

METRO ADS ON DEMAND ON-CALL AD CREATION FOR PRINT & WEB



Make ADS On Demand,
**Part of Your
Team**

No matter if your publication is large or small, chances are you're facing the challenges of reduced staffs and budgets. Wouldn't it be great to have a professional resource at your fingertips — as part of your team — to create exceptional, cost-effective print and Web ads, as needed and on deadline? That's what Metro ADS On Demand™ is all about. And you can benefit from all of this with **no long-term contracts or ad-quantity commitments**. Get what you need, when you need it. It's that simple. Why wait? Keep your work flowing smoothly and your print and Web ad clients coming back for more. Make the call and start today, 800-223-1600.

- Fast turnaround time
- No long-term contracts
- No ad-quantity commitments
- Print or Web — even specialty interactive Web ads
- Simple low cost per ad pricing
- Latest design and program capabilities
- Here when you need us

FOR IMMEDIATE RELEASE**METRO ADS ON DEMAND™, NEW WEB AND PRINT AD CREATION SERVICE,
SET TO CUT COSTS AND GROW AD REVENUE**

NEW YORK, NY - Metro Creative Graphics, Inc. has introduced *Metro ADS On Demand* an overnight, customized print and Web ad development service for newspapers. *Metro ADS On Demand* gives newspapers fast, effective and cost-efficient help to keep their work flowing smoothly and their ad sales growing.

Metro ADS On Demand is especially useful for newspapers' sales departments to prepare high-quality, professionally designed spec presentations that are customized for their advertisers and delivered overnight. They can significantly increase the odds of closing a sale and, in turn, boost revenue.

Newspapers can also use this on-call service when they are shorthanded due to staff illness or vacation or if they are under a tight deadline, faced with an unusually high volume of ads, or developing a special section or seasonal edition; no need to hire a high-priced freelancer. *Metro ADS On Demand* allows a newspaper to handle customers' requirements efficiently and without additional overhead.

Additionally, to meet the growing needs of newspaper Web sites, publishers can use *Metro ADS On Demand* to create static or animated Web ads designed to meet the most demanding requirements. Metro's capable and skilled staff can fill in when local talent is not available.

By using *Metro ADS On Demand*, newspapers benefit from:

- An easy to use online order form and fax/email for quick revisions
- A sales force armed with print and Web ads customized for advertisers
- Increased ad revenue by virtue of more spec ads to sell for print and Web
- Expanded ad composition capabilities without additional overhead
- Fast, overnight turnaround time
- Fresh new ideas and designs from Metro's courteous and professional staff

For trial program and pricing information, call 800-223-1600, or email service@metro-email.com.

Metro Creative Graphics, Inc. is today's finest advertising, creative and editorial resource specifically designed to make publications money, both in print and online. Subscribers benefit from ready-to-use images, spec ads, stock-quality photographs, logos/trademarks, car manufacturer photos, ideas, marketing/sales materials, and themed and general-interest editorial features, all accessible online at www.metrocreativeconnection.com in the Libraries of MetroCreativeConnection. To sample any Metro service, call Metro Client Services at 800-223-1600.

CONTACT:

Metro Client Services
800-223-1600
service@metro-email.com

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METRO ADS ON DEMAND ON-CALL AD CREATION FOR PRINT & WEB

Need a cost-effective way to have custom print and Web ads ready when you need them? Then look to *Metro ADS On Demand* to give you what you need when you need it. This on-call ad creation service provides a quick turn-around time, with no long-term contracts and no ad-quantity commitments. From simple to complex, *Metro ADS On Demand* keeps your work flowing smoothly and your print and Web ad clients coming back for more.

No matter what challenges you are currently facing, knowing that you have a professional resource available to create exceptional, cost-effective print and Web ads — as needed and on deadline — gives you an edge over the competition and your bottom line.

Complete custom ads designed with your client specifications and deadline, no matter how simple or complex, is what *Metro ADS On Demand™* is all about.

And you can benefit from all of this with no long-term contracts or ad-quantity commitments. What you need, when you need it, to keep your work flowing smoothly and your print and Web ad clients delighted.

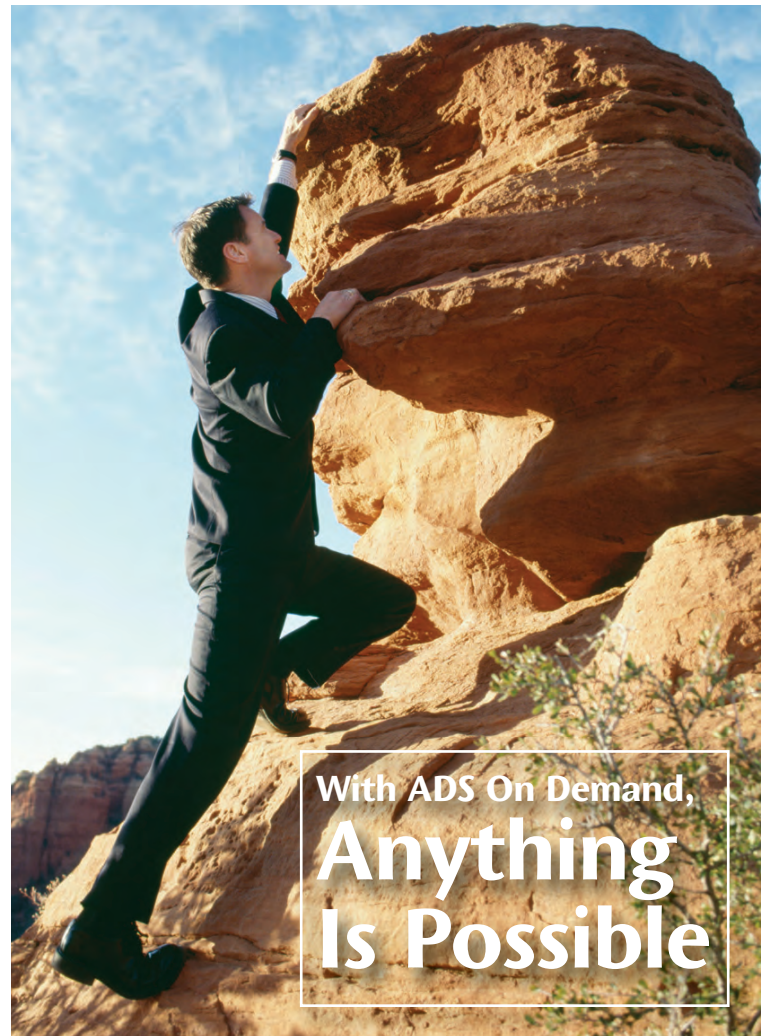
Metro ADS On Demand provides you with a broad range of custom sales, creative and production-support services for print and Web:

- ✓ Arm your sales force with customized print and Web ads, with minimal on-staff involvement
- ✓ Produce even the most complex print and Web ads in the most cost-effective manner
- ✓ Work with a courteous, professional staff full of fresh new ideas with the latest design and program capabilities
- ✓ Rely on a quick turnaround time
- ✓ Have the convenience of an online order form
- ✓ Enjoy the simplicity of faxing or emailing revisions

