



# TEMPLATES TO TARGET LOCAL BIZ



**Darrell Davis**  
VP of Creative Services

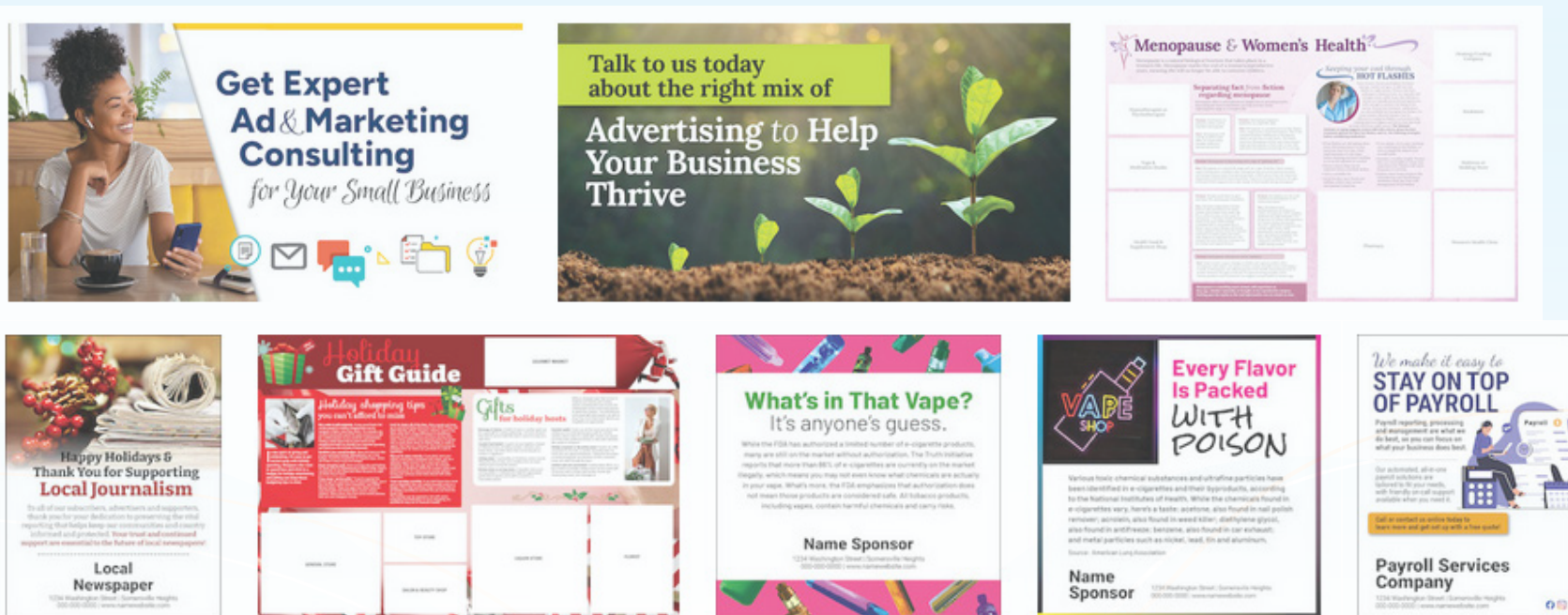


**Jackie Ulloa-Thines**  
Client Services



# Templates to Target Local Biz

- Advantages of template ads
- Start your search & filter
- Template types
- Templates in action
- Organize, customize and plan!





## Newspaper template ads offer several advantages,

including cost-efficiency and flexibility in design and placement, localized audience targeting with high community trust, timeliness for current promotions, and a tangible, extended shelf-life for the advertisement.





### › **Cost-Efficiency:**

Newspaper advertising can be more cost-effective than other mediums like TV or radio, with options to suit various budgets and potential discounts for frequency and coverage.

### › **Flexibility in Design and Placement:**

Ads can range from small classifieds to full-page spreads and inserts, allowing for creative control and strategic placement within specific sections of the newspaper to target audience interests.

### › **Localized Audience Targeting:**

Newspapers, especially local ones, offer a way to reach specific geographical areas and demographics, fostering a strong connection with the community.







### › **Timeliness:**

The daily or weekly printing schedule allows for quick turnaround, enabling advertisers to promote timely events like sales or product launches effectively.

### › **Community Trust & Credibility:**

Newspapers have a long-standing history of trust, meaning ads placed within them benefit from this inherent credibility and a reader base actively seeking valuable content.

### › **Extended Shelf-Life:**

Unlike some digital ads, print ads offer a physical presence that readers can refer back to, giving the advertisement a longer lifespan and potential for continued engagement.

### › **High Engagement and Conversion:**

The tangible nature and community trust associated with newspapers can lead to higher reader engagement and increased conversion rates compared to other advertising methods.





# Templates to Target Local Biz

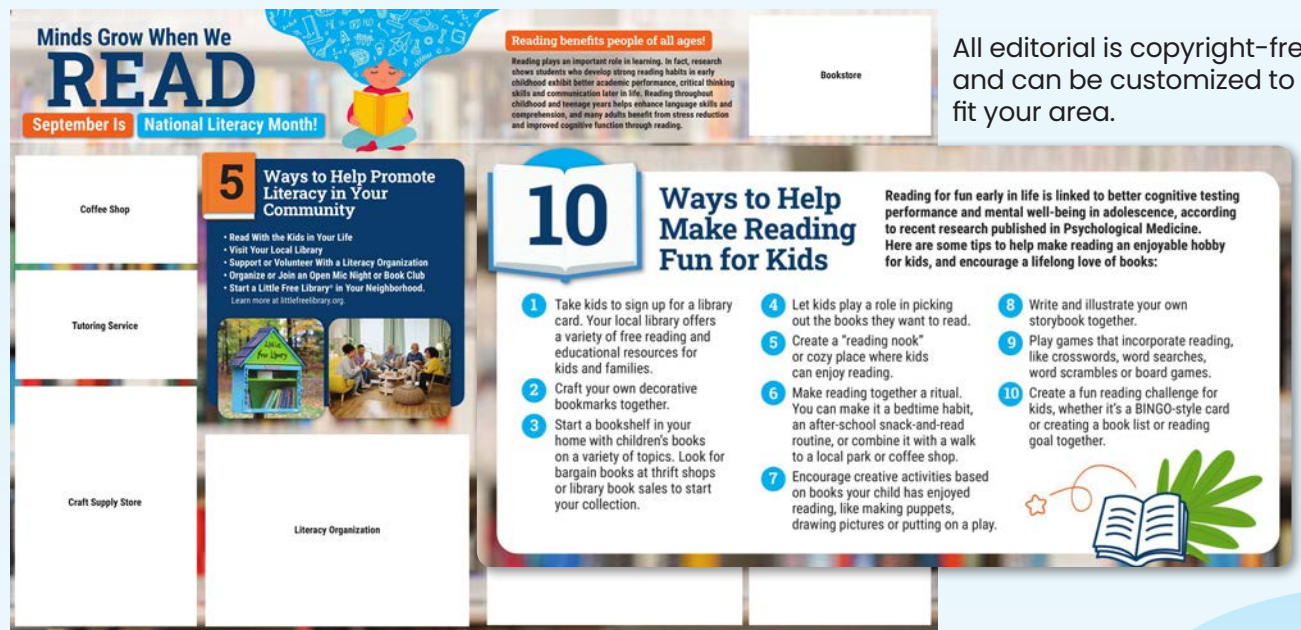
*If you're not using templates to sell, you're missing out on thousands in revenue and production time!*

## Search for ideas, build presentations, save time and sell more

with thousands of ready-to-use templates for ads, pages and features. Your Metro subscription makes them available to everyone on your sales and creative teams!

