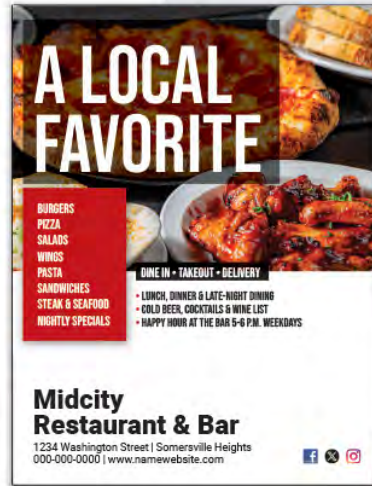
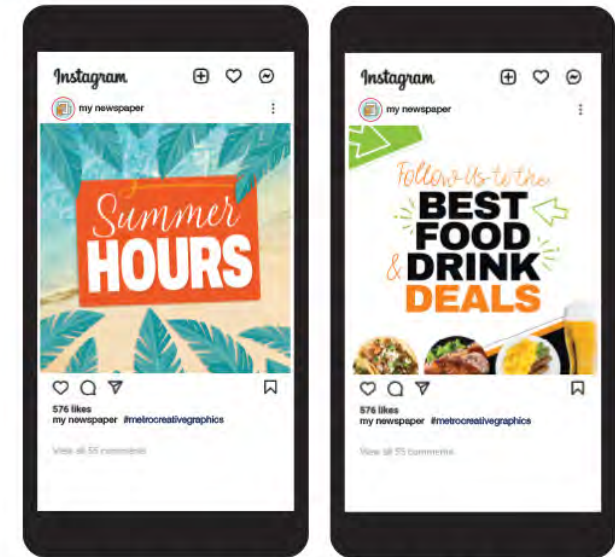


Creating KICK-A\$\$ ADS

IN PRINT



Darrell Davis - VP of Creative Services
Laura Koch - Senior Graphic Designer
Bethany Weidenhammer - Client Services



ON SOCIAL MEDIA

METRO

Who are we designing for?

Small businesses with tight budgets and often little advertising knowledge.



Who are we designing for?

S+S Electric of NY, LLC
 518 365-2713



LICENSED ELECTRICAL CONTRACTOR

Now Scheduling for:

- Above Ground & In-Ground Swimming Pools
 - Car Charging Stations
 - Hot Tubs & Spas
- Electrical Service Panel Upgrades
 Earn Up To a \$600.00 Tax Credit
- Generator Interlock Systems

SERVING THE CAPITAL DISTRICT FOR OVER 30 YEARS
Available Evenings and Weekends
 Residential and Commercial
 Licensed - Insured - Bonded
www.SandSElectricNY.com

Kevin Koval's
Adirondack Basement
 Responsible Waterproofing Systems
Basement & Foundation Specialists®



- * Damp, Wet Basement
- * Nasty Crawl Space
- * Cracked Foundation Walls
- * Settling Foundations
- * Bouncy Floors

ALL THINGS BASEMENTY!

CONTACT US TODAY FOR A FREE ESTIMATE
518-371-9621
adirondackbasement.com



Check out Christmas items!
 OPEN SAT., NOVEMBER 25, 9am-12pm



Floresville Flower Shop

1100 Hospital Blvd., Floresville 830-393-2600 Mon.-Sat.
www.floresvilletxflowers.com 800-321-1796 9-5

SPECIAL See website for details.
4 Players \$84 +tax
 Includes 500 paintballs!



CROSSFIRE PAINTBALL Sat 9-6, Sun. 10-6, M-F Call for times

10780 Elmendorf-La Verria Rd., San Antonio
www.sapaintball.com 210-635-7050

MAHAM CORP.

- Paint
- Lumber
- Plumbing Supplies
- Pet Supplies
- Lawn & Garden
- Electrical Supplies
- Swimming Pool Chemicals
- Bulk Garden Seeds

116 Hwy 87 Bypass, Stockdale 830-996-3159

Designing ads that work!

- Goals of any ad
- Ad design & trends
- Web & Social Media



A chalkboard menu board for 'Locale Restaurant' mounted on a brick wall. The board is divided into sections for different menu items with prices and descriptions. At the bottom, it includes a QR code for takeout, social media icons, and the restaurant's address and phone number.

Lunch MENU

Hot Pressed Panini <i>served with chips from</i> \$10.99	Burger Baskets <i>beef, turkey or veggie from</i> \$12.99	Deli-Style Sandwiches <i>served with chips from</i> \$9.99	Fresh Soups & Salads <i>Create a combo!</i>
--	---	--	---

Takeout Available
Scan the code to order ahead.

Open Daily at 8am
Breakfast • Lunch • Dinner

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



A vertical advertisement with a blue background. It features a stylized cow head icon on the left. The text is in white and blue, expressing gratitude to dairy producers. Below the text is a photo of milk being poured into a glass.

BIG THANKS
to Our **DAIRY PRODUCERS**

We appreciate the hard work, skill and dedication it takes to produce the delicious and nutritious variety of dairy foods we enjoy every day.

During Dairy Month and all year, thanks for all you do!

NAME SPONSOR
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com



A vertical advertisement for 'The Healthy Kitchen'. It features a photo of a healthy meal (salmon, vegetables, and fruit) on a plate. The text is in white and red, highlighting a 50% discount for new clients. At the bottom, it includes the restaurant's name, address, phone number, and social media icons.

No Time to Cook?

Try Our Healthy Prepared Meals!

Ready-to-Eat
Balanced Meals
Pickup & Delivery Service

New Clients, SAVE 50%
Learn more and get started online today.

We offer a variety of flexible meal plan options.
Keto • Vegetarian • Vegan • Gluten-Free

The Healthy Kitchen
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

The Goals for Any Ad

1. Attract attention

**LOOK
HERE**

**BUSINESS
LOGO**

The Goals for Any Ad

Attract attention
with image and copy.

GOLF
TOURNAMENT

**Thursday,
July 00**
Start Time **11am**
Registration Opens at **9:30am**

**\$89 Early-Bird
Registration**
Available Online Now!

Ticket Price Includes:
Green Fee • Catered Lunch
Cart Rental • Raffle Ticket

Ticket proceeds benefit **Name Charity Organization.**
Enjoy Live Music & Drink Specials at the Clubhouse Bar!

**Bay Ridge Golf
Course**

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

GOLF TOURNAMENT

Thursday, July 00
 Start Time **11am**
 Registration Opens at **9:30am**

\$89 Early-Bird Registration
 Available Online Now!

