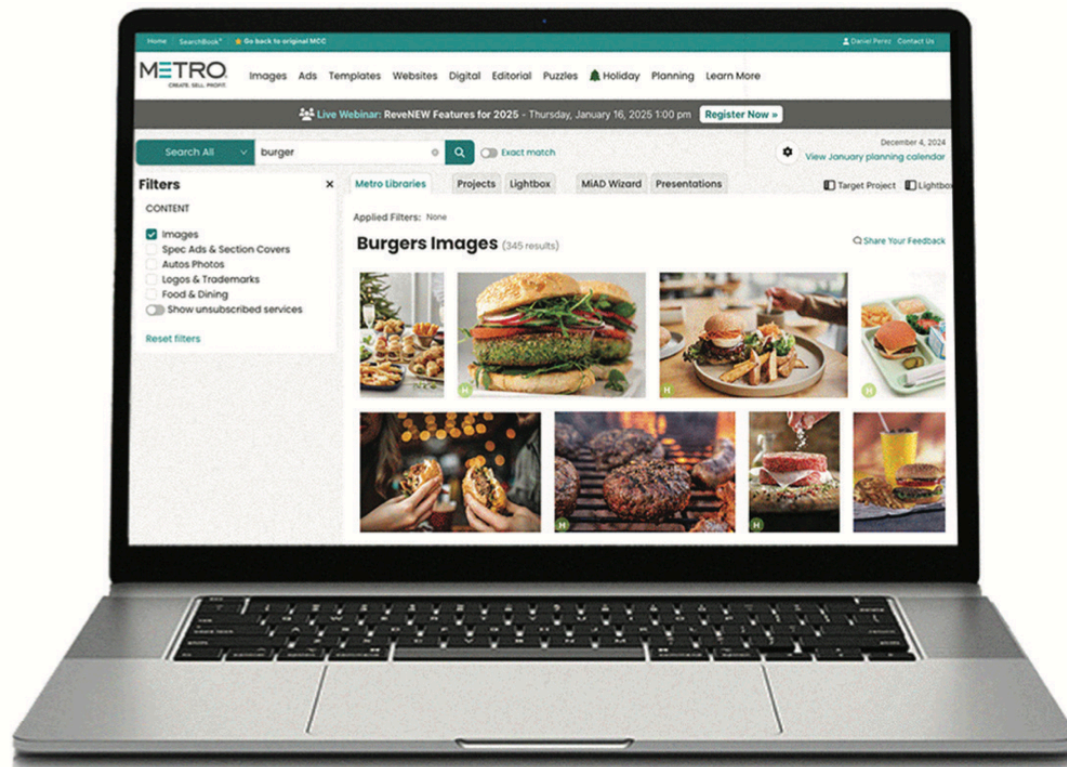


Metro Creative Connection (MCC) Quick Start Guide



- P. 2 – Search Using the Main Search Bar
- P. 3 – Search Using the Mega Menu
- P. 4 – Refine Your Search With Filters
- P. 5 – Downloading & Transforming
- P. 5 – Favorites & Projects
- P. 6 – User Interface Preferences
- P. 7 – Planning & Learn More Menus

Have questions? Need help?

