HOLIDAY IMAGES, ADS & DESIGNS 兴

METRO Moneymakers

14

- 47



Choose from an extensive selection of fresh quick-sell layouts to round up sales from multiple advertisers. These smaller-space, multi-advertiser formats are perfect for businesses on limited budgets, giving them the ability to pool resources and increase their impact. Choose from a variety of designs and sizes, in themes that range from spiritual messages to those focused on shopping locally. Don't miss a special quick-sell design created to help local businesses thank our troops for their service at the holidays. Designs for both Christmas and the New Year offer combo advertising opportunities.



GREETINGS & SELF-PROMOTION PACKAGES



This year's Holiday Advertising Service features all the elements you need to create your own multiple-advertiser layouts with coordinated marketing materials that will help you promote these opportunities to local advertisers. Find customizable seasonal, Christmas and New Year's designs to maximize market appeal. Run sales promotions in the frame designs as well to show them off in the months leading up to the holidays, or include them with invoices and newsletters to capture the attention of more potential clients. Share season's greetings from readers with a sales promotion and page layout.





CHRISTMAS GREETINGS & IMAGES



Unwrap a wide variety of ready-to-sell greetings designed to fit every advertiser's preference in this year's Holiday Advertising Service. From winter landscapes to Santa shots, religious themes and festive Christmastime rhymes, there's something for everyone on your holiday selling list. Offer advertisers a range of artistic styles and designs to appeal to their tastes. Additional images provided can be used to quickly create new ads with existing layouts through MiAD. If you haven't tried this valuable new tool, go to the new and improved metrocreativeconnection.com now for a step-by-step online demonstration.



PAGES



Tailor sales to your most popular advertising prospects with holiday greetings created for specific types of advertisers and their products or services. Find ready-to-present-and-sell features for restaurants, travel agencies, nightclubs, shopping centers, banks, fitness centers, gift shops, home stores, ski resorts, pet supply stores, toy stores, vision centers, garden centers, electronics stores, gas stations, medical offices, auto repair clinics, bookstores, furniture stores, your own newspaper and many more! These specific advertiser ads are available in a variety of sizes, so you can sell to virtually any budget.





As you count down to 2016, add up more year-end revenue with New Year's-themed greetings for your local advertisers. Consider offering clients a package deal to purchase both Christmas and New Year's space, choosing from multiple-advertiser layouts and individual greetings in a variety of styles and sizes for all price points. Enlist the support of multiple sponsors for a full-page drunk-driving prevention promotion. Plus, find fresh bonus photos and festive artwork to create your own additional New Year's greeting designs using MiAD.



THANKSGIVING

PAGE



■ Presell the holidays and give local advertisers a chance to show their appreciation for valued customers with Thanksgiving-themed greeting ads. Offer "early-bird" discounts to get businesses excited about sharing their gratifude and gearing up for the holiday advertising push. Thanksgiving ads are available in several different sizes to meet multiple budget levels. If client demand for Thanksgiving coverage is abundant, remember that MiAD is at your service! This handy online ad design tool is available to help you create countless new Thanksgiving greetings in mere minutes using additional MCC imagery.



KWANZAA & CHANUKAH

PAGE - 22





Help local businesses focus on celebrating their African American and Jewish customers with holiday greetings designed for Chanukah and Kwanzaa. These ads present an opportunity for holiday advertisers to maintain a print presence for an extended period of time, beginning with Chanukah on December 6, and continuing through Kwanzaa, which ends January 1. These ads are an ideal complement to special Chanukah and Kwanzaa celebration guides, or include them in your traditional holiday sections. Expand ad options through MiAD using additional images and headings provided.



WER & MORILE ADS

PAGE - 64



■ Take holiday sales to the next level with moneymaking Web and mobile ads provided in a range of popular sizes for maximum marketing potential. These polished designs will appeal to virtually any type of advertiser that wants to wish customers a happy holiday, thank them for their support or invite them to enjoy a special year-end offer. The ads can be opened in MiAD to customize and complete them with advertiser logos through the upload button. You can then download an optimized RGB JPEG file that's ready to post to your site with a single click!





CKGROUNDS & TABS | 27 - 29

COLORING BOOK | PAGE + 63





This year's "Christmas Fun Coloring Book & Contest" gives local advertisers a chance to build name recognition and positive association among both kids and parents by sponsoring a coloring page panel. Create an entire coloring book section using the tab cover provided, or run a new panel and sponsor ad each week in the months leading up to Christmas, Local businesses will jump at the chance to be a part of this beloved holiday tradition.

SWIRLS & HEADINGS $\begin{array}{cc} 22 \\ 50 \end{array}$



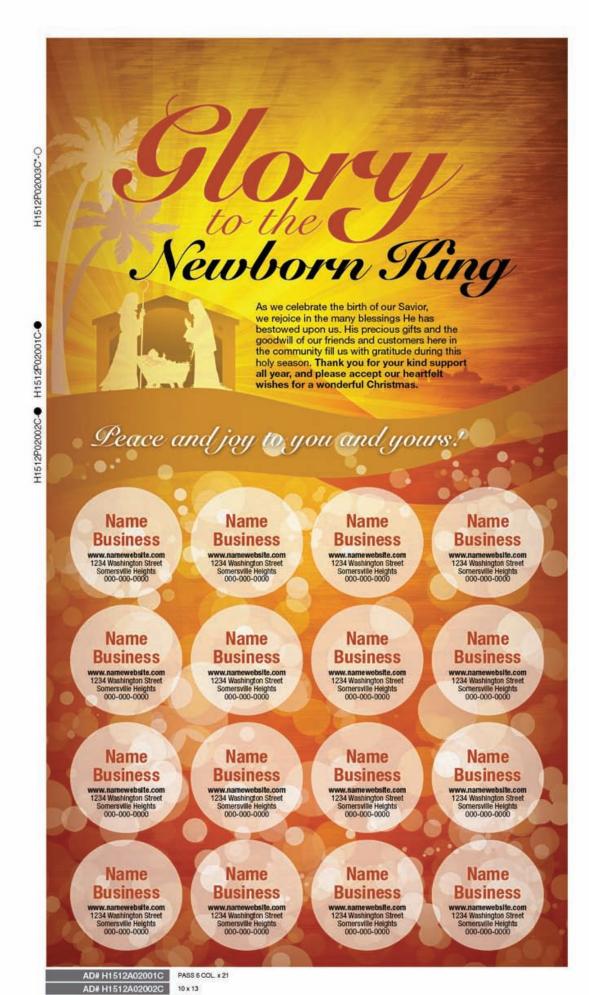


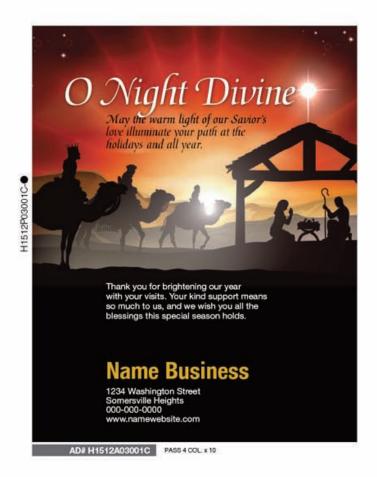
Artistic swirl-style illustrations are ideal for creating holiday section covers or new greetings through MIAD. They feature angels, holly, snowflakes, Champagne and more iconic images for Christmas and the New Year. Heading designs are another valuable springboard for creating new greetings or introducing special greetings sections. Find headings for Christmas, Chanukah, Kwanzaa, Happy Holidays and the New Year, plus a selection of French and Spanish holiday headings.

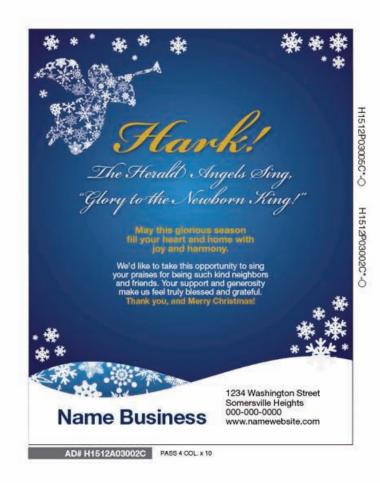


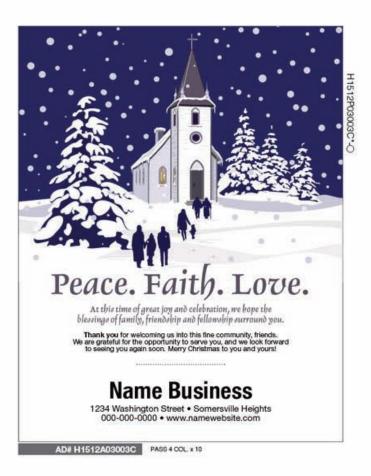


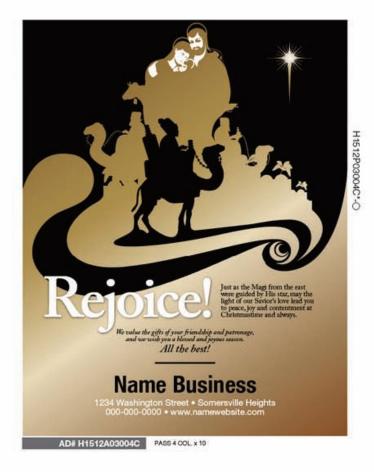
Create new opportunities with a versatile selection of themed backgrounds for the holidays, featuring trees, decorations, landscapes, New Year's clocks and the Magi. These backgrounds can function beautifully as section covers, or use them to create holiday event flyers, marketing promotions for section advertisers or large ads for individual advertisers eager to make a big impression. Additional tab cover designs are featured using backgrounds and other images for Christmas greetings, a gift guide, letters to Santa, New Year's Eve entertainment, holiday songs, a workship guide, a recipe guide and more!