Ticket Price Includes:
 Green Fee • Catered Lunch
 Cart Rental • Raffle Ticket

Ticket proceeds benefit **Name Charity Organization.**
Enjoy Live Music & Drink Specials at the Clubhouse Bar!

Bay Ridge Golf Course

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




No image

Golf Tournament Thursday, July 00

Start Time **11am**



GOLF TOURNAMENT

\$89 Early-Bird Registration
 Available Online Now!

Registration Opens at 9:30am
Ticket Price Includes:
 Green Fee • Catered Lunch
 Cart Rental • Raffle Ticket

Ticket proceeds benefit **Name Charity Organization.**
Enjoy Live Music & Drink Specials at the Clubhouse Bar!

Bay Ridge Golf Course

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




Missing strong headline

GOLF TOURNAMENT



Thursday, July 00
 Start Time **11am**
 Registration Opens at **9:30am**

\$89 Early-Bird Registration
 Available Online Now!

Ticket Price Includes:
 Green Fee • Catered Lunch
 Cart Rental • Raffle Ticket

Ticket proceeds benefit **Name Charity Organization.**
Enjoy Live Music & Drink Specials at the Clubhouse Bar!

Bay Ridge Golf Course

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




Image and copy working together

The Goals for Any Ad

2. Communicate a benefit
or important information

**LOOK
HERE**

50% off

**BUSINESS
LOGO**

The Goals for Any Ad

Why will the consumer care about what is being advertised?
What information is needed?

GOLF
TOURNAMENT

Thursday, July 00
Start Time **11am**
Registration Opens at **9:30am**

\$89 Early-Bird Registration
Available Online Now.

Ticket Price Includes:
Green Fee • Catered Lunch
Cart Rental • Raffle Ticket

Ticket proceeds benefit **Name Charity Organization.**
Enjoy Live Music & Drink Specials at the Clubhouse Bar!

Bay Ridge Golf Course
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Registration Opens at 9:30am

Ticket Price Includes:
Green Fee • Catered Lunch
Cart Rental • Raffle Ticket

Ticket proceeds benefit **Name Charity Organization.**
Enjoy Live Music & Drink Specials at the Clubhouse Bar!

The Goals for Any Ad

3. Get the consumer to act

**LOOK
HERE**

50% off

while supplies last

**BUSINESS
LOGO**

The Goals for Any Ad

Limited time to act
and how to act.



GOLF
TOURNAMENT

**Thursday,
July 00**
Start Time **11am**
Registration Opens at **9:30am**

**\$89 Early-Bird
Registration**
Available Online Now!

Ticket Price Includes:
Green Fee • Catered Lunch
Cart Rental • Raffle Ticket

Ticket proceeds benefit **Name Charity Organization.**
Enjoy Live Music & Drink Specials at the Clubhouse Bar!

**Bay Ridge Golf
Course**

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

The advertisement features a green and white color scheme with a golf ball graphic in the top left. The text is arranged in a clear hierarchy, with the event name and date at the top, followed by the registration price and details. The bottom section includes the venue name, address, and contact information, along with social media icons.

The Goals for Any Ad

1. Attract attention
2. Communicate a benefit
3. Get the consumer to act

**LOOK
HERE**

50% off

while supplies last

**BUSINESS
LOGO**

Ad Design

Grab attention and show personality

- Image
- Clear message
- Font

Direct the reader through the information

- Eye flow
- Text hierarchy
- White space

How do you want the to consumer respond?

- Take action

Image



A picture
is worth a
thousand
words.

BUSINESS LOGO

13
milliseconds

for the human
brain to process
images.

60k
times faster

The brain processes
images 60,000 times
faster than text.

**Images create an
emotional response.**

Image

Image should represent the purpose of the ad and the text should work with it for quicker comprehension.



Call for Your
**FREE LAWN
CARE ESTIMATE**

...and take back your weekends!

- Mowing & Maintenance
- Tree Trimming • Weed Control
- Irrigation & Drainage
- Yard Cleanups

Fully Insured
Local References
Satisfaction Guaranteed

[Like us on facebook](#)

**TLC
Lawn Care**

1234 Washington Street | Somersville Heights
000-000-0000 | [www.namewebsite.com](#)

Image

If the image and message don't immediately fit together the reader will be confused and have to spend time figuring out what the ad is for.



Call for Your
**FREE LAWN
CARE ESTIMATE**
...and take back your weekends!

- Mowing & Maintenance
- Tree Trimming • Weed Control
- Irrigation & Drainage
- Yard Cleanups

Fully Insured
Local References
Satisfaction Guaranteed

[Like us on facebook](#)

**TLC
Lawn Care**

1234 Washington Street | Somersville Heights
000-000-0000 | [www.namewebsite.com](#)

Clear Message

What is the purpose of the ad?

What information can be passed along in the headline?



Tube Rentals

If outdoor FUN floats your boat, you've come to the right place!

**DAD
TUBES
FREE on
Father's
Day!**

- Tube Rentals
- Shuttle Service
- Safety Gear

Offer applies to tube rental fee only.
Details and reservations online or by phone.

**River's Edge
Rentals**

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



Your Local CBD Superstore

Pure Hemp-Derived CBD Products

- ✓ A Locally Owned Business
- ✓ Products for People & Pets
- ✓ Oils, Tinctures, Topicals & More
- ✓ Knowledgeable Staff
- ✓ Competitive Prices
- ✓ Quality Products
- ✓ Great Selection
- ✓ Vegan Options



SHOP CBD MONTH SPECIALS ALL JANUARY!

Open 7 Days  

Quality Leaf CBD Boutique



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

Your Local CBD Superstore



BARBERSHOP

CUTS • SHAVES • TRIMS

SPECIALIZING IN THE LATEST HAIRSTYLES, BEARD CARE AND STRAIGHT RAZOR SHAVES FOR MEN

SCHEDULE ONLINE WALK-INS WELCOME

OPEN TUESDAY-SATURDAY 8 A.M.-7 P.M.

Corner Barber

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

BARBERSHOP



Peace of Mind Weather or Not

Trusted Insurance Protection
Home • Auto • Flood • Life

Get the personalized coverage and responsive claims service you can count on when you need it most. Contact us by phone or online today to get started with a free policy review and rate quote.

Integrity Insurance Group

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

Peace of Mind

Clear & Catchy Message

Humor feels good!
It creates an emotional response and increases recall. Clever content is more likely to be shared resulting in greater audience reach.

SURE BEETS YOUR AVERAGE BURGER!

