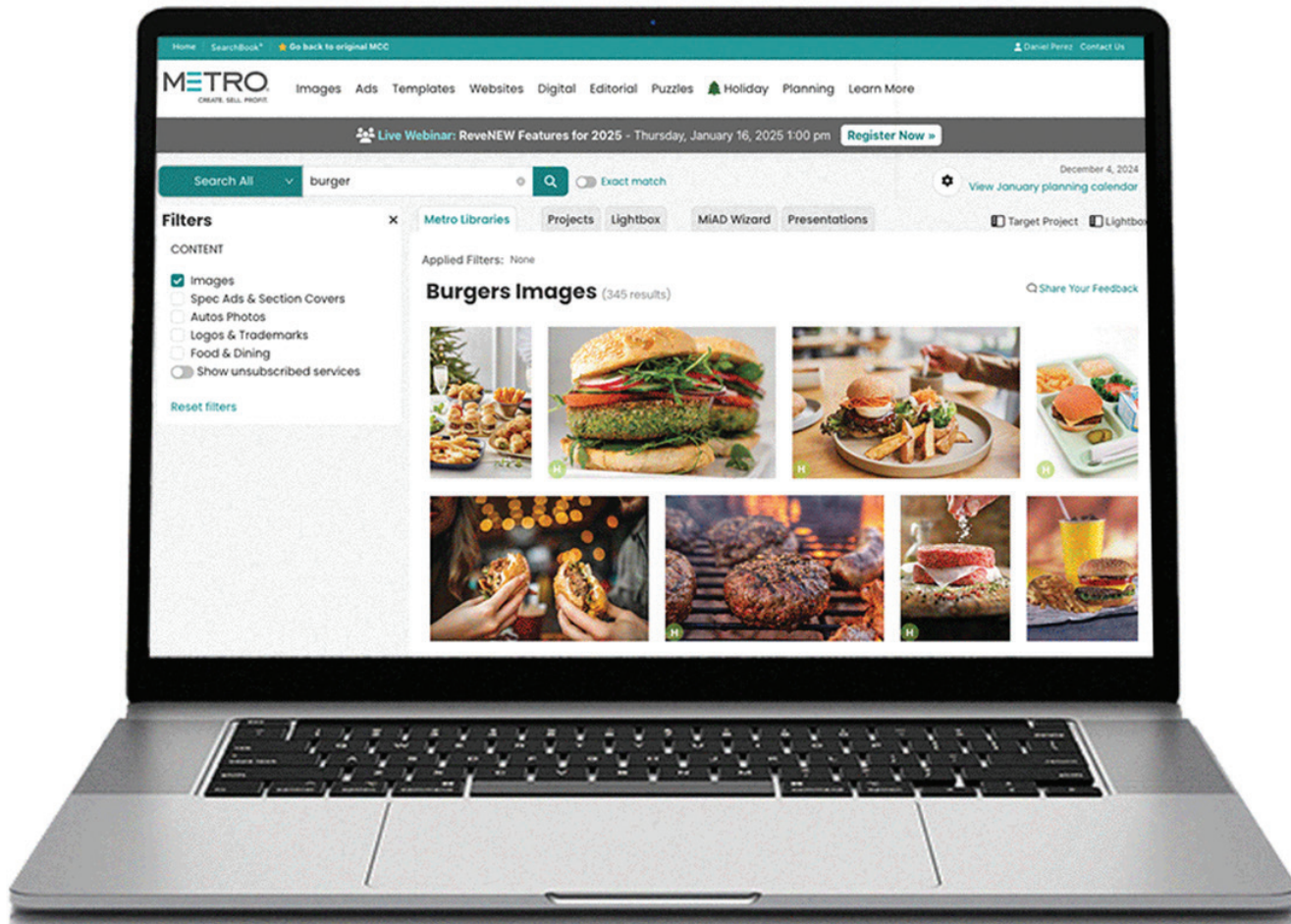


Metro Creative Connection (MCC) Quick Start Guide



- 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®
- P. 6 – Metro Creative Connection Updates

New for
2025!

