

METRO[®]

15 Minutes to a
**Successful Holiday
Advertising Program**

Darrell Davis - VP of Creative Services

Jackie Ulloa-Thines - Client Services





Shop Local

\$68 of every \$100
spent at local stores
stays in the local economy



Shop Local

289% More Revenue
is retained for the local economy
by local retailers than by chain stores



Shop Local

**136% More Charitable
Donations**

are made by small businesses
per employee than by businesses
with 500 or more employees



Shop Local

3 Ways Supporting Local Businesses Returns Money to Our Community:

1 Direct

Local businesses pay into the local economy through inventory, utilities, equipment and employee wages.

2 Indirect

These dollars spent by local businesses at local businesses continue to recirculate in the community.

3 Induced

More consumer spending occurs as employees, business owners and others spend resulting income locally.



21 Holiday Ideas to Get Teams & Advertisers in the Spirit



- * Create a Holiday Greetings Edition, Special Section or Daily Pages With All-New Ad Templates.
- * Present Returning Advertisers With Fresh Ad Design Options to Ensure They Get Noticed. Pro Tip: MiAD Wizard (included with your Holiday Advertising Service) makes it easy to personalize your favorite Holiday ads with a business's logo and email them as a presentation for maximum impact.
- * Browse the "Specific Advertisers" Section of Your SearchBook to Kick Off Your Prospects List (page 39).
- * Create a "Letters to Santa" Program Using the Package Provided (page 10).
- * Present and Sell Your Ready-to-Publish "Christmas Coloring Book" to Sponsor Businesses (page 60).
- * Present and Sell Your Ready-to-Publish "Holiday Fun & Games" Special Section to Sponsor Businesses (page 60).
- * Present and Sell Your Ready-to-Publish "Holiday Recipes" Guide to Local Food and Beverage Advertisers (page 60).
- * Present and Sell Your Ready-to-Publish "Home for the Holidays" Special Section to Holiday Advertisers (page 60).
- * Use the Cover Designs Provided to Inspire Additional Special Section Ideas (page 27).
- * Upsell Any Print Ad as a Package Deal Using the Coordinated Web Ads Provided. Pro tip: Click the W beneath any print ad thumbnail, then scroll down to access companion web ads.
- * Combine New Shaped Ad Designs With Articles for Advertiser-Specific Pages (page 31). Remember, copyright-free editorial content is included in your Holiday Advertising Service.
- * Offer Social Media Tie-Ins for Advertisers Using the Ready-to-Post Designs Provided (page 44).
- * Recruit Sponsor-Advertisers Around a "Homes of the Holidays Christmas Lights Tour" Program (page 09).
- * Quick-Sell Multiple Sponsors With a "Shop Local" Group Page Layout (page 06).
- * Sell Sponsorship Spots to Help Promote Your Community's Tree Lighting Event (page 08).
- * Run a Worship Guide Featuring Christmas Schedules From Local Churches (page 11).
- * Sell Individual Game and Puzzle Sponsorships (page 11).
- * Sell Sponsorship for an Image-Find Contest in Your Newspaper (page 11).
- * Upsell Christmas Package Deals With Greeting Ad Templates for Thanksgiving, Hanukkah, Kwanzaa and the New Year.
- * Use Bonus Images Provided to Create Your Own Designs or Customize Existing Ad Templates.
- * Customize Your Email Marketing by Personalizing Your Metro e-Card Designs for Prospective Clients (page 62).



New Holiday Advertising Features

All-new greeting ad designs, group pages and engaging promotions to win over more advertisers and give returning advertisers a fresh look for Christmas, Thanksgiving, the New Year, Hanukkah and Kwanzaa!



15 mins » Successful Holiday Advertising Program

For your **business,**
 For your **friendship,**
 For your **kindness,**
 For your **generosity,**
 For your **trust in us,**
THANK YOU, THANK YOU,

THANK YOU!

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

Happy & Harmonious
 Wishing you a pitch-perfect season full of high notes and happy memories!