- All images included
- All fonts linked and free
- Safe, copyright-free content
- Publish in print and online

## Unlimited Downloads!



All editorial is copyright-free and can be customized to fit your area.



### Fonts used in this ad package:

- Roboto - <https://fonts.google.com/specimen/Roboto>
- Roboto Condensed - <https://fonts.google.com/specimen/Roboto+Condensed>
- Roboto Slab - <https://fonts.google.com/specimen/Roboto+Slab>

All fonts are free and linked via a pdf within the download package.

All images are included in the template download and included in your subscription for download separately.





# Templates to Target Local Biz

Home | SearchBook\* | View September Planning Calendar | See How Your Metro Investment Pays | Watch Now » | Metro Services (metro) | Contact Us | Go back to old MCC



Images ▾ Ads/Templates ▾ Websites ▾ Digital ▾ Editorial ▾ Puzzles ▾ Holiday ▾ Planning ▾ Learn More ▾

## Mega Menu

Search Your Sales, Creative

Select a category ▾ + Enter keyword(s) or filename(s)

### Metro Service

Unlimited Print & Digital Ad Templates, Editorial Feeds, Social Media & Sales Tools Are All Included With Your Subscription



Images ▾

Ads/Templates ▾

Websites ▾

Digital ▾

Editorial ▾

Puzzles ▾

Holiday ▾

Planning ▾

Learn More ▾

Spec Ad & Page Templates

Web/Mobile Ad Templates

Editorial Templates

Marketing Templates

Themed Section Templates \*

Wizard - personalize spec ads \*

ADS On Demand \*

\* Available by separate purchase

Search Your Sales, Creative & Editorial Assets

Select a category ▾


+ Enter keyword(s) or filename(s)

— Exclude words



We'd love your feedback! Please share your comments or questions about our new site, so we can provide you with the best user experience. [Click Here](#)

[Click Here](#) to return to original MCC

 @115 YEARS  
One Subscription Empowers Your Entire Team

Images ▾ Ads/Templates ▾ Websites ▾ Digital ▾ Editorial ▾ Puzzles ▾ Holiday ▾ Planning ▾ Learn More ▾

Spec Ad & Page Templates

Web/Mobile Ad Templates

Editorial Templates

Marketing Templates

Themed Section Templates \*


Wizard - personalize spec ads \*

ADS On Demand \*

\* Available by separate purchase

Search Your Sales, Creative & Editorial Assets

Select a category ▾ + Enter keyword(s) or filename(s) — Exclude words Q

 **Filters** [Reset Filters](#) [Hide Filters](#)

CONTENT

☐ Images

☒ Spec Ad & Page Templates

☐ Include related templates

☐ Include images in templates

☐ Autos Photos

☐ Logos & Trademarks

☐ Food & Dining

☐ Metro/Getty Freedom Images

☐ Metro/Getty Freedom Videos

☐ Show unsubscribed services

COLOR

☐ All

☒ Color

☐ Black & White

TEMPLATE MEDIUM

☐ All

☒ Print

☐ Print with web

☐ Web

TEMPLATE TYPE

☒ All templates

☐ Specialty Ad Templates

☐ Editorial Templates

☐ Marketing Your Publication

TEMPLATE SIZE

☐ 1 Column

☐ 2 Column

☐ 3 Column

☐ 4 Column


☐ 5 Column

☐ 6 Column

☐ Full Page

☐ Tabloid

☐ Double Truck

 **TEMPLATE TYPE**

☒ All templates

☐ Specialty Ad Templates

☐ Calendars

☐ Campaigns

☐ Contests

☐ Directory/Multi-Advertisers

☐ Grocery

☐ Religious/Spiritual

☐ Shaped Ads

☐ Single Sheets

☐ Editorial Templates

☐ Ad Spot Fillers

☐ Coloring & Activity

☐ Covers

☐ Infographics

☐ Ready-to-Sell Editorial Pages

☐ Section Starters

☐ Marketing Your Publication

☐ Advertiser Promotions

☐ Section Promotions

☐ Subscription Promotions





# Templates to Target Local Biz

## TEMPLATE MEDIUM

- ☐ All
- ☐ Print
- ☐ Print with web
- ☒ Web

## TEMPLATE TYPE

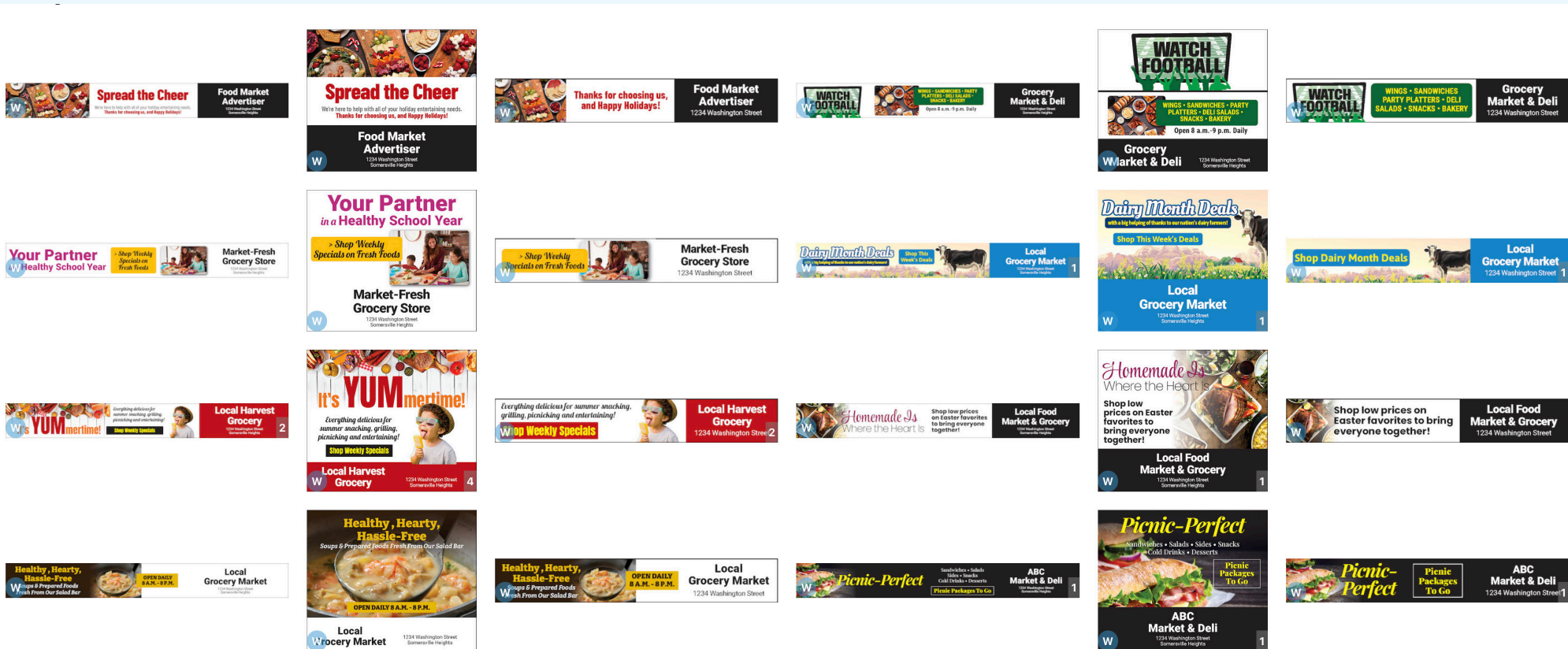
- ☐ All templates
- ▼ ☐ Specialty Ad Templates
  - ☐ Calendars
  - ☐ Campaigns
  - ☐ Contests
  - ☐ Directory/Multi-Advertisers
  - ☒ Grocery
  - ☐ Religious/Spiritual
  - ☐ Shaped Ads
  - ☐ Single Sheets