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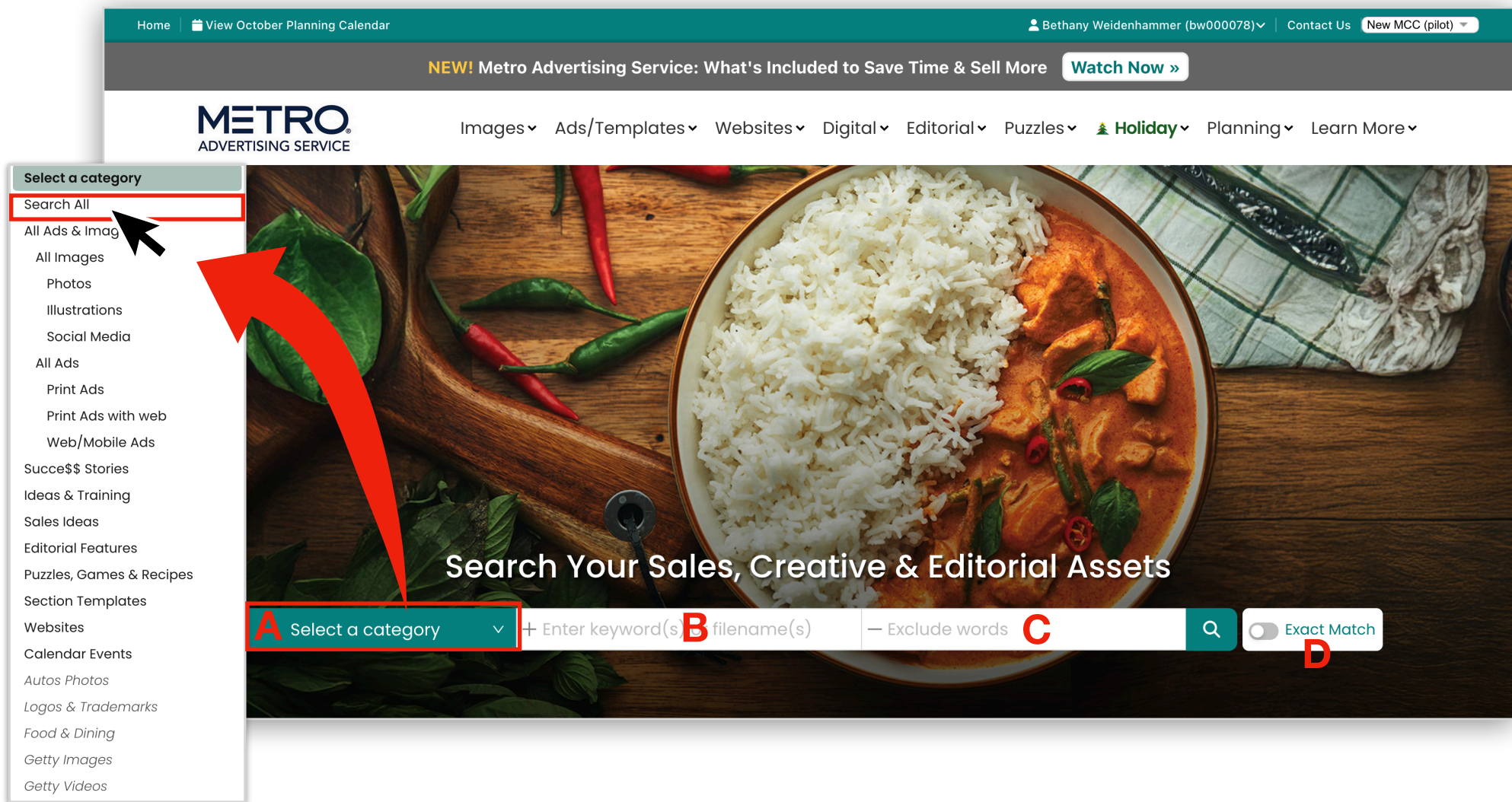
service@metro-email.com

