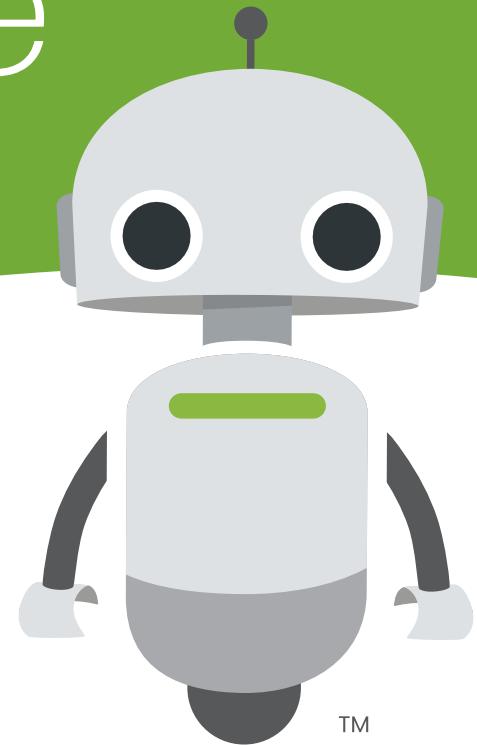


Digital Marketing Made Simple

METRO[®]
CREATIVE GRAPHICS, INC.



TM

Meet Your **Metro** Hosts



Sonia DeJesus

Account Representative Sales Team



Dan Perez

VP New Media

What is
Digital
Marketing



Digital Marketing

Uses websites, reviews, search engines, advertising and social media to reach potential customers online.



62%

Of all online traffic comes
from mobile devices.

Data from 2025 Clutch Research



Business Website

Enhances your business's
credibility and builds trust
with potential customers.



76%

Of consumers will search for a company's website before visiting their physical location.

