



Succe\$\$ with Digital Advertising

- Industry Trends
- Features
- Our Contest Winners

& Social Together

With mere seconds to reach a consumer's attention: Combining these formats can lead to more effective results for advertisers.



Denoia's Meats, Market & Deli

1234 Washington Street | Somersville Heights







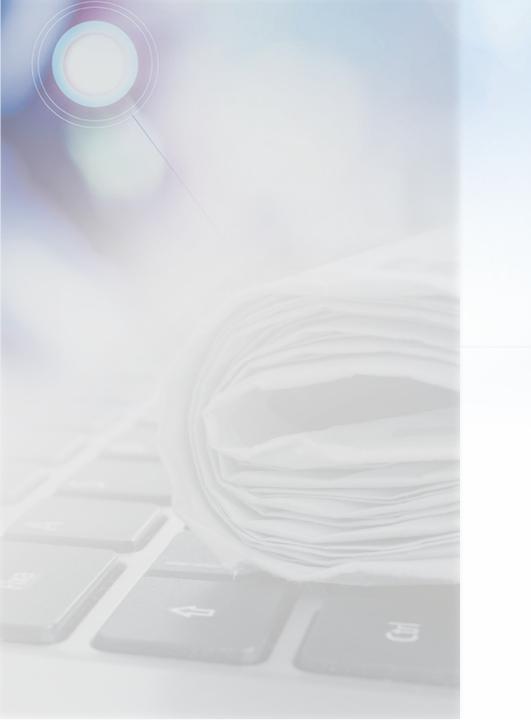
Denoia's Meats, Market & Deli



Denoia's Meats, Market & Deli

1234 Washington Street | Somersville Heights





STRENGTH of PRINT

Higher engagement, higher recall & trustworthy

STRENGTH of DIGITAL

Trackable results to show advertiser

PRINT & DIGITAL TOGETHER

Increase effectiveness of campaign 15-20%

All Things Digital...



- Website Development
- Keywords & SEO



- Logo Design
- Business Cards
- Print



Merchandise
 to support the brand



- Social
- Brand
- Reputation Management

Sales Idea of the Week #4

A Fresh, Timely Program to Pitch Local Advertisers for Each Week of the Year

LOCAL EVENTS & FESTIVALS

Use This Print, Digital & Social Media Content to to Bolster Your Role as a Go-To Local Resource & Generate Ad Revenue



Email this image with offers and contact info to capture the attention of prospective advertisers.

CUSTOM E-CARD
FORMAT ALSO AVAILABLE
Click here to instantly
personalize and send
this feature as an e-card
promotion directly to
sales prospects.



SOCIAL MEDIA POST

Caption this post with the day or week's top event picks, and use it to promote all-access print and digital subscriptions to locals who want to be "in the know."



SOCIAL MEDIA POST

Use this design to promote your publication as a go-to local events resource for both readers and advertisers. Link to or promote the Upcoming Events feature on the next page.



HOW COMMUNITIES CAN REVITALIZE MAIN STREET TOGETHER

Use print- and web-ready content to engage your advertisers' target market.

- New Sales Idea Every Week
- Social Media Posts
- Editorial Content
- Ready-to-Email
 Marketing Messages
- Companion Web Ads for Every Print Ad













Somerville County Fairgrounds 34 Washington Street | Somersville Heights



YES, IT'S ALL INCLUDED IN YOUR CURRENT SUBSCRIPTION!



Everything to Create and Sell Your Coloring Book Cover Design + Coloring Panels + Page Layouts + Sponsor Ads + Web Ads + Social Media Promotions

Find More Outdoor Recreation Ads, Headings and Images Search for Related Articles in Your Editorial Library



Market to Prospective Advertisers With This Easy-to-Personalize E-Card

Sales Idea of the Week

For every week of the year we present a topical or event-based Sales Idea of the Week. Included are print and web ads, photos and art, social media posts, editorial content and an easy-topersonalized e-card to market the idea to local businesses.

Sales Idea of the Week How To Find on Metro

Go to the **SearchBook**

- Select Searchbook
- Click a page
- Select art and ads



> Themed Sections (Print & Digital)