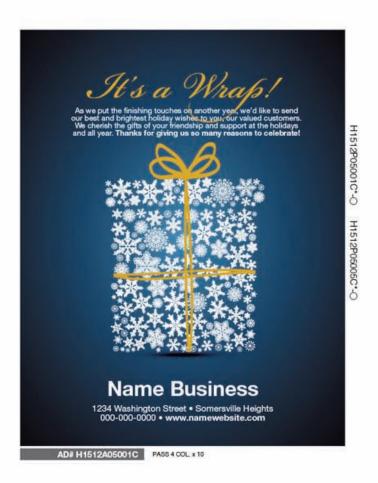


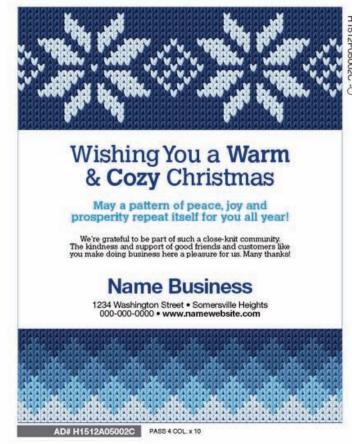


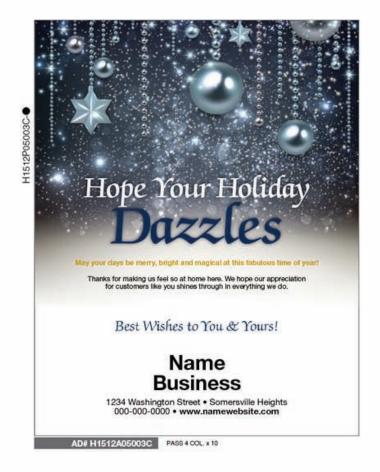


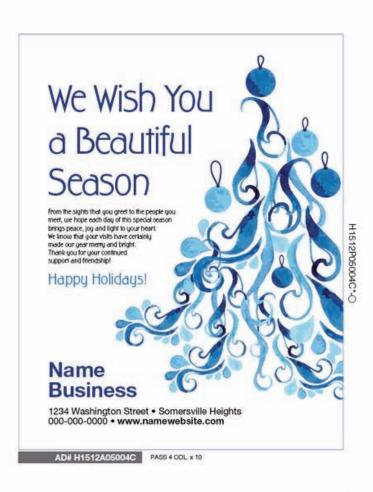








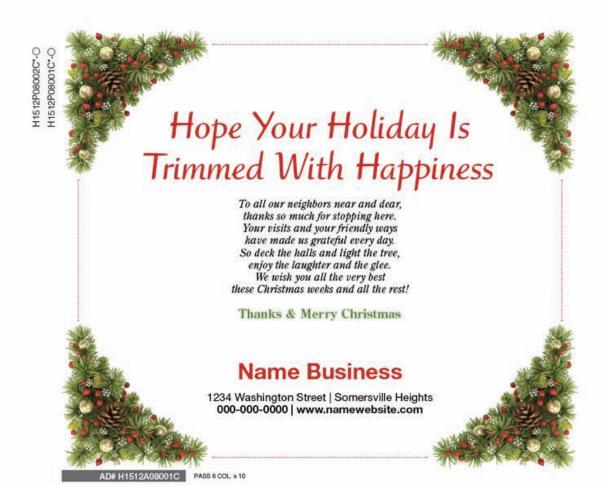


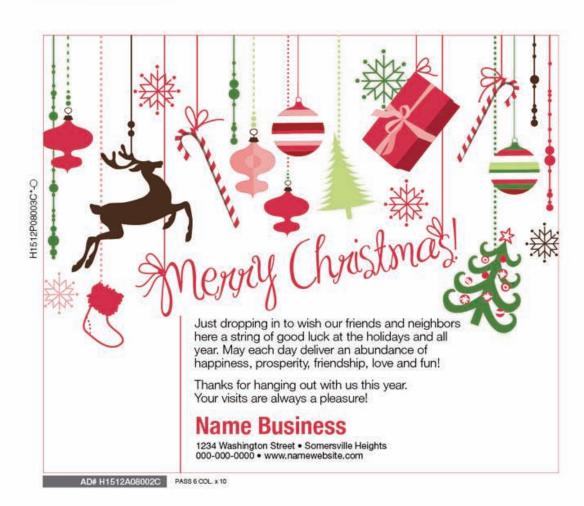


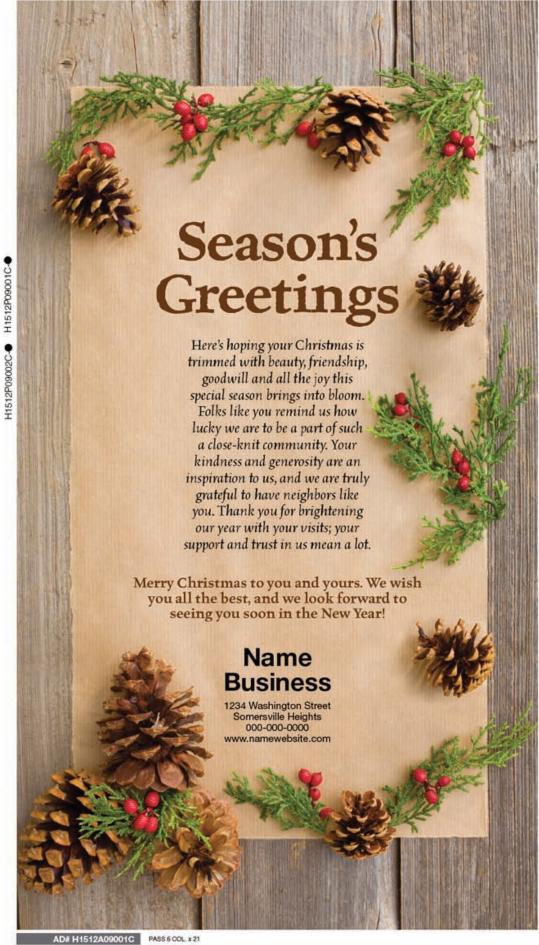




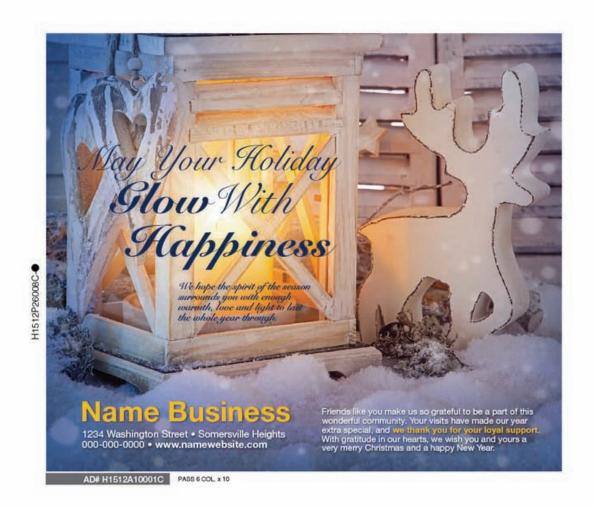


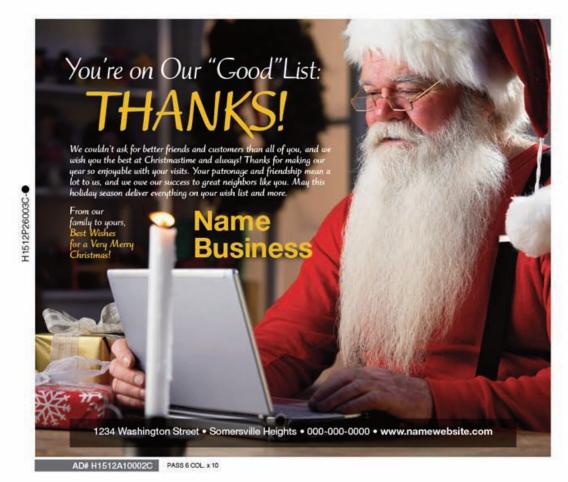






AD# H1512A09001C AD# H1512A09002C PASS 6 COL x 2 10 x 13





H1512P11001C*-O



May Your Days Be Merry&Bright

A string of good tidings to you and yours at Christmastime! You deserve the best, and we hope your season is delightful in every single way. Thanks for powering our success this year with your visits. Your friendship and patronage mean a lot to us, and we look forward to serving you again soon.