Data from 2025 Clutch Research



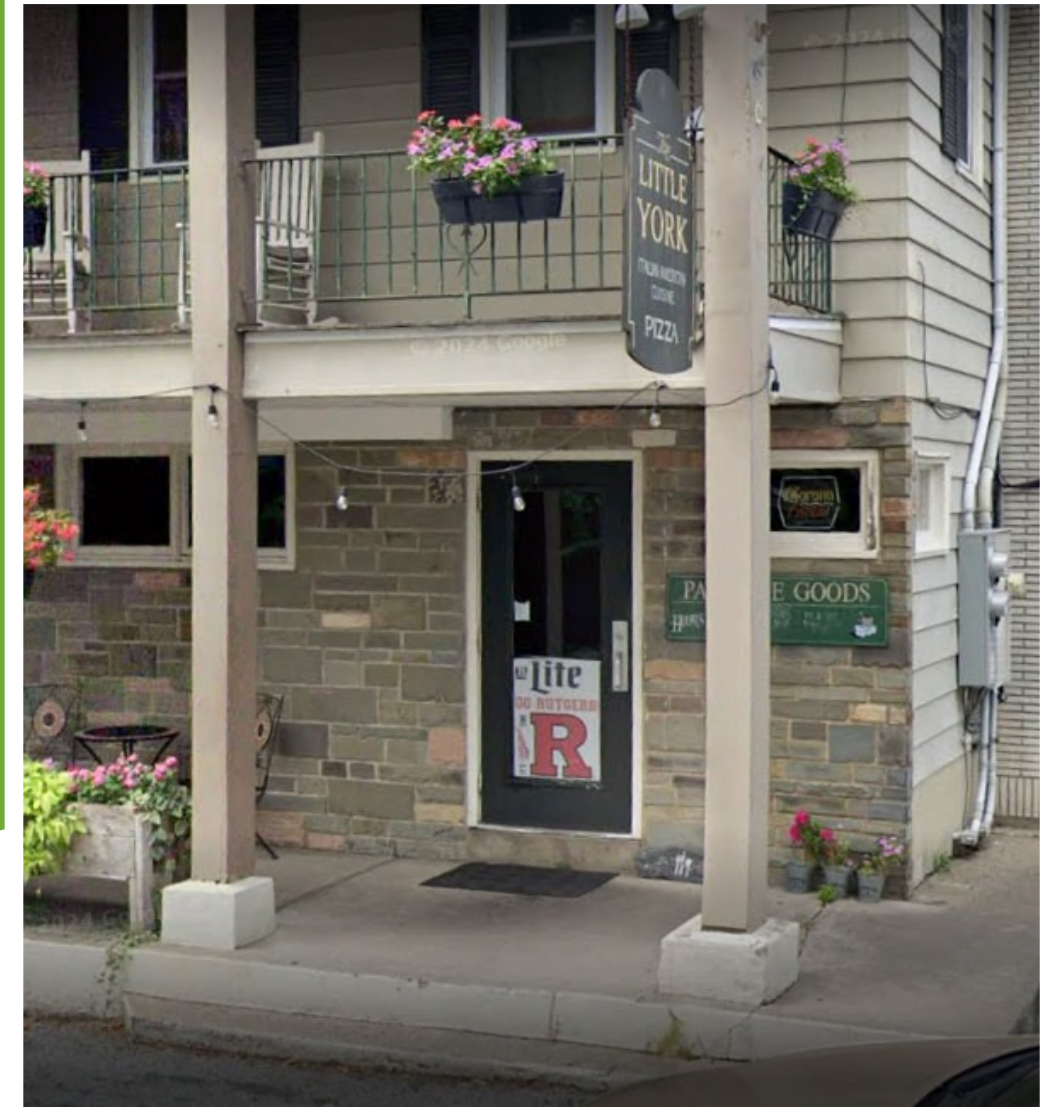
45%

Among these consumers
visit in-person if the business
has a strong online presence.



Data from 2025 Clutch Research

First Impressions



What's

Inside that counts



Google Reviews



44%

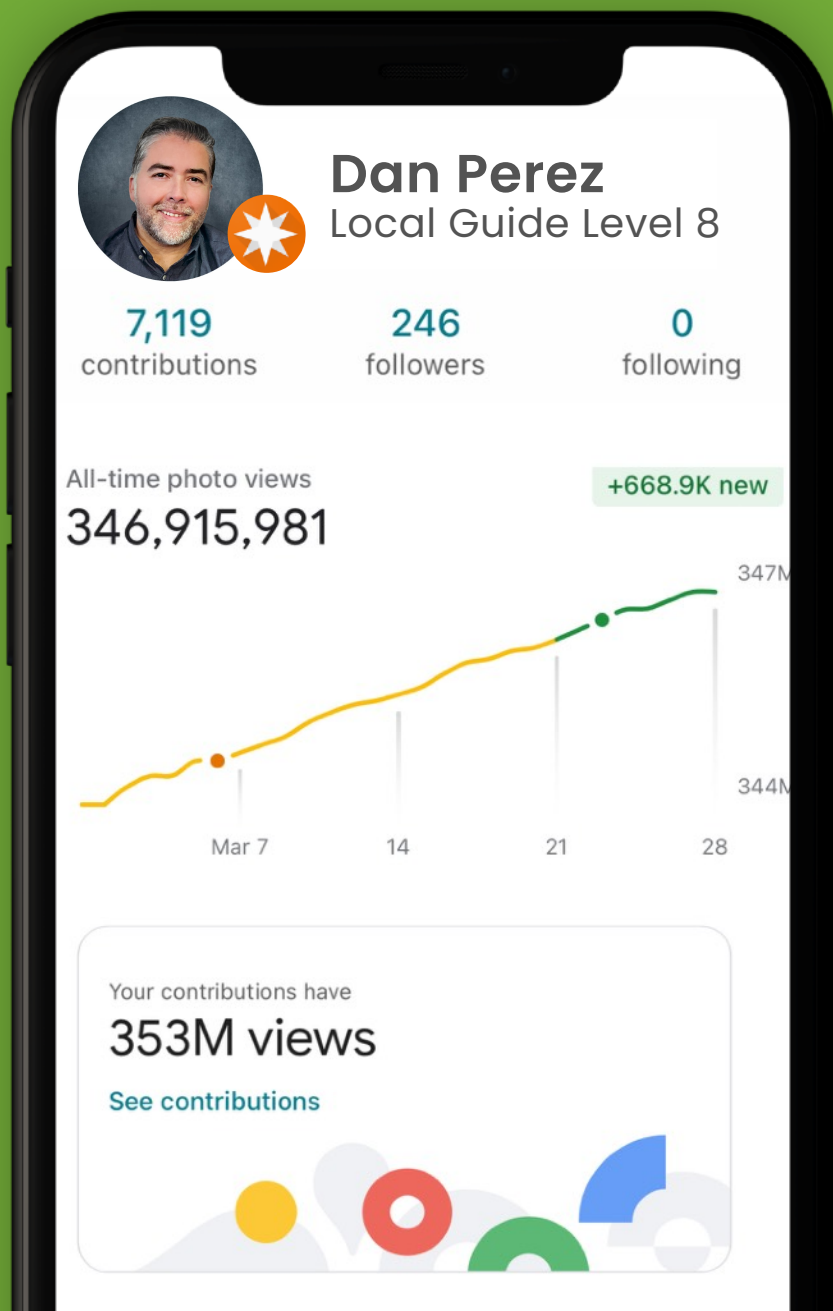
Of consumers feel that
positive Google reviews help
them trust a business more.