## ✓ TEMPLATE MEDIUM: WEB

Upsell advertisers with web companion ads.

Available for most of our print templates in 3 popular sizes:

Rectangle 300 x 250px • Leaderboard 728 x 90px • Mobile Wide Banner 320 x 50px







# Templates to Target Local Biz

## Filters

[Reset Filters](#) [Hide Filters](#)

### CONTENT

- ☐ Images
- ☒ Spec Ad & Page Templates
  - ☐ Include related templates
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- ☐ Food & Dining
- ☐ Metro/Getty Freedom Images
- ☐ Metro/Getty Freedom Videos
- ☐ Show unsubscribed services

### COLOR

### TEMPLATE MEDIUM

### TEMPLATE TYPE

- ☒ All templates
- ☒ Specialty Ad Templates
  - ☐ Calendars
  - ☐ Campaigns
  - ☐ Contests
  - ☐ Directory/Multi-Advertisers
  - ☐ Grocery
  - ☐ Religious/Spiritual
  - ☐ Shaped Ads
  - ☐ Single Sheets
- ☐ Editorial Templates
- ☐ Marketing Your Publication

### TEMPLATE SIZE

☐ With InDesign only☐ Customizable in Wizard

### ORIENTATION

### SERVICE

### ISSUE YEAR

### ISSUE MONTH

## TEMPLATE TYPE

- ☐ All templates
- ☒ Specialty Ad Templates
  - ☐ Calendars
  - ☒ Campaigns
  - ☒ Contests
  - ☐ Directory/Multi-Advertisers
  - ☐ Grocery
  - ☐ Religious/Spiritual
  - ☐ Shaped Ads
  - ☐ Single Sheets
- ☐ Editorial Templates
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## ✓ Campaigns

Upsell with a series for a single advertiser – and don't forget web ad components



## ✓ Contests

Engage readers and revenue from local business sponsors with ad and page templates





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[+](#)

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[+](#)

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[+](#)

### ISSUE YEAR

[+](#)

### ISSUE MONTH

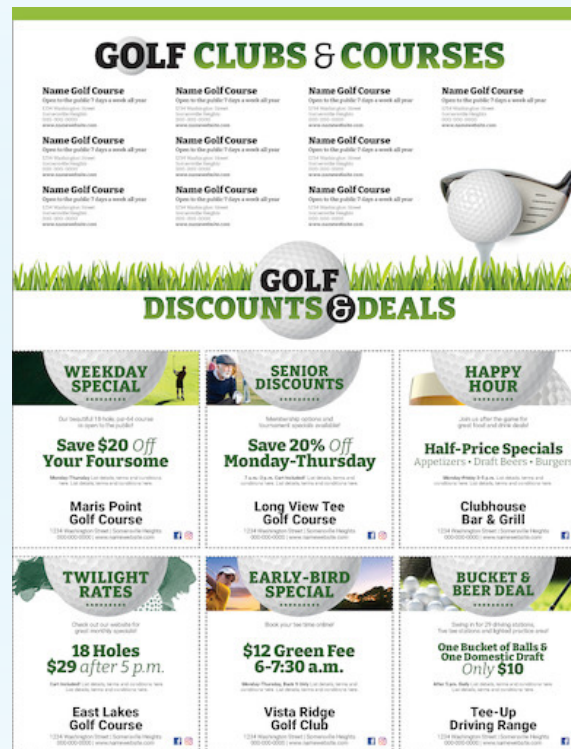
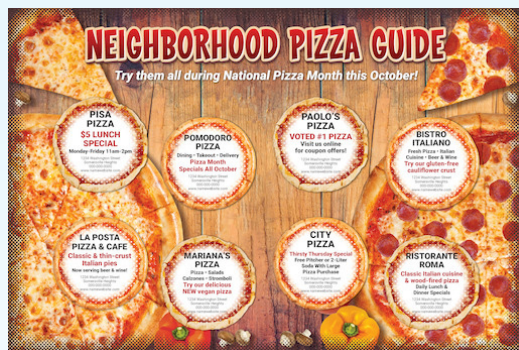
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## ✓ Directory/Multi-Advertisers

Quick-sell affordable spots around a popular theme and open the door to larger ad spends







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## ✓ Shaped Ads

Eye-catching designs with related editorial content available



## Top Marks in Medicine

Get world-class care from top-rated doctors right here at home.

Somersville Medical Center

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

## Your Ticket to the Best Live Entertainment

Get out and have some fun!

Somersville Stadium Arena

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



## ✓ Single Sheets

Designs that can run as inserts and flyers, and pair with companion page advertising





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COLOR

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## Calendars

Customize for school districts, community events, local venues and more



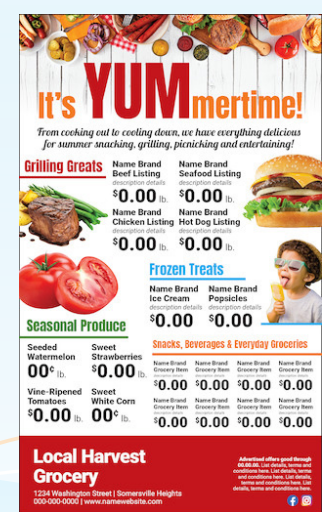
## Religious

Weekly content to establish partnerships with church communities



## Grocery

Prompt repeat business with layouts promoting weekly or seasonal specials







# Templates to Target Local Biz

## SPECIALTY TEMPLATES IN ACTION

# COFFEE Crawl

Coffee-shop-hop with this guide to the area's best caffeine destinations!