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

2025
 Happy New Year
 Year after year, we're grateful to be here!
Thanks to our customers for making it all possible.

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

A Joyful Christmas
THANK YOU

We'd like to pause and wish good cheer to everyone who's stopped in here. Your Friendship and your kindnesses make us grateful for each one of you!

With goodwill and gratitude in our hearts, we wish everyone in this community a Head and happy holiday season.

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

HAPPY HANUKKAH
 FESTIVAL OF LIGHTS

Through all the days and all the nights, we hope your Hanukkah is a sheer delight!

Chag Sameach, and thank you for your faith in us all year.

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

Season's Greetings
From the Bunch of Us

From our team to your family,
Merry Christmas and many thanks!

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

Friends, Family & Ya-La-La-La-Fun

Neighbors and friends like you fill the holidays with so much joy, and we'd like to let you know how much we appreciate your loyal support over the years. Thank you for believing in us and for making us feel so at home here.

As we embark on another holiday season and new year, we wish you continued happiness and good fortune!

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

Rejoice! May your Christmas be bright and your new year guided by the love and light of our Savior.

Name Sponsor
 1234 Washington Street | Somersville Heights
 000-500-5000 | www.namewebsite.com

KWANZAA
 CELEBRATION

Thanks to this community for bringing so much love and light to our year!

We wish all of you a happy, healthy and meaningful Kwanzaa season.

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

For You at Christmas:
Big Thanks & Best Wishes

We're oh-ho-ho-so grateful to have friends and customers like you on our side. Thanks for sticking with us this year. **We wish you and yours the happiest of holidays!**

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

Happy Holidays From Our Gingerbread House to Yours

Thanks for making our year truly special. We hope this Christmas season is as sweet to you as you've been to us!

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

Hope Your Season Is Filled With Every Happiness

May the holiday spirit fill each day with peace, joy, love and contentment. **Thank you for filling our year with so many special memories!**

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

Pizza On Earth & Merry Christmas

As we dig in to another holiday season, we're delivering warm wishes to all of our loyal customers and friends. We hope you've enjoyed our delicious food as much as we've enjoyed your company this year, and we hope 2025 tops all the rest!

Thanks again for choosing us. We look forward to your next visit!

Pizza Restaurant
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

Hope Your Holiday Is Simply Floss-some

Thanks for filling our year with so many smiles!

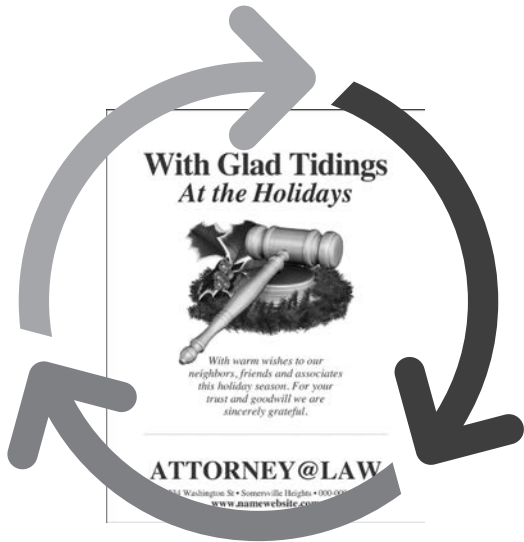
Dentist
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