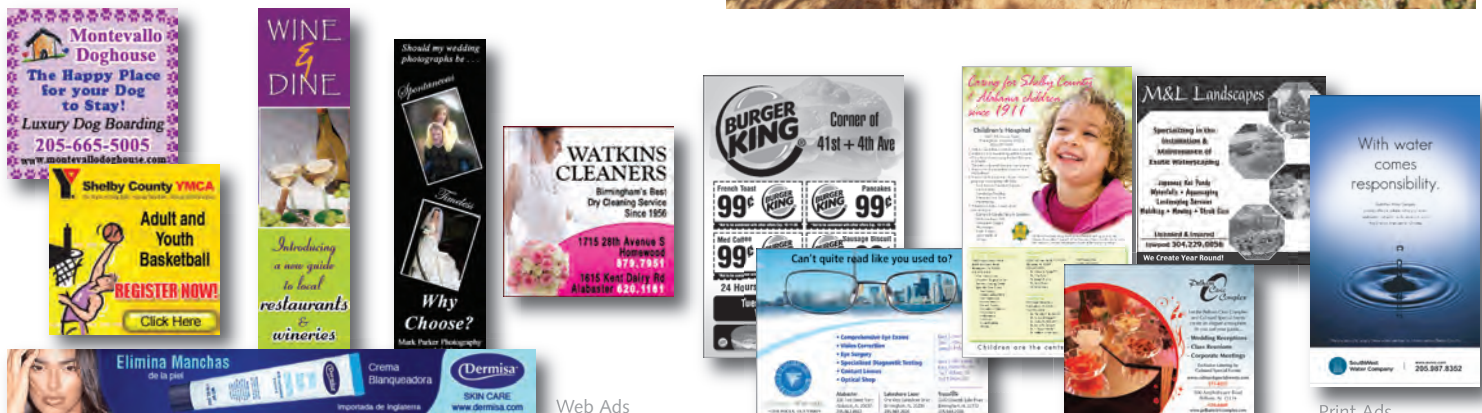
Best of all:

- ✓ No long-term contracts are required
- ✓ No ad-quantity commitments are necessary
- ✓ We're here when you need us

FREE two-week trials are available by calling 800-223-1600.



With ADS On Demand,
**Anything
Is Possible**



Web Ads

Print Ads

technology

If you're running out of time... ADS on Demand is for you



By Kevin Slimp
Institute of Newspaper Technology

I run across quite a few software vendors as I travel from one convention to another. Every now and then, I'll see a new product that looks like it has potential for our industry. Over the past few months, I've visited with Bethany Weidenhammer, Metro Creative Graphics, at several conferences. Each time, she has made a point to tell me that Metro would be offering a new service of great interest to newspapers. So it came as no surprise last week when I received a press release from Bethany regarding Metro's 'ADS On Demand' service.

Basically, ADS on Demand works like this. Let's say I need an important ad prepared for tomorrow's edition. I look at the clock and realize I'm going to be hard pressed to have an ad ready by deadline. ADS on Demand allows Metro customers to go online to have ads created for the next day's edition. If I place an order by 4 p.m. local time, I will have an ad waiting in my e-mail by 9:00 the following morning.

I tried the ADS on Demand to see how well it works. First I went to www.metroadsondemand.com and entered the necessary information. Users can upload photos, logos or other graphics for use in the ad. There's also an area to let the designers know just what you're looking for. I uploaded a photo and ordered two print ads and one ad for a Web site. I wanted an ad with a hometown feel, so I instructed the designer to use appropriate artwork to create that feel. Sure enough, when I checked my e-mail the following morning, there were the ads.

Once you receive the first version of the ad, you can submit as many revisions as needed. Simply print the PDF of the ad you receive and indicate any changes or edits, then fax back the printed page(s) to the Metro Design Team. Or, if have Adobe Reader

Slimp Syndication



You've read Kevin's technology columns for more than ten years. Now sit back and enjoy his homespun tales about the fictional town of Lennox Valley and the zany cast of characters who make up this midwest-or was that southeast-town.

There's Father O'Reilly, Brother Billy Joe Pilphrage, Vera Pinrod (whose favorite hobby is comparing attendance from the church newsletters each week), Kelli Anne Mohan (the local newspaper publisher) and scores of comical characters that will bring back memories of home and keep you laughing at the same time.

Newspapers can receive Kevin's column for four weeks at no cost. **No gimmicks. No tricks.** Just a chance to see how much your readers will love the citizens of Lennox Valley.

For more information, visit: www.kevinlimp.com or email: articles@kevinlimp.com



This ad was designed by Metro's ADS on Demand online service. Orders placed by 4 p.m. Are delivered by 9 a.m. the following business day.


7.0 or higher, you can use the 'Note Tool' to make comments directly on the PDF and e-mail it back to Metro. You will receive your revised (print) ad via e-mail within two hours. I requested a couple of changes, which were promptly handled and returned to me in less than two hours.

And here's the clincher: the ads were very well done. Sometimes, when creating an ad for an important client, I've searched for hours for the right artwork. ADS on Demand allows the customer to focus on other jobs, knowing the ad will be ready as promised.

After seeing ADS on Demand, I contacted a representative of MultiAd and learned that they offer a similar service called 'We'll Create It'. We'll Create It was developed to create custom artwork, ads and other graphics for newspapers. If you're a MultiAd (AdBuilder) customer, it is worth checking out.

The cost for Metro's ADS on Demand seemed very reasonable. Print ads start at \$15 (priced by size) and Web ads start at \$15 for static ads and \$45 for animated ads. Animated Flash ads cost \$45 and up.

For ADS on Demand program and pricing information, call 800-223-1600 or visit www.metroadsondemand.com.



What's wrong with this picture?

Our hapless homeowner can't understand why he's so hot while his monthly cooling bill is so high. His A/C is cranking out plenty of cool air, but too much of it is leaking - directly into his attic!

Think this can't be happening to you? Think again. Outdated sealing techniques and deteriorated duct tape is very common in our desert homes. Thousands of wifey homeowners don't even realize that 20% to 50% of their cooled air never reaches their living space!

We can inexpensively re-seal your leaking ducts with state-of-the-art, code-compliant sealant. Let us maximize your home's ambient comfort - and reduce your monthly utility bill!

Perfect Weather

Heating and Air Conditioning Experts
"Indoor Weather Specialists"
888.5-AC.GUYS (888-522-4897)
Licensed, Bonded & Insured, Lic. # 835820

We're Fast. We're Good. We're Honest!

MultiAd customers can order ads through AdBuilder's 'We'll Create It' service. This is an example of an ad designed by MultiAd.

Join Us For An Enchanted Evening....

