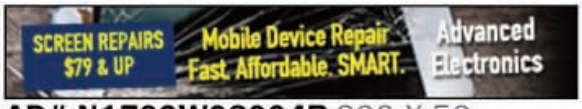
LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A08004C PASS 2 COL. x 5



SKYSCRAPER **160 x 600**



AD# N1709W08004B 300 X 50

AD# N1709W08004W 320 X 50

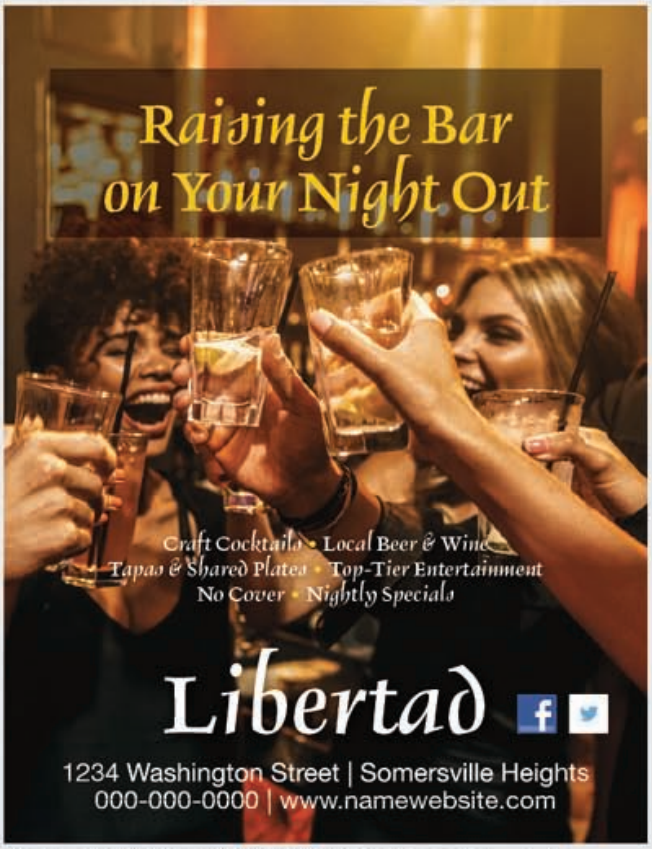
In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

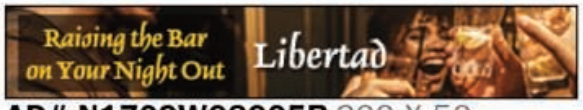
LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.



AD# N1709A08005C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**



AD# N1709W08005B 300 X 50

AD# N1709W08005W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

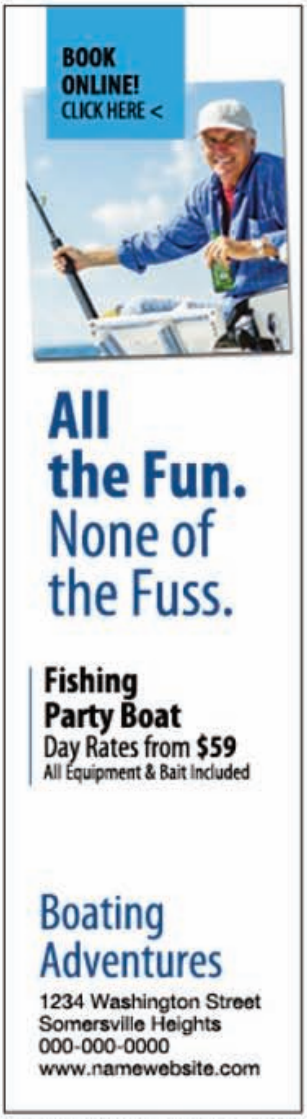
Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A08006C PASS 2 COL. x 5



SKYSCRAPER **160 x 600**

AD# N1709W08006B 300 X 50

AD# N1709W08006W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A08007C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W08007B 300 X 50

AD# N1709W08007W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

guns
& ammo
knives & tools
optics | apparel
decoys & calls | camping
gear | blinds & treestands

