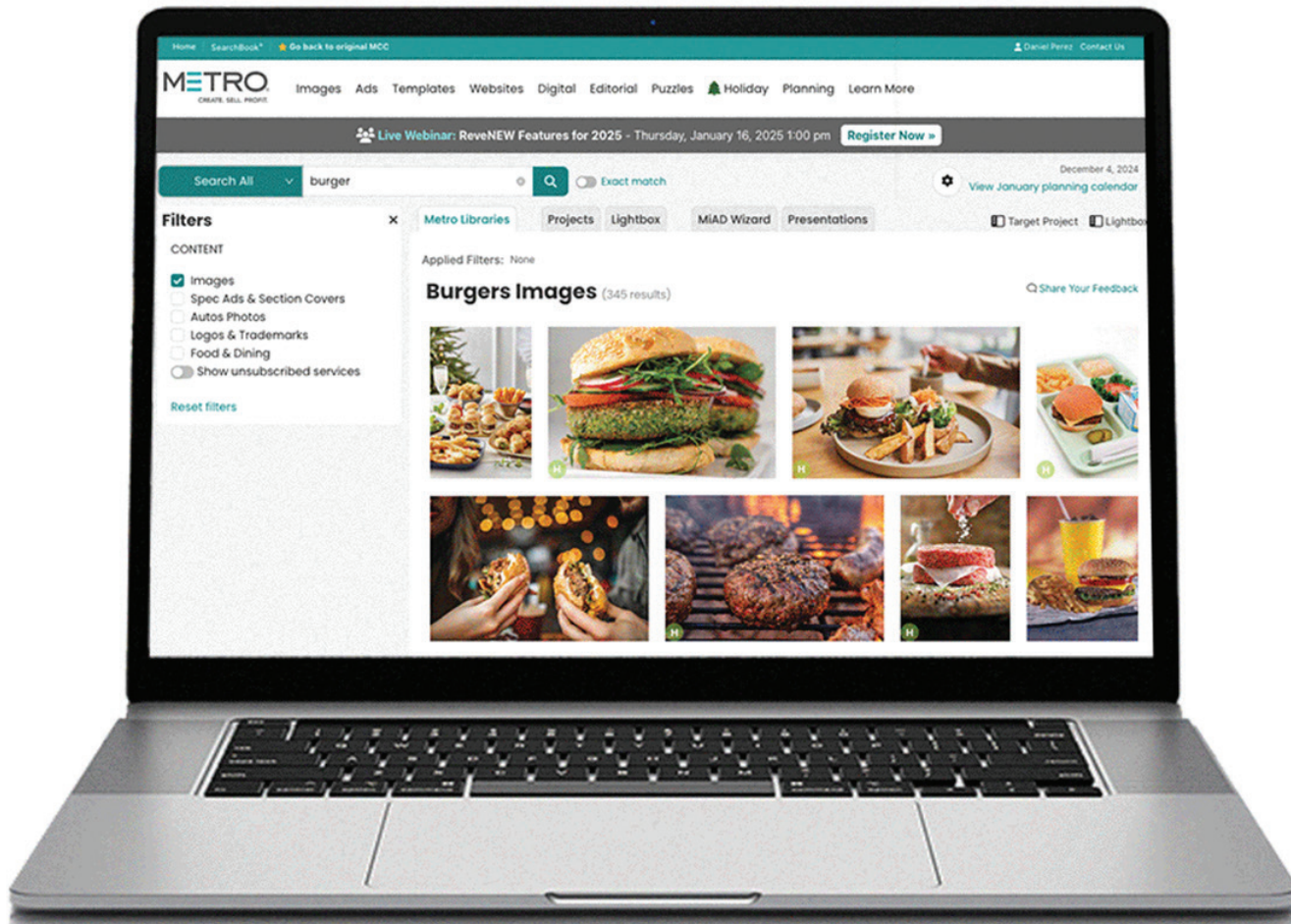


# Metro Creative Connection (MCC) Quick Start Guide



- P. 2 – Search Using the Main Search Bar
- P. 3 – Search Using the Mega Menu
- P. 4 – Sales Planning & Learn More Menus
- P. 5 – Creative & Planning SearchBook®