GABRIELLA MANOR
Invites You To FAUX FANTASY WEDDING AFFAIR
Annual Open House, January 10, 2010, 4:00 - 7:00 PM

Weekly Open House (no appointment required!)
Thursdays 4:00 to 7:00 PM
Appointments available on other days or times - please call.
Closed on Mondays • Office Hours - Wednesday - Thursday 10:00 to 5:00

GABRIELLA MANOR
843 4th Ave South, Birmingham, AL 35205
205-811-9254 • 205-810-4545 FAX
gabrielam@bellsouth.net
office@gabrielam Manor.com

EARTHBORN POTTERY

Available for purchase at
Tish Fuller
Design Studio and
Retail Store
Located in Historic Downtown
Alexander City
109 and 151 Alabama Street
Alexander City, AL 35010
tish@earthbornhome.com
256-328-9591
By Appointment

Featured at Springhouse Restaurant at Russell Crossroads

Financial goals

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Xerox Authorized Sales Agent

Slone's Inc. Robert M. Slone
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334-814-0810 • 334-814-0811 (fax) • 800-445-1420 (toll-free)
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XEROX

CASPER'S COINS & JEWELRY

Last month we spent over \$250,000
in old used jewelry. Don't miss this
chance to cash in!

Take advantage of gold's all-time high!
Come see why Casper's buys more
gold jewelry than anyone!

Think it might be worth something?
Bring it in for a no-cost appraisal.
No collections too big or too small.
We make house calls!

We have been buying
Gold, Silver, Jewelry, Coins &
Antiques for almost 30 years!

Our new Goldcoin
location opens
January 2010!
Call or check our
website for
more details.

214 North Dixie Way
South Bend
Across from Factory Title
(574) 272-5554
www.casperscoins.com

WHATEVER THE FORECAST...

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TEAM IS
WITH YOU.

For unforeseen needs or everyday banking,
we will continue to serve and deserve your business.

Talk with a personal banker today about your loan or deposit needs.

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of Arizona**
YOUR HOMETOWN BANK

Relax before your
Big Day
at
Natural Balance Day Spa

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205.668.6836

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All summer long... enjoy

**MUSIC
on
MAIN STREET**
in downtown Columbiana!

Friday, August 21
7pm until 9pm

Enjoy the sounds of
Pure Country
Featuring Jimmy Baker

Without these sponsors,
Music on Main would not be possible... thank you!

- Apostolic Truth Center
- Bernier's on Main Street
- Brown Lumber and Building Supply
- Bryant Bank
- Busy Hands Gifts & Framing
- Central Alabama Fabricators
- Columbiana Chevron
- Curves of Columbiana
- Donald Real Estate & Insurance
- Eagle Construction
- Gregg Ruffin
- Lowe & Associates Realty
- M&B Bank
- Main Street Florist
- Duda Mayfield
- City Councilwoman
- Peterson Auto
- Pippy Wigley
- Box Carter Insurance
- Shelby County Reporter
- Dr. Stancil Handley
- State Farm Insurance
- Taylor, Vase, Brown & King
- Waste Management
- William T. Harrison, Atty.

**Alisha Crossley
Photography**

Complementary 16x20 Gallery Wrap
with the mention of this ad

205.590.7107 • 205.529.0305
www.alishacrossleyphotography.com

104 Years Old and
Growing Strong... And Healthy

Since 1905, Bear's Head has been a family business.
In the beginning we had a very simple idea: Make the
finest old cars possible. Nothing less, the old cars
in the same unwavering commitment to those standards
we established long ago, research, money, investment
in a mass produced world. Old cars without scope or
exterior, without artificial flowers and colors.

To this day we still start with only the finest ingredients,
mean and choose you would be proud to select for
your own dinner table. Real, upon you would choose
perfect! Bear's Head is proud and is honored to be the
same you can see the tradition of our family.

Bear's Head
A Healthy Lunch in the Bag.

Serving the Finest Deli & Grocery Stores in Sullivan County

Pre-Labor Day Sale!

Hardwood Sale! Limited Quantities Now in Stock!

- Old Virginia Oak, Gunstock 3" at **\$3.99** was \$5.75
- Rustic Red Oak, Natural 3 1/4" at **\$2.88** was \$5.49
- St. Andrews, Gunstock 3" at **\$4.99** was \$7.49

Huge Savings Now Going On!

Whirlpool stainless steel washer and ice on door **\$934** was \$1199

Whirlpool Carbon washer **\$679** was \$799

Whirlpool w/factory installer **\$479** was \$573

Extra by Whirlpool washer **\$329** was \$379

Up to **40% off** Faucets • Up to **30% off** Kitchen & Bath Sinks
Up to **50% off** Laminate & Hardwood Flooring • Up to **15% off** Kitchen Appliances

FLOOR to CEILING
INTERIOR DESIGN SHOWROOM

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Shop Locally
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Fine Furniture • Appliances • Bedding • Floors

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THERAPY**

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**The Best Ice Cream
Is Home Made**

Automatic Frozen Yogurt
Ice Cream & Softest Maker
Sale **\$499**


Pure Indulgences™
2 Qt. Frozen Yogurt
Softest & Ice Cream Maker
Sale **\$799**

Supreme™
Commercial Quality
Ice Cream Maker
Sale **\$299**

ALL I SAW COOKWARE
Under the check mark

907.376.3177

"We have the key to get you out"



Selma Bail Bonds

24 Hour Service • 128 Washington St., • Selma Office: 875-3824 • Home: 872-9702 • Cell: 349-0557

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Hay, Ranch Supplies & Custom Saddles

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Steve Taylor's Arizona Ranch Supply is dedicated to supplying you with the best products on the market. We will sell only top quality Alfalfa and Bermuda. It is inspected to insure for top quality. Guaranteed.

We deliver truckloads all over Southern Arizona, call for your next load!






We also carry a wide selection of Custom Saddles

www.azranchsupply.com

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WE'RE ONE OF THE
MOST ADVANCED HOSPITALS
IN THE BIRMINGHAM AREA.



BUT WE'RE STILL
KEEPING THE FAITH.

Shelby Baptist Medical Center's Emergency Department treats nearly 40,000 cases a year. We serve the South in Alabama with the revolutionary 3D/4D Real Time CT scanner. We perform minimally invasive heart surgery as well as robotic surgery. We recently opened a new Women's Center, Emergency Department, and Intensive Care Unit. Our new patient tower is now under construction. And we have a growing medical staff that serves our South Alabama medical needs and continues to be the best in high technology, combined with devotion to an even higher power, here to keep around the corner.

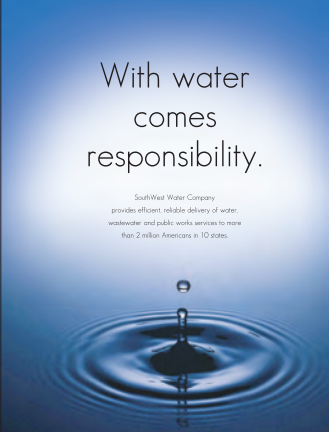
shelby
baptist medical center

1-877-2BAPTIST
www.shelbyal.com

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- Dead Sea Minerals Products
- Sugar, Sugar & Coffee Body Polish
- Wonder Cream (Help for Aching Muscles)
- Botanical Facial Products (Cleansers, Toners, Moisturizers, Facial Polishes)
- Mineral Make-Up
- Whipped Shea Butter
- Wickless & Travel Candles
- Handcrafted Jewelry, Etched Glass


Simply Stylish Etc. LLC

601-799-4047
222 W. Canal Street • Piquette, MS • www.simplystylishetc.com


Bring in this ad to receive 10% off purchase
Expires April 30, 2009

INSIDE EACH OF US IS THE DESIRE TO **ACHIEVE.**

At The Roanoke Center, we can show you how.