www.metrocreativeconnection.com

METRO®

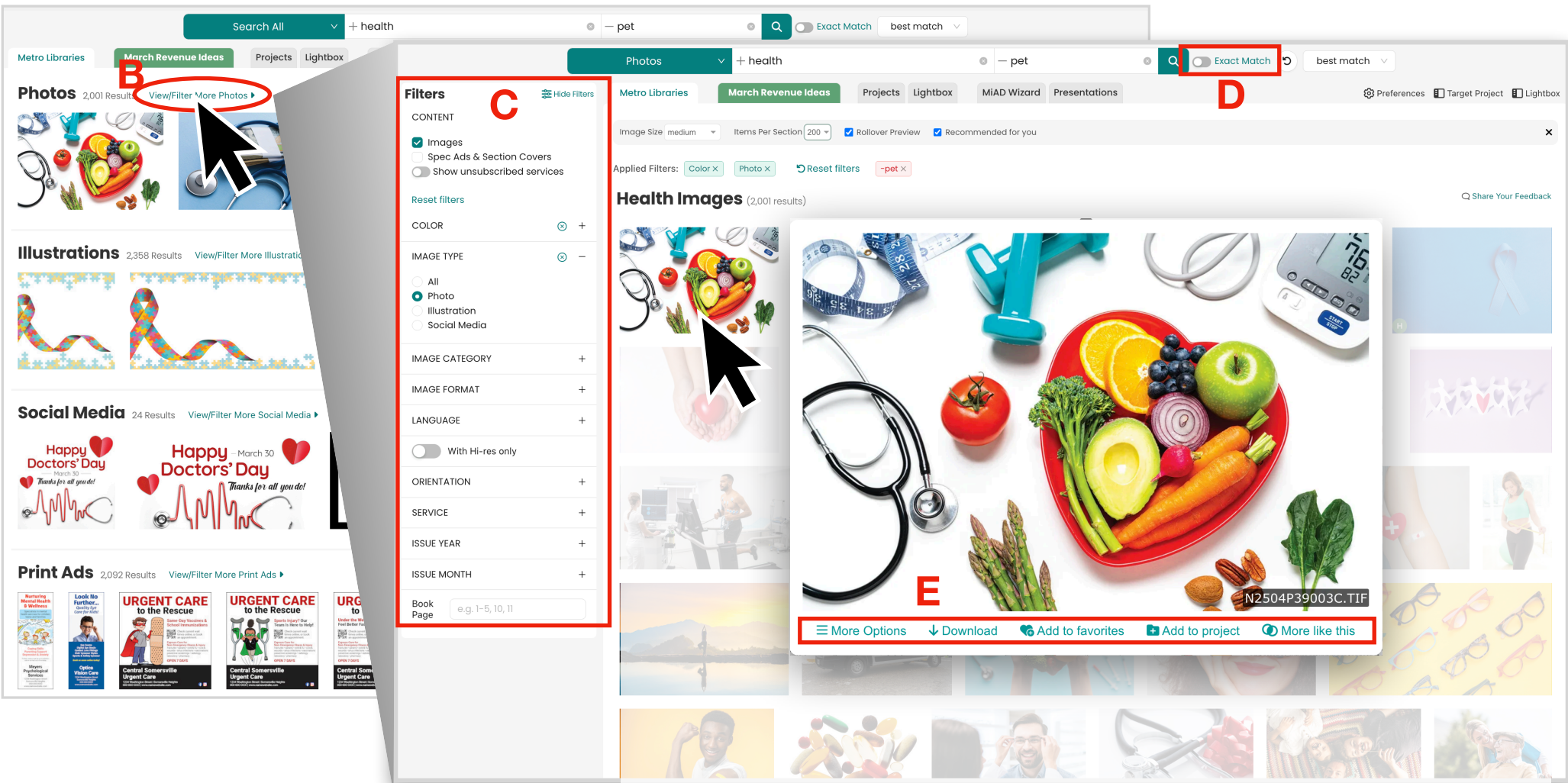
Search Option #1 - Use the Search Bar

Step 1: **A.** Click the teal pull-down menu and select “Search All” OR choose a specific category to search. **B.** Enter a keyword(s) or filename(s). **C.** Exclude keywords, if needed. **D.** Click “Exact Match” if you’re searching using more than one keyword. You will see filter options to refine your search results after you choose a category (details below in Step 2).