- ✓ FLAVORFUL
- ✓ HEARTY
- ✓ HEALTHY
- ✓ CRUELTY-FREE

VEGAN &
VEGETARIAN CUISINE
NEW VEGAN
MONTH SPECIALS
ALL NOVEMBER



OPEN FOR LUNCH, DINNER & WEEKEND BRUNCH

Herban Veg Cafe

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



**TAKE A
TIME-OUT
FROM
ADULTING**

**Football
Fun Every
Sunday!**

6 Giant Screens
\$5 Domestic Pitchers
Half-Price Appetizers
Burgers & Baskets
Hot Wings
Craft Beers
Wines & Cocktails
Fresh Salads



**Scoreboard
Sports Bar
& Grill**

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



DRINK *Happy Thoughts*

HAPPY HOUR 4-6 p.m. DAILY
1/2-PRICE WINE WEDNESDAYS

Join Our Wine Club for Women

- Discover New Wines
- Enjoy Exclusive Tasting Events
- Attend Our Monthly Sip Social

- Retail Wine Shop
- Tasting Room
- Wines by the Bottle & Glass
- Small Plates & Tapas



**Rosette
Wine Bar & Bistro**

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

Taco 'Bout A Deal!

**National Taco Day
Wednesday,
October 4**
TWO FOR TWO TACOS
FREE CHIPS & SALSA
GREAT DRINK SPECIALS



Open at 11 a.m. Daily | Closed Mondays

Grab your amigos, and
come celebrEAT!

LA COCINA

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



*Reclaim your natural radiance with a spectrum of healing therapies
to rejuvenate and balance the mind, body and spirit.*

Find Your ZENergy

- Reiki
- Massage
- Acupuncture
- Tarot Readings
- Sound Healing
- Yoga & Meditation

Learn More Today
With a **Free Consultation**
& **Save 30% Off** Your
First Service!



Qi Wellness Studio

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



Font

A font should be legible, work well with the image and copy and represent the advertiser.

Script & DECORATIVE FONTS add personality but should be used sparingly.

Use a minimal number of fonts, *instead use fonts with many styles.*

AVOID USING ALL CAPS FOR LARGE BLOCKS OF TEXT. IT IS VISUALLY MONOTONOUS AND TIRING TO READ.

Caps should be used to emphasize or stress the words you want to STAND OUT.

— ALL THE INGREDIENTS FOR — **Your Dream Kitchen**



Finance Your Complete Kitchen Package Interest-Free for 36 Months

Limited-time offer with credit approval. List details, terms and conditions here.

- **Appliances • Cabinets**
- **Countertops • Tile • Fixtures**
- **Accessories • & More**

GET STARTED WITH A
FREE DESIGN CONSULTATION!

Stop in or visit us online today.

Kellar Hardware & Building Supply

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



Sans Serif font – Asap

- Clear font
- 4 font styles used

Asap SemiBold

Asap Regular

Asap Bold

Asap Italic

Handwritten font – Amatic SC

- Works with the headline
- Adds personalization



Have You Read the Fine Print on Your Pet Insurance Policy?

We're here to help you find the best coverage options to meet and anticipate your pet's unique needs.

Call or visit us online for a free policy review and rate quote!

4Paws Pet Insurance

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



- Sans Serif** – Source Sans Pro
- Modern and trendy
 - Bold enough for reverse type
 - Matches the image advertiser



CARE & COMFORT
for Senior Pets

In addition to comprehensive preventive, illness, injury and surgical care, we provide a host of treatments, therapies and end-of-life services to keep aging pets comfortable, calm and happy.

Wellness Support
Pain Management
Massage & Reiki
Laser Therapy
In-Home Euthanasia

Horizons Veterinary Clinic

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



- Serif font** – EB Garamond
- Older and traditional style
 - Trusted • Italics add interest



Adoptable & Adorable Pet of the Week



"Paws" for a cause, and get to know our pet of the week!

Name Pet

Pet information and bio here.
Pet information and bio here.
Pet information and bio here.
Pet information and bio here.
Pet information and bio here.

Apply or share this pet's bio at namewebsite.com/namepet!



Name Sponsor or Animal Rescue

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



- Handwritten font** – Indie Flower
- Cute and adds personalization
 - Matches art style

Fonts

We exclusively use Google Fonts in ads beginning in 2023.

Pdf of fonts used with links and installation instructions.



File Fonts

Download the fonts used in this ad package with the links below.

In order to ensure all of our customers can access the fonts used in our spec ads, METRO has exclusively used open source Google Fonts beginning with our February 2023 content. All of these fonts can be downloaded for free directly from fonts.google.com. Additionally, many of the fonts we use are also available in the Adobe Creative Cloud.

Fonts used in this ad package:

- Alegreya - <https://fonts.google.com/specimen/Alegreya>
- Roboto - <https://fonts.google.com/specimen/Roboto>

If you need need help installing the fonts please refer to the instructions on the next page.

Fonts

Trending,
most popular
and newest
fonts available.

Roboto 12 styles | Christian Robertson

Trending Font Styles

Protest Riot 1 style | Octavio Pardo

Trending Font Styles

Protest Strike 1 style | Octavio Pardo

Trending Font Styles

Protest Guerrilla 1 style | Octavio Pardo

Trending Font Styles

Lato 10 styles | Lukasz Dziedzic

Trending Font Styles

Sixtyfour Variable (2 axes) | Jens Kutilek

Trending Font Style

Poppins 18 styles | Indian Type Foundry, Jonny Pinhorn

Trending Font Styles

Inter Variable (2 axes) | Rasmus Andersson

Trending Font Styles

Rubik Maps 1 style | NaN, Luke Prowse

Newest Font Styles

Rubik Lines 1 style | NaN, Luke Prowse

Newest Font Styles

Rubik Doodle Triangles 1 style | NaN, Luke Prowse

Newest Font Styles

Rubik Doodle Shadow 1 style | NaN, Luke Prowse

Newest Font Styles

Sixtyfour Variable (2 axes) | Jens Kutilek

Newest Font Styles

Rubik Glitch Pop 1 style | NaN, Luke Prowse

Newest Font Styles

Honk Variable (2 axes) | Ek Type

Newest Font Styles

Rubik Scribble 1 style | NaN, Luke Prowse

Newest Font Styles



YOUR BEST REST.

OUR BEST DEALS.

Mattress Markdowns up to \$200

0% Financing for 12 Months

Free Delivery & Setup

Free 60-Night Mattress Trial

During Sleep Awareness Week

March 10-16, 2024

List details, terms and conditions here.