Have questions? Need help?

Metro's Client Services

Monday – Friday • 8:45am – 5:45pm ET

800.223.1600

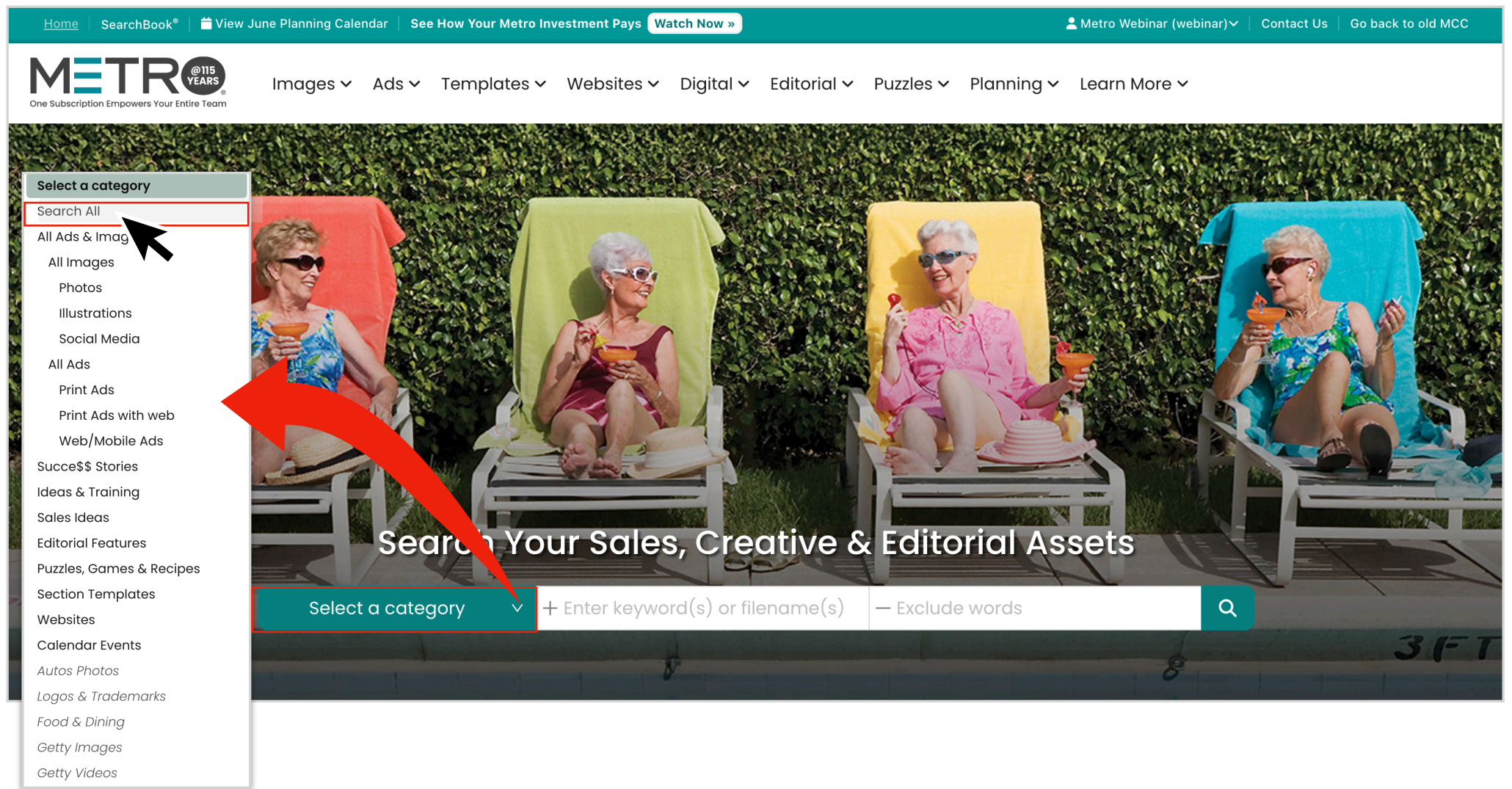
service@metro-email.com