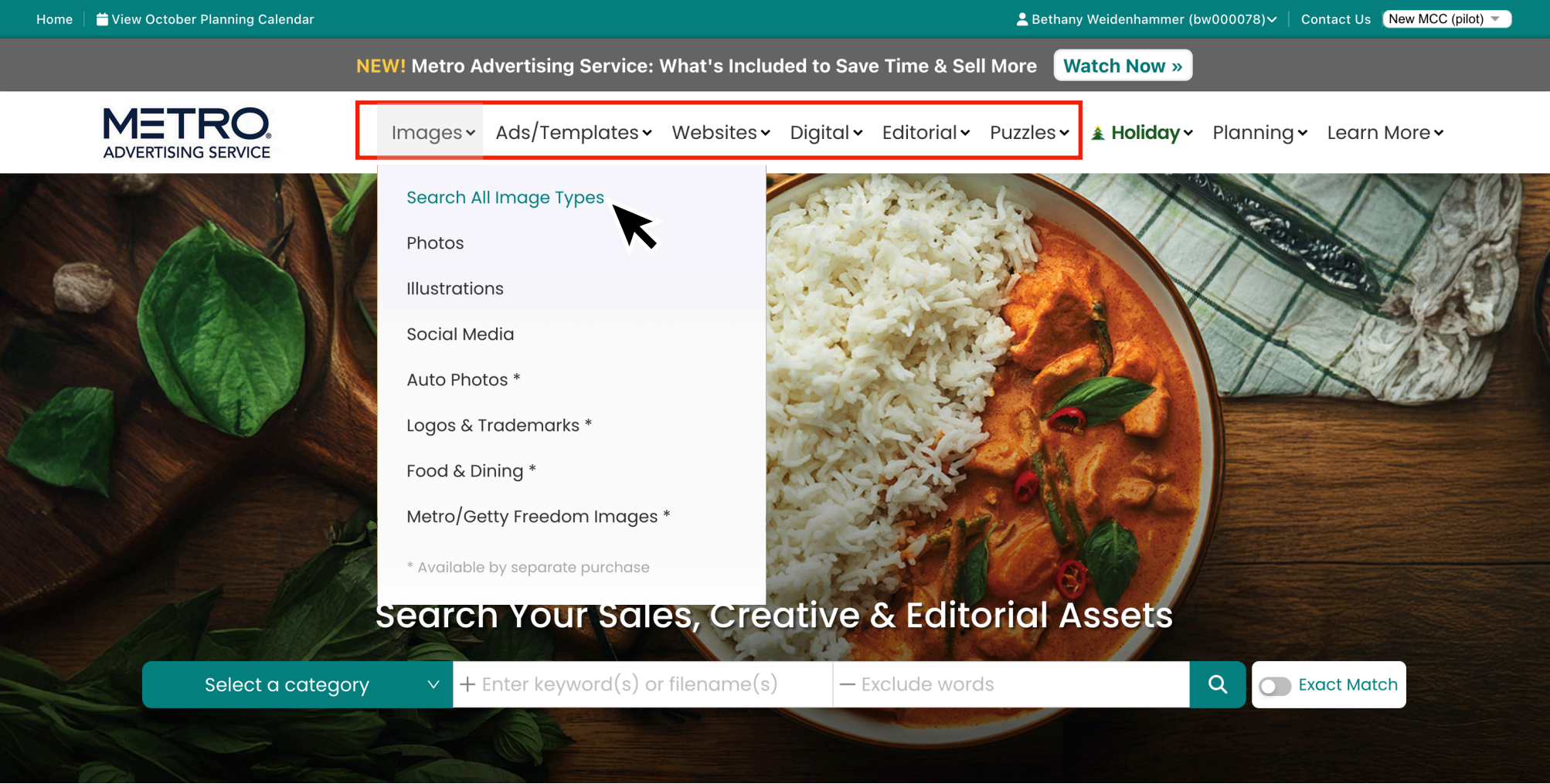
Step 2: **A.** If you chose “Search All” in Step 1, you will see results from across all of our categories: photos, illustrations, print ads, editorial, etc. **B.** Click “View/Filter More” to see more results from a specific category. **C.** Use the filter panel along the left to refine your search.

Pro Tips: **D.** Click “Exact Match” to search for more than one keyword. **E.** Hover over a thumbnail to download, add to your Favorites or Project, or see more options.