>>>>>>>>>>

Stop by the showroom to test out our top-rated floor models and discover the best mattress for your sleep style.

Open Monday-Saturday 10-7, Sunday 11-5

**Dream Sleep
Mattress Store**

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



YOUR BEST REST.

OUR BEST DEALS.

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Mattress Store**

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

Text Hierarchy

Even without an image, text size and font style can subconsciously guide the reader.

And you will read this last

**You will read
this first**

And then you will read this

Then this one

Text Hierarchy

One main focus.

Text size gets smaller with additional text.

Callout used special announcement.

L&W
LANDSCAPING
and **SUPPLY STORE**

WE SELL PROPANE YEAR ROUND!

WE DELIVER ...
Dark Mulch, Red Mulch, Topsoil,
Stone Dust, Round Stone, Crusher Run

Lawn Mower Special
Clean Air Filter, New Plug,
Change Oil and Sharpen Blade **\$79⁹⁵**
plus tax

Pickup Charge \$50.00 • Extra Charge for Riding Mowers and Tractors

MOWING LAWN Residential & Commercial
Landscape Estimate • Versa-Lok Retaining Wall & Paver
Paver, Sidewalk & Patio

206 Troy-Schenectady Rd • Latham • 518-783-8928
Mon.-Fri. 7:30am-5pm; Sat. 7:30am-4:00pm;
Closed Sundays June, July & August • Insurance Estimate: \$75

Lawn Mower Special
\$79⁹⁵ plus tax Pickup Charge \$50 • Extra Charge for Riding Mowers and Tractors

Clean Air Filter,
New Plug, Change Oil
and Sharpen Blade 

LAWN MOWING SERVICE
Residential & Commercial
Landscape Estimate
Versa-Lok Retaining Wall &
Paver, Sidewalk & Patio

WE DELIVER...
• Dark Mulch • Red Mulch
• Topsoil • Stone Dust
• Round Stone
• Crusher Run

WE SELL PROPANE YEAR ROUND!

L&W LANDSCAPING
and **SUPPLY STORE**

206 Troy-Schenectady RD • Latham • 518-783-8928
Mon-Fri. 7:30am-5pm; Sat. 7:30am-4pm
Closed Sundays June, July & August • Insurance Estimate: \$75

White Space

The breathing room in an ad. There should be sufficient white space around the borders and between blocks of information.

Heart disease is the #1 cause of death worldwide.

World Health Organization



Black Americans are 30% more likely to die from heart disease than non-Hispanic white Americans.

U.S. Department of Health and Human Services

Nearly 45% of women ages 20 and over are living with some form of cardiovascular disease.

American Heart Association

CALL OR GO ONLINE TO SCHEDULE YOUR LOW-COST SCREENING

During American Heart Month This February.

Somerville Hospital Systems

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

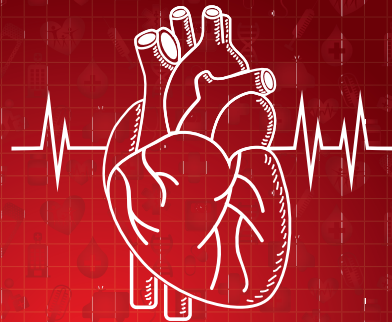
White Space

15pt border.

Breaks in text.

**Heart disease
is the #1
cause of death
worldwide.**

World Health Organization



Black Americans are
30% more likely to die
from heart disease
than non-Hispanic
white Americans.

U.S. Department of
Health and Human Services

Nearly 45% of
women ages 20
and over are living
with some form of
cardiovascular
disease.

American Heart Association

**CALL OR GO
ONLINE TO
SCHEDULE
YOUR LOW-COST
SCREENING**

During American Heart
Month This February.

**Somersville Hospital
Systems**

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

White Space

If we take away the white space the text seems overwhelming.

Heart disease is the #1 cause of death worldwide.

World Health Organization



Black Americans are 30% more likely to die from heart disease than non-Hispanic white Americans.

U.S. Department of Health and Human Services

Nearly 45% of women ages 20 and over are living with some form of cardiovascular disease.

American Heart Association

CALL OR GO ONLINE TO SCHEDULE YOUR LOW-COST SCREENING

During American Heart Month This February.

Somerville Hospital Systems

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

CHIPS

CONTINUED FROM 1

students from kindergarten to the university level for high-tech jobs in chip manufacturing and other sectors.

The NITF is not a federal agency but is a workforce development nonprofit that was awarded a four-year \$9.6 million grant from the federal DOL to create high-tech apprenticeship programs. Mike Russo, the former head of government relations for GlobalFoundries and a former senior staffer for U.S. Sen. Kirsten Gillibrand of New York, started the NITF in 2021. The nonprofit is based

HOROSCOPE

Week Of June 18, 2023

Aries - M r 21a r 20
Aries, sometimes you do not have to take action to fix problems. Certain issues will work themselves out on their own. Don't feel the need to rush in and find a quick solution.

Taurus - A r 21M y 21
Right now the spotlight is on you and your talents, Taurus. You have a large group of admirers who are looking to see what you can produce next.

Leo - M y 22a un 21
You will recover quickly from disagreements with others, Gemini. These situations may give you a new perspective and compel you to change a few things for the better.

Cancer - B - Jun 22a ul 22
Confide in a friend about something that is troubling you, Cancer. Talking about the issue could start you down a path toward a solution. Thank others for lending an ear.

Libra - Jul 23a g 23
Leo, on the outside everything may seem to be going along fine with a friend. But things may be different on the inside. Treat others tenderly to avoid piling on.

Virgo - A g 24a ept 22
Vacation vibes are high this week, Virgo. You are daydreaming about potential destinations. Narrow down your prospects and zero in on your favorite features.

Libra - Sept 23b t 23
You may want to know what another person is thinking but don't want to come off too pushy, Libra. If you phrase the question the right way, it won't seem like an interrogation.

Scorpio - O t 24aM 22
Your physical and emotional

health may be a focal point this week, Scorpio. Book some time for reflection, rest and relaxation. Solitude can help you clear your mind.

Sagittarius - T r 18 B - M 23d ec 21
Sagittarius, you are staying on top of your responsibilities and have good energy moving through this week. However, by the time the weekend arrives you may be running on empty.

Capricorn - CR ICB N - Dec 22a an 20
Try having some fun outside of your comfort zone, Capricorn. It is good to try new things from time to time and push the boundaries you have set up for yourself.

Jan 21b 18
Aquarius, this week you may find yourself meeting new people and fitting into groups as much as possible while having fun along the way.