Get It All In One Shot

Join Us for National Hunting & Fishing Day! Saturday, September 23

- Free Workshops
- Contests & Giveaways
- Special Offers Storewide

Vista Outdoors

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

AD# N1709A08008C PASS 2 COL. x 5

Get It All In One Shot

guns & ammo
knives & tools
optics | apparel
decoys & calls
camping gear
blinds & treestands

SHOP

Vista Outdoors

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

SKYSCRAPER **160 x 600**

AD# N1709W08008B 300 X 50

AD# N1709W08008W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

guns
& ammo
knives & tools
optics | apparel
decoys & calls
camping gear
blinds &
treestands

Get It All In One Shot

SHOP

Vista Outdoors

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

RECTANGLE **300 x 250**

Get It All In One Shot

guns & ammo
knives & tools
optics | apparel
decoys & calls
camping gear
blinds & treestands

Vista Outdoors SHOP

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

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A08009C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W08009B 300 X 50

AD# N1709W08009W 320 X 50

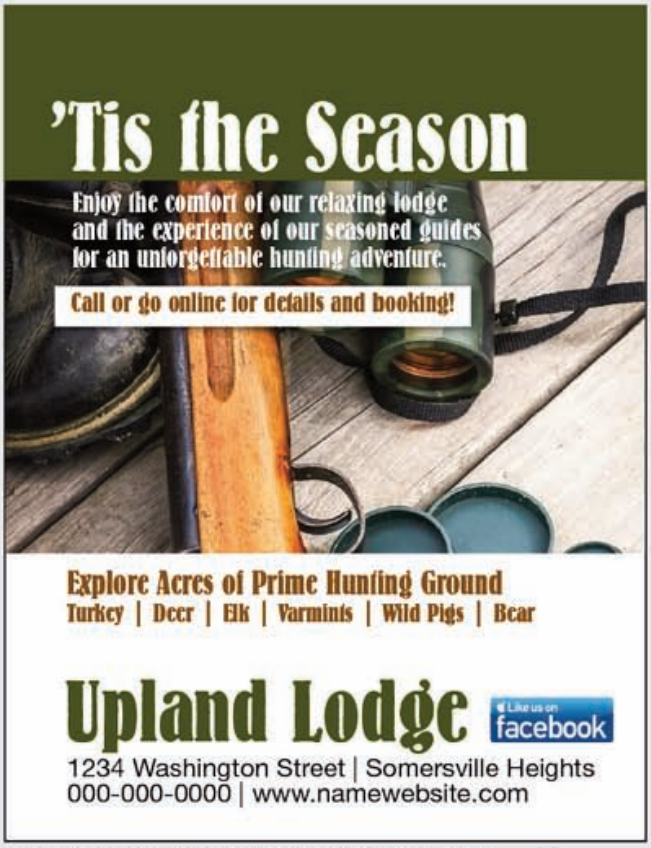
In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.



AD# N1709A09001C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W09001B 300 X 50

AD# N1709W09001W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A09002C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W09002B 300 X 50

AD# N1709W09002W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

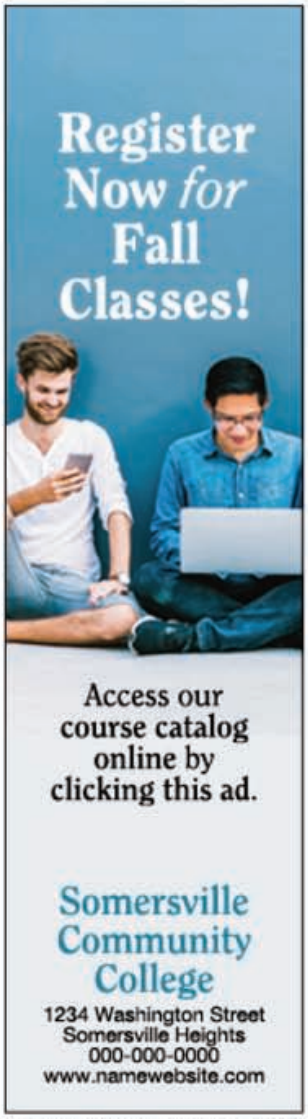
Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A09003C PASS 2 COL. x 5