We'd like to wish all of our friends, neighbors. eustomers and associates here in town a very merry Christmas and a happy New Year!

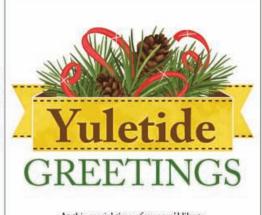
Name Business

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

AD# H1512A11001C PASS 3 COL x 10



AD# H1512A11002C PASS 3 COL x 10



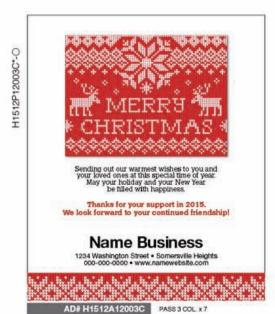
At this special time of year, we'd like to thank our friends and customers for stopping here. Your visits and your kind support fill us with joy and gratitude at the holidays and all year. So without further ado, we wish a merry Christmas to each and every one of you. May it be filled with good times and good people, and may the coming year bring many blessings to you and your loved ones. All the best!

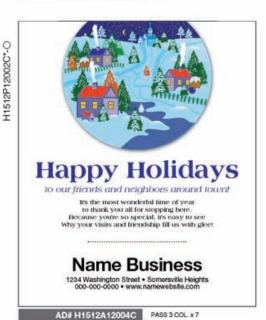
Name **Business**

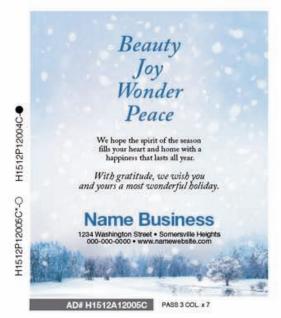
1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com

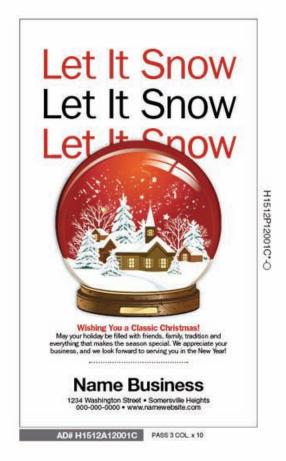
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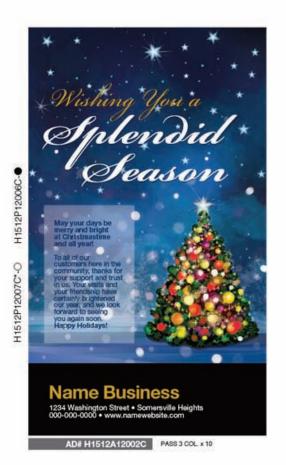






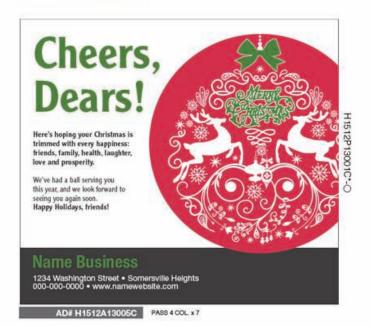


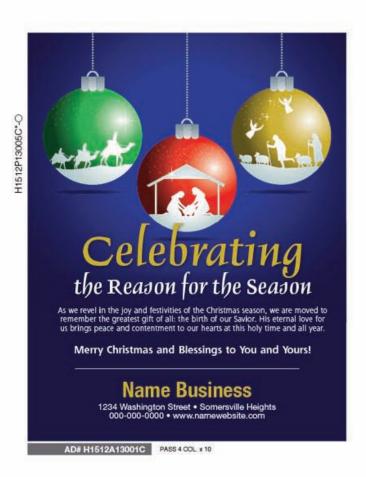


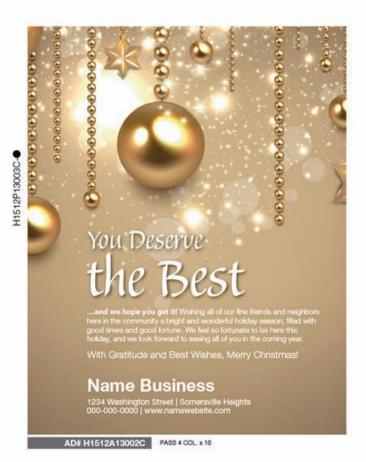












Greetings, Goodwill & Gratitude

There's simply no place we'd rather be this holiday season than right here at home with all of you. Thanks so much for making our year memorable and bright. Your kindness and friendship warm us with gratitude.



To our neighbors, customers, friends and associates here in the community, thanks and best wishes for a happy, healthy and wonderful holiday! We hope the season and the New Year deliver everything your heart desires.

Name Business

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

AD# H1512A14001C PASS 6 COL x 10



AD# H1512A14002C PASS 6 COL x 10



Business 1234 Washington Street

Somersville Heights 000-000-0000

1234 Washington Street

Somersville Heights 000-000-0000

AD# H1512A15003C PASS 6 COL x 21 AD# H1512A15004C 10x13

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

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



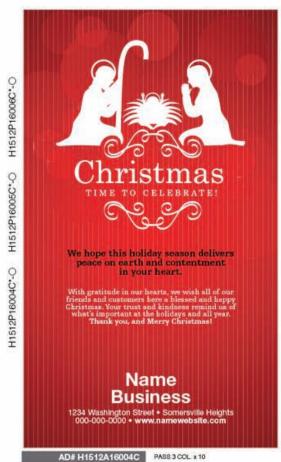
Name Business

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

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H1512P16003C+O

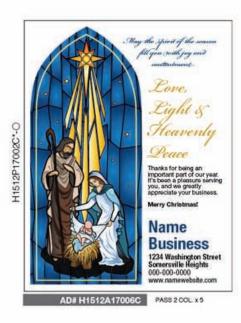




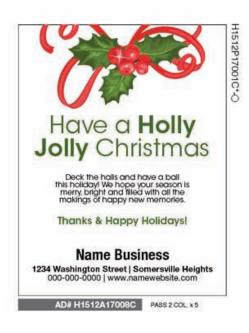


















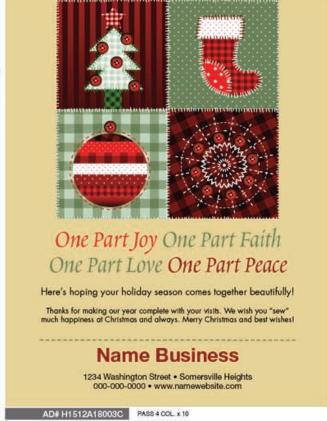
Name Business

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

AD# H1512A18001C PASS 4 COL x 10



AD# H1512A18002C PASS 4 COL. x 10













H1512P20002C*-O

Name Business 1234 Washington Street • Somersville Heights

AD# H1512A20001C PASS 6 COL x 2



Our Finest Wishes at the Holidays

May your Christmas be rich in friendship, love, peace, health and happiness. We wish you and yours all the best, and we thank you for your support this past year.

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

AD# H1512A20002C PASS 6 COL x 2



bringing so much joy to our year with your visits!

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



H1512P20004C*-O

AD# H1512A20003C PASS 6 COL x 2

CELEBRATE THE MIRACLE



MAY THE JOY AND WONDER OF CHRISTMAS FILL YOU WITH CONTENTMENT. THANK YOU FOR BEING SUCH AN IMPORTANT PART OF YEAR. YOUR FRIENDSHIP AND SUPPORT MEAN A LOT TO US.

Name Business

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

AD# H1512A20004C PASS 6 COL x 2



O Come, Let Us Adore Him

Name Business

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

AD# H1512A20005C PASS 6 COL x 2



We'd Like to Shout It From the Rooftops: "Merry Christmas, Everyone!

We hope your holiday is merry, bright and magical. Thanks for being great neighbors and customers!

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

AD# H1512A20006C PASS 6 COL. x 2



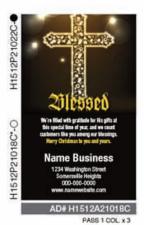








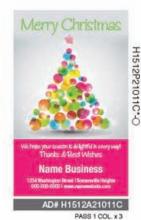
PASS 1 COL x 3



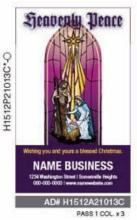






































H1512P22001C*-O



H1512P22008C*-O



H1512P22007C*-O



H1512P22004C*-O



H1512P22005C*-O



H1512P22006C*-O



H1512P22003C*-O



H1512P22009C*-O H1512P22010C*-O



H1512P22002C*-O



H1512P22019C*-O GREETINGS OF

H1512P22015C*-O

H1512P22017C*-O



H1512P22020C*-O







H1512P22022C*-O

W. TOAK







H1512P22013C*-O

H1512P22026C*-O



H1512P22025C*-O

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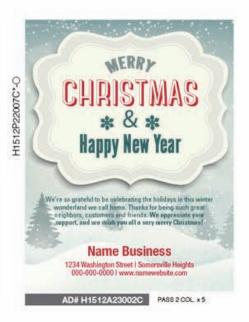




H1512P22027C*-O

























H1512P24003C*-O

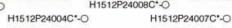






















H1512P24010C*-O

H1512P24014C*-O H1512P24013C*-O



H1512P24006C*-O



H1512P24009C*-O









H1512P24012C*-O

H1512P24015C*-O



H1512P24017C*-O H1512P24016C*-O



H1512P24020C*-O H1512P24019C*-O



H1512P24018C*-O









H1512P24024C*-O

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H1512P24022C*-O

H1512P24026C*-O H1512P24025C*-O





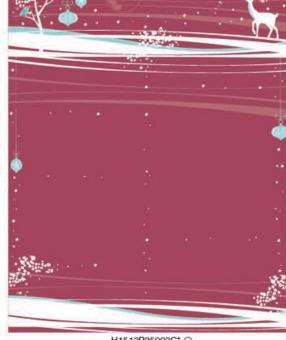
H1512P25002C*-O



H1512P25001C*-O

USAGE NOTE:

This is a page filled with options! Begin with the ad layout to the left, then substitute any of the eight additional backgrounds supplied here. The matching sponsor frame boxes to place on the background are supplied in two sizes for you to have different price points to sell. Duplicate and size the small or larger frame boxes as needed to fulfill the amount of spaces that have been sold for a custom look!