Pisces - Bb 19M r 20
Pisces, finances may have been on your mind and you are eager to pay off some debt. It could take a while, but you will be successful.

Birch - BIRB AYS
Feb 18
Elishe Shelton, Singer (47)

Feb 19
Macklemore, Rapper (40)

Feb 20
Nicole Kidman, Actress (56)

Feb 21
Chris Pratt, Actor (44)

Feb 22
Danny Green, Athlete (36)

Feb 23
Alexandra Trusova, Skater (19)

Feb 24
Lionel Messi, Athlete (36)

outside of Washington, D.C.

"It's not a coincidence that this will happen in New York," Russo said.

Schumer said Monday that the new Career Opportunity Hub will help companies like Micron, Wolfspeed and GlobalFoundries to fill jobs at new chip factories being built, or recently built, across upstate. The program would also train future workers for companies like Plug Power, which makes hydrogen-powered fuel cells used in industrial vehicles.

Micron is planning a \$100 billion chip manufacturing campus outside of Syracuse. Wolfspeed has built a \$1 billion chip factory just outside Utica, and GlobalFoundries has Fab 8 with Fab 8.2 being considered. The CHIPS and Science Act will help fund those projects, which will need thousands of new, qualified semiconductor workers. The new Career Opportunity Hub will train those workers at Albany Nanotech and sites across the state.

"It is one of the key ways we can ensure those jobs are being filled by upstate New Yorkers," Schumer said at the Albany Nanotech event.

The new workforce training hub will also help Albany Nanotech's quest to be designated as the headquarters of the National Semiconductor Training Center that is

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"There's no better place in the country to supercharge upstate New York than here," Schumer said.

Heart disease is the #1 cause of death worldwide.

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The Concerts in the Park series will take place every Thursday evening from 6-8pm, June 29 to August 24 at Old Iron Spring Park, located at 198 Front Street in Ballston Spa. This year's lineup promises to be the best one yet, featuring an array of talented artists and bands from various genres, ensuring there's something for everyone to enjoy.

The 2023 Concerts in the Park series will showcase an impressive lineup of local and regional performers. Audiences can expect an eclectic mix of musical styles, including rock, pop, country, jazz, blues, and more.

The BSBPA extends its gratitude to the generous sponsors and community partners whose support has made the Concerts in the Park series possible: Pizza Works, LifeWorks Head Start, Next Door Kitchen & Bar, Front St. Deli, T-Shirt Graphics, Stewart's Shops, VCH Animal Hospital, Edward Jones, Adirondack Cabling & Security, Adirondack Trust, Cauty Financial, Iron Roost, Burlington Orthodontics, David M. & Donna C. Dardaris, Capital Region Chamber, Nani's Indian Kitchen, Saratoga National Bank, BSNB, and Jumper Bean Daycare. Their contributions help ensure that this cherished event remains free and accessible to all, fostering community spirit and showcasing the rich artistic talent present in the Ballston Spa area.

For more information about the Concerts in the Park series, including the complete lineup of artists and activities, please visit the BSBPA website at <https://www.ballston.org/category/concerts-in-the-park/>. Follow us on social media for the latest updates and be sure to mark your calendars for an unforgettable summer of music in Ballston Spa.

Ballston Spa UMC Food Pantry

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CHIPS

CONTINUED FROM 1

students from kindergarten to the university level for high-tech jobs in chip manufacturing and other sectors.

The NITF is not a federal agency but is a workforce development nonprofit that was awarded a four-year \$9.6 million grant from the federal DOL to create high-tech apprenticeship programs. Mike Russo, the former head of government relations for GlobalFoundries and a former senior staffer for U.S. Sen. Kirsten Gillibrand of New York, started the NITF in 2021. The nonprofit is based

HOROSCOPE

Week Of June 18, 2023

Aries - M r 21a r 20
Aries, sometimes you do not have to take action to fix problems. Certain issues will work themselves out on their own. Don't feel the need to rush in and find a quick solution.

Taurus - A r 21M y 21
Right now the spotlight is on you and your talents, Taurus. You have a large group of admirers who are looking to see what you can produce next.

Leo - M y 22a un 21
You will recover quickly from disagreements with others, Gemini. These situations may give you a new perspective and compel you to change a few things for the better.

Cancer - B - Jun 22a ul 22
Confide in a friend about something that is troubling you, Cancer. Talking about the issue could start you down a path toward a solution. Thank others for lending an ear.

Libra - Jul 23a g 23
Leo, on the outside everything may seem to be going along fine with a friend. But things may be different on the inside. Treat others tenderly to avoid piling on.

Virgo - A g 24a ept 22
Vacation vibes are high this week, Virgo. You are daydreaming about potential destinations. Narrow down your prospects and zero in on your favorite features.

Libra - Sept 23b t 23
You may want to know what another person is thinking but don't want to come off too pushy, Libra. If you phrase the question the right way, it won't seem like an interrogation.

Scorpio - O t 24aM 22
Your physical and emotional

health may be a focal point this week, Scorpio. Book some time for reflection, rest and relaxation. Solitude can help you clear your mind.

Sagittarius - T r 18 B - M 23d ec 21
Sagittarius, you are staying on top of your responsibilities and have good energy moving through this week. However, by the time the weekend arrives you may be running on empty.

Capricorn - CR ICB N - Dec 22a an 20
Try having some fun outside of your comfort zone, Capricorn. It is good to try new things from time to time and push the boundaries you have set up for yourself.

Jan 21b 18
Aquarius, this week you may find yourself meeting new people and fitting into groups you had not imagined. Network as much as possible while having fun along the way.

Pisces - Bb 19M r 20
Pisces, finances may have been on your mind and you are eager to pay off some debt. It could take a while, but you will be successful.

Birch - BIRB AYS
Feb 18
Elishe Shelton, Singer (47)

Feb 19
Macklemore, Rapper (40)

Feb 20
Nicole Kidman, Actress (56)

Feb 21
Chris Pratt, Actor (44)

Feb 22
Danny Green, Athlete (36)

Feb 23
Alexandra Trusova, Skater (19)

Feb 24
Lionel Messi, Athlete (36)

outside of Washington, D.C.

"It's not a coincidence that this will happen in New York," Russo said.

Schumer said Monday that the new Career Opportunity Hub will help companies like Micron, Wolfspeed and GlobalFoundries to fill jobs at new chip factories being built, or recently built, across upstate. The program would also train future workers for companies like Plug Power, which makes hydrogen-powered fuel cells used in industrial vehicles.