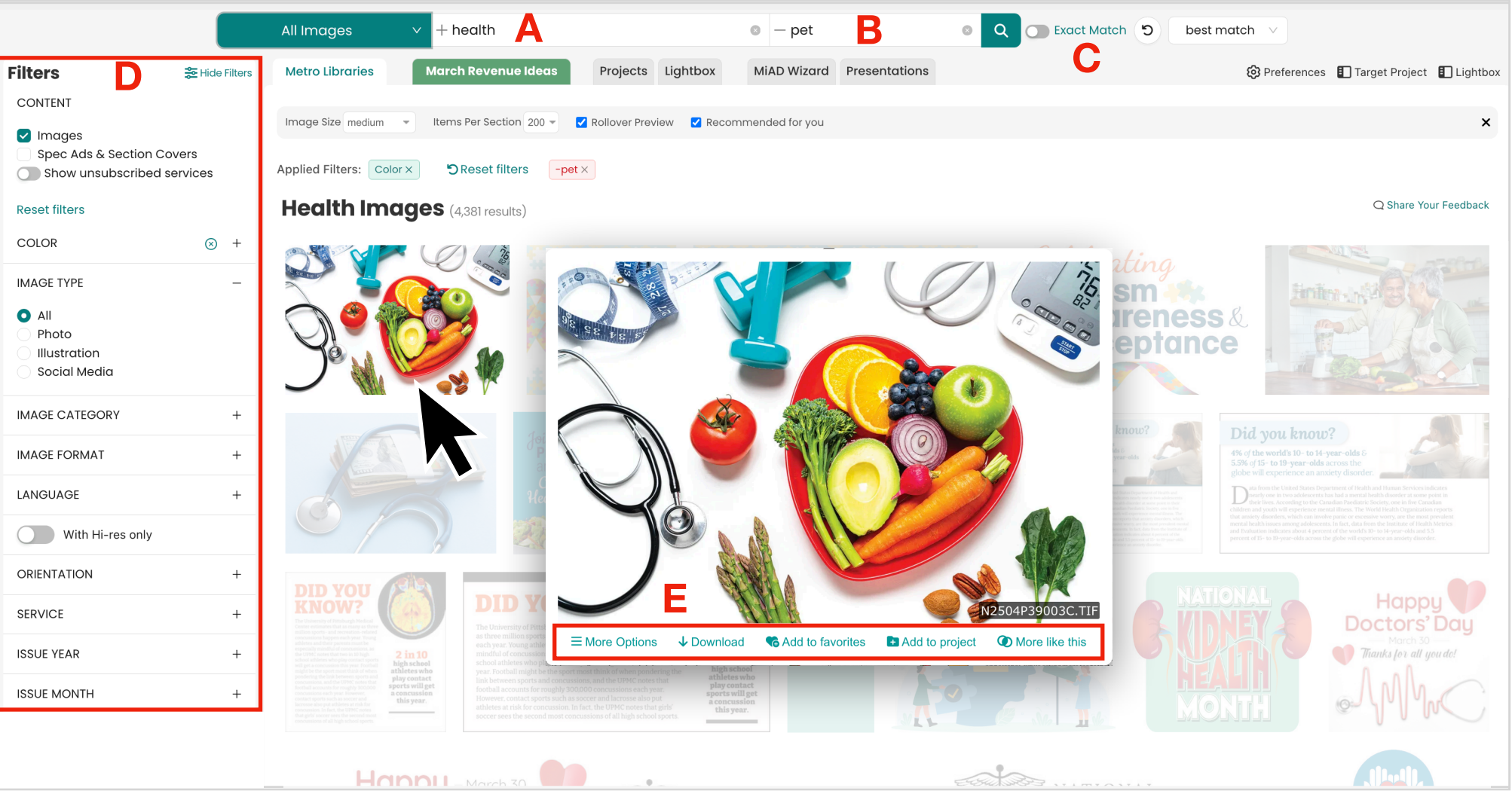
Search Option #2 - Use the Mega Menu

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 below in Step 2).