H1512P25003C*-O









H1512P25011C*-O









H1512P25006C*-O



H1512P25009C*-O



H1512P25012C*-O



H1512P46015C-H1512P25016C*-O











H1512P25025C*-O



H1512P25029C*-O

H1512P25017C*-O



H1512P25019C*-O



H1512P46022C-H1512P25023C*-O



H1512P46029C-H1512P25027C*-O



H1512P25030C*-O









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H1512P26010C-

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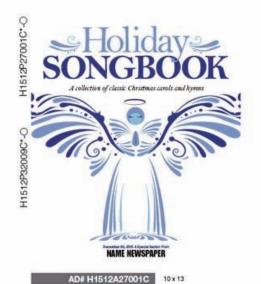


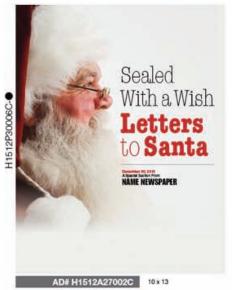


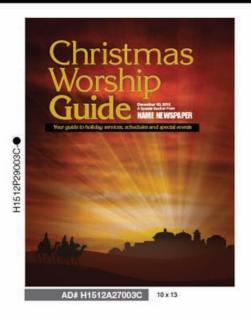
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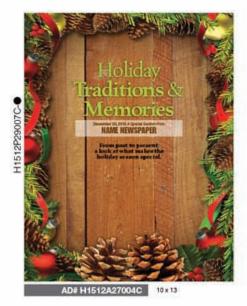
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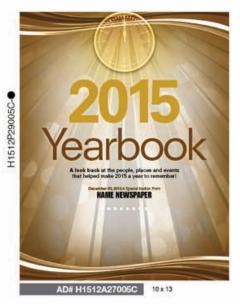
METRO covers





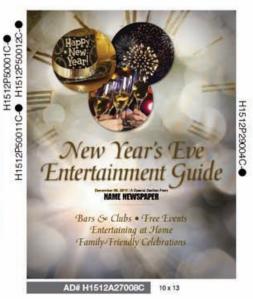


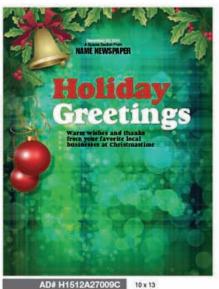












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H1512P28011C-





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H1512P28003C-

H1512P28014C-

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H1512P28009C-

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H1512P30003C-●







H1512P30013C-

H1512P30001C-

H1512P30012C-









H1512P30014C-

H1512P30011C-

H1512P30009C-

H1512P30010C-







H1512P30002C-





Happy 1st Christmas to Abby Noonan! Congratulations, Rick and Barbara: We wish you all a blessed holiday. Love, Auntie Kelly

Merry Christmas to the Merry Christmas to the Wilson Family!
Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016!
Best wishes,
The Hansons



Happy Kwanzaa to the Smith Family! We're so grateful for your friendship. Your neighbors, Jim & Sue

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes,



Adam & Andrea Hayden, Wishing you a blessed and happy Hanukkah. Thanks for sharing the holidays with us! Mark & Gina Wells



Welcome Home. Wesley Carter! We're so proud and grateful to be spending Christmas with you. Thank you for your service and for a being a wonderful son. Love, Mom & Dad

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes, The Hansons



To Our Good Friend Emily Andrews, We wish you all the best at Christmastime and all year! With Love From James, Lily, Heather & Ryan

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes, The Hansons

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wither, The Hansons



Dear Melissa Gallagher, Thanks for bringing so much joy to our lives. We couldn't ask for a better ount and friend. XOXO, Lynne & Tim



Merry Christmas, Grandma Joan! We wish we could be there to celebrate with you. Miss you and love you! Hugs & Kisses, Grace & Junior Miller

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes, The Hansons



Best wishes for a very happy holiday season from The Perks Coffee Team!

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes, The Hansons



Merry Christmas to Paster Joe Franklin! Thanks for all you give to

your parishioners and this community.
With cratitude and best wishes, Helen & Frank Miller

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes, The Hansons



Merry Christmas, Lisa & Eddie Barclay Guess what? I'll be "home for the holidays" soon! Can't wait to see everyone.



To Gary Anders, To Gary Anders,
Thank you for all that you do.
You are a truly
wonderful person.
Merry Christmas From
Nora Blake & Kurt Peters

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes, The Hansons



Happy 1st Christmas to Abby Nooman! Congratulations, Rick and Barbara. We wish you all a blessed holiday. Love, Auntie Kelly

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wither, The Hansons



Happy Kwanzaa to the Smith Family! We're so grateful for your friendship. Your neighbors, Jim & Sue

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Rest wither



Adam & Andrea Hayden, Wishing you a blessed and happy Hanukkah. Thanks for sharing the holidays with us! Mark & Gina Wells



Welcome Home. Wesley Carter! Westey Carter? We're so proud and grateful to be spending Christmas with you. Thank you for your service and for a being a wonderful son. Love, Mom & Dad Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes, The Hansons



To Our Good Friend Emily Andrews,
We wish you all the best at
Christmastime and all year!
With Love From
James, Lily, Heather & Ryan

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes, The Hansons

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes. The Hansons



Dear Melissa Gallagher. Thanks for bringing so much joy to our lives. We couldn't ask for a better aunt and friend. XOXO, Lynne & Tim



Merry Christmas, Grandma Joan! We wish we could be there to celebrate with you. Miss you and love you! Hugs & Kisses, Grace & Junior Miller

Merry Christmas to the Wilson Family! Thanks for being such great neighbors and friends. We're looking forward to more good times in 2016! Best wishes, The Hansons

Share the Joy This Season!
Tell your friends, neighbors and loved once how much you care this holiday season with a personalized message in our Holiday Greetings section. This specials feature will appear in print and online senday, December 20, 2015.

Ways to Place Your Ad!

Option A \$15 up to 6 lines, no graphic

Option B \$25 up to 5 lines, plus graphic Sample Message:



H1512P31002C°-O H1512P31004C°-O H1512P31004C°-O H1512P31006C°-O H1512P31006C°-O

H1512P31008C°-O H1512P31009C°-O H1512P31011C°-O H1512P31012C°-O H1512P31012C°-O

H1512P31001C*-O

Place your active. by phone or by mail by 5 p.m. Thunday, December 17 promit legyword Tholkay greetings to order your message ordine 2 Call 000-000-000 Monday-14469 a B.m.-5 p.m. to place your order by phone. 3 Mail completed order form with payment to the following address: The Somesvieth Press. 1232 Washington Owner.

Customize your greeting with a holiday graphic!

g









THE STATE OF THE S









PASS 6 COL x 21

Holiday Greetings ORDER FORM City.

If you would like to add a graphic, please indicate the corresponding number he

Method of payment: Sheck Shoney Order Ships (3 MasterCard
Credit Card #	Exp:
Authorized amount of order:	
agree to turns and conditions outlined below:	
426.14.77	market .