Micron is planning a \$100 billion chip manufacturing campus outside of Syracuse. Wolfspeed has built a \$1 billion chip factory just outside Utica, and GlobalFoundries has Fab 8 with Fab 8.2 being considered. The CHIPS and Science Act will help fund those projects, which will need thousands of new, qualified semiconductor workers. The new Career Opportunity Hub will train those workers at Albany Nanotech and sites across the state.

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HOME SOLUTIONS

Grill Safely This Summer

Many people can be found working their grilling muscle year-round. But the vast majority of people do the bulk of their grilling over the summer, when warm temperatures contribute to an increase in common grilling injuries. The following information can help you avoid common grilling injuries.

Never run prevent hoses, lines and other accidents that can cause injury and even death. In recognition of the many things that can go wrong when grilling, the Federal Emergency Management Agency and the U.S. Fire Administration offer these simple fire safety tips that every grillmaster can keep in mind to ensure grilling stays like full-time fun.

• Only use a grill outside. Grills should never be used indoors, and that includes garages with the doors open. Before lighting a flame, make sure the grill is at least three feet from siding, deck rails and eaves.

• Establish a safe zone around the grill. A three-foot safe zone around the grill can decrease the likelihood that you will run into and potentially tip over the grill. Kids can be taught to respect this zone as well as they are old enough to do so.

• Open a gas grill before lighting it. Charcoal grills, on the other hand, should be lit from the bottom. If a gas grill is not lit, do not try to light it. If a gas grill is not lit, do not try to light it. If a gas grill is not lit, do not try to light it.

• Keep an eye on the grill at all times. It's tempting to walk away from a grill while food is cooking, but someone should always be tasked with staying close to the grill. If you must walk away, ask another adult to take care of the grill until you return. All it takes is a few seconds for a fire to start.

• Check the grill regularly. Regular cleaning of the grill is both healthy and safe. Cleaning helps to remove the cooking surface is clean and healthy to use for food preparation. But a greasy fire grill also poses a fire hazard that one that hasn't been cleaned.

• Remember to turn the gas valves to the off position after cooking. When cooking with gas grills, make sure remember to turn the valves to the off position once all the food has been cooked.

Simple safety measures can ensure summer grilling stays fun off without a hitch.

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HOME SOLUTIONS

Grill Safely This Summer

Plenty of people can be found working their grilling muscle over coals. But the vast majority of people do the bulk of their grilling over the summer, when warm temperatures contribute to increased awareness that outdoor cooking can be dangerous if not done properly.

The leading cause of injuries over grilling is grease fires. Grease fires are particularly common when grilling. However, the right safety measures when cooking over an open flame can prevent fires.

There are several things that can go wrong when grilling. The Federal Emergency Management Agency and the U.S. Fire Administration offer these simple fire safety tips that every grillmaster can keep in mind to ensure grilling every day is safe.

• **Open a gas grill before lighting it.** Charcoal grills, like all grills, should be moved to an open area before lighting. That way the gas grill can be lit safely. If a gas grill is not lit, it should be moved to an open area before lighting. If a gas grill is not lit, it should be moved to an open area before lighting.

• **Check the grill regularly.** Regular cleaning of the grill is both healthy and safe. Cleaning before use means the cooking surface is clean and unlikely to cause flare-ups. But a grease fire will also occur if the grill is not cleaned before use.

• **Remember to turn the gas valve to the off position after cooking.** When cooking with gas grills, make sure to remember to turn the valve to the off position once all the food has been cooked.

• **Single safety concerns can cause summer grilling to be a fun and safe activity.**

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- **INSPECT TRUNKS:** Inspect for trunk decay, which could be a safety hazard.
- **LEAF WATCH:** Watch for signs of insect damage, which could be a safety hazard.

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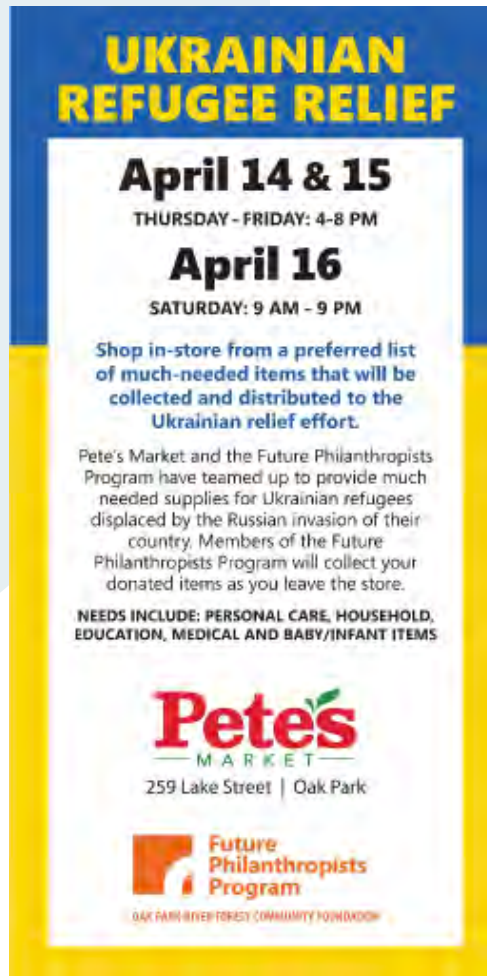
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Surgical & Injury Care | Cancer Treatment | Palliative Care

[LEARN MORE](#)

Valley View Animal Hospital

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



Whip Up a **NEW SKILL**

Fun and effective hands-on group cooking classes!

Coming Up This Month...

- Homemade Pasta
- French Pastries
- Cheese Making
- Spanish Tapas
- Thai Cooking
- Hand-Rolled Sushi

>>> Learn more and register online today.

The Cooking School

1234 Washington Street | Somersville Heights




Whip Up a **NEW SKILL**

>> Learn more and register online today.

The Cooking School

1234 Washington Street | Somersville Heights



Better Care for Pets

24-Hour Emergency Care

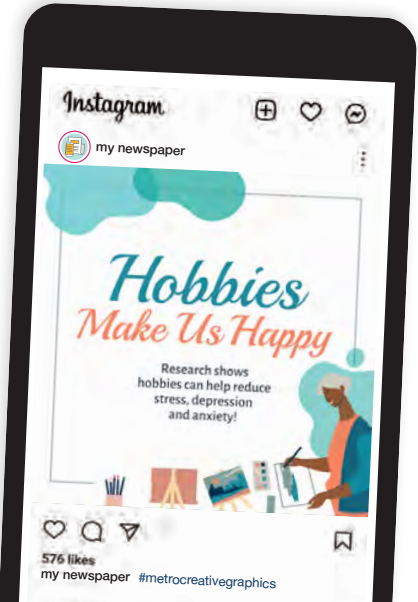
[LEARN MORE](#)

Valley View Animal Hospital



Whip Up a **NEW SKILL**

The Cooking School



Print + Digital Advertising

Market research has shown that companies have a maximum of 10 seconds to grab a customer's attention. This may vary between print and digital advertising - as digital's general rule is that you must capture a user's attention within the first 3 seconds of the ad presentation or risk losing them completely.