Data from 2025 Clutch Research

HELP
**LOCAL
BUSINESSES**
BY POSTING
A REVIEW



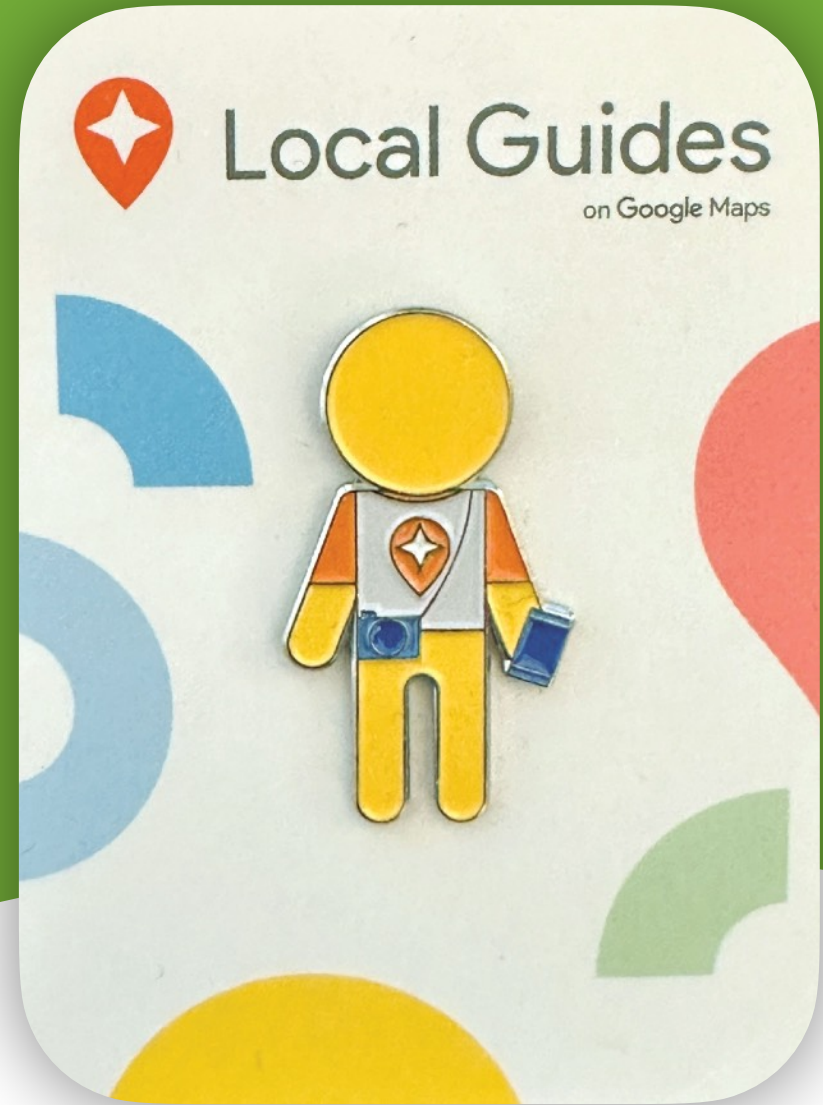


Google Local Guide

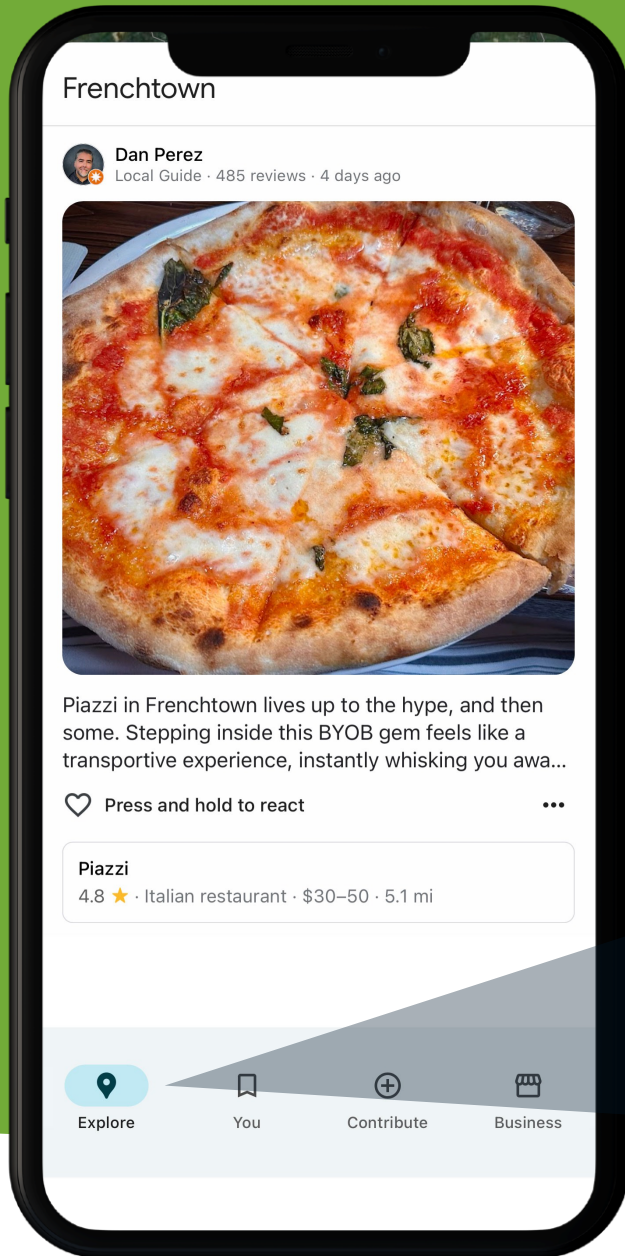


- Level 8
- Top 2% in the Tri-State Area
- 534 Reviews
- 7,119 Contributions
- 353 Million Views

353
Million Views



One Enamel Pin

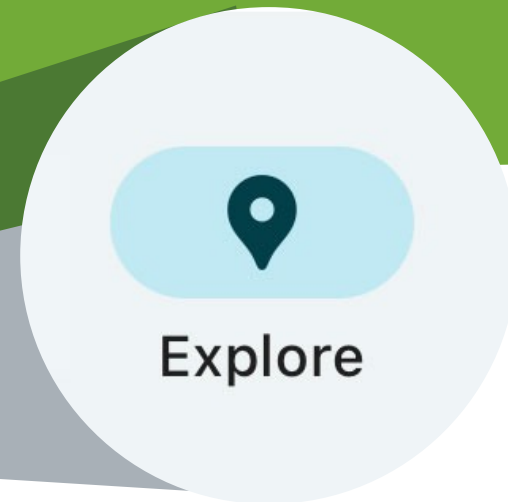


Google Maps

Explore



A tool for exploring and discovering local areas, whether you're at home or traveling



Best Practices

- Outside Front View
- No People in Photos
- Close up photos

5 YEARS AGO



10,639,296 VIEWS

1 WEEK AGO



2,806 VIEWS

Digital News Readership & Advertising



86%

Get news from a computer
smartphone, or tablet.



Data from 2024 Pew Research Center

23%

Prefer news websites
as a source for news.

Data from 2024 Pew Research Center



Advertising Online With **Web & Mobile Ads**



Print With **Web & Mobile Ads**

Mothers
Are a Blessing

To all of the devoted moms who fill our lives with so much love, support and compassion, we wish you a happy Mother's Day!

Special Mother's Day Service
Sunday, May 11 at 10 a.m.
Photo booth and complimentary refreshments following this special service celebrating our community's moms!




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



Every print ad includes three web-size options, allowing you to create coordinated campaigns for your advertisers.