SKYSCRAPER **160 x 600**

AD# N1709W09003B 300 X 50

AD# N1709W09003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A09004C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W09004B 300 X 50

AD# N1709W09004W 320 X 50

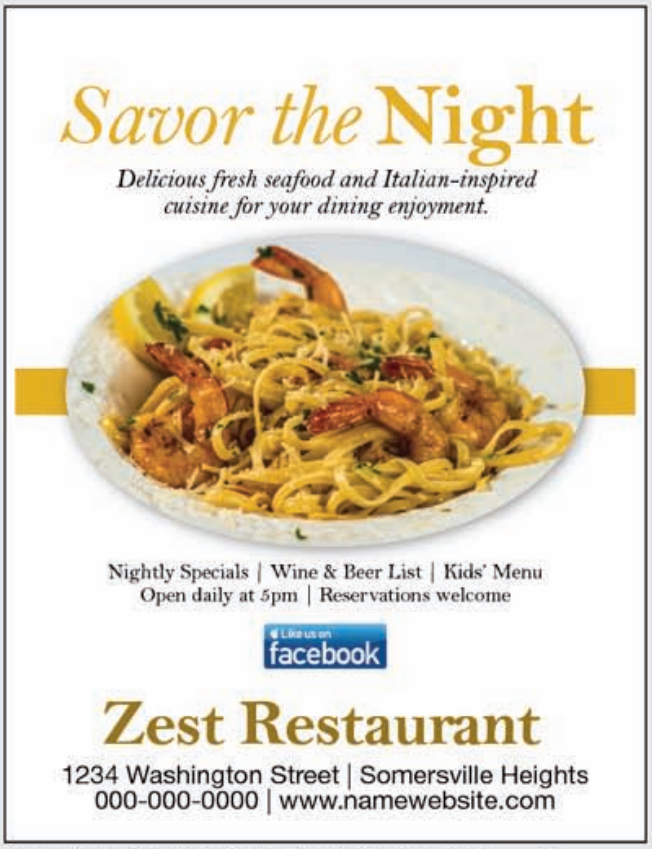
In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.



AD# N1709A09005C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W09005B 300 X 50

AD# N1709W09005W 320 X 50

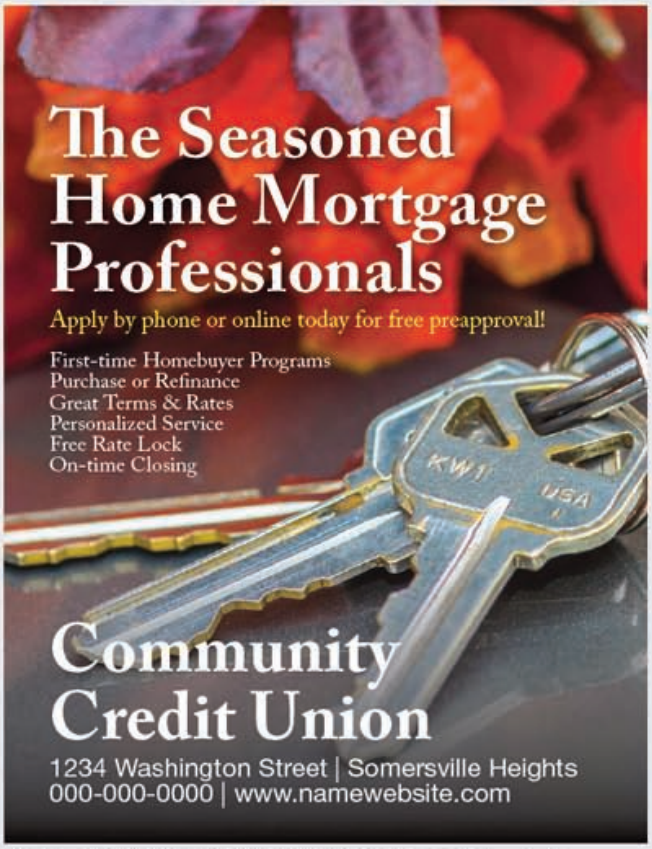
In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