Combining the two formats can lead to greater & more effective penetration for advertisers.



10 seconds



3 seconds

Print Ads Build Trust

Studies show that print ads have high recall rates and a longer lifespan; print ads have also been shown by some research to be kept for up to 17 days! This can offer added repeat exposure and further reach.



82%

25%

Social media has sometimes come under fire for misleading information, leading consumers to trust print ads in newspapers and magazines more (82%) than trusting online pop-up ads (25%), a recent study has shown.

However, the dynamic captured by using both can be a huge advantage for advertisers.



Digital Ads Have Reach

Digital newspaper advertising and digital advertising, in general, allows businesses to reach a wider audience, with the ability to study real-time detailed analytics. Companies can see how well their ads perform immediately and make adjustments accordingly.



Print & Digital Ads Complement Each Other

When print ads are combined with email and digital ads, research shows that companies can experience dramatic growth in both sales and inquiries.

Print and digital ads engage different parts of the brain: digital content stimulates quick decision-making and print engages parts of the brain responsible for emotional processing and deeper comprehension. **Companies using both mediums can trigger different responses and enhance consumer engagement and recall.**





**Best Burgers • Cold Beer
Happy Hour • Sports**



Open at 4PM
Closed Mondays

**Vista Bar
& Grill**

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




**Best Burgers • Cold Beer
Happy Hour • Sports**

Open at 4PM | Closed Mondays

**Vista Bar
& Grill**

1234 Washington Street | Somersville Heights



**Digital
advertising
revenue was
up in 2023 and
will increase
in 2024.**



Tips for combining & selling print & digital advertising

- Know your target market
- Brand recognition across all platforms
- Track performance with clicks or QR codes



New Features in METRO SearchBook®

- Web Ads for Every Print Ad
- A New Sales Idea of the Week (Print, Digital & Social)
- Email Marketing Tools
- Easy-to-Use Backgrounds
- More Headings Than Ever Before

Create. Sell. Profit.
METRO
NEWSPAPER SERVICE

June 2024
SearchBook
Your planning and inspiration guide for a profitable month!

Print + Digital Sales, Creative & Editorial Solutions Inside!
All of our print ads come with companion web ads.

GREAT OUTDOORS MONTH & FATHER'S DAY JUNE 16

View and download our newest content directly from this digital SearchBook!

Dairy Month Promotions

Food Event Marketing Tie-Ins


Election 2024

More Events & Opportunities

Web Ads for Every Print Ad

Celebrating the Abundant Contributions of Agriculture

From the food we eat to the clothes we wear to the products we use, our nation's agriculture industry makes it all possible.



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

Thank you to the farmers and farm families who keep America growing strong!



Tube Rentals

If outdoor FUN floats your boat, you've come to the right place!

DAD TUBES FREE on Father's Day!

- Tube Rentals
- Shuttle Service
- Safety Gear

Offer applies to tube rental fee only. Details and reservations online or by phone.

River's Edge Rentals
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com



Fatigue? Anxiety? Weight Gain?

Thyroid Disease Could Be to Blame.

When your thyroid isn't functioning properly, resulting hormonal symptoms can impact your entire body in various ways. The right treatment can help get your thyroid hormone levels back in balance.

To Learn More About Thyroid Disease and Its Symptoms, Take Our Online Quiz or Contact Us for a Consultation.



Midcity Women's Health Center
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com



Thank you

to the farmers and farm families who keep America growing strong!

Name Sponsor
1234 Washington Street | Somersville Heights

WEB ADS W
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Thank You Name Sponsor
to the farmers and farm families

DAD TUBES FREE on Father's Day!

Tube Rentals

BOOK ONLINE

River's Edge Rentals
1234 Washington Street | Somersville Heights

WEB ADS W
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Tube Rentals **BOOK ONLINE** River's Edge Rentals

Fatigue? Anxiety? Weight Gain?

Thyroid Disease Could Be to Blame.

TAKE OUR QUIZ

Midcity Women's Health Center
1234 Washington Street | Somersville Heights

WEB ADS W
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Fatigue? Anxiety? Weight Gain? **TAKE OUR QUIZ** **Midcity Women's Health Center**

Thank you to the farmers and farm families who keep America growing strong!

Name Sponsor
1234 Washington Street | Somersville Heights

Tube Rentals **DAD TUBES FREE on Father's Day!** **BOOK ONLINE**

River's Edge Rentals
1234 Washington Street | Somersville Heights

Fatigue? Anxiety? Weight Gain? **TAKE OUR QUIZ** **Thyroid Disease Could Be to Blame.** **Midcity Women's Health Center**

Sales Idea of the Week

Sales Idea of the Week #1

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

National Dairy Month

Use This Print, Digital and Social Media Collection to Build Sponsorship and Advertising Revenue



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

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

@Tag sponsors from the Dairy Month salute on the next page, or use these posts to promote Dairy Month specials from local advertisers.

[Click here for DAIRY IMAGES](#)

[Click here for DAIRY ADS](#)



SOCIAL MEDIA POST

Another dairy fact to caption these posts or expand on the series: Fermented dairy foods like yogurt are linked to reduced inflammation, improved digestive health and immune system health. Source: DairyMAX.org



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

[Click here for DAIRY EDITORIAL FEATURES & RECIPES](#)

Sales Idea of the Week #1

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

Let's Raise a Glass to OUR DAIRY FARMERS!

June is National Dairy Month, a time to recognize the farmers and families who make dairy production possible. Their skill, hard work and dedication to producing nutritious, high-quality dairy foods make an enormous impact on our community and our nation's economy. During Dairy Month and all year, we're grateful for the wholesome and delicious dairy products that nourish our families and bring us so much enjoyment.

8 Gallons of Milk Daily are produced by a single dairy cow, on average.

It takes:
10 Pounds of Milk to produce 1 Pound of Cheese
12 Pounds Milk = 1 Gallon Ice Cream
21.8 Pounds Milk = 1 Pound Butter

Did You Know?
It takes an average of 30 licks to finish a single-scoop ice cream cone!