Step 2: **A.** After choosing a category from the menu, you can search by keyword(s) or filename(s). **B.** Exclude keywords, if needed. **C.** Click “Exact Match” if you’re searching with more than one keyword. **D.** Use the filter panel along the left to narrow your search.

Pro Tips: **E.** Hover over a thumbnail to download, add it to your Favorites or a Project, or see more options.



Refine Your Search Using Filters

Narrow your results by selecting filters.
Click “+” to open a filter category and “▶” to expand it for more specific choices.

IMAGE FILTERS

Filters

Reset Filters

Hide Filters

CONTENT

☒ Images

☐ Spec Ad & Page Templates

☐ Show unsubscribed services

COLOR

+

IMAGE TYPE

+

☒ All

☐ Photo

☐ Illustration

☐ Social Media

IMAGE CATEGORY

+

Any

Each

Not

☐ Ad Spot Filler

☐ Ad Starter

☐ Background

☐ Border

☐ Burst

☐ Cartoon

☐ Coloring & Activities

☐ Frame

☐ Heading

☐ Icon Set

☐ Line Art

☒ Marketing

☐ Create an E-Card

☐ Readers / Advertisers

☐ Masthead

☐ Object

☐ Retro

☐ Swirl

IMAGE FORMAT

+

LANGUAGE

+

☐ With Hi-res only

ORIENTATION

+

SERVICE

+

ISSUE YEAR

+

ISSUE MONTH

+

SPEC AD & PAGE TEMPLATE FILTERS

Filters

Reset Filters

Hide Filters

CONTENT

☐ Images

☒ Spec Ad & Page Templates

☐ Show unsubscribed services

COLOR

+

TEMPLATE MEDIUM

+

☒ All

☐ Print

☐ Print with web

☐ Web

TEMPLATE TYPE

+

☒ All templates

☐ Specialty Ad Templates

☐ Editorial Templates

☐ Marketing Your Publication

☐ 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

☐ Ad Spot Fillers

☐ Coloring & Activity

☐ Covers

☐ Infographics

☐ Ready-to-Sell Editorial Pages

☐ Section Starters

☐ Marketing Your Publication

☐ Advertiser Promotions

☐ Contest Promotions

☐ Section Promotions

☐ Subscription Promotions

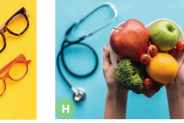
Applied Filters:

Color x

Photo x

Reset filters

-pets x



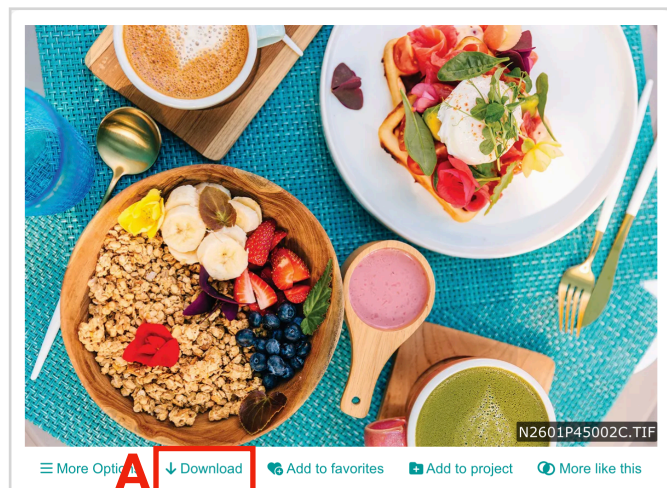
Filters you’ve applied will be listed above your results.
Remove any by clicking the “x”

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Downloading & Transforming

- A.** Hover over a thumbnail for download options, including a high resolution PDF for templates.
- B.** Choose “Edit & Convert” for options to Crop, Scale, Stretch, Mirror, Convert to Black & White. Additional file formats including AVIF, WebP, JPEG, PNG and TIFF can be selected giving more flexibility to our files for web use and in non-standard programs.