AD# H1512A31001C AD# H1512A31002C





H1512P32006C*-O





H1512P32004C*-O



H1512P32001C*-O





H1512P32005C*-O

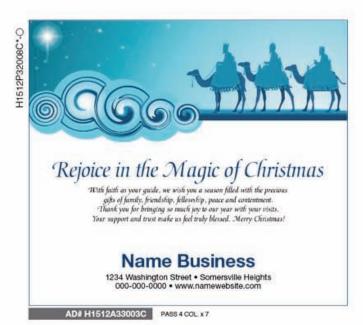


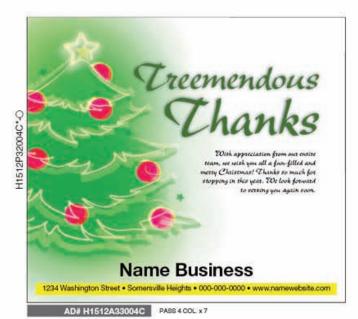


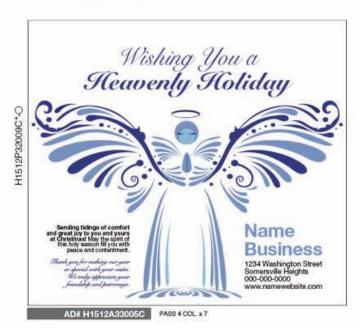
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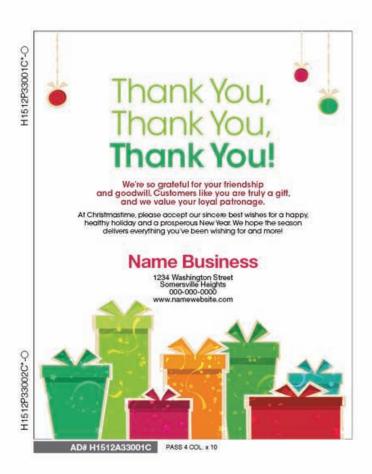
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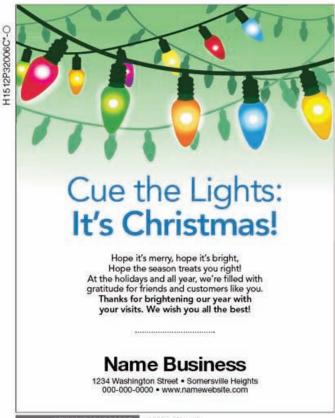
H1512P32012C*-O











AD# H1512A33002C PASS 4 COL. x 10

METRO Metro Retro



generosity. Customers generosity. Customers like you are the reason we love doing business here, and we greatly appreciate your loyal support and friendship.

family to yours, Merry Christmas & Happy New Year!

AD# H1512A35003C PASS 4 COL x7

www.namewebsite.com

Have yourself a merry little holiday! As another Christmas season comes dancing in, we'd like to thank you

for your trust in us. Customers like you give us plenty of reason to celebrate, and we wish you all the best!

Name Business

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

AD# H1512A35004C PASS 4 COL x 7

We hope your holiday hits all the high notes!



With a song in our hearts, we wish all of our neighbors here a most merry Christmas and a happy New Year. We sincerely appreciate your patronage and friendship at the holidays and all year.

Name Business

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

AD# H1512A35005C PASS 4 COL. x 7

Faith. Joy. Peace.



H1512P34002C*-O H1512P34001C*-O

H1512P34014C*-O





H1512P34003C*-O

May this holy season bring happiness and contentment to your heart and soul.

Thanks for contributing so much to our success and enjoyment this year. It's the kindness of good friends and neighbors like you that makes it all worthwhile!

Merry Christmas!

Name Business

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

AD# H1512A35001C PASS 4 COL x 10





As we dash toward Christmas Day, we'd like to wish you and yours a very happy holiday! Hope it's merry and bright with just the right amount of excitement. Thanks for everything you've done to make us smile this year. We appreciate your patronage, and we wish you all the best!

Name Business

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

AD# H1512A35002C

PASS 4 COL. x 10



METRO Holiday Advertising Service





Gift Shop 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com Jewelry Store 1234 Washington Street Somersville Heights 000-000-0000 Beauty **Supply Store** 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com Stationery Shop 1234 Washington Street Somersville Heights 000-000-0000 **Toy Store** 1234 Washington Street Somersville Heights happiness everywhere 000-000-0000 www.namewebsite.com you turn this Christmas!

Menswear Store

000-000-0000 www.namewebsite.com

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

Craft Supply Store

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

Appliance Store

1234 Washington Street

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

Art Supply Store

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

All signs point to a great season, thanks to local shoppers like you! Your patronage paves the way

for a vibrant, thriving community, and these area merchants would like to thank you for your support at the holidays and all year.

Merry Christmas and Best Wishes to You and Yours!

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

Coffee Shop

Sporting Goods Store

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

Gourmet Market

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

Florist

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

Art Gallery

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

Pet Supply Store

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

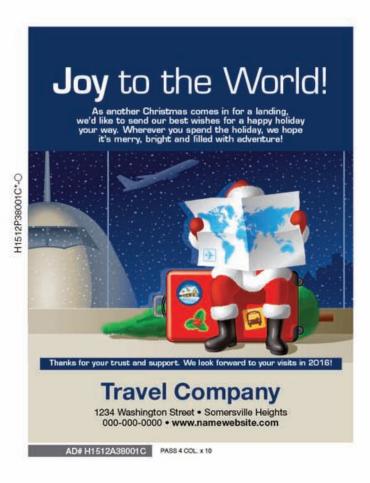
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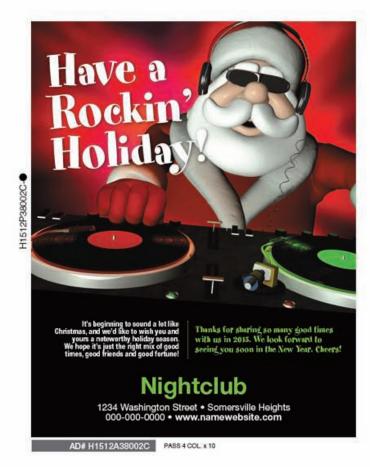
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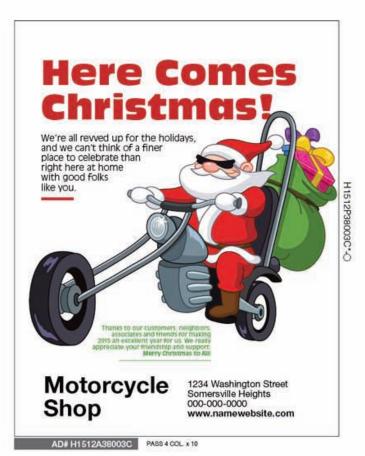
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H1512P37001C*-O

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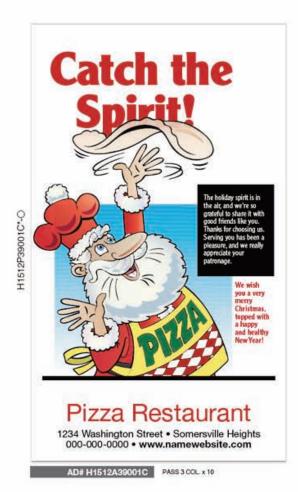






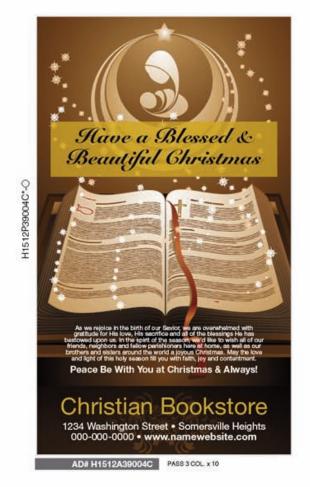


METRO Holiday Advertising Service









METRO Haliday Advertising Pervice

Reporting Our Thanks at Christmastime



to all of our valued readers. we'd like to say thanks for making us your trusted and preferred local news source. We're so proud to be a part of this wonderful community, and we've really enjoyed sharing with you the people, places and events that make it so special.

We hope this holiday season and the New Year deliver much joy and good fortune to you and yours. We wish you all the best!

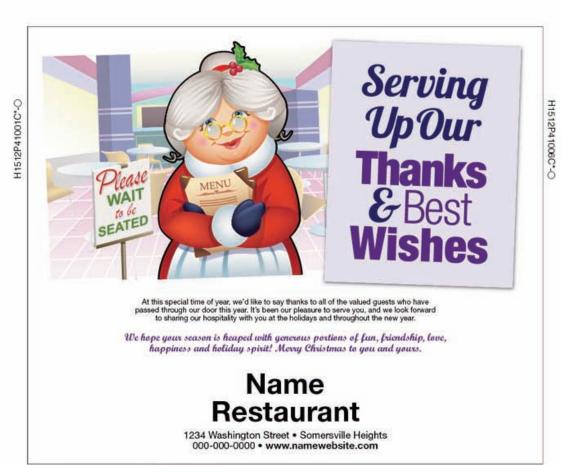
Name Newspaper

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

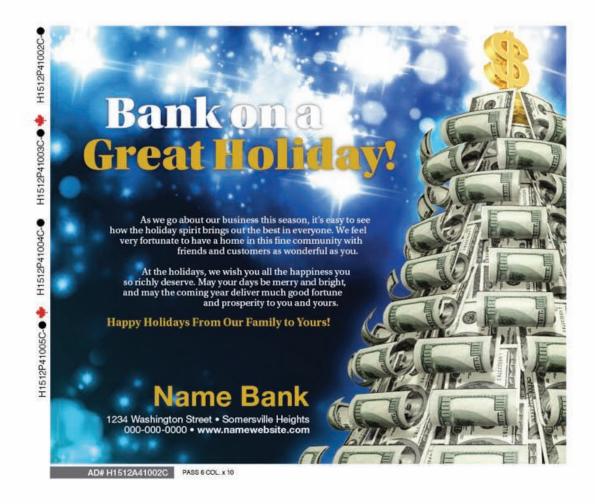
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H1512P40001C-