Mothers
Are a Blessing

To all of the devoted moms who fill our lives with so much love, support and compassion, we wish you a happy Mother's Day!



Name Church
1234 Washington Street
Somersville Heights


Mothers
Are a Blessing



Thank You
and Happy
Mother's Day!

Name Church
1234 Washington Street

Mothers
Are a Blessing



To all of the devoted moms who fill our lives with so much love, support and compassion, we wish you a happy Mother's Day!

Name Church
1234 Washington Street
Somersville Heights

MiAD[®] Wizard

Create custom web and print ads in just three simple steps—no design skills required.

STEP 1
Select or create an advertiser.

Dan's Pizza
[Change/Edit Advertiser](#)
[Start Over](#)
[? Wizard help](#)

All Presentations / Metro Creative Graphics, Inc. / Dan's Pizza / NEW SPEC AD


Select Advertiser: Dan's Pizza [+ Create new advertiser](#)

Advertiser Details

Address:
City:
State:
Zip:
Web:
Phone:

[Update advertiser](#)
[Delete advertiser](#)

Advertiser Logo (optional):


[Upload graphic](#)
For best results upload an EPS or PNG with a transparent background.

[Next choose a template](#)



MiAD[®] Wizard

Create custom web and print ads in just three simple steps—no design skills required.

STEP 2













Enter your keywords and click on a template to see your spec ad.