**Have questions? Need help?**

**Metro's Client Services**

Monday – Friday • 8:45am – 5:45pm ET

**800.223.1600**

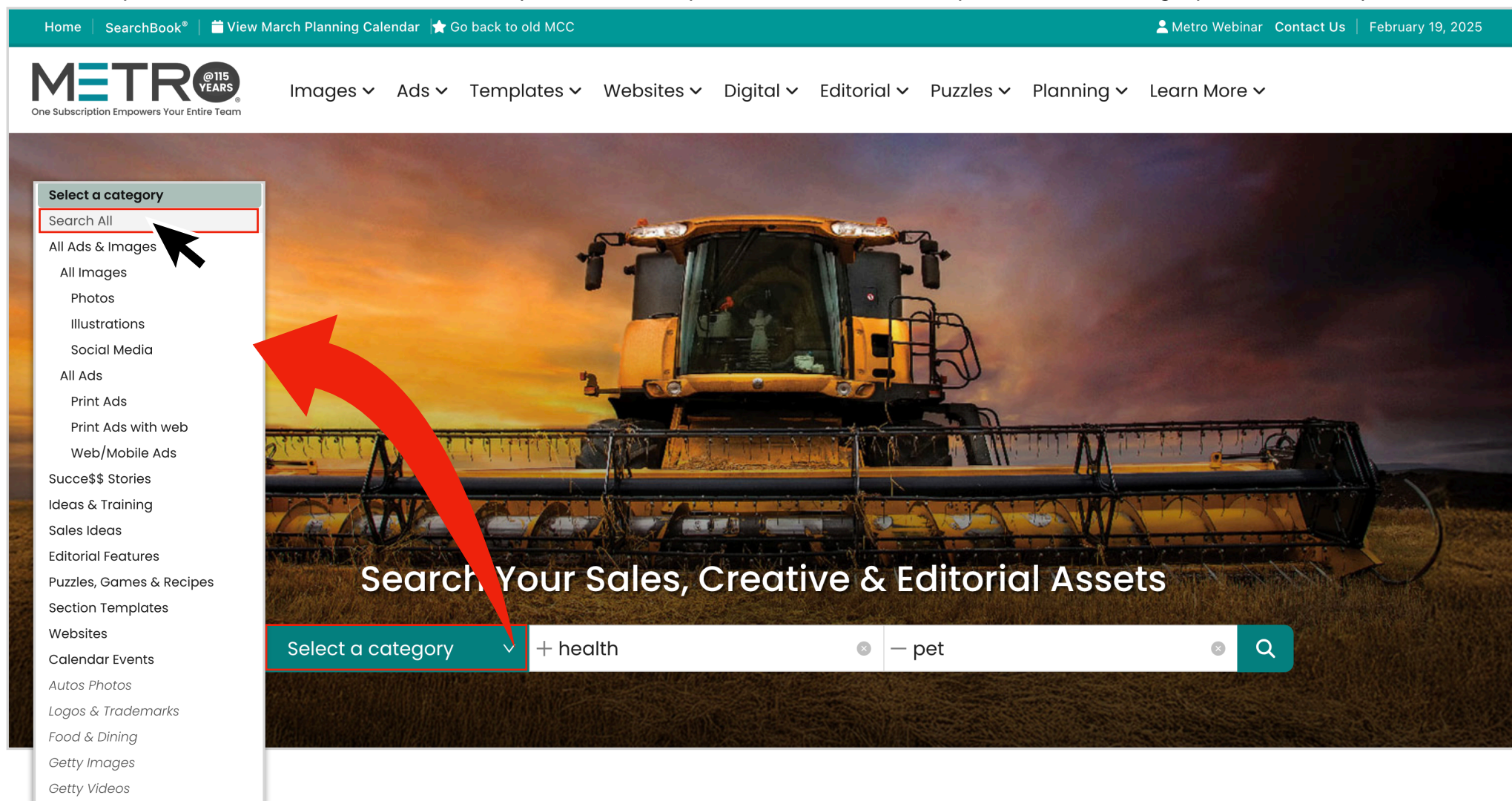
**service@metro-email.com**

**[www.metrocreativeconnection.com](http://www.metrocreativeconnection.com)**

**METRO®**

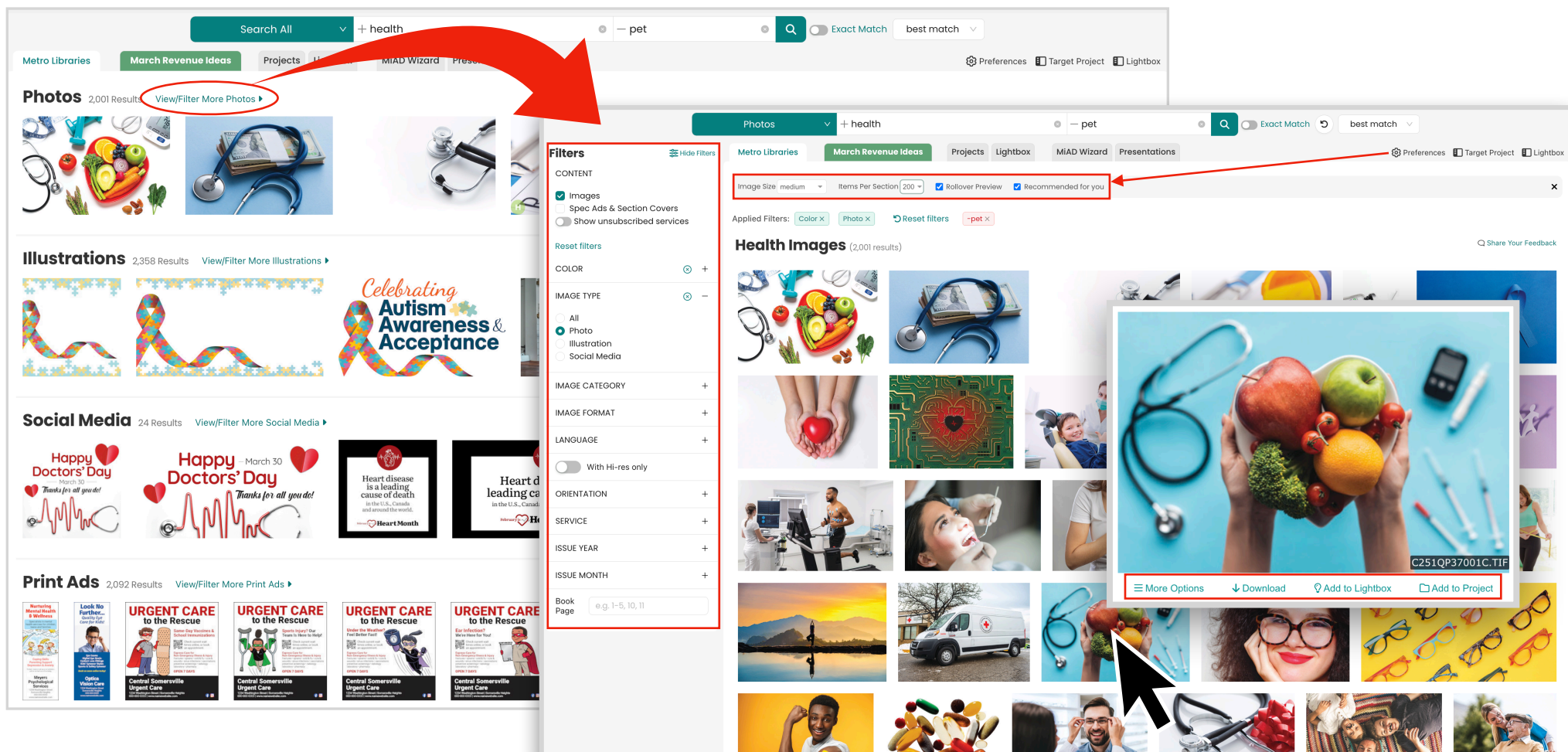
# Search Option #1 – Use the Search Bar

**Step 1:** Click the pull-down menu and select “Search All” OR choose a specific category to search. Enter a keyword(s) or filename(s). Exclude keywords, if needed. You will see filter options to refine your search results after you choose a category (details in Step 2).



**Step 2:** If you chose “Search All” in Step 1, you will see results from across all of our categories. Click “View/Filter More” for any category then you will see the filter panel along the left to refine your search.