AD# H1512A41001C PASS 6 COL x 10





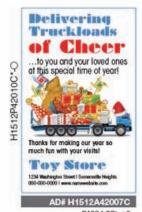








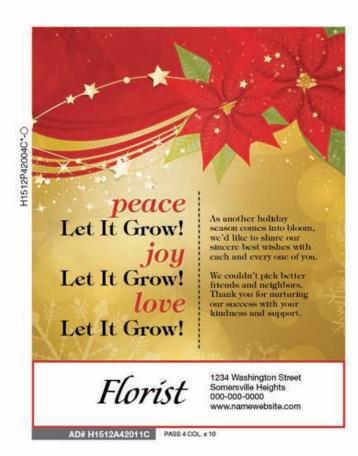








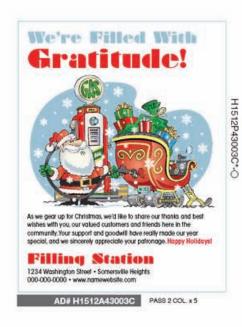






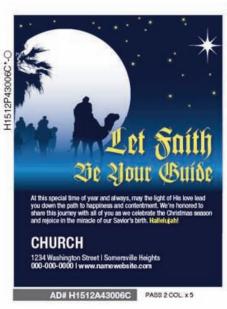








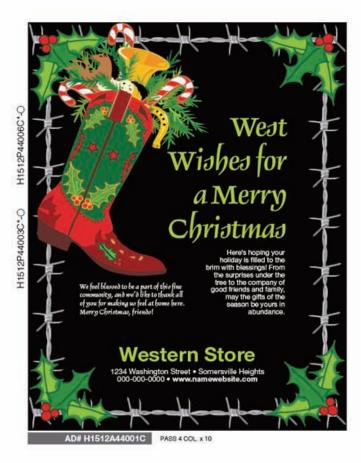


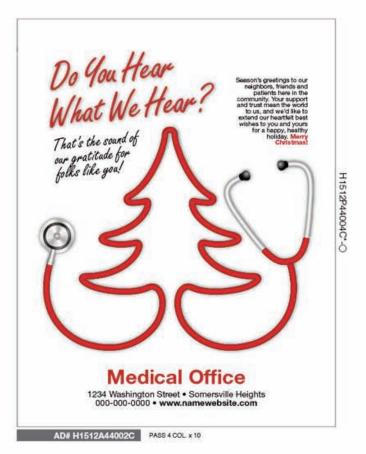








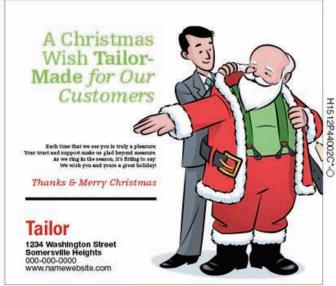






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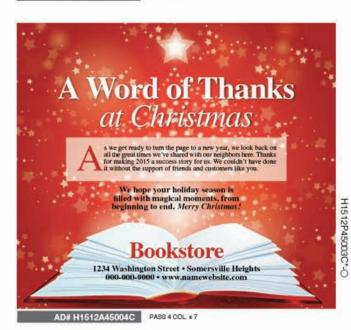


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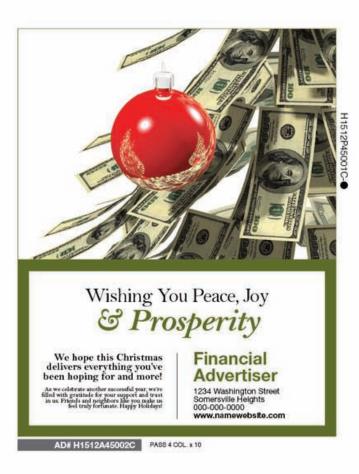


AD# H1512A45003C PASS 4 COL x7





Happy Holidays As another Christmas season comes into bloom, may its spirit of seace, joy and goodwill flourish all around you. We're grateful to be rooted in this wonderful community. The support of good friends and customers like you keeps us growing strong, and we thank you for nurturing our success with your loyal patronage. Meny Christmas and best wishes from our entire teem! Garden Center 1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com H1512P45002C*-O AD# H1512A45001C PASS 4 COL x 10





Time to Celebrate

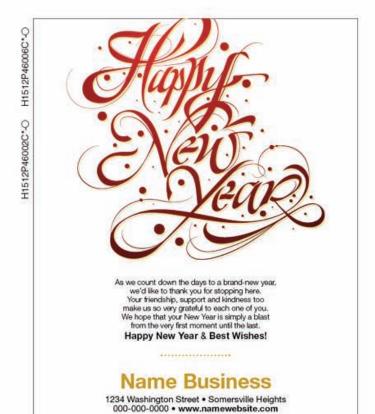
As we count down to a brand-new year, we'd like to take a moment to say thanks As we could down to a brain-her year, we have made 2015 such a memorable year for us. We owe our success to all of you, and we look forward to continuing to serve you in the coming year. We hope 2016 brings nothing but good times to you and yours.

Happy New Year, Everyone!

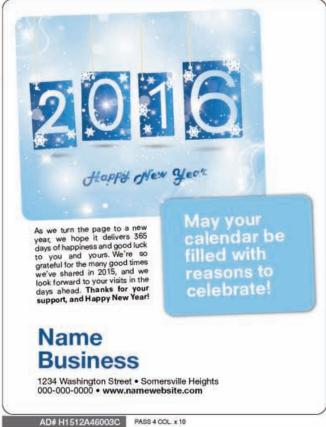
Name Business

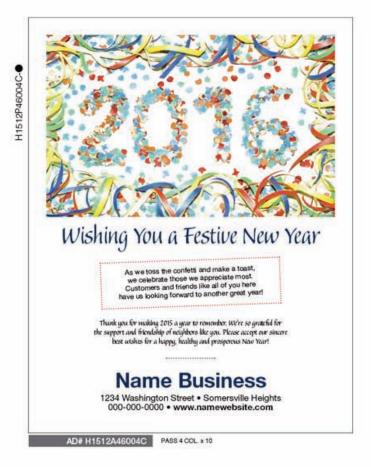
1234 Washington Street • Somersville Heights 000-000-0000 • www.namewebsite.com

AD# H1512A46001C PASS 4 COL x 10



AD# H1512A46002C PASS 4 COL x 10





As we begin a brand-new year, we're filled with hope, gratitude and optimism, thanks to the camaraderie of our loyal friends and customers here in the community. Your support of local businesses helps keep our community strong and vibrant year after year, and we greatly appreciate your patronage. We wish you all the best in 2016 and beyond!

> Нарру New Year!

Name Business

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

All the Best!

H1512P47001C*-O

Name **Business**

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

Thanks for Shopping Locally!

Name **Business**

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

Happy New Year to You & Yours!

Name **Business**

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

Wishing You Peace & Prosperity!

Name **Business**

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

Thanks for Choosing Us!

Name **Business**

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

Cheers to 2016!

Name **Business**

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

Wishing You a Happy, Healthy New Year!

Name **Business**

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

Good Luck to You!

Name **Business**

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

Thanks & Best Wishes!

Name Business

1234 Washington Street Somersville Heights 000-000-0000

Celebrate Safely!

Name Business

1234 Washington Street Somersville Heights 000-000-0000

See You in 2016!

Name Business

1234 Washington Street Somersville Heights 000-000-0000

Thanks for Shopping Here!

Name Business

1234 Washington Street Somersville Heights 000-000-0000

Happy New Year From Our Team!

Name Business

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

We Appreciate Your Business!

Name **Business**

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

Thanks to Our Valued Customers!

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000

With Gratitude & Best Wishes!

Name Business

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

AD# H1512A47001C AD# H1512A47002C

PASS 6 COL x 21

Be the Life of the Ya

Don't Drink and Drive, and Don't Let Friends Drive Drunk.



The Insurance Institute for Highway Safety reports that New Year's Day is one of the worst days of the year for fatal crashes involving drunk drivers. Don't let the good times cloud your good judgement. As you make your New Year's Eve party plans this year, be sure to include plans for safe and sober transportation. Here are some suggestions to help you plan ahead for a responsible ride home.

- Decide in advance on a designated driver.
- · Save the number for a taxi service in your phone.
- Download a ride service app to your phone.
- . Attend a party at a hotel or location where you can make overnight arrangements.
- · Host or attend an alcohol-free New Year's Eve celebration.
- . Make plans to have a friend, relative or car service pick you up from the celebration.

These local businesses urge you to be aware, be responsible and be safe on New Year's Eve.