Win \$225 w/ Gift Cards  
Enter by October 1, 2024

Here's how it works:  
Visit every coffee shop listed here. Make any purchase to earn a stamp.  
Collect stamps at all nine locations. Mail the cut-out portion of this page with your contact information to The Palladium Times address at the bottom of the page. One lucky winner will receive a \$25 gift card to each of the coffee shops listed below!

Present This Page at Each Location to Get Stamped and Enjoy the Special Offers Featured Here!

**1** The Coffee Connection

Coffee Crawl Special  
**\$2 OFF**  
A LARGE COFFEE

Offer good with this map through 10/31/24.

Stamp here!

156 W 2nd St., Oswego, NY  
315-313-0009

**2** Prohibition Coffee Works

Coffee Crawl Special  
**BUY ONE 1/2 LB. OF COFFEE, GET A QUARTER POUND FREE**

Offer good with this map through 10/31/24.

Stamp here!

22 W Mohawk St., Suite 1  
315-312-0171 • yoshidabrews@prohibitioncoffee.com

**3** Oswego Bagelry

Coffee Crawl Special  
**LARGE DRIP COFFEE**  
with any purchase of 6 or more

Offer good with this map through 10/31/24.

Stamp here!

205 W 1st St., Oswego, NY  
315-542-0070

**4** Heidi's Donuts

Coffee Crawl Special  
**LARGE COFFEE & DONUT**  
FOR \$5

Offer good with this map through 10/31/24.

Stamp here!

137 East Bridge St., Oswego, NY  
315-316-2358

**5** The Connection Point

Coffee Crawl Special  
**BUY 1 COOKIE GET 1 FREE COOKIE**

Offer good with this map through 10/31/24.

Stamp here!

188 W 1st St., Oswego, NY  
315-316-0403

**6** Oswego Espresso

Coffee Crawl Special  
**FREE LARGE DRIP COFFEE W/ PURCHASE OF BREAKFAST SANDWICH**

Offer good with this map through 10/31/24.

Stamp here!

157 E 1st St., Oswego, NY  
315-316-0403

**7** Organic Earththing

Coffee Crawl Special  
**\$2 OFF**  
Any Café Drink

Offer good with this map through 10/31/24.

Stamp here!

437 W 184th St., Oswego, NY  
315-307-2076 • organicearththing.com

**8** RIVERWALK COFFEE

Coffee Crawl Special  
**\$1 OFF A LARGE SPECIALTY LATTE**

Offer good with this map through 10/31/24.

Stamp here!

161 W 1st St., Oswego, NY  
315-688-8881 • riverwalkcoffee.com

**9** KNEPERA COFFEE

Coffee Crawl Special  
**BUY ONE BEVERAGE, GET ONE OF EQUAL OR LESSER VALUE 50% OFF**

Offer good with this map through 10/31/24.

Stamp here!

193 W 1st St., Oswego, NY  
315-291-1934 • www.knepera.coffee

### FREE COFFEE ENTRY FORM

YOUR NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

DROP OFF OR MAIL TO:  
The Palladium Times  
140 West First Street  
Oswego, NY 13126  
All entries must be postmarked or mailed by October 1, 2024 to be eligible to win. Must be 18 years of age or older to enter. Each stamp must be marked with the official contest seal and the winning business to be eligible to win.

**The Palladium Times**  
Oswego, NY

Category:  
**Specialty Ad Templates**  
Template Type:  
**Contest, Directory/  
Multi-Advertiser**

# COFFEE Crawl

Coffee-shop-hop with this guide to the area's best caffeine destinations!

Present This Page at Each Location to Get Stamped and Enjoy the Special Offers Featured Here!

Stamp here!

# Plan Your Summer Staycation!

With hundreds of shops, restaurants, entertainment venues, activities and family attractions right here in Crawford, Franklin and Phelps Counties, why go anywhere else?

## Dining

**Rich's Famous Burgers**  
Best burgers in town! All our burgers are cooked on Friday, Saturday and Sunday and are made with the finest ingredients.

**Art & Joe**  
Joe's is a family owned business that has been serving the community since 1980. We are located in the heart of Oswego, NY.

**Price's Grill & Pub**  
Family owned business making fresh waffles every day from our own recipe.

**Shelly's Route 66 Cafe**  
Daily specials - invite menu all day. Where friends gather & strangers are welcome! You belong!

**19/49 Junction**  
Family owned business that is keeping the history alive at the old Crawford Hotel.

**Imo's Pizza**  
The region's largest company! Daily lunch & dinner specials. Carry out, dine in or delivery (limited area).

**Cuba Bakery & Deli**  
Bakery, deli, cafe, lunch, breakfast, lunch, catering & catering. Order online!

**Singing Butcher Shoppe**  
Your source for the widest variety of fresh meats, sausage, burgers & custom cut steaks in the area!

**East Office Bar & Grill**  
Appetizers, pizza, burgers, hot wings, salads, fried chicken, dinner & more! Daily lunch specials, home & pool tables.

**Scout's Coffee**  
Family owned & locally sourced. Try our every infusion, quesadilla or our unique hand blended coffee (without espresso) for a summer treat!

**Huddle House**  
Breakfast, lunch, dinner & more!

## Shopping

**Rocky Creek Bulk Food, Deli & More**  
Fresh produce & sandwiches. Deli cut meats & cheeses. Local coffee & smoothies.

**Exit 11 Coffee**  
Diverse coffee with locally roasted beans. House made energy, lattes, frappes, energy tea & blends.

**Hayes Shoe Store**  
Full service family shoe store.

**Heard Arts Gift & Gallery**  
Regional and contemporary art & gallery.

**SJ Nature Shop**  
Quality supplies for local birds & other fun stuff!

**Three Rivers Publishing**  
Publishers of the Oswego Free Press, Oswego Star-Crawford Mirror, Saint James Press and The Town Plan.

**Steelville Bookstore**  
Vintage & antique books. Vinyl records, CDs, movies, games & more.

**Mac's Supermarket**  
Fresh food, groceries, dairy, meat, poultry, seafood, produce & more.

**Cuba Free Will Baptist Church**  
The Church where everyone is loved & appreciated!

**Convent USA, Inc.**  
See us for all your summer needs!

**Living Word Church**  
Sunday morning worship 10:30 a.m. - 12:00 p.m.

**Sheridan's Country Crafts & More**  
All items in store are handmade.

Interested in advertising in the Staycation pages of the Press, Saint James Press & Steelville Star-Crawford Mirror? Contact Daileene at 573-885-7460 or email [advertising@cubafreepress.com](mailto:advertising@cubafreepress.com) for more information!

**Cuba Free Press**  
Cuba, MO

Category:  
**Specialty Ad Templates**  
Template Type:  
**Directory/Multi-Advertisers**

**Lodi News-Sentinel** Lodi, CA  
Category: **Specialty Ad Pages**  
Template Type: **Contest, Directory/Multi-Advertiser**

# DOG DAYS of SUMMER "Coolest Canine" Photo Contest

Thanks to our contest sponsor!