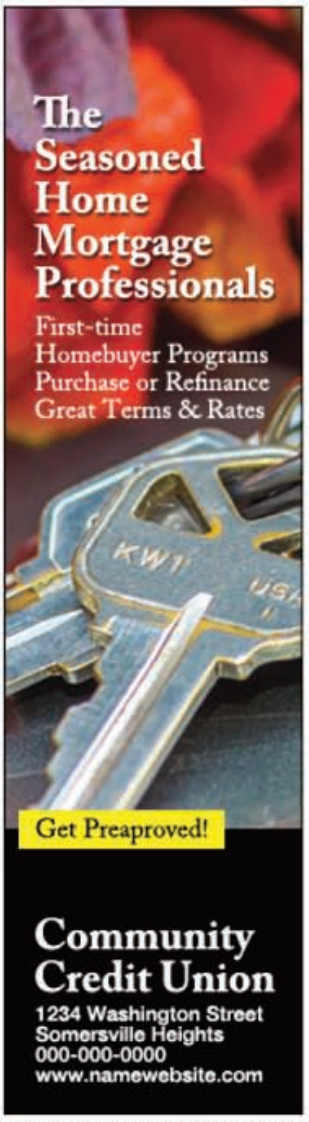
RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.



AD# N1709A09006C PASS 2 COL. x 5



SKYSCRAPER **160 x 600**

AD# N1709W09006B 300 X 50

AD# N1709W09006W 320 X 50

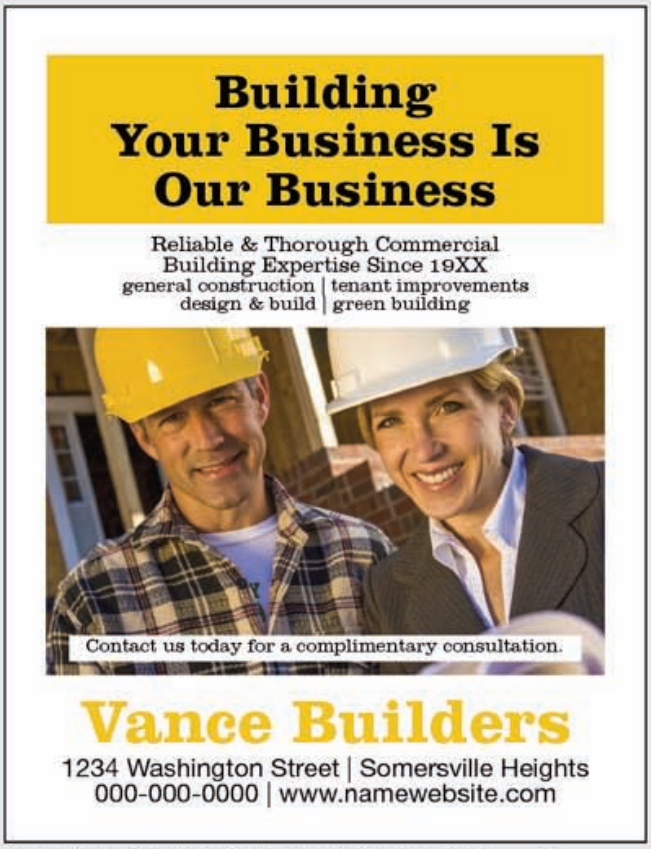
In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.



AD# N1709A09007C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W09007B 300 X 50

AD# N1709W09007W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

Can Help or Harm Your Child's Health

It's important to understand that obesity has immediate and long-term effects on children's health, putting them at greater risk for asthma, joint problems, diabetes and heart disease. If your child's weight is a growing concern, call our office or visit us online for information about our low-cost weight management and healthy lifestyle programs for children and families. We make it easy to get started, helping you maintain changes for a lifetime of better health.