www.metrocreativeconnection.com

METRO®

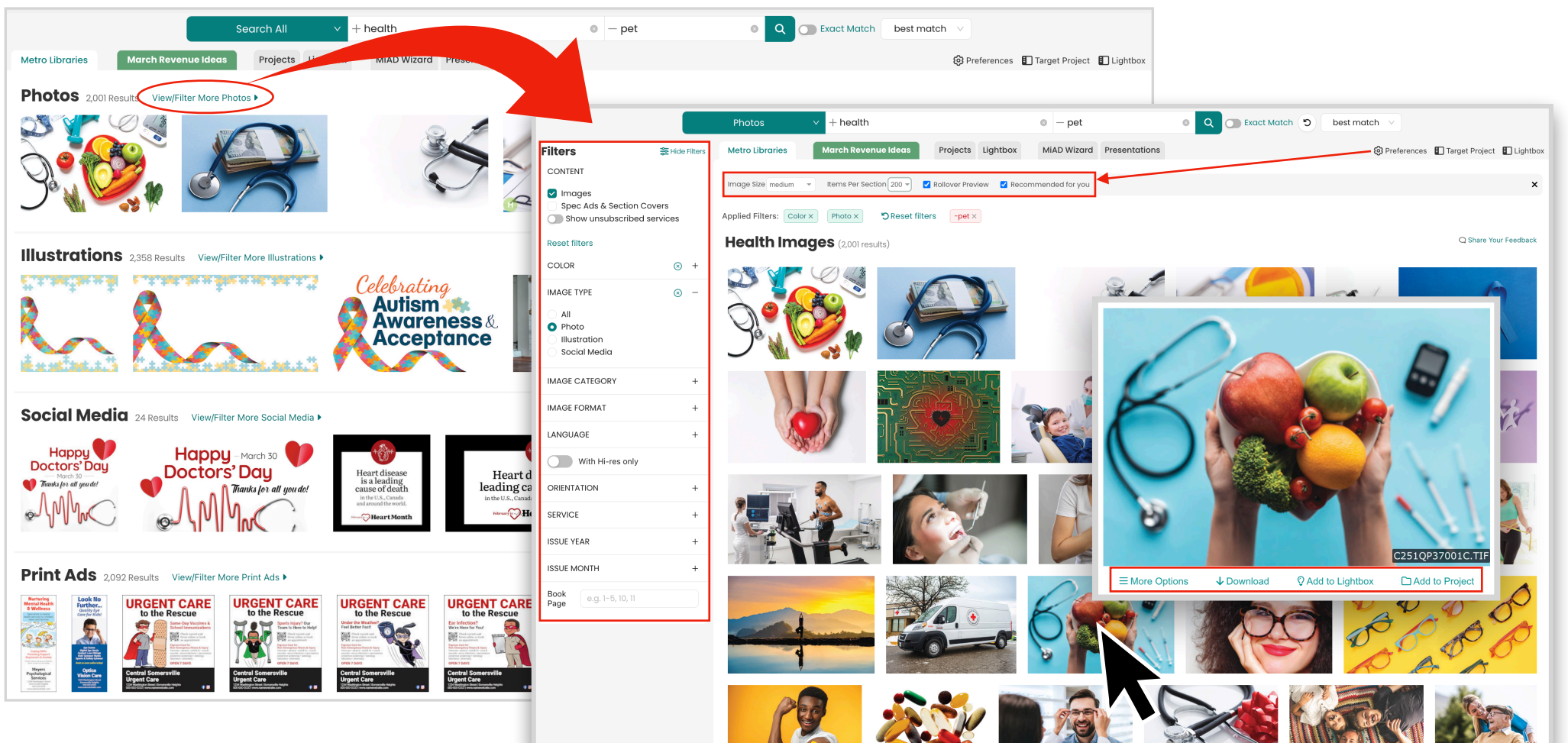
Search Option #1 – Use the Search Bar

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 below in Step 2).