**PET MART**  
The Sustainable Pet Professional

Visit our newest location!  
1379 S Lower Sacramento Rd, Lodi

**Honorable Mentions!**

**ARCHIE** 1 year old Toy Poodle  
**ROY** 1 year old Collie mix  
**GUINNESS** 4 year old Yellow Lab  
**BAINA** 2 years old Rottweiler  
**KORTE** 9 year old Golden Retriever  
**BROOKLYN** 1 year old Yorkshire Terrier  
**JAKA** 1 year old German Shepherd  
**RHEA** 2 years old American Bulldog  
**PRINCETON** 15 year old mini pincher

**NAME NEWSPAPER CONTESTS**  
100+ Businesses Over 50 Years in Business

**LNS LOCAL SOLUTIONS**  
digital, targeted & print services  
125 N. Church Street [www.lodinews.com](http://www.lodinews.com)  
Winners will be notified via email.  
See online contest page for complete rules and details





# Templates to Target Local Biz

## SPECIALTY TEMPLATES IN ACTION

**Dillon County News**  
**Dillon, SC**

Category:  
**Specialty Ad Templates**  
Template Type:  
**Variety & Religious**

**An Independent Bookstore for Independent Thinkers**

Follow our Facebook to find out about our in-store events.

**Come and visit, read, talk, play games!!**

**Foxes Tales**

304 North Main Street, Marion  
843-245-5901  
12-6 p.m. on Wednesday, Thursday, and Friday, and 10-2 p.m. on Saturday

**An Independent Bookstore for Independent Thinkers**

Join our next book club social! Read with us in the store.

New Books | Free Local Books | Kids' Books | Writing Tools | Local Art & Crafts | Live Music & Film

**The Book Nook**  
1234 Washington Street | Somerville Heights  
602-555-1234 | www.thebooknook.com

**Protect Your Home and everything in it**

Call or contact us online to review your current policy, compare options and receive a free rate quote!

**Trusted Insurance Coverage**

- Homeowners
- Auto Insurance
- Life Insurance
- Renters
- Commercial
- Manufactured Homes
- More

**BRADY INSURANCE**

8:30 a.m. - 5:00 p.m., Monday-Friday  
Except Wednesday until 3 p.m.

300 West Harrison Street, Dillon, S.C. • 843-774-9061  
<https://www.bradyinsurance.com>

**Protect Your Home and everything in it**

Call or contact us online to review your current policy, compare options and receive a free rate quote!

**Trusted Insurance Coverage**

- Homeowners & Renters
- Auto, RV & Motorcycle
- Life Insurance
- Commercial Insurance
- More

**Cavella Insurance Group**

1234 Washington Street | Somerville Heights  
602-555-1234 | www.cavellainsurance.com

**Let Go and Let God**

**National Day Of Prayer**  
Thursday, May 1  
12 Noon  
Dillon County Courthouse

W... sometimes need to remind ourselves that we are not entirely responsible for the way things turn out with our affairs, let alone the outcome of worldly affairs. Sometimes it is okay to take a moral holiday and leave everything to God. Besides, it is often nothing more than pride which makes us think that we are responsible for how things turn out. Often parents blame themselves for their children's behavior, when in fact children have a mind and a will of their own at a very young age and need to be held responsible for their own actions. Letting God take over can even apply to our plans for self-improvement. We sometimes struggle to act more charitably or to abstain from some vice that afflicts us when in fact letting God work that change within us often leads to sudden, almost miraculous change. Pray that God will work the changes in your life that He sees fit to change and then leave it up to Him. God is on the job and knows what He is doing. "And we know that in all things God works for the good of those who love Him, who have been called according to His purpose." Romans 8:28-29

— Christopher Simon

**City of Dillon**  
City Manager Burt Rogers  
Mayor Nicholas Tally McCall  
Mayor Pro Tem - District 2 - Timothy Coulour  
District 1 - Danielle Smith District 4 - Douglas Jackson  
District 3 - Chip Huggins District 5 - James David  
District 6 - Dr. Phil Wallace, MD

**Let Go and Let God**

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— Christopher Simon

**Manning Times**  
**Manning, SC**

Category:  
**Specialty Ad Templates**  
Template Type:  
**Web**

**Have You Read the Fine Print on Your Pet Insurance Policy?**

**State Farm**

[WWW.JOHNSONJAMESINSURANCE.COM](http://WWW.JOHNSONJAMESINSURANCE.COM)

**CLICK HERE FOR THE BEST INSURANCE RATES IN MANNING**

**State Farm**

[WWW.JOHNSONJAMESINSURANCE.COM](http://WWW.JOHNSONJAMESINSURANCE.COM)

**Have You Read the Fine Print on Your Pet Insurance Policy?**

We're here to help you that the best coverage options to meet and anticipate your pet's unique needs.

Call or visit us online for a free policy review and rate quote!

**4Paws Pet Insurance**

1234 Washington Street | Somerville Heights  
602-555-1234 | www.4pawspet.com

[illegible]





# Templates to Target Local Biz

**Filters** [Reset Filters](#) [Hide Filters](#)

**CONTENT**

☐ Images

☒ Spec Ad & Page Templates

☐ Include related templates

☐ Include images in templates

☐ Autos Photos

☐ Logos & Trademarks

☐ Food & Dining

☐ Metro/Getty Freedom Images

☐ Metro/Getty Freedom Videos

☐ Show unsubscribed services

**COLOR** [+](#)

**TEMPLATE MEDIUM** [+](#)

**TEMPLATE TYPE** [-](#)

☒ All templates

☐ Specialty Ad Templates

☒ Editorial Templates

☐ Ad Spot Fillers

☐ Coloring & Activity

☐ Covers

☐ Infographics

☐ Ready-to-Sell Editorial Pages

☐ Section Starters

☐ Marketing Your Publication

**TEMPLATE SIZE** [+](#)

☐ With InDesign only

☐ Customizable in Wizard

**ORIENTATION** [+](#)

**SERVICE** [+](#)

**ISSUE YEAR** [+](#)

**ISSUE MONTH** [+](#)

**Book Page**



**TEMPLATE TYPE** [+](#)

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☐ Specialty Ad Templates

☒ Editorial Templates

☒ Ad Spot Fillers

☐ Coloring & Activity

☐ Covers

☐ Infographics

☐ Ready-to-Sell Editorial Pages

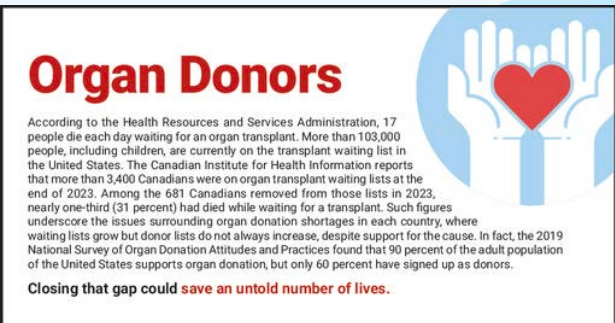
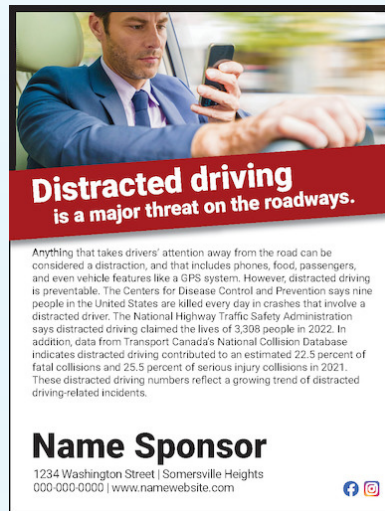
☐ Section Starters