Core Pediatrics

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

AD# N1709A09008C PASS 2 COL. x 5

EATING HABITS
Core Pediatrics Learn more at your next appointment.

AD# N1709W09008B 300 X 50

EATING HABITS
Core Pediatrics Learn more at your next appointment.

AD# N1709W09008W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

Can Help
or Harm Your
Child's Health

It's important to understand that obesity has immediate and long-term effects on children's health. Learn more at your next appointment.

Core
Pediatrics

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

SKYSCRAPER **160 x 600**

Can Help or Harm Your Child's Health

Core Pediatrics

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

RECTANGLE **300 x 250**

EATING HABITS
Can Help or Harm Your Child's Health
Learn more at your next appointment.

Core Pediatrics

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

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

Bringing the Living Space of Your Dreams to Life

We offer full-spectrum design-and-build services led by a licensed architect. Let us handle every phase of your project, from planning to permits, for complete convenience and peace of mind.

License# 00000000

Get started today with a complimentary consultation!

Advanced
Building & Remodeling

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

AD# N1709A09009C PASS 2 COL. x 5

Bringing the Living Space of Your Dreams to Life

Get started today!

We offer full-spectrum design-and-build services led by a licensed architect.

Advanced
Building & Remodeling

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

SKYSCRAPER **160 x 600**

Bringing the Living Space of Your Dreams to Life

Advanced
Building & Remodeling

Get started today!

AD# N1709A09009B 300 X 50

Bringing the Living Space of Your Dreams to Life

Advanced
Building & Remodeling

Get started today!

AD# N1709A09009W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

Bringing the Living Space of Your Dreams to Life

Get started today!

Advanced
Building & Remodeling

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

RECTANGLE **300 x 250**

Bringing the Living Space of Your Dreams to Life

We offer full-spectrum design-and-build services led by a licensed architect.

Get started today!

Advanced
Building & Remodeling

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

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A10003C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W10003B 300 X 50

AD# N1709W10003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A11003C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W11003B 300 X 50

AD# N1709W11003W 320 X 50

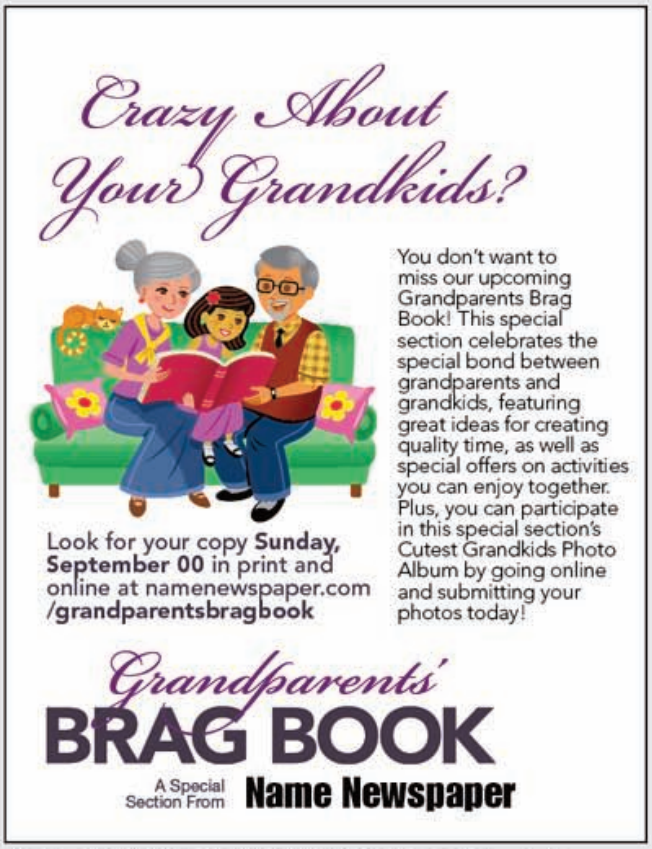
In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.