All-New Greeting Ads

- Christmas
- Thanksgiving
- New Year's
- Hanukkah
- Kwanzaa

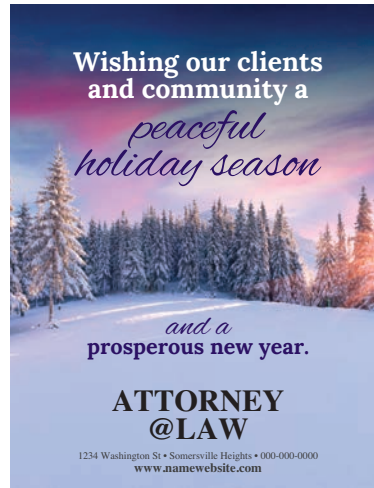
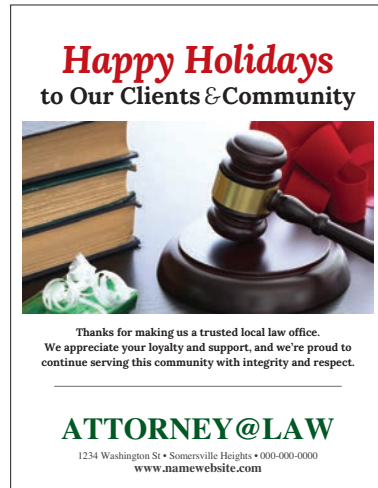
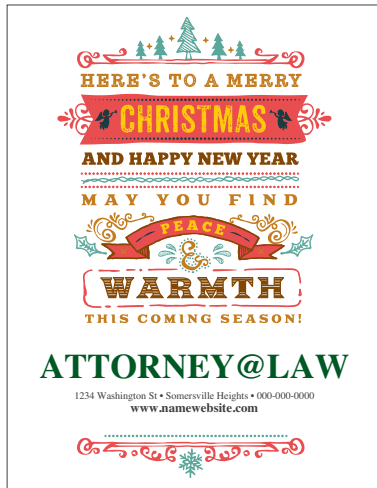


15 mins » Successful Holiday Advertising Program



Don't run the same ads year after year! Update Your Christmas Greetings

New photos, art and copy are available to give your advertisers a fresh look.





15 mins » Successful Holiday Advertising Program



Don't run the same ads year after year! Update Your Christmas Greetings

Plus, increase their value with web ads on your website!

Hope Your Holiday Is Simply Floss-some

Thanks for filling our year with so many smiles!

.....

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



Merry Christmas.



Thanks for making us so at ho-ho-home here! Serving this community is a pleasure and a privilege, and we can't wait to see you back again in 2025.

Best wishes and blessings to everyone who has been a part of our year!

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



Hope & Happiness at Christmas

Let's celebrate everything that brings us together at this special time!


Thank you for being a valued customer and an important part of this community. Here's to a wonderful Christmas and a happy new year!

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

Hope Your Holiday Is Simply Floss-some



Thanks for filling our year with so many smiles!

Dentist
1234 Washington Street
Somersville Heights



Hope Your Holiday Is Simply Floss-some

Dentist
1234 Washington Street

Hope Your Holiday Is Simply Floss-some

Thanks for filling our year with so many smiles!

Dentist
1234 Washington Street
Somersville Heights



15 mins » Successful Holiday Advertising Program

Shop Local

3 WAYS Supporting Local Businesses Returns Money to Our Community:

- 1 DIRECT**
Local businesses pay into the local economy through inventory, utilities, equipment and employee wages.
- 2 INDIRECT**
These dollars spent by local businesses at local businesses continue to recirculate in the community.
- 3 INDUCED**
More consumer spending occurs as employees, business owners and others spend resulting income locally.

\$68 of every \$100 spent at local stores stays in the local economy

289% More Revenue is retained for the local economy by local retailers than by chain stores

136% More Charitable Donations are made by small businesses per employee than by businesses with 500 or more employees

Sources: Capital One Shopping Research 2024, Independent Business Alliance

Dear Santa...

Let Santa know all you want for Christmas! Mail your letter to the address below before December 25, or stop by to drop it off in person. We'll display all of the letters in our store and in this newspaper, and we'll send copies to Santa's Workshop at the North Pole!

Dear Santa,

Name Sponsor
1234 Washington Street | Somersville Heights, NY 00000
www.namewebsite.com

Your Wishes Come True
A merry and magical Christmas season!
Name Sponsor
1234 Washington Street | Somersville Heights, NY 00000-0000 | www.namewebsite.com

Event Tie-Ins & More Fresh Ideas to Attract Advertisers

- Shop Local
- Holiday Events
- Contests
- Letters to Santa
- New Year's Eve

Wishing all of our customers, neighbors and friends a happy, healthy holiday and a successful new year!

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

Happy holidays, best wishes, and thanks for shopping locally!

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

Heartfelt thanks and very best wishes to our customers and our entire community!