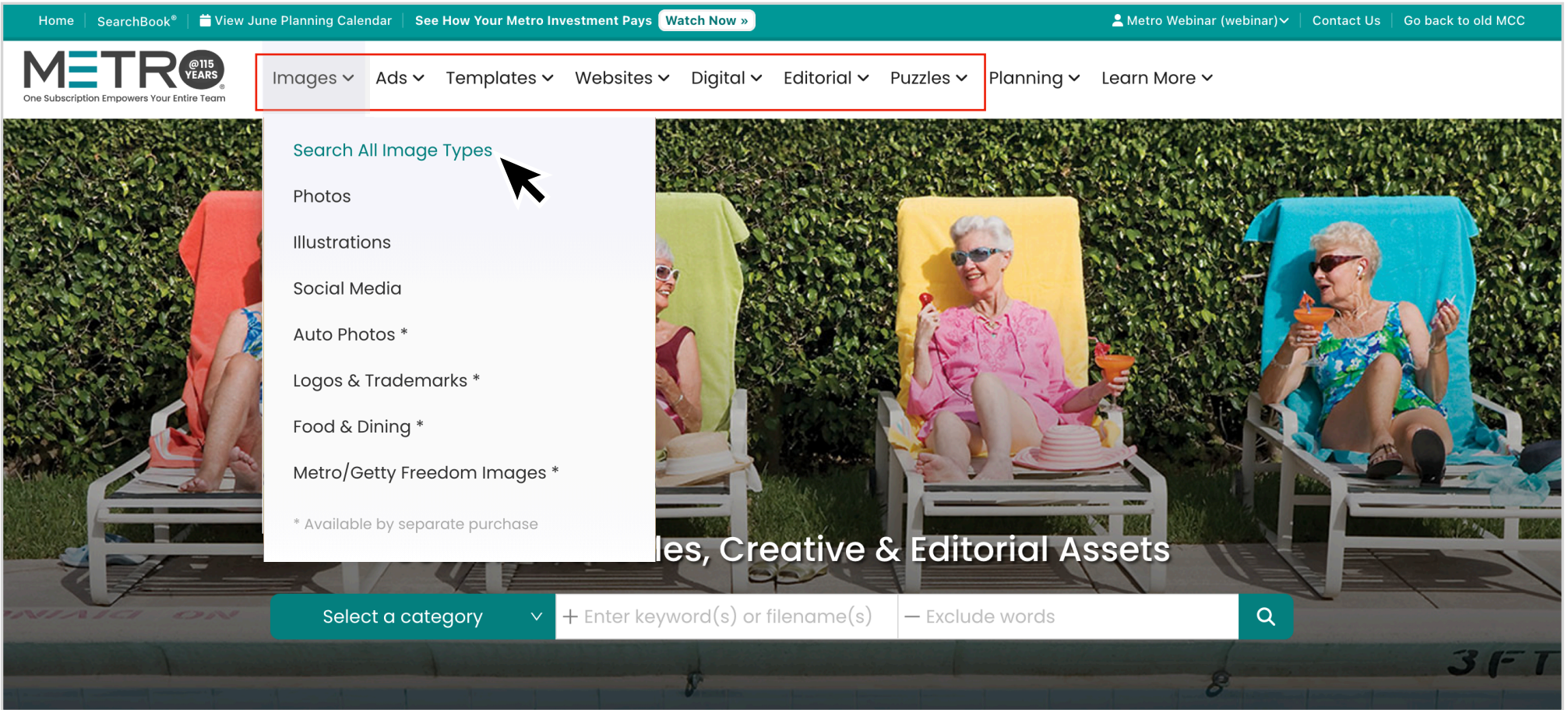
Step 2: If you chose “Search All” in Step 1, you will see results from across all of our categories. Click “View/Filter More” for any category then you will see the filter panel along the left to refine your search.

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.