THE ROANOKE CENTER



Providing Business and Technology Solutions

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- Office Space
- Conference Room Space
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(252) 539-4600 ■ www.roanokecenter.org

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PAUL'S DIAMOND CENTER 664.4400 • Pelham

Suffolk Recycles... Take II

The Suffolk Clean Community Commission is sponsoring its second recycling drive in an effort to protect our planet. Please bring the following items to be recycled:

Tires, aluminum cans, plastic bottles, glass and newspaper

SPSA 

Shred-It will be on hand for on-site shredding of white paper, hard sensitive documents from your home files such as old tax forms and get them shredded.

WHEN: September 26, 2009 • 10am - 12Noon
WHERE: White Marsh Plaza,
1226 White Marsh Road, Suffolk, VA 23434

For more information, Contact Hattie Lester,
Suffolk Literacy Coordinator at (757) 516-7604
or hatterlester@suffolk.gov

BARGAIN CORRAL

Rolling Under some Savings

2009 HONDA ELANTRA P2826	2009 PONTIAC SOLITUDE P2827	2009 MAZDA MAZDA3 9571A
 \$14,763 2021 5659A	 \$16,993 2020 P2810	 \$13,996 2021 P2824
 \$13,437 2023 5659A	 \$13,996 2023 P2810	 \$11,674 2021 P2824
 \$13,437 2023 5659A	 \$13,996 2023 P2810	 \$11,674 2021 P2824

0-50 CARS 72 MONTHS @ 5.85% + 0-09 CARS 72 MONTHS @ 5.35%

With approved credit

Doc Fee, Tax, Title and License not included/Through Sept 5th

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and we have open credit cards

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BARN SALE

Friday & Saturday, August 14th & 15th • 10:00-6:00
Sunday, August 16th • 1:00-5:00

Up To 50% Savings
On Select Leather Riding Gear

Also Manager's specials available throughout the store
Great deals on all remaining 2009 models to make room
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Also GREAT selection of used inventory...Priced to move

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Denali Harley-Davidson Shop

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907-FREEDOM (373-3366) • Toll Free 1-866-973-3366

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At **HWY 280 NISSAN!**

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\$500!**

**Top Dollar
for Trade!**

ZERO%

HURRY IN! SALE ENDS SEPTEMBER 30TH

WE NEED YOUR
TRADE-IN
AND WE'LL PAY
TOP \$\$\$
FOR IT!

'09 VERSA

0%

'09 MAXIMA

0%

'09 ALTIMA

0%

'09 TITAN

0%

PRE-OWNED SALE

STK #2426
'07 NISSAN ALTIMA GL 16000K
\$7,488

STK #2025
'07 CHEVROLET MONTE CARLO
\$11,988

STK #0078
'04 NISSAN ALTIMA
\$10,488

STK #00748
'04 NISSAN QUEST
\$13,988

STK #0074
'04 NISSAN ALTIMA
\$9,488

STK #0050
'07 NISSAN PATHFINDER
\$17,988

STK #0061
'06 FORD FOCUS
\$12,988

STK #00745
'04 CHEV. IMPALA LT
\$5,988

STK #0074
'04 NISSAN ALTIMA
\$9,488

STK #0071
'04 NISSAN ALTIMA
\$9,488

STK #0065
'04 NISSAN ALTIMA
\$17,988

STK #0078
'04 FORD LTD LUX LT
\$7,988

NISSAN

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SILVERDALE, AL
666-246-2333

NOW TOLL FREE 1-888-324-2277



Jennifer Stoops
Associate Broker
AARL, GRI

RE/MAX
Modern Realty, Inc.
605 E. Main St., Tulsa, OK



MLS
Tulsa
(918) 731-2233

Call Jennifer Stoops at 918-731-2233



2010 COUNTRY HOMES
This is a beautiful home in a great location. It has a large lot, a swimming pool, and a finished basement. The home is in excellent condition and is a must-see. Call Jennifer Stoops at 918-731-2233.



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This is a beautiful home in a great location. It has a large lot, a swimming pool, and a finished basement. The home is in excellent condition and is a must-see. Call Jennifer Stoops at 918-731-2233.



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2010 COUNTRY HOMES
This is a beautiful home in a great location. It has a large lot, a swimming pool, and a finished basement. The home is in excellent condition and is a must-see. Call Jennifer Stoops at 918-731-2233.

New Year... New Home?

HOT NEW YEAR DEALS

2010 COUNTRY HOMES
This is a beautiful home in a great location. It has a large lot, a swimming pool, and a finished basement. The home is in excellent condition and is a must-see. Call Jennifer Stoops at 918-731-2233.

2010 COUNTRY HOMES
This is a beautiful home in a great location. It has a large lot, a swimming pool, and a finished basement. The home is in excellent condition and is a must-see. Call Jennifer Stoops at 918-731-2233.

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2010 COUNTRY HOMES	2010 COUNTRY HOMES	2010 COUNTRY HOMES	2010 COUNTRY HOMES
1154 ROCKWOOD TRL \$119,000	500 PINE ARCADE TRL \$154,777	1427 STEVENA \$175,000	1506 ELMWOOD DR \$240,000
116 E. FRONT \$119,000	1401 KENNES \$154,777	1000 KELLEY DR \$154,777	317 N. HARRIS \$114,500

269-683-4507
www.cb-res.com

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2006-2007

Superior April 29, 2008 • 100 years ago

115W. Alder
Walla Walla
509-526-4585
www.misbehavenspaaalon.com

COLDWELL BANKER

MLS# 100880 - \$254,500 Dayton
Beautifully landscaped with huge open living room & dining room. Marble fireplace, new carpet & laminate through most of main floor. A must see!

MLS# 101122 - \$134,500 Walla Walla
1 acre nice building lot ready for your custom home. Partial view of the Blue Mountains.

MLS# 101621 - \$134,500 Walla Walla
has new roof, new appliances in kitchen, repainted inside and out, hardwood floors & large dog friendly back yard.

Tom Craig
(509) 525-0820 Business
(509) 629-7371 Cellular
www.wallawalladreamsell.com
FIRST REALTORS
218 W. Main
Walla Walla, WA 99362

Metro's ADS On Demand Web team can create static, animated and interactive Web ads. Delivery time varies based on ad's complexity.

What is ADS On Demand?

ADS On Demand (AOD) is an on-call, overnight ad design service to create ads for you – for print or Web – when you're short on staff due to vacations, illness, etc. or if you just need help getting more spec ads out.

What is the cost of the service?

The cost of print ads is based on the modular size of the ad, whether it is $\leq \frac{1}{4}$ page; $\frac{1}{4} \leq \frac{1}{2}$ page; $\frac{1}{2} \leq \frac{3}{4}$ page or $\frac{3}{4} \leq$ full page and also whether it has the additional complexity of being a multiple listing ad, ie. grocery, auto, real estate, etc. Each ad is billed, regardless of whether it is sold. There is no monthly fee or commitment. Ad totals are cumulated and billed monthly. The cost of Web ads is based on the format required and whether it's static, animated or interactive. Call Metro Client Services or your Sales Rep at 800-223-1600 for the specific rates.