Social Media Posts

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







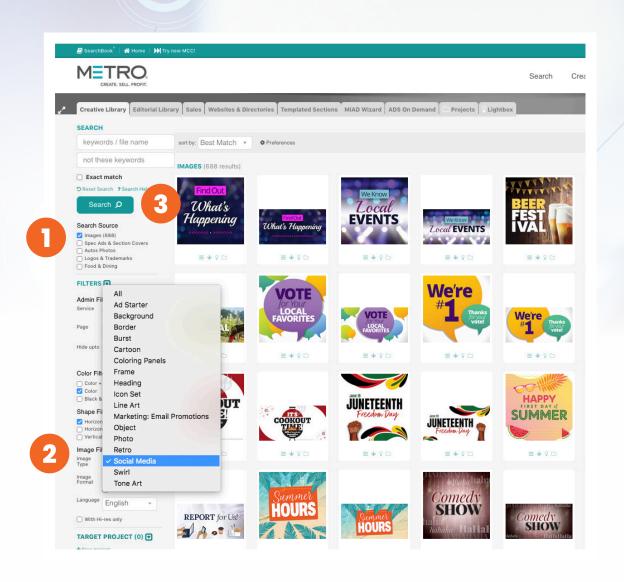




Social Media Posts How To Find on Metro

Go to the Creative Library

- 1 Select Images
- Select Image Type:
 Social Media
- 3 Click Search



Features

Demand is rising for career and technical education



A four-year college degree is not necessarily the next step for students after they graduate from high school. The rising cost of college tuition has revitalized interest in career and technical education (CTE).



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Recipes

Impress July Fourth guests with smoked short ribs



Smoked foods are wildly popular. The unique flavor that smoking imparts to anything from beef to poultry to seafood to vegetables is impossible to replicate with other cooking methods, which perhaps contributes to its popularity.



As hosts prepare to welcome friends and family for a July Fourth barbecue, they can cook to impress with this recipe for "Smoked Beef Short Ribs."

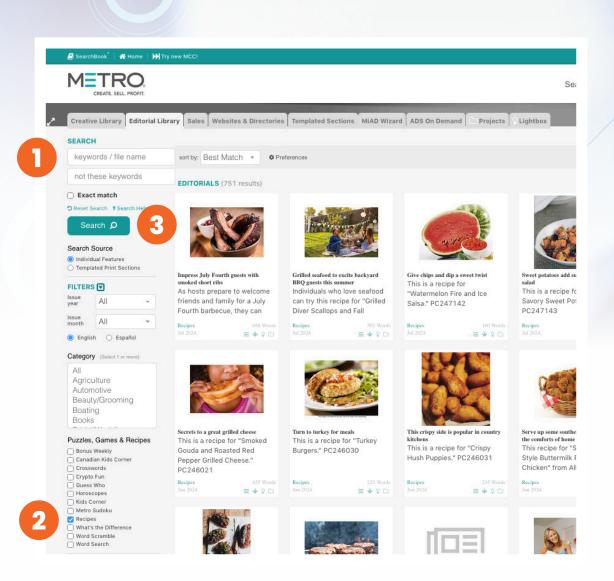
Editorial Content

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.

Editorial ContentHow To Find on Metro

Go to the Editorial Library

- Enter a Keyword
- Select from Puzzles, Games & Recipes
- 3 Click Search





Advertise your Father's Day sales and specials in print, digitally or socially to reach over 00,000 locals!

Name Newspaper

Sales Rep 000-000-0000 name@namewespaper.com

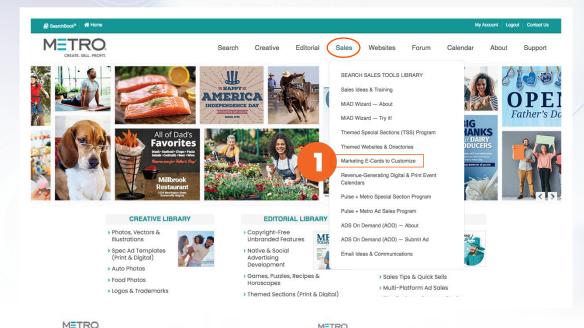
Ready-to-Email Marketing Messages

Instantly personalize any of our e-cards, then share with local sales prospects and existing clients to market seasonal opportunities and holiday programs, strengthen customer retention and generate new business!

e-Card How To Find on Metro

Go to the Sales Tab

- Click Marketing E-Cards to Customize
- Select an e-card
- Personalize



Instantly personalize any of the e-cards featured here, then share with local sales prospects and existing clients to market seasonal pportunities and holiday programs, strengthen customer retention and generate new business?

Excellent! You are currently using the Firefox browser for creating these e-cards, which can be viewed by recipients directly in the email.

Click on a design below to begin.