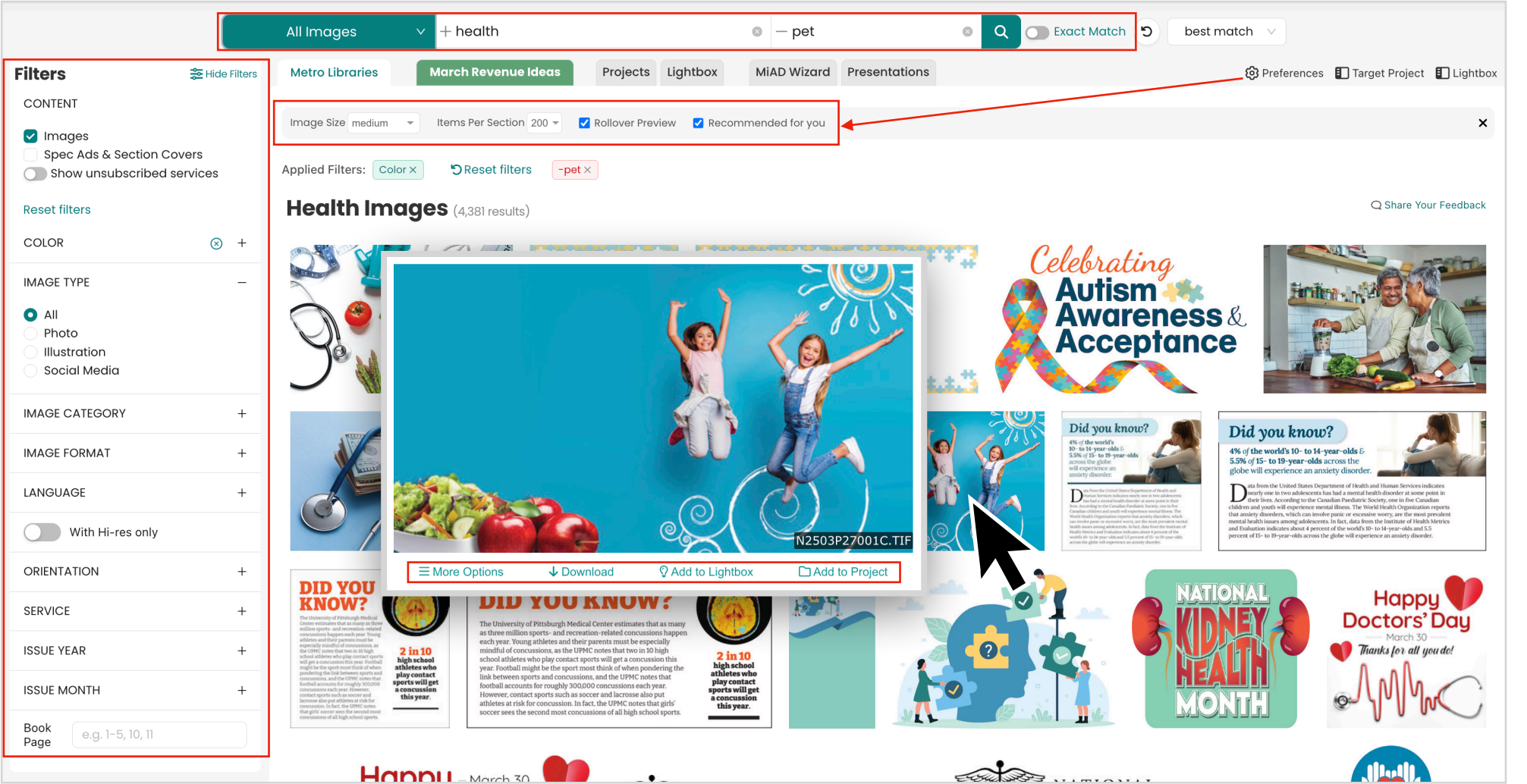
Search Option #2 – Use the Mega Menu

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 below 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 June Planning Calendar](#) | [See How Your Metro Investment Pays](#) [Watch Now »](#) [Metro Webinar \(webinar\)▼](#) | [Contact Us](#) | [Go back to old MCC](#)