Dan's Pizza
[Change/Edit Advertiser](#)
[Start Over](#)
[? Wizard help](#)

All Presentations / Metro Creative Graphics, Inc. / Dan's Pizza / NEW SPEC AD

Show Filters Applied Filters: Web x 300x250 Medium Recta... x Reset filters

Web only Image Size: medium Rollover preview 1 2 20 / page

 <p>Pizza Party Takeout Deal Only \$24.99 Create your own pizza with your favorite toppings. Perfect for Valentine's Day!</p> <p>Italia Pizzeria & Kitchen 1234 Washington Street Downsville Heights</p>	 <p>Pizza On Earth & Merry Christmas Thank's again for choosing us. We look forward to your next visit!</p> <p>Pizza Restaurant 1234 Washington Street Downsville Heights</p>	 <p>Flavorful & Gluten Free Create your own pizza with your favorite toppings. Perfect for Valentine's Day!</p> <p>Midcity Restaurant & Bar 1234 Washington Street Downsville Heights</p>	 <p>Piping-Hot Pizza Month Specials Create your own pizza with your favorite toppings. Perfect for Valentine's Day!</p> <p>Midcity Restaurant & Bar 1234 Washington Street Downsville Heights</p>
 <p>Vegan Pizza Now Available Here Create your own pizza with your favorite toppings. Perfect for Valentine's Day!</p> <p>Midcity Restaurant & Bar 1234 Washington Street Downsville Heights</p>	 <p>PIZZA the way to life's heart Large Two-Topping Pizza (12 inch) only \$22</p> <p>Pisa Pizza 1234 Washington Street Downsville Heights</p>	 <p>A LOCAL FAVORITE Create your own pizza with your favorite toppings. Perfect for Valentine's Day!</p> <p>Midcity Restaurant & Bar 1234 Washington Street Downsville Heights</p>	 <p>WIN A SUPER WATCH PARTY Taste of Italy Pizza Create your own pizza with your favorite toppings. Perfect for Valentine's Day!</p> <p>Midcity Restaurant & Bar 1234 Washington Street Downsville Heights</p>
 <p>It's Pizza Month Try our delicious range of pizzas and specialty pastas! Create your own pizza with your favorite toppings. Perfect for Valentine's Day!</p> <p>Roma Pizzeria 1234 Washington Street Downsville Heights</p>	 <p>Variety Is the Spice of Life Try our specialty pizzas, including the NEW! Hotbedded Potato & Bacon Pie!</p> <p>Pizza Station 1234 Washington Street Downsville Heights</p>	 <p>Your Neighborhood Spot for Delicious Pizza! Hand-tossed pizzas • Hot & cold pizza • Fresh salads • Pasta dishes • Wine & more</p> <p>ORDER HERE Paolo's Pizza 1234 Washington Street Downsville Heights</p>	 <p>Open Daily for Lunch & Dinner dining room • delivery Try Our NEW Cauliflower Crust!</p> <p>PAOLO'S PIZZA 1234 Washington Street Downsville Heights</p>



MiAD[®] Wizard

Create custom web and print ads in just three simple steps—no design skills required.

STEP 3

Presto! Share, download or further customize your spec ad.

Dan's Pizza
1 Sample Street

✎ Change/Edit Advertiser

Template: **N231IW09001R**


🔄 Change Template

↺ Start Over

? Wizard help

All Presentations / Metro Creative Graphics, Inc. / Dan's Pizza / NEW SPEC AD

🔍 108% 🔍 100%



A LOCAL FAVORITE

Dan's Pizza
1 Sample Street | New York
555-1234 | DansPizza.com

BURGERS
PIZZA | SALAD
WINGS | PASTA
SANDWICHES
STEAK & SEAFOOD
NIGHTLY SPECIALS
HAPPY HOUR
BEER & WINE

DINE IN • TAKEOUT • DELIVERY

🔄 Share ⬇ Download ⏏ Alternate Sizes 🎨 Customize 📁 Save 📁 Save As



ADS On Demand

Request custom print, web,
and mobile ads with
a fast turnaround.



Native Advertising

- **Community Features:**
Best Of The Best
Day in the Life
Video Highlights
- **Interactive elements:**
Sponsored Downloads
Contests



Downloadable Resources

These highly shareable, downloadable resources create **prime sponsorship opportunities** for local advertisers looking to engage with your audience.

The Ultimate Prom Planning Checklist

Three Months Before Prom

- ☐ **Select Your Dress or Suit**
Purchasing or renting your prom outfit months in advance will ensure the best selection and allow plenty of time for alterations to be completed.
- ☐ **Choose Your Date or Squad**
Confirm who you will be attending prom with, whether it's a group of friends or a date.
- ☐ **Purchase Prom Tickets**
(When They Become Available)
Purchasing prom tickets early will help the prom committee plan, and ensure you don't miss the ticket sales cutoff.
- ☐ **Reserve Transportation**
Book your limo or other transportation for prom night early to ensure availability and avoid potential price surges.

Two Months Before Prom

- ☐ **Schedule Salon Appointments**
Book appointments for any beauty services, such as hairstyling, makeup, nails or spray tanning.
- ☐ **Choose Your Look**
Start researching hairstyles or makeup trends for prom night inspiration.
- ☐ **Book a Dinner Reservation**
Keep in mind that booking a group reservation requires plenty of notice, particularly for prom night.
- ☐ **Shop for Accessories**
Now that your dress is purchased, start shopping for the perfect shoes, undergarments and accessories to complete your look.