☐ Marketing Your Publication



## ✓ Ad Spot Fillers

Bite-size editorial features ready to run with or without sponsors as ad or image files





# Templates to Target Local Biz

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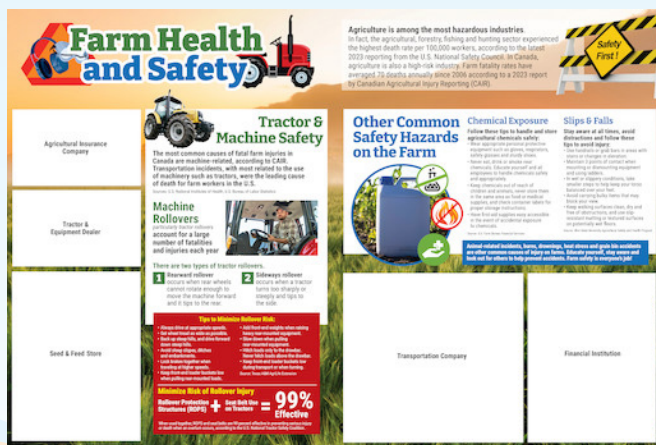
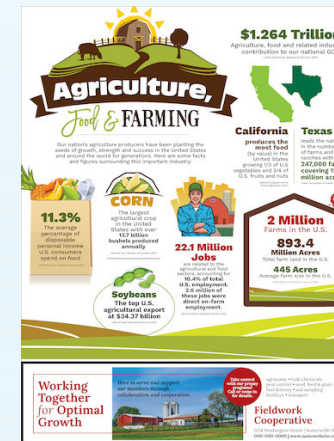
## ✓ Ready-to-Sell Editorial Pages

Themed pages and spreads designed with editorial features and ad spots in place



## ✓ Infographics

Engaging information-based layouts with ad spots in place







# Templates to Target Local Biz

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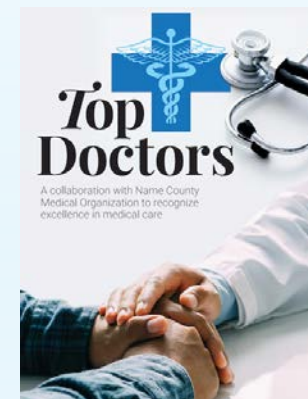
## ✓ Coloring & Activity

Sponsor-ready game, puzzle and coloring panels and pages for kids and adults



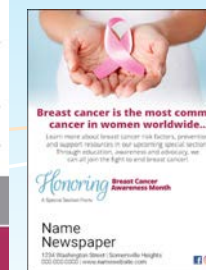
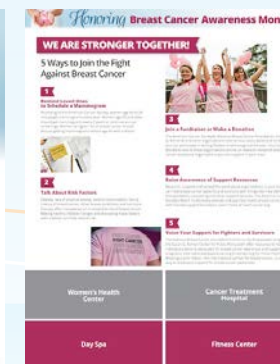
## ✓ Covers

Customizable designs to front and inspire special sections



## ✓ Section Starters

Coordinated page, cover and promotional layouts to jump-start special sections







## EDITORIAL TEMPLATES IN ACTION

Greenup Gazette

Greenup, KY

Category:

Editorial Templates

Template Type:

Ready-to-Sell Editorial Pages



# HEAT STROKE or HEAT EXHAUSTION?

Particularly warm days, which can arise as spring gives way to the dog days of summer, can be both uncomfortable and unhealthy. Such days also can prove deadly. Despite that threat, the Centers for Disease Control and Prevention notes that heat-related illnesses are preventable. Harmful outcomes also are preventable when people learn to distinguish between heat-related illnesses. Heatstroke and heat exhaustion are easily confused, but the two conditions produce noticeably different symptoms. Recognition of that can help anyone stay healthy or help someone in need as the mercury rises this summer.

## Heatstroke Symptoms

- Elevated body temperature, typically 103 F or 104 F or higher
- Hot, red, dry, or damp skin
- Fast, strong pulse
- Headache
- Dizziness
- Nausea
- Confusion
- Loss of consciousness

## Heat Exhaustion Symptoms

- Heavy sweating
- Cold, pale and clammy skin
- Fast, weak pulse
- Nausea or vomiting
- Muscle cramps
- Feelings of tiredness or weakness
- Dizziness
- Headache
- Fainting

Anyone experiencing these or other abnormal symptoms on hot days is urged to immediately move to a cool place and seek medical help. The CDC notes that heatstroke is a medical emergency, so individuals who suspect they or someone in their presence is experiencing heatstroke should call 911 immediately. If heat exhaustion is suspected, seek immediate medical help if a person is vomiting, experiencing symptoms that are worsening or sticking around for one hour or longer. More information about heat-related illnesses is available at [cdc.gov](https://www.cdc.gov).

# Boating Safety

Before you depart, be safety-smart!

## Complete These Vessel Inspection Points:

- ✓ Check fuel levels
- ✓ Check instrument and navigation lights
- ✓ Inspect fenders and anchor line
- ✓ Check oil and coolant levels
- ✓ Ensure enclosed spaces are ventilating properly
- ✓ Make sure your battery is charged
- ✓ Check bilge pump function
- ✓ Check the weather forecast, and make sure someone knows your float plan

## Make Sure These Items Are On Board:

- ✓ Personal flotation device for every passenger
- ✓ Food and water
- ✓ Distress flares
- ✓ Toolbox and basic spare parts
- ✓ Fire extinguisher
- ✓ Air horn, bell or whistle
- ✓ Flashlight
- ✓ First aid kit
- ✓ Spare batteries
- ✓ Documentation
- ✓ Radio to receive weather updates





## EDITORIAL TEMPLATES IN ACTION

**Lodi News-Sentinel**

Lodi, CA

Category:

**Editorial Templates**

Template Type:

**Ready-to-Sell Editorial Pages**

**Infographics**



## Road-Tripping With Your Pet?

Follow these tips from the ASPCA to help keep your companion safe and comfortable along the way:



### Condition your pet for a long drive.

Prep pets for long road trips by taking them on a series of short drives first, gradually lengthening time spent in the car.