Can I try the service first?

Yes. We offer a two-week training period in which you can submit 5 print and 5 Web ads at no charge to get a feel for the procedure, quality and turnaround time. The training period starts when the first ad is submitted. Call Metro Client Services at 800-223-1600 to get started.

Is there any commitment?

No. You pay by the ad and there is no monthly fee or minimum requirement so you can use the service when you need it and don't have to pay anything when you don't.

Can we share a password?

No. We prefer that each person uses his/her own password so in case we have any questions regarding the request, we know who to contact. If you need a password, you can call Metro Client Services at 800-223-1600

How do I submit an ad request?

Log into www.metroadsondemand.com with your MCC username and password and fill out the Web-based form with the details of your ad.

Where do I get the "job number" that it asks for on the online form?

This is a number that you will assign; it can be letters, numbers or a combination. You can use an internal number or name or make one up; just be sure that it is unique for every ad. If you send any additional materials for use in the ad or for reference, please include that job number.

Do I need to submit copy or can you generate it?

Yes, you will supply the copy and we will supply the creative design.

How do I send you logos or other material that needs to be included in the ad?

Any of the following:

- E-mail them to design2@metro-email.com (please keep the emails under 10MB)
- Upload them to our FTP site ftp.metroadsondemand.com (the login is the same one you use to fill out the online form).
- When you click the "submit" button after filling out the Web form, you can browse your drive and select the images to be uploaded to the sendthisfile.com Web site where we can retrieve them (compatible with Firefox and Internet Explorer)
- Fax to 917-591-8530

If I want you to use a Metro ad layout or image, do I need to send you the file?

No, if you want us to use an ad, just check off the box on the form that says "Metro spec ad used" and type in the filename. If you want us to use an image, just include the filename in the "Notes & Instructions" field.

When will the first proof be delivered?

As long as you submit the form by 4:00 pm your time, you'll receive the print ad the next morning by 9:00 am (ads submitted on Friday will be delivered on Monday). Interactive Flash Web ads may take several days based on their complexity.

How will the first proof be delivered?

You will receive an e-mail from design2@metro-email.com with a low resolution PDF of the ad (for previewing/revision purposes) attached. If you requested a Web ad, you will receive link to download a PDF for marking changes as well as a link to view the actual Web ad (JPG, GIF or SWF).

What if I (or my client) don't like the ad?

Just ask us to redo it from scratch. There is no additional charge, and it will be delivered the following day.

FAQs continued on next page...

FAQ's continued...

How do I make changes to an ad?

Any of the following ways:

- If you can indicate the changes clearly and easily in the text of an email, you can e-mail design2@metro-email.com.
- Print out the PDF, mark it up with changes, and fax it to 917-591-8530.
- If you have Adobe Reader 7.0 or higher, you can use the Comments & Markup Tools within Reader to indicate the changes and e-mail the PDF back to design2@metro-email.com.

How long will it take to get the revised ad?

Revisions take about two hours. If revisions are submitted after 8:00 pm EST they may be delivered the following morning.

Is there a limit to the number of revisions for an ad?

No, there is not a limit nor an additional charge. (If the ad is "Released" and then changes are made because the advertiser is re-running it, then there will be an additional charge.)

How do I get a high resolution PDF for print?

The PDFs that you work with for the revision process are low resolution so once you and your client have approved the ad, reply back to the email and add the word RELEASE to the subject line and we will email you the high resolution PDF suitable for print. Do not remove your job number from the subject line.

What if my client wants to run the same ad again, but make some changes?

You can fill out the form again with the new information or just e-mail or fax the ad to be changed (or at least reference the job number) along with the needed changes and assign the changed ad a new job number. If the designers deem the changes minimal, there will be a charge of 25% of the original ad cost.

Can I get the native files for a print ad?

If you would like us to send you the native file for all or most of your ads in addition to doing revisions for the ads, there will be an additional fee of \$25 per ad. If you would like us to send you the native files instead of the PDFs and you will do your own revisions, there is no additional charge. If you need a native file for an ad every once in a while even if we've done revisions for you, we can send it at no charge. Be sure to let us know in advance what format you will need; we use InDesign CS2 and Quark XPress 7.3.

Can you do co-op ads?

Yes. Please supply us with the specific instructions required.

How do I view a Web ad?

Your e-mail will contain two links. Click the first link to view your Web ad in your Web browser. This is what it will look like on your Web site. Click the second link to view a PDF that you can use to indicate changes.

How do I get the actual file (JPG, GIF, SWF) of my Web ad?

Reply to our e-mail with the approved version and add the word, RELEASE, to the subject line. Do not remove your job number from the subject line.

What are the requirements for using the service?

Metro Service Requirements:

You need to be a subscriber to our Metro Newspaper Service with Enhanced access to MetroCreativeConnection.

Computer Requirements:

Firefox (Mac OSX or PC) or Internet Explorer (Mac OS9 or PC) for the option of uploading logos, etc. to sendthisfile.com

Adobe Reader 5.0 (7 or higher is preferred in order to use the commenting tools for ad revisions - optional)

Is there a way that I can view my previous ad requests?

Yes. When you are logged into the AOD Web site, click "Search" in the upper righthand corner. This will let you enter a date range to search and it will bring up all of the requests that you submitted during that time. Just click "View" next to a request to view it.

Metro's Client Services team is available to answer any other questions you may have, as well as help train those on your staff who will be using *ADS On Demand*. They can be reached at 800-223-1600 or by e-mail at service@metro-email.com