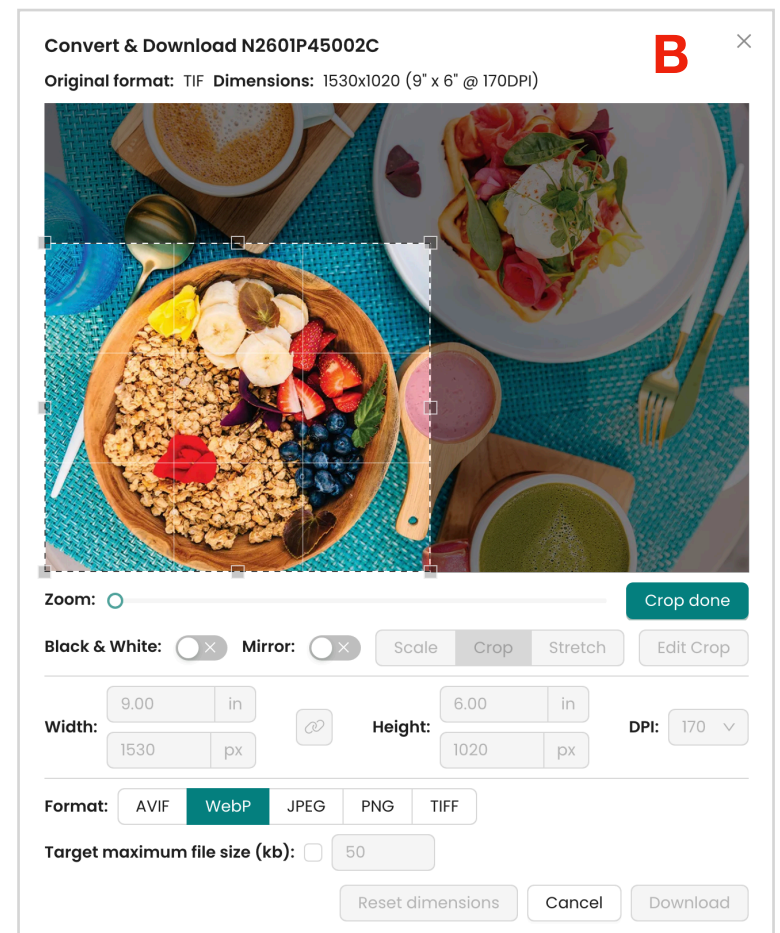
B

- ↓ Download Color
- ↓ Download B&W
- ↓ Download Hi-res
- ↓ Edit & Convert



B

- ↓ Download InDesign Package
- ↓ Download Quark Package
- ↓ Download PDF
- ↓ Edit & Convert