One Month Before Prom

- ☐ **Order Flowers**
Coordinate boutonniere and corsage colors with your prom attire.
- ☐ **Start Breaking In Your Shoes**

Two Weeks Before Prom

- ☐ **Confirm All of Your Appointments and Reservations**
- ☐ **Do a Trial Run if You're Planning to Apply Your Own Makeup or Style Your Own Hair**

Two Days Before Prom

- ☐ **Pick Up Your Tux Rental**
Picking up your rental at least two days in advance will allow time for any last-minute adjustments to the fit.
- ☐ **Complete Any Waxing or Hair Removal**

One Day Before Prom

- ☐ **Apply a Face Mask**
- ☐ **Paint Your Nails**
- ☐ **Go to Bed Early**

Prom Day

- ☐ **Pick Up Flowers**
Pick up your flowers the day of the event, and keep them refrigerated until you're ready to wear them.
- ☐ **Check Your Appointment Schedule and Arrive On Time**
- ☐ **Exfoliate, Shave and Moisturize**
- ☐ **Remember to Eat and Stay Hydrated**
- ☐ **Pack Up Your Purse**
Include a stain stick, band aids, bobby pins, breath mints, double-sided fashion tape, cell phone charger and mini deodorant or perfume spray.
- ☐ **Bring a Spare Pair of Shoes**
Take comfortable footwear with you if you're wearing high heels.

Relax and HAVE FUN!

SPONSOR ADVERTISER

Tips to make Mother's Day extra special



Mother's Day is celebrated each May and marks a perfect opportunity to show Mom how much she's loved and appreciated. Mother's Day has been celebrated for more than 100 years, and in that time mothers have grown accustomed to certain staples of the holiday. A bouquet of fresh flowers, Sunday brunch at a local restaurant and some gifts from a partner and the children have become standards each Mother's Day.

Happy Mother's Day

Love, _____

KIDS

Cut and Color This Picture to Wish Mom a Happy Mother's Day!

Sponsored by

Restaurant
Jewelry Store
Bake Shop
Day Spa

Clothing Store
Florist
Gift Shop
Portrait Studio

Electronics Store
Gourmet Market

QR Codes

Bridging Print and Digital:



SCAN QR CODE

Bridging Print and Digital:

- **Content Extensions:**
Special Features
Video Interviews
Photo Galleries
- **Customer Incentives:**
Coupons/Discounts
Post a Review



Generating Trustworthy QR Codes



chrome

A screenshot of a Google Chrome browser window. The address bar shows 'cmsbot.com/build/'. The main content area of the website has the heading 'Digital Marketing Made Simple' and a verification code 'BAYMAX142907'. A small robot character is also visible. The Chrome menu is open, showing options like 'New Tab', 'History', 'Downloads', 'Bookmarks and Lists', 'Extensions', 'Delete Browsing Data...', 'Zoom', 'Print...', 'Translate...', 'Find and Edit', 'Cast, Save, and Share', 'More Tools', 'Help', and 'Settings'. The 'Cast, Save, and Share' option is highlighted, and a sub-menu is open showing 'Cast...', 'Save Page As...', 'Install Page as App...', 'Create Shortcut...', 'Copy Link', 'Send to Your Devices', and 'Create QR Code'.

Social Media

Beyond Just Facebook



Remind

Local Businesses

- Limitations of relying solely on a Facebook page.
- Use social media as a traffic driver to websites.
- Short form highlight videos
- Image Tiles



Social Media Tiles

Ready-to-post JPGs for your Facebook, Instagram and X accounts



Marketing e-Cards

Quickly personalize and send customized email promotions, making it easy to reach advertisers with special offers, promotions, and sponsorship opportunities.



Call today about reserving an ad in our
Mother's Day Special Section.