Metro ADS on Demand

Search Order Logout

Print & Web Ad Form

Metro	Print & Web Ad Form		Ad: Spec Ad
User Name	<input type="text" value="Bethany"/>	Publication Name *	Select Publication
User email	<input type="text" value="bethany@metro-email.com"/>	Publish Date	<input type="text" value=""/> (mm/dd/yy)
Advertiser Name *	<input type="checkbox"/> I have requested ads for this advertiser before. Please use the previously provided materials.		Ad Size in Inches * Width <input type="text" value=""/> Height <input type="text" value=""/> No. of columns * <input type="text" value=""/>
Today's Date	<input type="text" value="2/13/2007"/> (mm/dd/yy)	Ad Type *	<input type="checkbox"/> Color <input type="checkbox"/> Black & White <input type="checkbox"/> Spot
Date Needed	<input type="text" value="2/14/2007"/> (mm/dd/yy)	Copy /Content *	<input type="checkbox"/> Included in the form <input type="checkbox"/> Sent separately <input type="checkbox"/> Changes only
<input type="checkbox"/> Follow Instructions Carefully			
Be Creative <input type="checkbox"/> Edgy sample <input type="checkbox"/> Sophisticated sample <input type="checkbox"/> Standard sample <input type="checkbox"/> Standard Non-photo sample			
Color Preferences	<input type="text" value=""/>		
Font Preferences	<input type="text" value=""/>		
Metro Spec Ad used	<input type="checkbox"/> Yes <input type="checkbox"/> No	File Name	<input type="text" value=""/>
Job Number *	<input type="text" value=""/>		
Additional material sent by (Use only FTP for files over 3 MB)			
ftp.metroadsondemand.com <input type="checkbox"/> Yes <input type="checkbox"/> No How many <input type="text" value=""/>			
design2@metro-email.com <input type="checkbox"/> Yes <input type="checkbox"/> No How many <input type="text" value=""/>			
Fax: 917 591 8530 <input type="checkbox"/> Yes <input type="checkbox"/> No How many <input type="text" value=""/>			
AdMail <input type="checkbox"/> Yes <input type="checkbox"/> No How many <input type="text" value=""/>			
Please send previous ad samples of the advertiser.			
Print Copy/Content (Format copy with desired line breaks)			
<div style="border: 1px solid black; height: 100px; width: 100%;"></div>			
Print Notes & Instructions			
<div style="border: 1px solid black; height: 100px; width: 100%;"></div>			
Web Ad			
Web Ad Size in Pixels *	Width <input type="text" value=""/> Height <input type="text" value=""/>	Ad format needed *	<input type="checkbox"/> Swf <input type="checkbox"/> Gif <input type="checkbox"/> Jpeg
Maximum file size *	<input type="text" value=""/> in KB	Web Ad Type *	<input type="checkbox"/> Animated <input type="checkbox"/> Static
Web Copy/Content (Format copy with desired line breaks)			
<div style="border: 1px solid black; height: 100px; width: 100%;"></div>			
Web Notes & Instructions			
(The Web ad will be completed after the Print ad has been finalized. It will include image, heading and company name used in finalized version of corresponding Print ad, unless indicated otherwise below.)			
<div style="border: 1px solid black; height: 100px; width: 100%;"></div>			

* Required Fields

Submit

Cancel

Procedure for Submitting Ad Requests:

1. Fill out the online assignment form at <http://www.metroadsondemand.com/> (login is the same as for MCC).

All AOD request forms must be submitted by 4 p.m. (local time) each business day in order to receive the first version of each (print) ad by 9 a.m. the following morning (ads submitted Friday will be delivered Monday; see below for all turnaround times).

Please make sure to upload all necessary advertiser logos and specialty images you want to appear in your ad directly to the Web site (you will be prompted when you click "Submit"), onto the AOD FTP site (information listed below) or to e-mail them.

2. View your ad proof.

Your ad will be e-mailed to you the following business morning as a low resolution PDF (print). View the PDF in Adobe Reader.

*Web Ads: Your e-mail will contain 2 links – click the first link to view your Web ad and the second is to view a PDF that you can use to indicate changes (see next step for making revisions).

3. Make revisions.

You can submit as many revisions as needed. Simply print out the PDF you receive and indicate any changes or edits, then fax back the printed page(s) to the Metro Design Team (see below for fax number).

Or, if you are using Acrobat Reader 7.0 or higher, you can use the "Notes" tool to put your comments directly on the PDF and e-mail it back to us. You will receive your revised (print) ad via e-mail within two hours (see below for all revision times).

4. Release the ad.

After your ad has been approved by you and your client, it's time to "Release," or finalize, it.

Reply back to the e-mail and add the word "RELEASE" to the beginning of the subject line, and we will e-mail you the final high resolution PDF that will be suitable for print. In order to avoid delay, do not remove the rest of the subject because that tells us what job you are releasing.

*Web Ads: When your Web ad is released, we will send you the actual file format requested (JPG, GIF or SWF) that you can post to your Web site.

Turnaround Times (ads submitted Friday will be delivered Monday)

For first versions:

Print - Next morning by 9:00 a.m.

Web - Next morning by 9:00 a.m.

Interactive/Special Effect Web Ad - up to 4 days (may vary depending on request)

For revisions:

Print Ads - 2 hours (until 10:30 p.m. Eastern Time)

Static Web Ad - 2 hours

Animated Web Ad - 4 hours

Video Ad - Next day

Interactive/Special Effect Web Ad - Next day

Links & other important information:

* Ad Request Form Link: www.metroadsondemand.com (Login will be the same as your MetroCreativeConnection (MCC) Password)

* E-mail address: design2@metro-email.com (goes directly to the design team; please add this to your "safe" sender list)

* Ad revision fax number: 917-591-8530

* Anytime you send us a fax, please send an e-mail to: design2@metro-email.com so that we know to expect the fax.

* FTP Site Host: <ftp.metroadsondemand.com> (User ID and password will be the same as your AOD/MCC login info; you must use an FTP client, not a Web browser, to upload content)

* Online tutorial: <http://www.screencast.com/t/AJ3oJrAwMik>

* Metro Client Services: 800-223-1600 (8:45 a.m. – 5:45 p.m. Eastern Time)

Once you have signed on to be part of *ADS On Demand*, you will receive a complete user guide, but the above gives you a good overview for how the process works.

ADS On Demand: An “Invaluable Service” for Small Newspapers

The *Lebanon* (Indiana) *Reporter* is a small newspaper with a long history (117 years) and a big job — publishing six issues a week with a bare-bones advertising staff. For the past 18 months, however, the two-person advertising staff has successfully stayed ahead of the game with a little help from Metro’s ADS On Demand™.

Advertising Director Rick Whiteman immediately recognized that the ADS On Demand program was made for a newspaper like the *Lebanon Reporter*.

"We first started using ADS On Demand about a year and a half ago because of our limited staffing," he explains. "What happens here is that we're fine until someone is sick or on vacation. Then the work bottlenecks and we have trouble staying on top of the flow of ads."

With ADS On Demand, Whiteman never has to worry about a back-up in ad production due to an employee absence or a heavier than normal work load. When the need for quick ad turnaround arises, he simply logs on to metroadsondemand.com and provides information — including photos, logos or other graphics — and descriptions of the ads he needs. If he places the order by 4:00 p.m. local time, his ads are emailed to him by 9:00 a.m. the following morning. Even better, Whiteman can request as many design revisions as he needs and count on receiving the revised ads within two hours.

Says Whiteman, “We’ve been absolutely happy with the service. I have come to count on the fact that I can click on the computer and know that the next morning a great ad will be waiting for me. The turnaround is extremely fast, even when we’re working with tight deadlines. And our customers have been very satisfied with the results. There have been very few, if any, requests for changes.”

Whiteman was surprised to discover another important benefit from using Metro's ADS On Demand service — inspiration. He notes that the service has allowed the newspaper's advertising staff to gain new perspectives on approaching their customers' ads as well as pick up some new design tips and ideas.

"I can speak from my experience with a small newspaper that ADS On

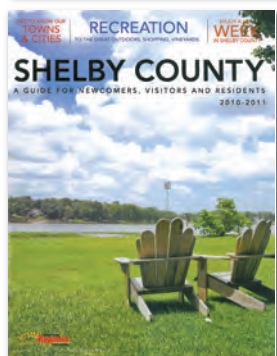
[illegible]

Lebanon Reporter advertisers such as those featured in the ads, here, rarely request even minor changes to the ads prepared for them by Metro's ADS On Demand service.