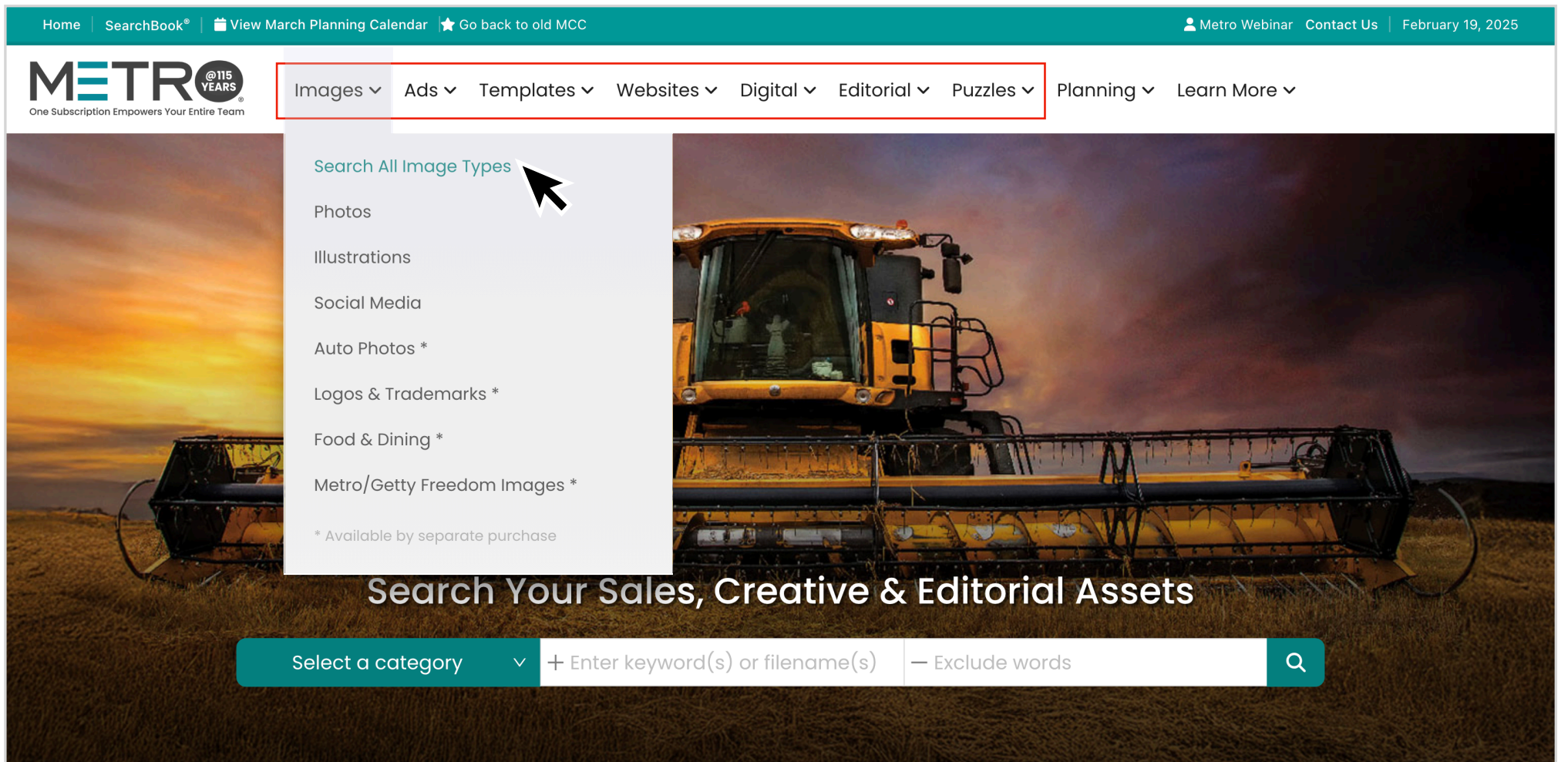
**Pro Tips:** Click “Exact Match” to search for more than one keyword. Hover over a thumbnail to download, add to your Lightbox or Project, or see more options. Click the gear icon to view and adjust your preferences.