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

We can't think of anywhere we'd rather be this holiday season. Thanks for making us feel so at home here!

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

Best and brightest wishes to our customers at Christmastime! We hope

MAKING SPIRITS BRIGHT!

HOLIDAY TREE LIGHTING
Friday, November 00
5:30-8:30 p.m.

Let's get together and kick off the holiday season with a delightful evening of friends, family and festive fun!

Free Parking • Free Admission
Free Photos With Santa • Live Musical Entertainment
Food & Drink Vendors • Rain, Snow or Shine

Christmas Village at Town Center
1234 Washington Street | Somersville Heights 000-000-0000 | www.namewebsite.com

Thanks to our local sponsors:

Wishing you a sparkling and harmonious season!

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

Hope your holiday is festive, merry and bright!

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

Merriest wishes to you and yours!

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

Wishing you a season filled with joy, love and laughter!

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

Christmas Spirit Search Contest

Find each of these Christmas Nativity images hidden throughout this issue for a chance to win!

\$100 Prize

Contest Rules:
All entries must be received by mail or in person before 5 p.m. December 01. Must be a resident of Name County in the contiguous 48 states. Winner will be chosen at random from pool of correct entries. Winner will be notified on December 01 and announced in this newspaper and social media. 100% additional contest rules here. List additional contest rules here. List additional contest rules here.

Page: Page: Page: Page: Page: Page: Page:

Page: Page: Page: Page: Page:

Your Name: _____
Address: _____ State: _____ Zip Code: _____
City: _____ Phone: _____ Email: _____

2025 NEW YEAR PARTY

Please Join Us!
Wednesday, January 7
10 a.m. - 2 p.m.
1234 Washington Street
Somersville Heights, NY 00000-0000
www.namewebsite.com

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

As we count down to 2025, here are some fun facts to get the party started!

2025

Biggest Celebration "Réveillon"
Cancun, Mexico
Has the Largest Crowd
2 Million People

360 Million Celebrate on January 1st
World's Largest New Year's Eve Party

37% of Americans and **29% of Canadians** Make New Year's Resolutions

Top resolutions include:
Lose Weight
Save Money
Exercise More

Kiribati Celebrates
New Year's Day
First country in the world to see the new year

Times Square Ball
11,775 Pounds
2,688 Crystal Orbs

In Many Ways to Say "Happy New Year!"

Frohes Neues Jahr! (German)
Buone Animate (French)
Felic Año Nuevo! (Spanish)

Buon Anno! (Italian)
Gott segne Sie! (Dutch)
Selamat Tahun Baru! (Indonesian)

Please celebrate responsibly, and Happy New Year!

Name Sponsor
1234 Washington Street | Somersville Heights 00000-0000 | www.namewebsite.com



15 mins » Successful Holiday Advertising Program



“HOMES of the Holidays” Christmas Lights Tour

Put Your Holiday Spirit on Full Display for a Chance to Win!

\$100 Prizes for the **Top 3 “Best Dressed” Homes**

Thanks to our **local sponsors:**



FREE FAMILY FUN
Follow the map to see what's glowing on in your area!



SCAN HERE to Register Your Home or Get the Tour Map

Success Stories

Success stories and revenue-generating ideas from peer publications across North America





“Christmas Lights Cruise” Delights Wyoming Community and Local Energy Sponsor

News Letter Journal Newcastle, Wyoming
A holiday map to the area's most festively decorated homes generated a \$1,500 sponsorship and invaluable community connection for a local Wyoming newspaper.

CREATE: The News Letter Journal developed a “Christmas Lights Cruise” to spotlight the most festive holiday homes in their area and share the joy with local readers. In 2022, the News Letter Journal staff kicked off their pilot program by scouting out the best-dressed holiday homes themselves and using Google Maps to mark them. They promoted their online map in their social media feeds as a family activity to enjoy after Christmas Eve services and throughout the week between Christmas and New Year's Day. Even without pre-press, the program was so successful in generating traffic to the decorated homes and newspaper's website, the News Letter Journal decided to repeat the program in 2023.