Demand is a very effective way of keeping the work flow moving and making sure that your customers are satisfied. For any newspaper with a limited staff, this is an invaluable service."

For more information, contact Rick Whiteman, Advertising Director, *Lebanon Reporter*, Lebanon, Indiana, at 765/482-4650, ext. 111, or rick.whiteman@reporter.net. **M** (P0902B08005C)

METRO FEATURE



Shelby County Reporter:

STILL A BIG FAN OF METRO'S ADS ON DEMAND

**Shelby County Reporter,
COLUMBIANA, ALABAMA**

■ A lot has changed at the *Shelby County Reporter* since *Plus Business* spoke with Marketing and Audience Development Manager Matthew Allen in 2010. The Columbiana, Alabama-based weekly has grown by leaps and bounds, adding three niche publications to its line-up — each with its own Web site — as well as a strong social media presence and a daily e-mail containing links to the newspaper's online headlines and featuring both artwork and ads. But what hasn't changed is the pivotal role that *ADS On Demand*, Metro's on-call ad creation service, plays in the newspaper's approach to advertising.

"The biggest change over the last few years is that we've diversified," Allen explains. "When we first started using Metro, we just had the newspaper and a Web site, so when we approached either readers or advertisers, we had limited options to offer them. Now we can reach several different audiences and have advertising solutions for any kind of business. And as we've diversified, *ADS On Demand* has become an increasingly important resource."

Allen points out that the *Shelby County Reporter's* new niche publications — "*Shelby Living*," "*Wellness Alabama*," and "*Bride Guide Shelby County*" — are slick, magazine-style sections that call for ads that are cleaner and more polished than those that run in the regular newspaper. By relying on *ADS On Demand*, Allen is assured that the ads will not only be custom-designed to fit advertisers' needs, but will be designed specifically for use in a glossy, magazine-style section.

Says Allen, "We want our magazine ads to be as good as they possibly can be because we're competing with two magazines in Birmingham and can't afford to look like a country magazine. One of the things we really like about *ADS On Demand* is that the ads we get are tailored to magazines. They're cleaner and more polished, which has been really big for us."

Similarly, when Allen uses *ADS On Demand* for Web ads or for a combination of print and Web ads for the same advertiser, the ads he receives have been created specifically for the medium in which they will be viewed.

"Whereas Web ads used to be an afterthought," he notes, "it's now important to have ads designed to be most effective in an online environment. And that's where Metro has really helped. Any time we have a combo buy from a customer or need a complicated print ad translated into something that will be effective on the Web, we know that we can count on *ADS On Demand*."

One thing that has not changed in recent years is the occasional need for ads at the last minute. And, according to Allen, *ADS On Demand* continues to deliver.

"But the quick turnaround isn't the only appeal of the service," he adds. "It's also how good the ads are when they come back. They are always an improvement over what we had, and we have never had any push-back when we have requested changes. In fact, we've won awards for some of the ads that Metro has created for us."

In addition to getting great ads at the eleventh hour, Allen says that *ADS On Demand* allows the newspaper's designers to spend their time and talent on the overall design of the products, and the salespeople to dedicate themselves to cold calling, furthering their relationships with existing advertisers and generating new revenue. Best of all, according to Allen, is the knowledge that he can count on *ADS On Demand* to deliver quality designs time and time again.

"Every service that we outsource seems to run its course or hit a wall after a while," he concludes, "but that just hasn't happened with Metro. The ads we get now are as good as they were when we first starting using the service. And that's huge."

M (P1105B02003C)

For more information, contact Matthew Allen, Marketing and Audience Development Manager, *Shelby County Reporter*, Columbiana, Alabama, at matthew.allen@shelbycountyreporter.com.

Metro's ADS On Demand: "What we need, when we need it"

Kevin Downey, Advertising Director for *The Virgin Islands Daily News*, knows that newspaper advertising sales is both an art and a science — and he has the science down cold. For the art, he and his sales team turn to Metro's ADS On Demand, a service that provides custom sales, creative and production-support services within a 24-hour turnaround time.

Downey, a methodical thinker and a meticulous planner, trains his sales team to sell by the numbers.

"We identify the particular product we are trying to fulfill," he explains, "and, at that point, determine a budget based on our estimation of the sales success ratio for that product. For example, if we know that our sales success ratio during the holiday season is close to 70 percent, we build enough spec ads to accomplish the goal set for each salesperson. So if our goal is to close seven ads and we know that seven out of 10 will be successful, we build 10 spec ads and go from there."

It's a great strategy to be sure. But the problem for *The Virgin Islands Daily News* — as it is for most newspapers — is that it creates a demand for spec ads that is far greater than the newspaper's capacity to produce them. And that's where ADS On Demand enters the picture.

Notes Downey, "Our production department is geared for the daily paper, but we focus on projects — special sections and other promotions — that are beyond the daily paper. Asking our production people to absorb our requests for spec ads would be like asking a snake to swallow a basketball. We would simply be outpacing their ability to produce. With ADS On Demand, we get what we need, when we need it — and we do not expend the resources that are more appropriately expended on our core product."

The Virgin Islands Daily News has relied on ADS On Demand since its inception, and both Downey and his sales staff are consistently delighted with both the process and the results. Downey is particularly pleased at how easy it is to use the service and how quickly the ads are turned around.

"We simply give them the Metro layouts we want to use, the advertiser's logo, a photo if we're using one, and some notations about the product lines and the particular advertiser — and that's it," he says. "The next day, we open up our e-mail and have the pleasure of finding the orders we placed the night before. ADS On Demand is not only very straightforward and very effective, but it allows us to avoid all of the internal

stress and the emotional baggage that typically goes along with this process."

Downey also appreciates the paradoxical effect of ADS On Demand. Turning over the creation of spec ads to Metro artists, he says, actually fosters creativity on the part of his



These ads, which were produced for *The Virgin Islands Daily News* by ADS On Demand, sold in a flash. "We're very happy with the results, no question about it," says Advertising Director Kevin Downey.

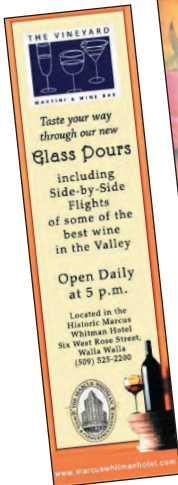


sales team.

"Using ADS On Demand takes the salespeople away from customer service tasks and enables them to envision themselves as consultants who actually go to advertisers and say, 'This is what I would like to see in print,' he explains. "The challenge becomes how to represent the ad well, not how to build it. And since we're no longer limited by human resource issues, the salespeople can focus on the creative and revenue-driving aspects of their jobs. All of that 'back-of-the-house' work that's problematic is gone — evaporated."