# Search Option #2 - Use the Mega Menu

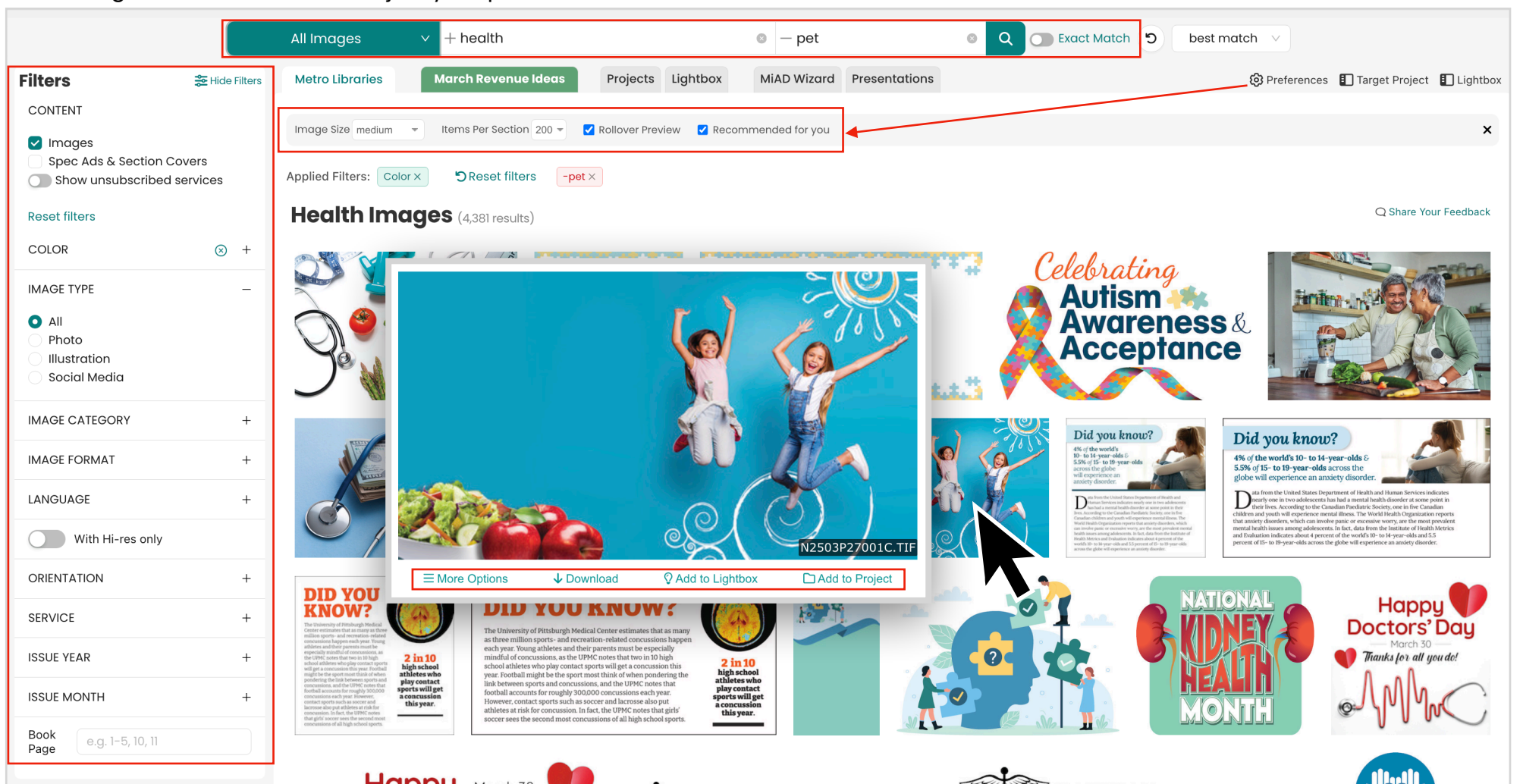
**Step 1:** Use the Mega Menu along the top to select a category to search.

You'll see keyword and filter options to narrow your search once you get your initial search results (details in Step 2).



**Step 2:** After choosing a category from the menu, you can search by keyword(s) or filename(s). Select "Exact Match" to search for multiple keywords. Exclude keywords, if needed. Use the filter panel along the left to narrow your search.

**Pro Tips:** Hover over a thumbnail to download, add it to your Lightbox or a Project, or see more options. Click the gear icon to view and adjust your preferences.



# Sales Planning & Learn More

## Sales Planning Tools

Click the "Planning" menu for everything you need to help in planning, presenting and selling ad promotions to grow your overall ad sales.