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000

Name **Business**

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

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000

Name **Business**

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

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000

Name **Business**

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

Name **Business**

1234 Washington Street Somersville Heights 000-000-0000

Name **Business**

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

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AD# H1512A49001C PASS 6 COL x 10

























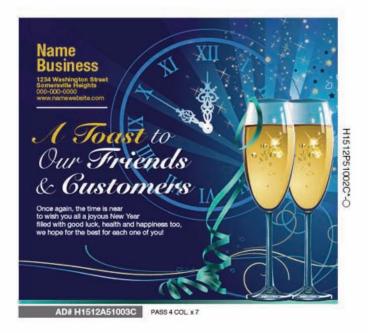








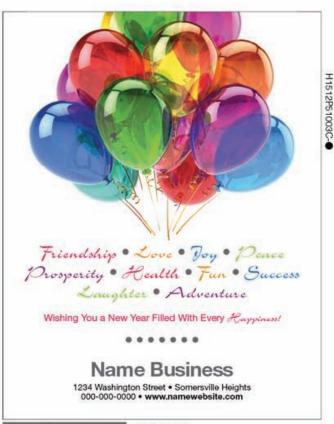




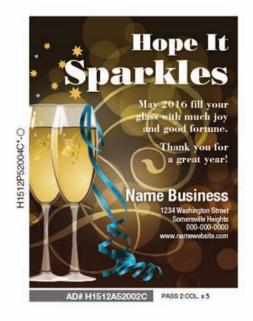




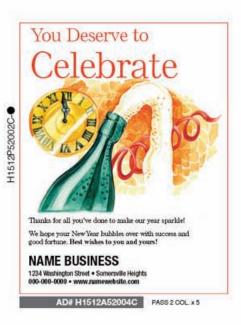


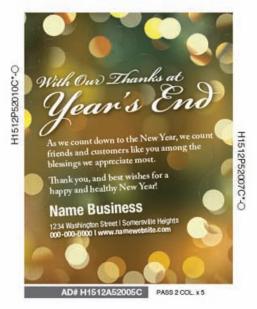






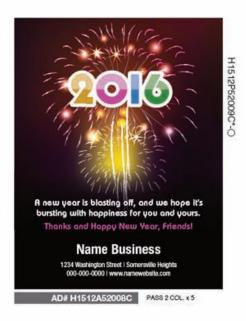


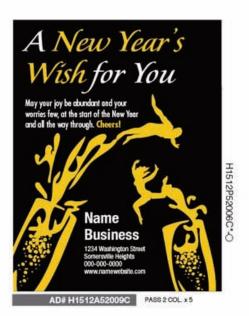


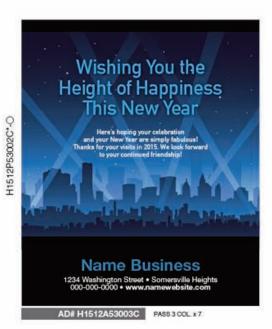


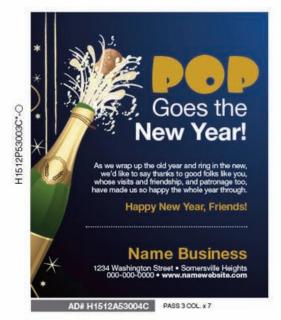


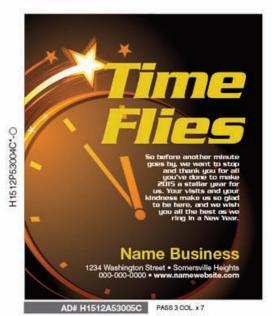








































H1512P54001C-











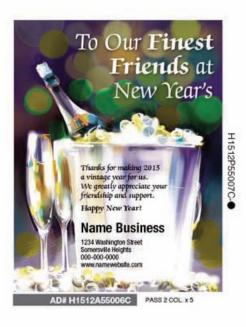




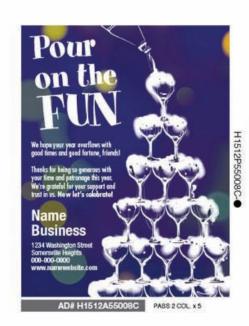


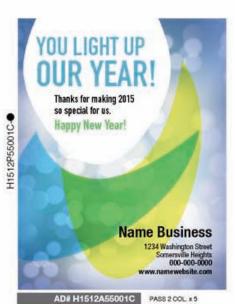








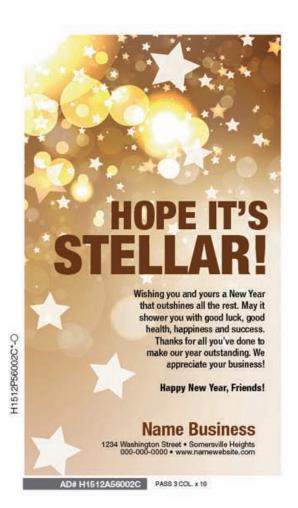








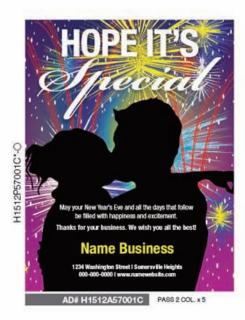
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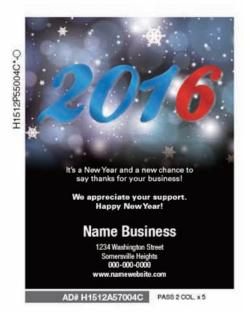
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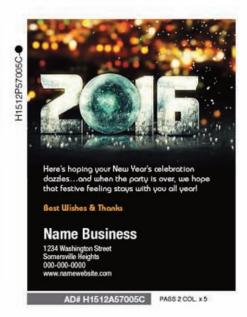
METRO Holiday Advertising Service











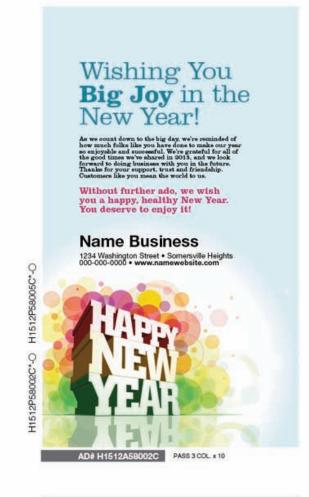




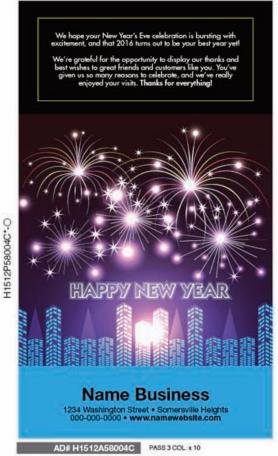
















As we light the menorah and count our blessings, our friends and customers here in the community come to mind. Thanks for showing us so much warmth and goodwill at the holiday season and all year. We appreciate your support, and we look forward to serving you in the New Year.

Warmest Chanukah Wishes to You & Yours!

Name **Business**

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

AD# H1512A59002C PASS 3 COL. x 5





AD# H1512A59003C PASS 6 COL. x 3

Name Business

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

H1512P59011C*-O



H1512P59006C*-O H1512P59006C*-O H1512P59005C*-O

Thanks & **Best Wishes** at Kwanzaa

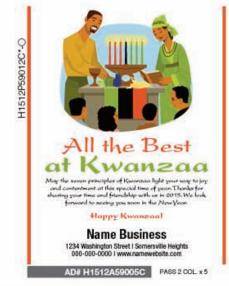
As we celebrate Kwanzaa, we'd like to share our wishes for a blessed and happy season with you and yours. The support of this community gives us much joy and cause for celebration, and we thank you for making us feel so at home here. We appreciate your patronage, and we look forward to your continued friendship!

Name Business

1234 Washington Street Somersville Heights 000-000-0000

AD# H1512A59004C PASS 3 COL x 5





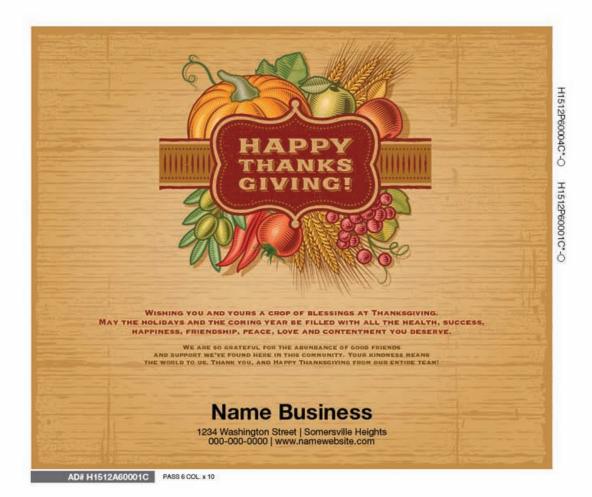


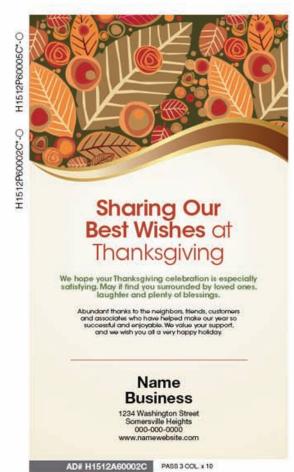
Wishing you a bright and beautiful Kwanzaa celebration. May you enjoy success, faith, happiness and an abundance of blessings at the holidays and always. Thanks for being such an important part of our year. Your friendship and support mean the world to us.