### Check in with your vet.

Contact your pet's veterinarian for a rabies vaccination record in case it's needed for interstate crossings, accommodations or urgent vet care. It's also a good idea to make sure your pet is up to date on any flea control medications.

### Prep a pet-friendly travel kit.

Pack plenty of food and bottled water for your pet, along with a bowl, leash, waste bags, medication, first-aid supplies and any needed grooming supplies. Other items to consider packing include a dog bed or pillow, toys, treats and a clean blanket to protect any hotel furniture.

### Feed your pet in advance.

Feed your pet three to four hours before departure, and walk your pet before getting into the car. Don't attempt to feed your pet while the car is in motion. Make sure your pet stays hydrated with regular access to clean water.

### Plan for pet-friendly accommodations.

Book or research pet-friendly accommodations in advance. It's also helpful to plan for pet-friendly food and exercise stops along the way. Remember to account for extra travel time and expenses that may come with pet travel.

### Keep pets secure in a well-ventilated crate or carrier.

A crate should be large enough for your pet to stand, sit, lie down and turn around in it. Place a comfortable pad on the floor of the crate, and secure the crate so it will not slide or shift in the event of a sudden stop. If you opt to not use a crate, secure pets in the back seat with a harness attached to a seat buckle.

### Keep pets cool while traveling in the car.

Make sure your air conditioning is working properly before traveling in warm weather, and use it to keep the car comfortable while driving. Don't allow your pet to ride with his or her head outside the window.

### Never leave pets in a parked vehicle.

Even with the windows open, a parked car can become dangerously hot in no time on a warm day, causing heatstroke or even death. In extreme cold weather, a parked car is also dangerous for pets.

### Check for safety hazards.

In vehicles and hotel rooms, look around for potential safety hazards, such as loose items pets can swallow or electrical cords they may chew, and move them out of your pet's reach.



Make sure your pet is microchipped for identification and wears a collar and tag with your name, cell phone number and any other relevant contact information!







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- ☒ All templates
- ☐ Specialty Ad Templates
- ☐ Editorial Templates
- ☒ Marketing Your Publication
  - ☐ Advertiser Promotions
  - ☐ Section Promotions
  - ☐ Subscription Promotions

**TEMPLATE SIZE** [+](#)

- ☐ With InDesign only
- ☐ Customizable in Wizard

**ORIENTATION** [+](#)

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  - ☐ Section Promotions
  - ☐ Subscription Promotions

## ✓ Advertiser Promotions

Fresh ideas for promoting print and digital advertising in your publication



## Custom e-card format available

Instantly personalize and send this feature as an e-card promotion directly to sales prospects.



[Templates](#) [Websites](#) [Digital](#) [Editorial](#) [Puzzles](#) [Holiday](#) [Planning](#) [Learn More](#)

**Sales Features**

**Calendar: Planning & Promotional**  
January | February | March | April | May | June  
July | August | September | October  
November | December | Search All Events  
[Download Printable Year-at-a-Glance](#)

**Revenue Ideas**  
New themes monthly to quickly target print and digital sales  
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**52 Sales Ideas**  
Kick-start planning, pitches, presentations and revenue for every week of the year

**Communications and Resources**

**Email Communications**  
Stay on top of the latest sales and creative features and ideas to help maximize profits  
[View Emails](#)

**Marketing E-Cards**  
Enter your info and pitch to prospective clients  
[Personalize & Send E-Cards](#)  
[Search JPOs to Create Your Own Email](#)

**Contact a Metro Client Rep**  
Schedule a quick walkthrough of your Metro services, make a content request or let us help with your questions





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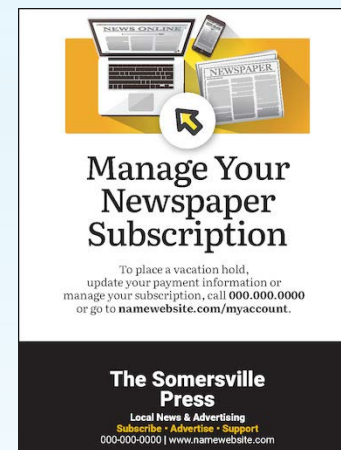
## Section Promotions

Promote popular and seasonal niche section ideas to readers and advertisers



## Subscription Promotions

Templates to showcase print and digital subscription benefits and special offers





# Templates to Target Local Biz

## MARKETING TEMPLATES IN ACTION

### Mason Fulton Publishing

Mason County Democrat & Fulton Democrat  
**Havanna, IL**

Category:

**Marketing Templates**

Template Type:

**Subscription Promotion**



## Get It All In One Place!

Sports • Shopping • Classifieds • Dining • Entertainment • Local Services

**The DEMOCRAT**

**SUBSCRIBE TODAY! Print and/or Online Editions**

**(309) 518-4445 • democratnewspapers.com**



## Local News. Local Deals!

Get the best of both worlds,  
in print and online, all in your local newspaper!

**To SUBSCRIBE**  
**To ADVERTISE**  
**To place a CLASSIFIED**

**The DEMOCRAT**

**(309) 518-4445 or democratnewspapers.com**



## Get It All In One Place!

Local News & So Much More  
in Print & Online! The Somersville Press



Sports • Shopping • Classifieds • Dining • Entertainment • Local Services

**The Somersville Press**

Local & Trusted Since 1900 • Subscribe or reserve today! [www.somersvillepress.com](http://www.somersvillepress.com) • 000-000-0000



## Local News. Local Deals!

Get the best of both worlds,  
in print and online, all in your local newspaper!

**To SUBSCRIBE**  
**To ADVERTISE**  
**To Place a Classified Ad**

**The Somersville Press**

Your Community Newspaper

Print • Online • Website • App • Social Media • All in One Place





## MARKETING TEMPLATES IN ACTION

**Lodi News-Sentinel**  
**Lodi, CA**

Category:  
**Marketing Your Publication**  
Template Type:  
**Advertiser Promotion/Campaign**

### STAY TOP OF MIND With Local Consumers

Being the first name that comes to mind for customers in your market is key to driving new and returning business. Whether you are just beginning to build your brand or have an established clientele, reminding consumers about the value and availability of your products and services requires an ongoing effort that is instrumental to your success.

#### It's a Smart Investment

**Stay Top of Mind and Save With Our Monthly and Annual Ad Contract Specials!**

Learn more about our cost-effective marketing and advertising solutions geared toward building top of mind awareness today. Call (209) 369-2761 or email [info@lodinews.com](mailto:info@lodinews.com) to get started with a free consultation.



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[www.lnslocalsolutions.com](http://www.lnslocalsolutions.com)



**Here's why consistent advertising with us is a great way to build top of mind awareness:**

Nearly  
**70%**  
of U.S. adults  
read newspapers  
each month.

Print newspaper  
ads inspire action.  
**7 out of 10**  
newspaper readers  
report taking action  
after seeing an ad in a circular.

**Newspaper advertising helps you reach an engaged audience and build trust within the community.**

- >> Our local circulation reach gives you more bang for your advertising buck.
- >> Flexible ad sizes, formats, placement and frequency are available to fit your needs and budget.
- >> Our expert team can help you develop and design an effective ad or campaign.