Home | SearchBook® | View March Planning Calendar | Go back to old MCC | Metro Webinar | Contact Us | February 19, 2025

**METRO** @115 YEARS  
One Subscription Empowers Your Entire Team

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

### Metro SearchBooks

Creates ONE Profitable METRO NEWS PAPER SERVICE March 2025 **Creative & Planning SearchBook**

Price + Digital Tools, Content & Editorial Solutions Included  
All of our print ads come with companion web ads

**Hot Topic: St. Patrick's Day**  
Games, Puzzles, Activity Pages, Ad Templates & Promotional Ideas for a Rainbow of Sponsors & Advertisers

View, share and download your reward content directly from this digital searchbook!

Clickable pages connect you directly to every idea, image and ad for instant downloading  
[Access SearchBooks →](#)

### Sales Features

#### Planning & Promotional Calendar

[January](#) | [February](#) | [March](#) | [April](#) | [May](#) | [June](#) | [July](#) | [August](#) | [September](#) | [October](#) | [November](#) | [December](#) | [Search All Events](#)

#### Revenue Ideas

Quickly target print, digital, social media and native advertising around these themes  
[Get Inspired →](#)

#### 52 Sales Ideas

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

#### Marketing E-Cards

Enter your info and pitch to prospective clients  
[Personalize & Send →](#)

#### Customize Spec Ads with Wizard \*

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

### Communications and Resources

- Email Communications
- Sales Professionals Toolkit
- Creative Professionals Toolkit
- Community Forum
- Revenue-Generating Digital & Print Event Calendars \*
- Pulse + Metro Special Sections Program \*
- Pulse + Metro Ad Sales Program \*

#### Succe\$\$ Stories

Revenue-generating ideas from peer publications across North America  
[Read Now →](#) | [Learn More →](#)

\* Available by separate purchase

## Learn More

Click the "Learn More" menu to get more information about all of the Metro Services and request a trial for any service that you're not subscribing to. Find emails, videos, webinars and other tools to give you pointers about how to get the most out of your subscription.

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### Metro Services

- Metro Newspaper Service
- Campaigns & Classified
- MiAD Wizard
- Wizard Spec Ad Library
- Holiday Advertising Service
- Themed Special Sections
- Themed Websites & Directories
- Metro/Getty Images Premier Freedom Packages
- Auto Photo Library
- Food & Dining
- Logos & Trademarks
- ADS On Demand (AOD)
- Request a Trial Offer
- Need assistance? Call [800.223.1600](tel:800.223.1600) or email [service@metro-email.com](mailto:service@metro-email.com).

### Getting Started

#### One Subscription Empowers Your Entire Team!

Metro delivers the best return on investment with unlimited access to every essential creative, editorial and sales asset for one price.  
[See What's Included →](#)

#### See How a Metro Subscription Works

An in-depth look at what's included and how your team can access every essential benefit

### More

- Requests & Feedback
- Email Ideas - View & sign up
- Sales Resources & Training
- Video Tutorials
- Schedule Free Training
- Live Training Webinars Register & view archive
- User Tips
- Community Forum
- My Account
- Browser/Software Requirements
- Font Guide

# Ideas & Inspiration

## Creative & Planning SearchBook

View the fresh, new content and get creative inspiration and revenue-generating ideas to present at your sales meetings.

**Metro Services**  
Unlimited Prints & Digital Ad Templates, Editorial Features, Puzzles, Recipes, Images, Social Media & Sales Tools Are All Included With a Metro Subscription!

**Video**  
See How a Metro Subscription Works

Metro delivers the best return on investment with unlimited access to every essential creative, editorial and sales asset for one price. Watch Now »

**Moneymakers**  
Fresh sales opportunities and creative ideas to target more monthly revenue!

**Planning Calendar**  
Use this online calendar to plan advertiser promotions around monthly events all year. Click on any event for more information, as well as related ads and images!

**MARCH 2025**

**MARCH EVENTS**

**METRO REVENUE IDEA**  
Target Coordinated Revenue from Dairy, Eggs, Pet & Digital Ads, Social Media & Editorial Features.

**LOOK WHAT WE DID!**  
Present & Sell Them to Advertiser, or Customize Them Using Your Subscription Resources!

**Pro Tip:** The SearchBook is an online flipbook with clickable pages that connect you directly to the content in MCC.

**Images** (11 results)

**Spec Ads + Related Ads** (9 results)