View By Category

Thanksglving Valentine's Day St Patrick's Day Easter Mother's Day Father's Day Monthly Sales Opportunities









METRO

Nempore Name Preside Bales Proprietore Propriet Commo Creal Commo	
Sales Reg. classes	
Draft (speed	
Email Message	nall Message
Message	



Print Ad





Web Ad - Mobile



Web Ad - Leaderboard

Companion Web Ads For Every Print Ad

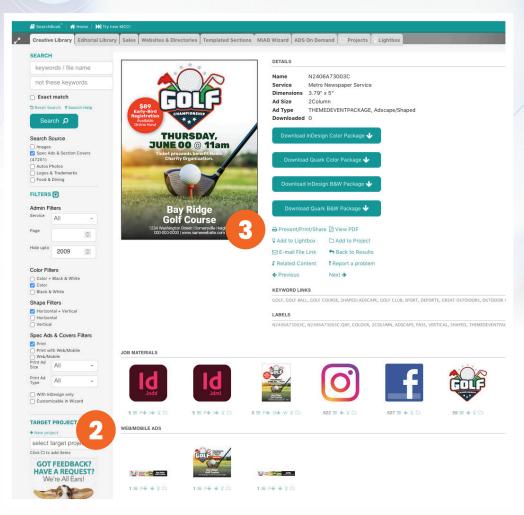
Present and Sell More Print and Online Advertising Packages. Web Ad Counterparts in Rectangle and Leaderboard Sizes + Coordinated Mobile Wide Banner

Related Web/Mobile Ads How To Find on Metro

A "**W**" under a search result ad indicates
Related Web/Mobile Ads

- Click the "W"
- 2 Web/Mobile Ads
- 3 Present/Print/Share







Winner: **BEST ONLINE SPECIAL SECTION**

Union Recorder, Milledgeville, GA (CNHI) Keith Barlow, Publisher





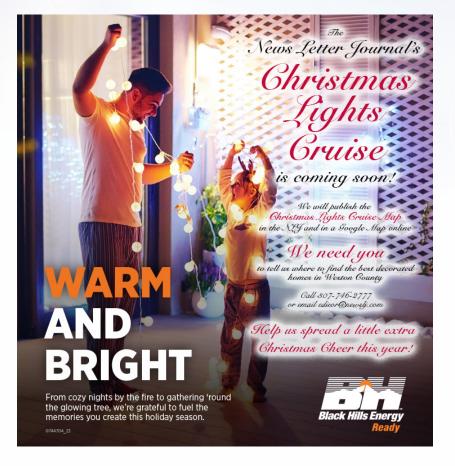






Winner: BEST PRINT & DIGITAL HYBRID CAMPAIGN

News Letter Journal, Newcastle, Wyoming Robert Bonnar, Publisher











Winner: **BEST** WEB OR MOBILE AD(S)

HAVE YOU

HEARD? ASK ABOUT MOEN FLO

Hannah Russ, Marketing Consultant The Coastland Times, Manteo, NC (Boone Newspapers)





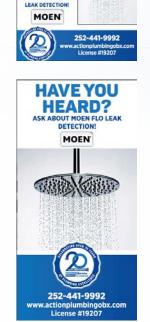


Available for after hours emergencies (252) 473-7769





































HONORABLE MENTIONS

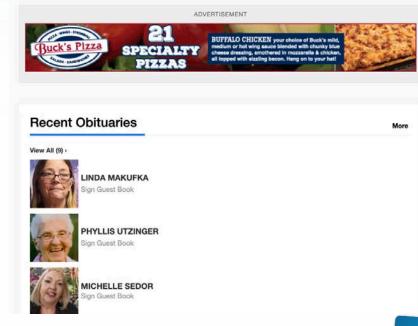


Linda Lacey Fairbanks Daily News-Miner









Carolyn Skaggs Courier-Express



Thanks to everyone for entering!





- Two quarters spage and promoting the quite and space for apones or softenine.

 Two quarters spage and amonomic quiters and space for apones or softenine.

 One quarters page and amonomic quiters.

 25,000 digital display also on our website personning the contest.

 Two mand bisney presenting the connect to own database of enable.

 Two posts on our newspapers' Rockook.
- our deschese of emails.

 Two posts on our newspapers' Paceboopings.

 Digital Offer on the thunk you email.

 Ope-in for YOUR email deschese.
- Lisa Ludovici Lisbon Morning Journal



Michael Jaeckle The West Volusia Beacon



Jennifer Macke The Prairie Press



Tara Easter Valley News Dispatch



LuAnn Schindler
The Summerland Advocate-Messenger

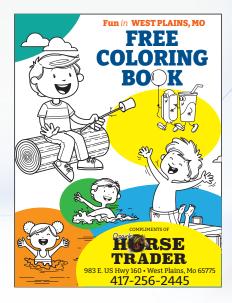


\$45.00

\$50.00

Karen Cherrix Morning Star Publications

\$40.00







CARING FOR OUR COMMUNITY

Kim Owsley Ozark Horse Trader

Digital - Andro - Virual - Social - Print

Congratulations & Thank You

Darrell Davis - ddavis@metro-email.com

Jackie Ulloa-Thines - julloa@metro-email.com

