

EMPOWER Your Entire Team

Save time, streamline production, strengthen sales and stay inspired with unlimited creative, editorial, ad selling and planning support from a single subscription!



Creative & Design Assets:

Ad & Page Templates, Images, Headings & Social Media

- Spec ad templates written and designed for every advertiser category, event and holiday
- Themed ready-to-sell editorial page, activity page and directory templates
- Stock-quality photos, including hi-res files
- Vectored art, retro art, backgrounds and headings
- Web ad templates and social media tiles
- Engaging ad spot fillers to drop in any unsold space
- Focused content for churches and local businesses
- Ads in QuarkXpress® and InDesign® formats
- Content for the U.S. and Canada

"Metro's pricing is significantly lower than its competitors and they consistently over deliver on value and support. I can't say enough good things about the service and the people. If you are on the fence about using Metro, GET OFF THE FENCE and get on board with Metro." - Michael Jaekle, West Volusia Beacon

Timely Content: America@250



- Page Designs, Puzzles, Trivia, History, Sponsor Templates & More... New Weekly Uploads All Year!



Scan here
to learn
more



**Scan here to see
everything included
in a Metro Media
Services subscription**

Sales, Marketing & Planning Tools

- Interactive online calendar of monthly, weekly and daily events and promotional opportunities
- Ready-to-present spec ads for every category to help you prospect, pitch and sell faster
- Custom ad, image and editorial content requests
- Marketing e-cards to personalize and send to prospects
- Print, digital and social media advertising and subscription promotions
- Industry success stories from peer publications
- Digital monthly SearchBook of new content and planning ideas
- Ready-to-sell content programs for every week and month of the year
- Daily emails with sales and creative tips, tools and highlights
- Video tutorials and live webinars for sales and creative teams

Fast & Friendly Free Support When You Need It

Contact Bethany, Jackie or Sonia at 800.223.1600 or service@metro-email.com

"Thanks for checking in on us. We literally couldn't do everything we do without you so I can't thank you enough for everything you provide us with, and the customer service is just the cherry on top."

- Graham Harrington, Green Valley News & Sahuarita Sun

A QR code is located in the bottom right corner of the page, intended for users to scan with their mobile devices to access additional information about the services offered.

METRO
metrocreativeconnection.com

Digital Solutions

Use these digital-friendly content features to save time, enhance your site and social media, develop email marketing, drive digital traffic, and build online revenue.



Web Ads

Sell digital advertising and combo packages with coordinated web and mobile templates in three sizes available for every print ad design.



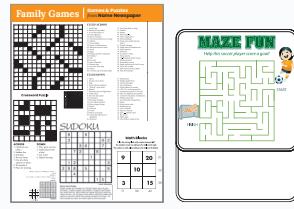
Contest Ideas

Discover a variety of sponsor-friendly contest ideas to run online throughout the year for local events, holidays and more. Heading design JPGs and web ads help you get started.



Editorial Features

Entice online advertisers with unlimited, unbranded, copyright-free articles that tie in with their business or seasonal promotions. Use the ready-to-post teaser text at the end of each story to drive traffic via your social feeds.



Printable Coloring & Activity Pages

Post letter-size, black-and-white versions of our activity page PDFs on your website to print at home or in the classroom. Ready-to-post-and-print PDFs of individual coloring panels and games are also available with spots in place for local sponsor-advertisers.



Photos, Vectors, Headings & More

All of your Metro images can be used digitally without any copyright concerns or seat license restrictions. Your subscription includes unlimited downloads for unlimited users.



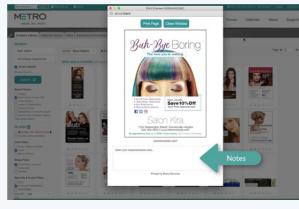
Email Marketing

Strengthen customer retention and generate new business around seasonal opportunities, monthly event tie-ins and holiday programs with eye-catching, ready-to-email marketing promotions that can also be customized and sent as e-cards.



Social Media

Engage advertisers and drive traffic to your website with ready-to-post JPGs for your Facebook and Instagram accounts. Fresh designs for monthly events, holidays, seasonal promotions and local topics enhance your digital marketing strategy instantly.



Personalized Sales Presentations

Impress advertisers and facilitate communication between sales and creative teams with email presentations that are easy to create and share. Sales reps can use their individual Metro login to personalize these presentations for clients. Your Metro subscription includes unlimited access for unlimited users, so make sure all members of your sales and creative teams are set up to access every Metro benefit and resource.

Additional Digital Solutions

Available by separate purchase



cmsbot™

An all-in-one digital marketing platform that lets you effortlessly provide local businesses with professional websites and coordinated digital advertising.



LEARN MORE ABOUT cmsbot



Themed Special Sections

for print and online publication
Fully templated and ready to sell with print and digital marketing materials included, run these special sections in print or as online PDFs.



ADS On Demand (AOD)

for print and online publication
On-demand digital and print ads and campaigns with overnight turnaround, no minimums, no long-term contracts, and low per-ad pricing.



MiAD® Wizard

Now any sales rep can instantly personalize print and web ad presentations to show or send from their laptop or tablet in seconds.

METRO

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