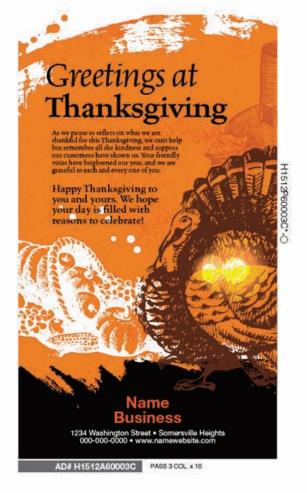
Name Business

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

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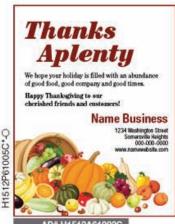


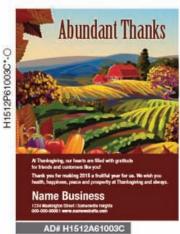


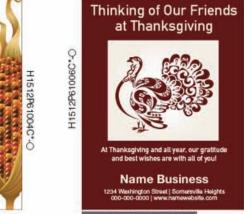




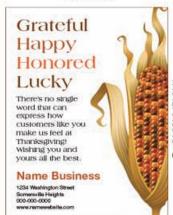
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AD# H1512A61005C PASS 2 COL x 5



AD# H1512A61007C PASS 6 COL x 10







(CHRISTMAS-FRENCH) H1512P62004C*-O



(PEACE & HAPPINESS) H1512P62019C*-O



(GIFTS) H1512P62020C*-O





(MERRY CHRISTMAS) H1512P62011C*-Ó



(CHRISTMAS) H1512P62013C*-O



(HAPPY NEW YEAR) H1512P62010C*-O



H1512P62008C*-O







(SILENT NIGHT) H1512P62015C*-O



(HALLELWAH) H1512P62005C*-○



(CHRISTMAS) H1512P62017C*-O



(HAPPY NEW YEAR) H1512P62001C*-O









METRO Web & Mobile Ads

These RGB Photoshop auto web and mobile ad starters are provided for businesses looking for online options. Download them from the Creative Library by typing the ad filename indicated into the Search box, or by selecting web/mobile from the Spec Ad Filters along with a subject keyword. Click the "W" below an ad thumbnail to view the selection of sizes for each ad and download your choices.



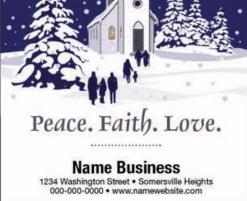
Peace. Faith. Love.

Name Business

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

LEADERBOARD 728 x 90





Peace. Faith. Love. Name Business BANNER 300 x 50



WIDE BANNER 320 x 50

1234 Washington Street Somersville Heights 000-000-0000

SKYSCRAPER 120 x 600

Peace. Faith. Love.

Name Business www.namewebsite.com

Our Friends & Gustomers BANNER 300 x 50



WIDE BANNER 320 x 50

RECTANGLE 180 x 150

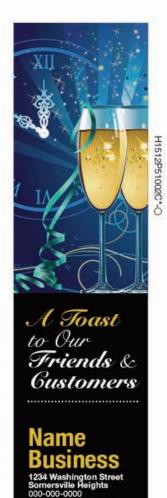
Companion Print Ad# H1512A03003C

QUICK TIP: Use these Web and mobile ad starters to sell a companion package to advertisers for inclusion in both print editions and online. For your convenience, the ads are presented in the most popular Web ad sizes. Just choose the size you need to suit your Web site. The generic nature of the ad content lends itself to practically any advertiser. Open the ads in Metro interactive Ad Designer (MiAD) to complete them with your advertiser into through the handy MIAD button. Then download an optimized RGB JPEG file that's ready to post to your site.

Companion Print Ad# H1512A51003C



RECTANGLE 180 x 150





LEADERBOARD 728 x 90

SKYSCRAPER 120 x 600

METRO Ideas



Flexible options - headings, backgrounds, banners and frames - are yours for the taking in the 2015 Holiday Advertising Service. Use them to customize your pages and ads for your own unique holiday look.







Options for Customizing Your Holiday Pages

There are hundreds of choices of spec ads available in your 2015 Holiday Advertising Service. Looking to add your own creative stamp to your ads? Need a jump-start to holiday pages? Looking to customize existing ads from your Holiday Service? There are lots of options, but take, for example, these five pages from your 2015 edition:

Headings and Banners

These headings and banners (p. 22) can be dropped into any ad or multiple-advertiser pages and section pages as well as online holiday areas of your Web site. Larger square items can be used to start cover layouts or to create cards to give or sell to

Backgrounds

Colorful holiday backgrounds (p. 29) are the perfect starting point for pages and holiday section covers. Use them as is or crop them for any ad background. There are selections for religious and secular holiday applications as well as New Year's.

Festive and ready for your type, these scrolls and banners (p. 36) are sure to add a unique touch to your holiday editions. You have the ability to add curved type in both InDesign* and QuarkXPress* to make these ribbons and scrolls your own. Reduce them for holiday headers or footers, as title holders for holiday section covers or to create headlines that will command attention in any holiday ad.

Mix and Match Frames

Flexible frames and backgrounds (pp. 24, 25) mean quick layouts for sales presentations as well as readily available self-promotion options. With backgrounds and frames that can be mixed or matched to your heart's desire with the suggested layouts, these two pages alone have options galore!

Download separate elements or complete ads in the MCC Creative Library. Search through the Holiday SearchBook", by keyword, Image Type (i.e., frame, heading or background), Ad Type and/or by horizontal or vertical orientation. M

Our Gifts for You:



Fully Templated Holiday Special Sections

Your Holiday Service includes two complete, ready-to-sell templated special sections: Home for the Holidays and Celebrate the Season. Access them from the Templated Special Sections Library. Download your choice of QuarkXPress® or InDesign® formats and start selling!



Sell More Holiday Ads with MiAD

Access to the HAS ads inside Metro Interactive Ad Designer (MiAD*) software is another added bonus to your subscription. In MiAD you can select an ad, type in advertiser information and get PDFs for instant spec or finished ads. Leave the ad content as is, or customize it with alternate images, headings or text - it's up to you. MiAD lets you do it all so you can sell more ads in less time! Now MiAD mobile* is available for iPad," too! Call today!

Using MiAD for Holiday Specs is as Easy as 1-2-3-4

- 1. Search for Holiday ads in the Creative Library of MCC or from the SearchBook™. Click the pencil in the box icon to automatically open your selection in MiAD.
- 2. Click the Company tab on the right-hand Field Customization panel. There, you can type or copy and paste your advertiser info or upload an advertiser logo.
- 3. Go to Output Options in the center panel to select output as PDF, EPS or native QuarkXPress document, or to change the color ad to black & white.
- 4. Print your ad for presentation or e-mail a PDF to your prospect through your PDF Reader application.

Search and download all Holiday Advertising Service content from the Creative Library of MetroCreativeConnection (metrocreativeconnection.com).

In the Ad Folders (i.e.: H1512A00000C):

- · QuarkXPress* ads end with the .QXD extension; InDesign ads end with .indd
- Color ads end with C: B&W end with K
- · ASCII text files end with the .TXT extension
- · Art used in ads end with .TIF or .eps
- · TIFF versions of ads are available only in B&W and only on CD

Graphic Symbols legend: ● TIFF art file format ○ EPS art file format ◇ Photoshop: EPS file format

Metro Creative Graphics, Inc.

519 Eighth Ave. New York, NY 10018 - 800-223-1600 service@metro-email.com · metrocreativeconnection.com

METRO

Metro Creative Graphics, Inc. 519 Eighth Avenue, New York, NY 10018 PRSRT STD US POSTAGE PAID SOUTHERN, MD PERMIT 4205





The chalkboardinspired cover illustration for Metro's 2015 Holiday Advertising Service showcases one of the year's hottest design trends! As an added bonus, we've provided this tab-sized version for use as a section cover. The file name is H1512A27010C.



What's inside

FULL-COLOR REFERENCE BOOK

to present top-quality content and color options to your advertisers — increasing your upsell potential

QUICK-SELL OPPORTUNITIES

to let you begin selling immediately and see results fast

NUMEROUS ADVERTISER-SPECIFIC ADS

designed for a custom-made sell

INCOMPARABLE COMPILATION OF HOLIDAY ADS & IMAGES

covering the big end-of-year moneymaking opportunities — Christmas, New Year's, Thanksgiving, Chanukah and Kwanzaa — in the most popular sizes, ready to sell and ready to use ... just drop in the advertiser's logo!

TOP-OF-THE-LINE IMAGERY

in a broad range of styles — photos, line art, tone art, classic, contemporary and traditional — to fit any advertiser's taste

BEAUTIFULLY DESIGNED COVERS

developed with beautiful images, photos and frames

COLOR AND BLACK & WHITE IMAGES

give you the creative choices necessary to fulfill design and advertiser preferences

YOUTH MARKET COLORING BOOK

an annual favorite that appeals to both young readers and advertisers of all types

BONUS HEADINGS AND LANGUAGE OPTIONS

include new customizable heading banners and an expanded variety of holiday headings with options in Spanish and French

READY-TO-RUN EDITORIAL FEATURES

are provided on CD and online under the edition name "Holiday Spirit"