Sample Newspaper

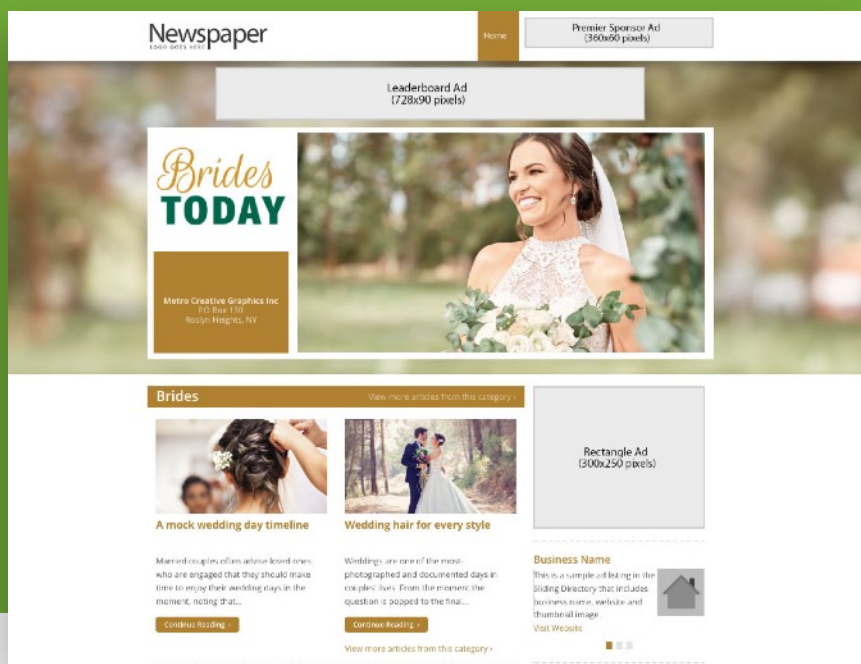
Dan Perez

555-1234

email@sample.com

Themed Websites, Directories & Sections

Use ready-made themed websites and directories to target audiences, increase traffic to your website and expand online revenue.



Mega Menu: Digital

The screenshot displays the METRO website interface. At the top, a teal navigation bar contains links for Home, SearchBook*, View May Planning Calendar, See How Your Metro Investment Pays, and a Watch Now » button. On the right of this bar are user links for Daniel Perez, Contact Us, and Go back to old MCC. Below this is a white header with the METRO logo (including a 115 YEARS anniversary badge) and a series of category links: Images, Ads, Templates, Websites, Digital, Editorial, Puzzles, Planning, and Learn More. The Digital link is active, opening a mega menu. The background of the page features a large image of a man in a gym setting with the text 'Search Your Sales, Create' overlaid. At the bottom, there is a search bar with a dropdown for 'Select a category' and a text input field for '+ Enter keyword(s) or file', followed by a search icon.

Home | SearchBook* | View May Planning Calendar | See How Your Metro Investment Pays | Watch Now »

Daniel Perez | Contact Us | Go back to old MCC

METRO @115 YEARS
One Subscription Empowers Your Entire Team

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

- CMS Bot Websites *
- Themed Section Templates *
- Themed Websites & Directories *
- Marketing E-Cards
- Web/Mobile Ads
- Print with Web/Mobile Ads
- Social Media Images
- Revenue-Generating Digital & Print Event Calendars *
- Customize Spec Ads with Wizard *
- ADS On Demand *