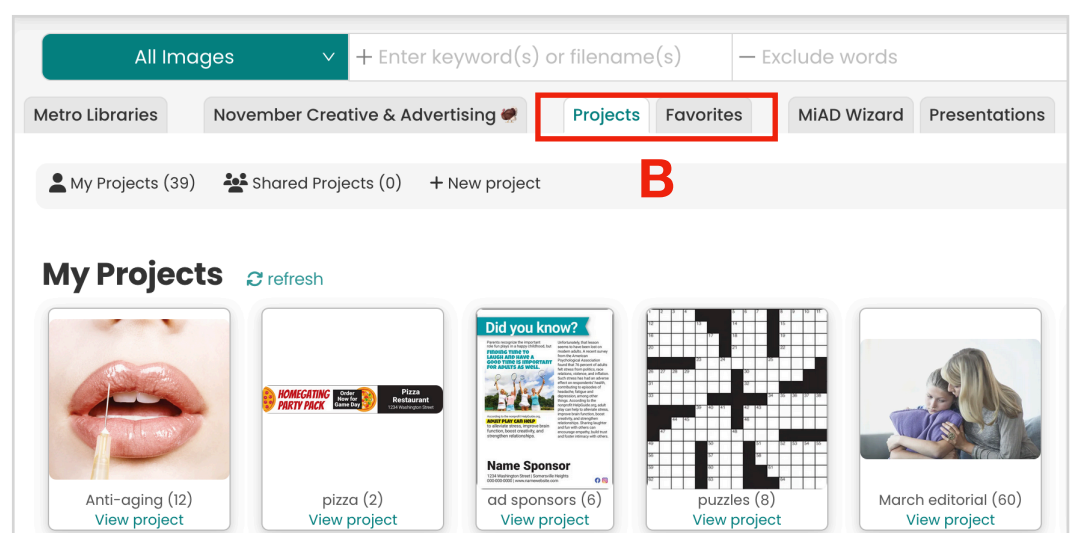


Favorites & Projects

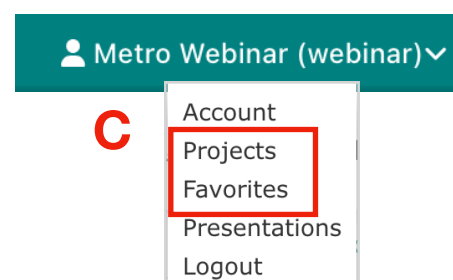
- Not ready to download, but want to save something for future use? Add it to your Favorites or a Project. Multiple Projects can be created and they can be shared with other users.
- A.** Hover over a thumbnail and select the appropriate action to add content. Access it using the corresponding tab (**B**) or menu option from your profile (**C**).



A



B



C

User Interface Preferences

Click “Preferences” to open the options and customize your searching experience.

Preferences

Image Size medium

Items Per Section 200

☒ Rollover Preview

☒ Hide auto-suggest

☒ Checkered Background

☒ Freeze Search Bar

Image Size

x-small

small

☒ medium

large

x-large

Select the size of the thumbnails and the number of results to display in each batch

Items Per Section

20

50

100

☒ 200

☒ Rollover Preview

Show larger preview when hovering over a thumbnail

☒ Hide auto-suggest

Hide suggestions when typing keywords



+ health

health

health #

health & aging

health & beauty

☒ Checkered Background

Show checkered background to indicate images with transparent backgrounds (also helps to see headings with white text)



☒ Freeze Search Bar

Freeze Search Bar - when selected, it keeps the Shortcut Menus, Search Bar & Preferences visible and always accessible at the top of the screen as you scroll through your results

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ADVERTISING SERVICE

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

Illustrations ▾

+ health

— pets

☐ Exact Match

best match ▾

Image Size small

Items Per Section 200

☐ Rollover Preview

☐ Hide auto-suggest

☒ Checkered Background

☒ Freeze Search Bar

Planning & Learn More Menus

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.

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[View October Planning Calendar](#)

Bethany Weidenhammer (bw000078)▼

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New MCC (pilot) ▼

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Digital▼

Editorial▼

Puzzles▼

Holiday▼

Planning▼

Learn More▼

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Explore Your Planning Tab Resources

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Calendar: Planning & Promotional

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[Download Printable Year-at-a-Glance](#)

TOPics That Sell

Top-selling ideas to jump-start sales and creative planning for next month and all year

[Start Your Prospect List →](#)

12 Months of Revenue Ideas

Coordinated content to sell print, digital and social media advertising around new themes all year

[Get Inspired →](#)

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

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[Download 2027 Schedule →](#)

COMMUNICATIONS AND RESOURCES

Email Communications

Stay on top of the latest sales and creative features and ideas to help maximize profits

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Marketing E-Cards

Enter your info for personalized email marketing

[Personalize & Send E-Cards →](#)

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 →](#)

Create a Great Spec Ad

Sell more with strategically designed spec ads

[Download the Tip Sheet →](#)

* Available by separate purchase

act Match

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Holiday Advertising Service

Themed Special Sections

Themed Websites & Directories

cmsbot Websites

Auto Photo Library

Event Marketing

Food & Dining

Logos & Trademarks

ADS On Demand (AOD)

Metro/Getty Images Premier Freedom Packages

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