SELL: For their 2023 “Christmas Lights Cruise” the News Letter Journal landed a \$1,500 sponsorship from the local energy company. They ran a series of quarter-page ads in the newspaper promoting the program and inviting residents to submit their addresses, also running promotions through their website, newsletter, YouTube channel, podcast and social media feeds from Thanksgiving until New Year's Day. The sponsor was prominently displayed and mentioned in all advertising throughout the duration of the program. The promotions culminated in a full-page ad on December 20 that contained links to the online map and a printed version as well. This was followed by a social media update of the map on December 23, and a digital re-release in the paper's email newsletter on Christmas morning.

PROFIT: In addition to the \$1,500 sponsorship generated by the “Christmas Lights Cruise” the newspaper received praise from the community for providing this fun event. The initial release of the map on Facebook had a reach of 3,340 and engagement of 633. Publisher Robert Bonnar says, “At the end of the day, it was another successful campaign – proven out by a spurt of new addresses that we were able to incorporate right away after the initial release of the map in our print edition.” These late entries demonstrated the strengths of both the print and digital products, and the power of using them together. The map featured a total of 78 homes and generated 1,654 online views. The News Letter Journal plans to repeat the program again this year, and the energy company is enthusiastic to continue their participation as a partner and sponsor.

Robert Bonnar
Co-owner/Publisher
The News Letter Journal
editor@newslj.com
(307) 746-2777

An event page inspired by a Metro Succe\$\$ Story

Deck the House Christmas Lights Cruise

News Letter Journal Newcastle, Wyoming

<p>Happy Holidays & Best Wishes!</p> <p>Name Sponsor</p> <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>It's Christmastime... Bring On the Joy!</p> <p>Name Sponsor</p> <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Merriest Wishes, Everyone!</p> <p>Name Sponsor</p> <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Good Luck & Warm Wishes!</p> <p>Name Sponsor</p> <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Best & Brightest Wishes!</p> <p>Name Sponsor</p> <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>	<p>Have a DeLIGHTful Holiday!</p> <p>Name Sponsor</p> <p>1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com</p>
<p>Deck the Halls & Have Some Fun!</p> <p>Name Sponsor</p>	<p>Season's Greetings, Everyone!</p> <p>Name Sponsor</p>	<p>Hope You Have a Stellar Season!</p> <p>Name Sponsor</p>




Wishing Everyone an **A-maze-ing** Season

Holiday Maze

Help the star reach the Christmas tree!



Hope your Christmas is festive and full of fun! Thanks for seeing us through this year; we'd be lost without good friends and customers like all of you!

Name Sponsor

1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

- Social Media
- Puzzles & Games
- Shaped Ads

Words Can't Say How Much We Appreciate You!

Sledding Word Search

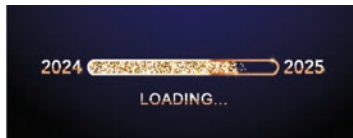
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
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L	E	D	D	I	N	G	A	S	S	L	E	D	D	I	N	G	A	S	S	L	E	D	D	I	N	G	
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L	E	D	D	I	N	G	A	S	S	L	E	D	D	I	N	G	A	S	S	L	E	D	D	I	N	G	
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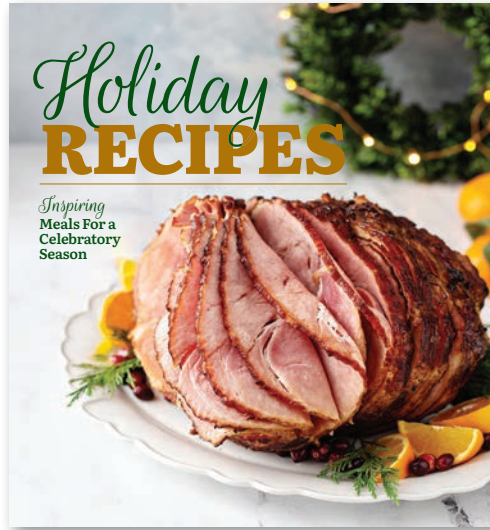


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