For more information, contact Kevin Downey, Advertising Director, *The Virgin Islands Daily News*, St. Thomas, Virgin Islands, at 340/774-8772 or kdowney@virginislandsdailynews.com. M

Immediate Gratification: Growing Online Ad Revenue with Metro's ADS On Demand



When Advertising Consultant Stephanie Jordana joined the staff of the *Walla Walla* (Washington) *Union-Bulletin*, she had her work cut out for her. Brought on board to handle the newspaper's online ad sales, Jordana found herself in the middle of the action when the newspaper recently converted its Web format from tile ads to tower and banner ads. The conversion meant that, in addition to her regular responsibilities, Jordana needed to contact all of the *Union-Bulletin's* existing internet advertisers to explain the change and redo their existing ads.

With the newspaper's production department busy, designing ads for the print publication and a variety of

These ADS On Demand ads got rave reviews from advertisers and helped the *Walla Walla Union-Bulletin* expand its online advertising lineage.

special sections, the conversion could have been a calamity. Instead, the *Union-Bulletin* turned to Metro's *ADS On Demand* — and the switch was made without a hitch. What's more, the newspaper's advertising team was so impressed with the service that Jordana continued to use *ADS On Demand* once the conversion had been completed.

"The time factor is the number one reason we used — and still use — *ADS On Demand*," notes Jordana. "I just fill out the form online, describing what kind of ad I want and, usually in less than 24 hours, a finished ad is in my

in box, ready to be emailed to our client. If the client has any changes, all I have to do is print out the pdf, mark the requested changes, and fax it to Metro. Then, I get the finished ad the next morning. It's really great!"

Jordana also uses *ADS On Demand* as a sales tool, describing the process as a value-added service that the *Union-Bulletin* offers its advertisers. Accordingly, she doesn't hesitate to let customers know that their ads will be designed "out-of-house" by Metro.

"When clients ask who will be producing their ads," she notes, "I don't hesitate to mention Metro, because Metro is known for quality. I also emphasize the quick turnaround, particularly when I know that our production department is too busy to be able to get their ads done as quickly. And, since Web ads are different from print ads, there would have been a learning curve for our production team. That wasn't an issue with Metro."

Since March 2007, when the *Union-Bulletin* began using *ADS On Demand*, Jordana has found the service equally useful — and equally effective — for advertisers with particular designs in mind and those with more open-ended requests.

"One client that has been particularly happy with their *ADS On Demand* ads is the upscale Marcus Whitman Hotel & Conference Center. One time, my contact simply submitted a flyer and asked us to use the information it contained and come up with something creative. When she got the finished ad back from Metro, she was so surprised at how good it was and how quickly it was done. She approved the ad without a single revision."

Looking ahead, Jordana knows that *ADS On Demand* will continue to play an important role in the *Union-Bulletin's* online advertising strategy — especially since Web ads are more effective when they change frequently.

"We'll continue to use the service because it works for us in so many ways," she concludes. "Besides the fact that our production department continues to be very busy, *ADS On Demand* is priced fairly and is cost effective. Because of *ADS On Demand*, I've been able to open the door to a lot of new business."

For more information, contact Stephanie Jordana, Advertising Consultant, *Walla Walla Union-Bulletin*, Walla Walla, Washington, at sjordana@ubnet.com. **M** (PB07A30)

Opt in for a FREE TRIAL and you, too, will join our Metro ADS On Demand fan club:

"I love ADS On Demand! Submitting ad copy and getting proofs back has never been easier. It is a pleasure working with the graphic artists. They are easy to work with and extremely dependable." - **Darren Weber - The Virgin Islands Daily News - St. Thomas, VI**

"Metro ADS On Demand has played an integral part in my daily operations. Their professionally-created ads have been a valuable tool, allowing me to create spec ads for clients I am interested in attracting to the Daily News. Without their assistance, it would be increasingly difficult to handle the many deadlines I face from day to day. Their highly efficient system has allowed me to receive ads via email, send ad presentations to clients, and make changes to pending print ads all in a 24-hour period, giving me more time to service my client base from a virtual office surrounding. I would highly suggest utilizing Metro ADS On Demand for any major project or for day-to-day graphic services." - **Marcus Browne - The Virgin Islands Daily News - St. Thomas, VI**

"I just wanted to thank you for the fine work you do... The ads you did on behalf of my clients were beautifully done in an extremely timely fashion. The promptness of your service was impressive to our clients and it made selling much easier. Thank you for a job very well done. I would highly recommend your service to anyone looking to increase the speed of production and the quality of their ads." - **Jay Pelc - Courier Life - Brooklyn, NY**

"I can speak from my experience with a small newspaper that ADS On Demand is a very effective way of keeping the work flow moving and making sure that your customers are satisfied. For any newspaper with a limited staff, this is an invaluable service." - **Rick Whiteman - Lebanon Reporter - Lebanon, IN**

"We'll continue to use the service because it works for us in so many ways. Besides the fact that our production department continues to be very busy, ADS On Demand is priced fairly and is cost effective. Because of ADS On Demand, I've been able to open the door to a lot of new business." - **Stephanie Jordana - Walla Walla Union-Bulletin - Walla Walla, WA**

"THANK YOU. Once again, Metro shows why they are the premier graphics company in the world. I began using Metro clip art over three decades ago as an ad rep. Their online services are just as important today. It's a tough business, some days and years more than others. But I can always count on Metro to help us generate extra advertising revenue and noteworthy reader content." - **Eric Bauer, Publisher - The Orange Leader - Orange, TX**

Thank you so much for everything you do for me and our team at the Shelby County Reporter! It is because of you and your creative ideas and quickness to respond to us and our customers that keeps things running smoothly! All of my clients are more than pleased with the quality of the work, and the promptness with which it is delivered! Thank you guys so much for making us look good! - **Jamie Gurganus - Shelby County Reporter - Columbiana, AL**

"The quality of work provided by Metro, combined with an unbelievably quick turnaround, have made this service a no-brainer for our company. If you're looking to re-build your production department from the ground up, or simply looking to find a solid back-up to your existing department, you'd be wise to consider Metro." - **Matthew Allen - Shelby County Reporter - Columbiana, AL**

Metro Ads On Demand has always performed as they promised us when we first considered using their services. They have always gone above and beyond what we have asked them to do. - **Sheryl Smith - The Clanton Advertiser - Clanton, AL**

"Ads On Demand has been great for creating eye-popping ads, and the process makes our lives easier." - **Carolyn Baker - Tucson West Publishing - Tucson, AZ**

I do really love the ad...we're all impressed not only with how speedy you are but the quality of the work. Thanks much!!!! - **Rae Printz - Effingham Daily News - Effingham, IL**

It is often said that the news media industry, and especially the sales side of it, is a "thankless" job. If it wasn't for the support of those in the trenches with us, we'd be in the weeds. A big thank you to you and your staff for all you do to make our jobs easier, make us more successful, and make our clients happy. We appreciate you more than you know. - **Nikki Reeves - Suffolk News-Herald - Suffolk, VA**

I have now worked at two companies that use Metro ADS On Demand. Both times, Metro has provided me with the "creative spark" I may be lacking for a customer. Often, the idea turns into cash! Whether it is a new idea, campaign or even a revision to an idea, the designers at Metro work WITH you in helping to build a clientele. I highly recommend Metro ADS On Demand to any business who likes to think "out of the box." - **Brian Pavlick - Roanoke-Chowan News Herald - Ahoskie, NC**