* Available by separate purchase

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

Search

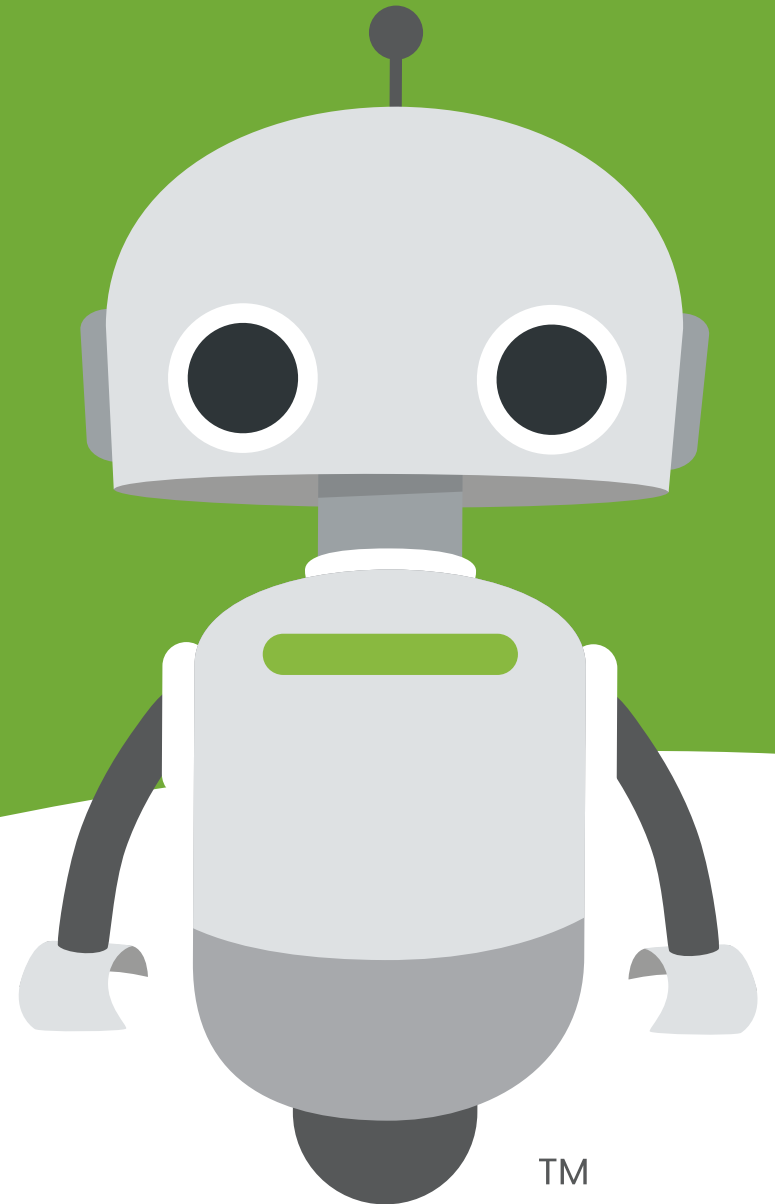
cmsbot™

Metro's Digital Marketing Game Changer

Offer local businesses professional websites and coordinated digital advertising, all from our effortless, all-in-one platform.

METRO®
CREATIVE GRAPHICS, INC.

cmsbot™



TM

“

We're seeing huge potential with **cmsbot** for boosting our digital sales. It's priced well, so we can make a good profit and add marketing bundles for our clients – **everyone wins.**

Rick Craig, Publisher, The Daily Sentinel



”

cmsbot™

Questions & Comments



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CREATIVE GRAPHICS, INC.

cmsbot[™]

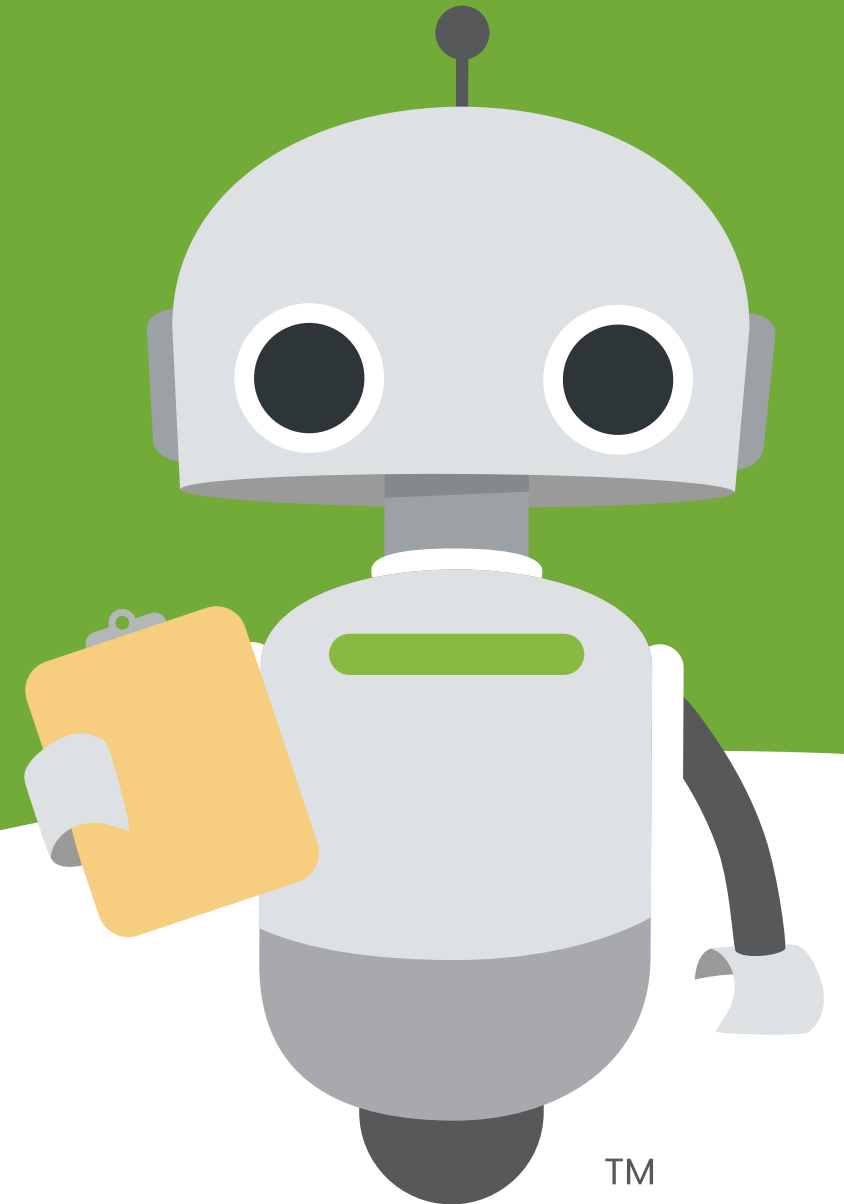
Contact Us

For More Information

Metro's Client Services Team

800.223.1600

(Mon-Fri 8:45am – 5:45pm EST) (Outside
U.S. and Canada 212.947.5100, ext. 253)



TM

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