Data sources: Nielsen Scarborough, Coda Ventures Newspaper Ad Effectiveness Service

**STAY TOP OF MIND With Local Consumers**

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Learn more about our cost-effective marketing and advertising solutions geared toward building top of mind awareness today. Call (209) 369-2761 or email [info@lodinews.com](mailto:info@lodinews.com) to get started with a free consultation.

**Name Newspaper Advertising Sales Department**  
[name@lodinews.com](mailto:name@lodinews.com) | (209) 369-2761  
[www.lnslocalsolutions.com](http://www.lnslocalsolutions.com)

**Nearly 70% of U.S. adults read newspapers each month.**

**7 out of 10 newspaper readers report taking action after seeing an ad in a circular.**

Newspaper advertising helps you reach an engaged audience and build trust within the community. Our local circulation reach gives you more bang for your advertising buck. Flexible ad sizes, formats, placement and frequency are available to fit your needs and budget. Our expert team can help you develop and design an effective ad or campaign.

**NOW THEY SEE YOU**

Ask us about top of mind advertising solutions!

Being the first name that comes to mind for customers in your market is key to driving new and returning business. Whether you are just beginning to build your brand or have an established clientele, reminding consumers about the value and availability of your products and services requires an ongoing effort that is instrumental to your success.

**Stay Top of Mind and Save**

Buy 2 Months of Print Advertising, Get 1 Month Free

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**Stay Top of Mind and Save**

Buy 2 Months of Digital Advertising, Get 1 Month Free

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[www.lnslocalsolutions.com](http://www.lnslocalsolutions.com)

**NOW THEY SEE YOU**

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**Out of Sight, Out of Mind... IT'S TIME TO ADVERTISE!**

Being the first name that comes to mind for customers in your market is key to driving new and returning business. Whether you are just beginning to build your brand or have an established clientele, reminding consumers about the value and availability of your products and services requires an ongoing effort that is instrumental to your success.

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[www.lnslocalsolutions.com](http://www.lnslocalsolutions.com)

## SHARE & ORGANIZE YOUR TEMPLATES



**More Options**

### Great for sales presentations to advertisers



 Present/Print/Share

 View PDF

 Download JPEG Preview Image

 Add to Lightbox

 Add to Project

 E-mail File Link

 Report a problem

### For internal sharing

 Present/Print/Share

 View PDF

 Download JPEG Preview Image

 Add to Lightbox

 Add to Project

 Report a problem

 E-mail File Link



### Keeps favorite content organized

 Present/Print/Share

 View PDF

 Download JPEG Preview Image

 Add to Lightbox

 Add to Project

 Report a problem

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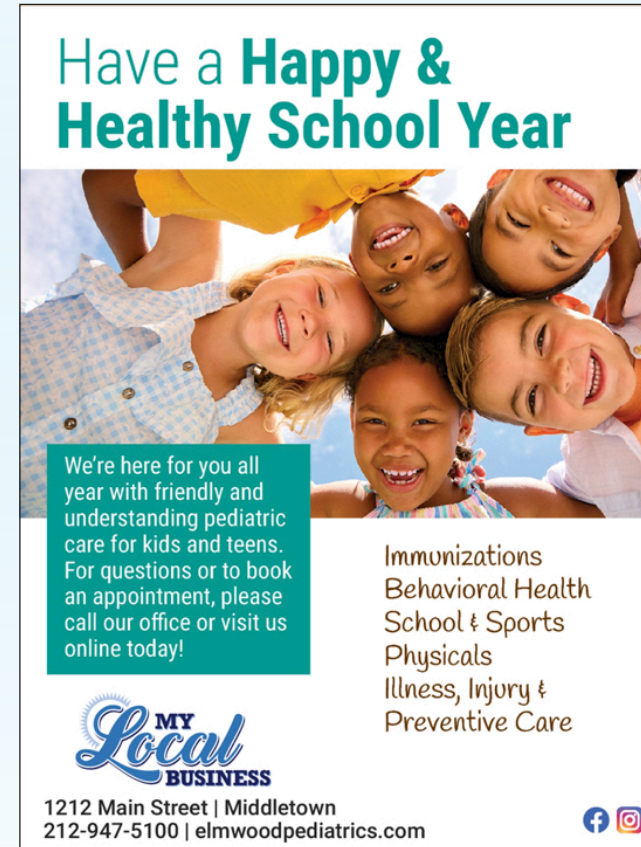




## CUSTOMIZE YOUR TEMPLATES

### MiAD® Wizard

1. Enter or select advertiser info, including logos
2. Choose an ad template based on business type
3. Preview and present the personalized ad





# Templates to Target Local Biz

**PLAN AHEAD**

Images ▾ Ads/Templates ▾ Websites ▾ Digital ▾ Editorial ▾ Puzzles ▾ Holiday ▾ **Planning ▾** Learn More ▾

### Metro SearchBooks

Clickable pages connect you directly to every idea, image, ad and editorial feature for team sharing and sales presentations  
[Access SearchBooks →](#)

### Explore Your Planning Tab Resources

Get to know the valuable marketing tools and sales support features you see here

[Watch Video](#)

### Sales Features

#### Calendar: Planning & Promotional

[January](#) | [February](#) | [March](#) | [April](#) | [May](#) | [June](#) | [July](#) | [August](#) | [September](#) | [October](#) | [November](#) | [December](#) | [Search All Events](#)  
[Download Printable Year-at-a-Glance](#)

#### Revenue Ideas

New themes monthly to quickly target print and digital sales  
[Get Inspired →](#)

#### 52 Sales Ideas

Kick-start planning, pitches, presentations and revenue for every week of the year  
[Start Selling →](#)

#### Customize Spec Ads with Wizard \*

Personalize and share print and digital ads and presentations with advertisers in three simple steps  
[Try It Out →](#)

#### Plan Your Special Sections Program for the Year \*

Themed special section titles and publication dates  
[Download Schedule →](#) | [Learn More →](#)  
\* Available by separate purchase

### Communications and Resources

#### Email Communications

Stay on top of the latest sales and creative features and ideas to help maximize profits  
[View Emails →](#)

#### Marketing E-Cards

Enter your info and pitch to prospective clients  
[Personalize & Send E-Cards →](#)  
[Search JPGs to Create Your Own Email →](#)

#### Contact a Metro Client Rep

Schedule a quick walkthrough of your Metro services, make a content request or let us help with your questions  
[Let's Connect →](#)

#### Succe\$\$ Stories

A look at moneymaking program ideas from peer publications  
[Read This Month's Sales Success Story →](#)  
[Share Your Success Story →](#)





# Thank You

**800-223-1600**

**Darrell Davis** - [ddavis@metro-email.com](mailto:ddavis@metro-email.com)

**Jackie Ulloa-Thines** - [julloa@metro-email.com](mailto:julloa@metro-email.com)

**Send us feedback!**

