

# 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!



## COPYRIGHT- COVERED

for use in print and online



## CONTINUOUS NEW CONTENT

and custom content requests



## UNLIMITED DOWNLOADS

for everyone on your team



## 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



## Editorial Features & Assets:

### Articles, Games, Puzzles, Horoscopes & Recipes

- Copyright-free, non-branded editorial features
- Content for the U.S. and Canada
- Thoughtfully written content (not AI-generated)
- Use all content in print and online, no byline required
- Localize features for native advertising
- Social media messaging included for every article
- Sponsor-ready games and puzzles for kids and adults
- Royalty-free recipes and weekly horoscopes

## 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](mailto: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

*"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 Jaeckle, West Volusia Beacon

## Timely Content: America@250



- Page Designs, Puzzles, Trivia, History, Sponsor Templates & More... New Weekly Uploads All Year!
- 32-Page Special Section & Themed Website



Scan here  
to learn  
more



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

**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.



### Finding a fitness facility that pulls its weight

There is no secret formula to guarantee a healthy life, but eating a balanced diet that prioritizes nutrient-dense, low-calorie foods and getting the recommended amount of exercise each week might be as close as it gets. For a good portion of the population, physical fitness involves visiting a fitness facility.



### Tips to protect your personal financial information

Identity theft is a very real threat in the digital age. While it once was complicated for criminals to collect personal data, such as identification numbers, email, phone numbers, and more, the connectivity the internet offers can sometimes make stealing information as easy as clicking a button.



## 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.



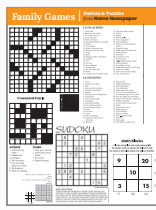
## Social Media

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.



## 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.



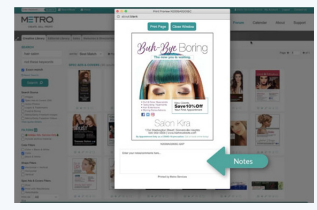
## Printable Coloring & Activity Pages

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.



## Email Marketing

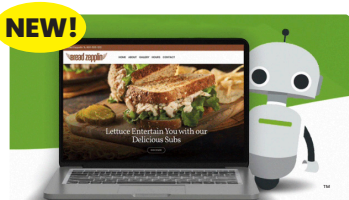
Strengthen customer retention and generate new business around seasonal opportunities, monthly event tie-ins and holiday programs with eye-catching, ready-to-email marketing promotions that can also be customized and sent as e-cards.



## 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.



## Themed Websites & Online Directories

Ready-to-run, mobile-responsive themed sites and coordinated online ad directories from \$50!



## 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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