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One Subscription Empowers Your Entire Team

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

Metro SearchBooks



Clickable pages connect you directly to every idea, image, ad and editorial feature for team sharing and sales presentations
[Access SearchBooks →](#)

Explore Your Planning Tab Resources

Get to know the valuable marketing tools and sales support features you see here
[Watch Video](#)

Sales Features

Calendar: Planning & Promotional

[January](#) | [February](#) | [March](#) | [April](#) | [May](#) | [June](#) | [July](#) | [August](#) | [September](#) | [October](#) | [November](#) | [December](#) | [Search All Events](#)
[Download Printable Year-at-a-Glance](#)

Revenue Ideas

New themes monthly to quickly target print and digital sales
[Get Inspired →](#)

52 Sales Ideas

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

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
[Download Schedule →](#) | [Learn More →](#)
* Available by separate purchase

Communications and Resources

Email Communications

Stay on top of the latest sales and creative features and ideas to help maximize profits
[View Emails →](#)

Marketing E-Cards

Enter your info and pitch to prospective clients
[Personalize & Send E-Cards →](#)
[Search JPGs to Create Your Own Email →](#)

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 →](#) | [Learn More →](#)

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
- cmsbot Websites
- Auto Photo Library
- Food & Dining
- Logos & Trademarks
- Metro Partner Services
- Request a Trial Offer

Need assistance? Call [800.223.1600](tel:800.223.1600) or email 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

METRO Metro Creative Connection Updates!

Download Alternate Formats for Images, Templates

Format Options Now Available:
PDF, AVIF, JPEG, PNG, TIFF

Gives more flexibility to our files for web use and in non-standard programs

Download Color TIF ↓

Download B&W TIF ↓

Edit & Convert ↓

Download PDF ↓
Download AVIF ↓
Download WebP ↓
Download JPEG ↓
Download PNG ↓
Download TIFF ↓

File Transformations for Images, Templates

Options to Crop, Scale, Stretch, Mirror, Convert to Black & White

Convert & Download N25X0P12008C

Original format: TIFF Dimensions: 1536x895

Zoom: 0

Black & White: ☐ Mirror: ☐ Scale: ☐ Crop: ☐ Stretch: ☐ Full Crop: ☐

Width: 1536 px Height: 895 px DPI: 300

Format: AVIF WebP JPEG PNG TIFF

Target maximum file size (kb): 50

Reset (down arrow) Cancel Download

New User Interface Preferences

Image Size: large

Items Per Section: 200

☒ Rollover Preview

☒ Hide auto-suggest

☒ Checkered Background

☒ Freeze Search Bar

Added “small” thumbnail preview size

Image Size:

small medium large x-large

Items Per Section: 200☒ Rollover Preview☐ Recommended for you☐ Hide auto-suggest☒ Check

Applied Filters: Metro Newspaper Serv...

Reset filters

Pets Images (2,932 results)



☒ Rollover Preview

Show larger preview when hovering over a thumbnail

☒ Hide auto-suggest

Hide suggestions when typing keywords

+ pet

pet

pet accessories

pet adoption

pet adoption directory

pet adoption fair

☒ Checkered Background Show checkered background to indicate images with transparent backgrounds