AD# N1709A12003C PASS 2 COL. x 5

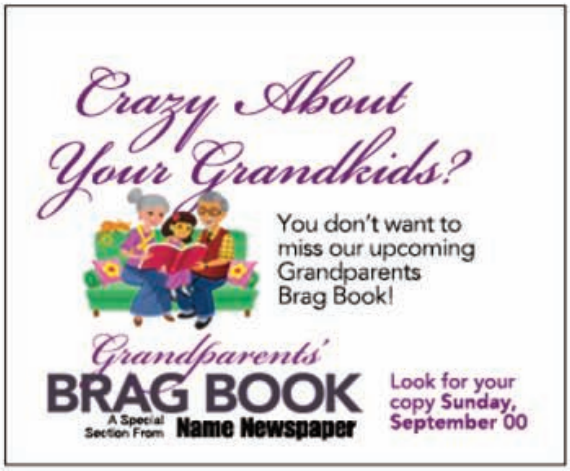
SKYSCRAPER **160 x 600**

AD# N1709W12003B 300 X 50

AD# N1709W12003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.



RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A13003C PASS 2 COL. x 5

AD# N1709W13003B 300 X 50

AD# N1709W13003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

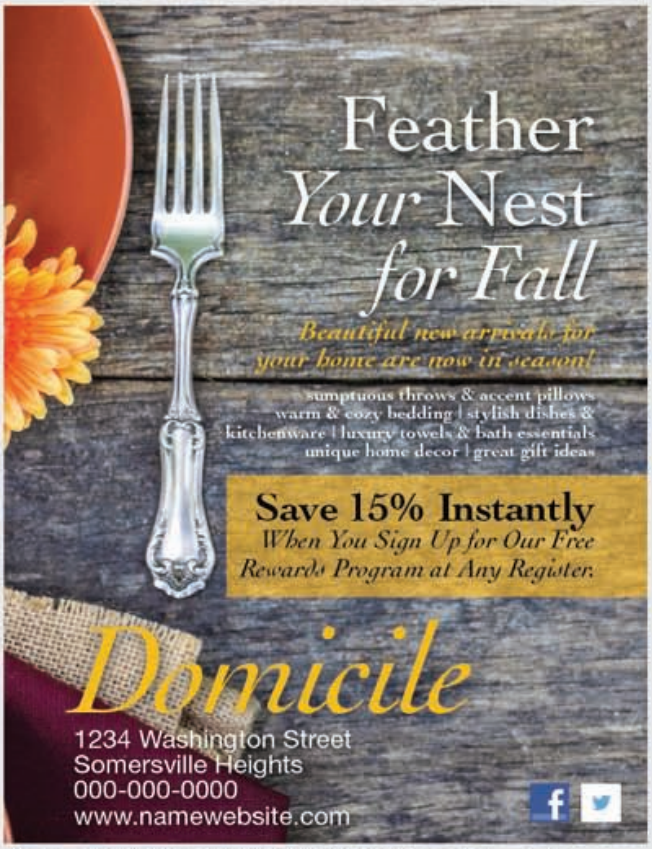
Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

SKYSCRAPER **160 x 600**

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.



AD# N1709A14003C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W14003B 300 X 50

AD# N1709W14003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A14004C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W14004B 300 X 50

AD# N1709W14004W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A14005C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W14005B 300 X 50

AD# N1709W14005W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A14007C PASS 2 COL. x 5

SKYSCRAPER **160 x 600**

AD# N1709W14007B 300 X 50

AD# N1709W14007W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.

AD# N1709A19003C PASS 6 COL. x 3

SKYSCRAPER **160 x 600**

AD# N1709W19003B 300 X 50

AD# N1709W19003W 320 X 50

In addition to today's most commonly used Web ad sizes, these cross-platform packages now include two ad sizes for mobile advertising

Note:
Make quick animated GIF Web ads from the Metro .psd files by using Photoshop's *"Make Frames from Layers"* command in the *Animation* window.

RECTANGLE **300 x 250**

LEADERBOARD **728 x 90**

© 2017 Metro Creative Graphics, Inc., Printed in U.S.A.