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

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

Print Ads & Pages ▾ + pets

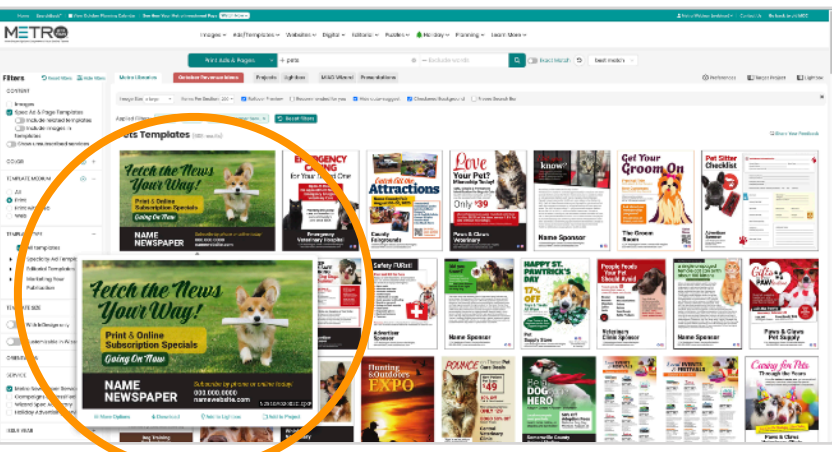
Exclude words

Exact Match best match

Image Size: x-largeItems Per Section: 200☒ Rollover Preview☐ Recommended for you☒ Hide auto-suggest☒ Checkered Background☒ Freeze Search Bar

Larger, Clearer Thumbnails & Previews

Thumbnails are now 576 (up from 200) • Previews are now 1152 (up from 512)



User Interface Changes

[Scroll to top ↑](#) “Scroll to top” button to jump to the top from anywhere in your search

Home SearchBar ▾ View Order Printing Calendar ▾ See How Your Metro Newspaper Page Search Now

METRO the subscription to connect your creative

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

All Images ▾ pets

Exclude words

Exact Match best match

Filters

Reset Filters Hide Filters

☒ Images

☐ Spec Ad & Page Templates

☐ Show unsubscribed services

COLOR

+

IMAGE TYPE

+

☒ All

☐ Photo

☐ Illustration

☐ Social Media

IMAGE CATEGORY

+

☒ Any

☐ Each

☐ Not

☐ Ad Spot Filter

☐ Ad Starter

☐ Background

☐ Border

☐ Burst

☐ Cartoon

☐ Coloring & Activities

☐ Frame

☐ Illustration

Image Size: smallItems Per Section: 200☒ Rollover Preview☐ Recommended for you☐ Hide auto-suggest☒ Checkered Background☒ Freeze Search Bar

Freeze Search Bar

ADOPT A PUP DAY April 30

Prevention of Animal Cruelty Month

PROTECT PETS

PET POISON PREVENTION MONTH

Send to top ↑

“Sticky” filter sidebar (stays visible when scrolling down results)

Home SearchBar ▾ View Order Printing Calendar ▾ See How Your Metro Newspaper Page Search Now

METRO the subscription to connect your creative

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

All Images ▾ pets

Exclude words

Exact Match best match

Filters

Reset Filters Hide Filters

☒ Images

☐ Spec Ad & Page Templates

☐ Show unsubscribed services

COLOR

+

IMAGE TYPE

+

☒ All

☐ Photo

☐ Illustration

☐ Social Media

IMAGE CATEGORY

+

☒ Any

☐ Each

☐ Not

☐ Ad Spot Filter

☐ Ad Starter

☐ Background

☐ Border

☐ Burst

☐ Cartoon

☐ Coloring & Activities

☐ Frame

☐ Illustration

Image Size: x-largeItems Per Section: 200☒ Rollover Preview☐ Recommended for you☒ Hide auto-suggest☒ Checkered Background☒ Freeze Search Bar

Freeze Search Bar

Pets Images (2,932 results)

Show Your Feedback

Expanded Filters for Template Types

Expand “Template Type” menu to search for specific types of Specialty Ad, Editorial and Marketing templates

Filters

Reset Filters Hide Filter

CONTENT

☐ Images

☒ Spec Ad & Page Templates

☐ Include related templates

☐ Include images in templates

☐ Show unsubscribed services

COLOR

+

TEMPLATE MEDIUM

+

☐ All

☒ Print

☐ Print with web

☐ Web

TEMPLATE TYPE

+

TEMPLATE SIZE

+

☐ With InDesign only

☐ Customizable in Wizard

ORIENTATION

+

SERVICE

+

ISSUE YEAR

+

ISSUE MONTH

+

Book Page

e.g. 1-5, 10, 11

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

☐ Section Promotions

☐ Subscription Promotions