MOOchas Gracias!
Thanks to our local dairy producers for all you do to keep our families and our economy strong.

Fun Fact:
Cows drink 30-50 gallons of water a day. That's the equivalent of a bathtub full of water!

Thanks, Dairy Producers, for Bringing So Much to the Table!

Tab 10" x 13"
Broadsheet 6 col x 21"

BIG THANKS to Our DAIRY PRODUCERS

NAME SPONSOR
1234 Washington Street
Somerville Heights

WEB ADS
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

BIG THANKS to Our DAIRY PRODUCERS

NAME SPONSOR
1234 Washington Street | Somerville Heights

BIG THANKS to Our DAIRY PRODUCERS

We appreciate the hard work, skill and dedication it takes to produce the delicious and nutritious variety of dairy foods we enjoy every day.

During Dairy Month and all year, thanks for all you do!

NAME SPONSOR
1234 Washington Street
Somerville Heights
000-000-0000
www.metrowebsite.com

PASS 2 col x 5



Sales Idea of the Week #1

ASSOCIATED IMAGES



[Click here for more DAIRY IMAGES](#)

Email Marketing Tools



June ADVERTISING & SPONSORSHIP OPPORTUNITIES

for you!

Father's Day • Dairy Month • Great Outdoors Month
First Day of Summer • Cancer Survivors Month • Men's Health Week
National Garden Week • D-Day 80th Anniversary
LGBTQ+ Pride Month • Juneteenth
National Donut Day • International Sushi Day

To learn more about these and other upcoming promotional opportunities for your business, contact us today!



June Is
GREAT OUTDOORS MONTH...

Ask us about locally focused advertising and sponsorship opportunities for your business!



We Can Help
Grow Your Bar or Restaurant Business *With*
Targeted Local Advertising

Easy-to-Use Backgrounds

Themed Graphic Elements

Use these coordinated elements to build thematic pages and ad campaigns for visual continuity and maximum impact.



Tab 10" x 13"



6col x 3"



Graphic Elements Demo

Use these coordinated elements to build thematic pages and ad campaigns for visual continuity and maximum impact.



PASS 2 col x 5



PASS 2 col x 5



PASS 2 col x 5



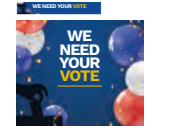
Our Office Is Here to Help You

WEB ADS W
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50



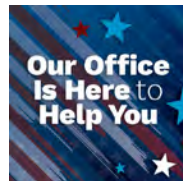
Candidate Q&A

WEB ADS W
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50



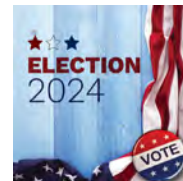
WE NEED YOUR VOTE

WEB ADS W
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50



SOCIAL MEDIA POST

Kick off a series of print, digital and social media developments for re-election get the word out about their services for constituents using these print, digital and social media designs.



SOCIAL MEDIA POST

Kick off a series of print, digital and social media developments that help local candidates let readers know where they stand on key issues.



SOCIAL MEDIA POST

Link to a local election guide in your e-edition, or list polling locations and hours in your community.

More Headings Than Ever Before

Sales Idea of the Week #3

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

Marketplace Tab 10" x 13"
Marketplace Broadsheet 6 col x 21"

WEB ADS
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Sales Idea of the Week #4

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

44 HEADING VARIATIONS PROVIDED! Mix and match these headings and ad templates to create campaigns promoting a full spectrum of menu offerings.

Promo Ad 3 col x 5"

WEB ADS
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Promo Ad 3 col x 5"

WEB ADS
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Where Do I Find

Marketing e-Cards

Sales Ideas of the Week

SearchBooks

Print Ad Templates

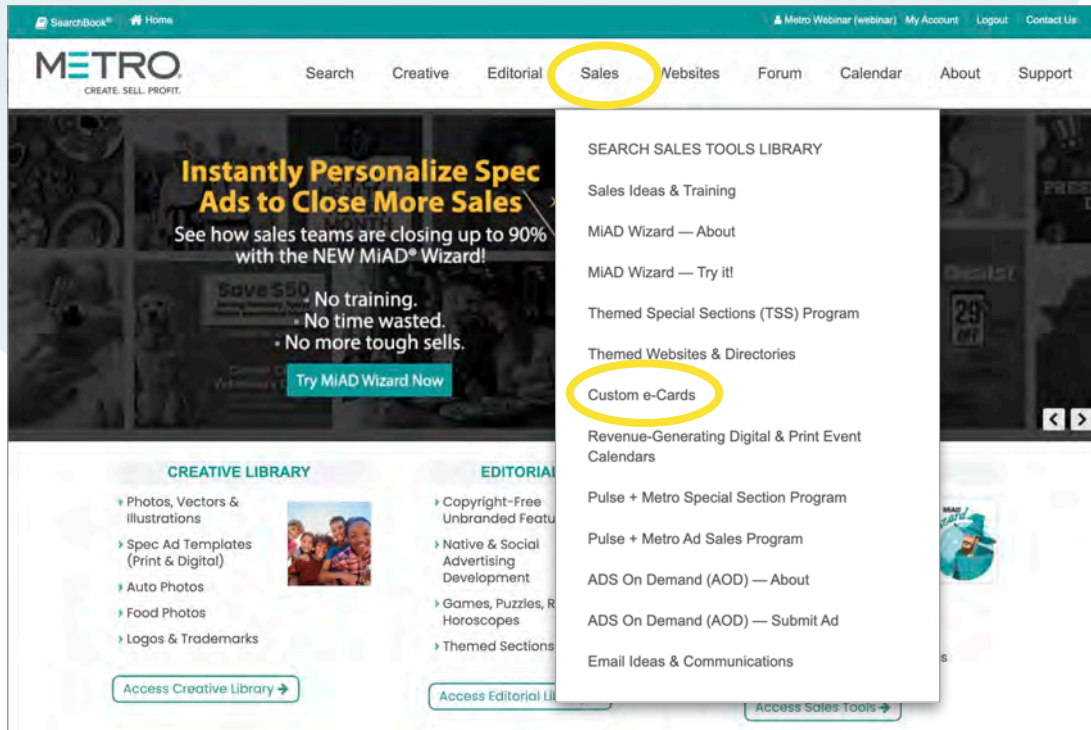
Web Ad Templates

Images

Social Media Images

Where Do I Find Marketing e-Cards

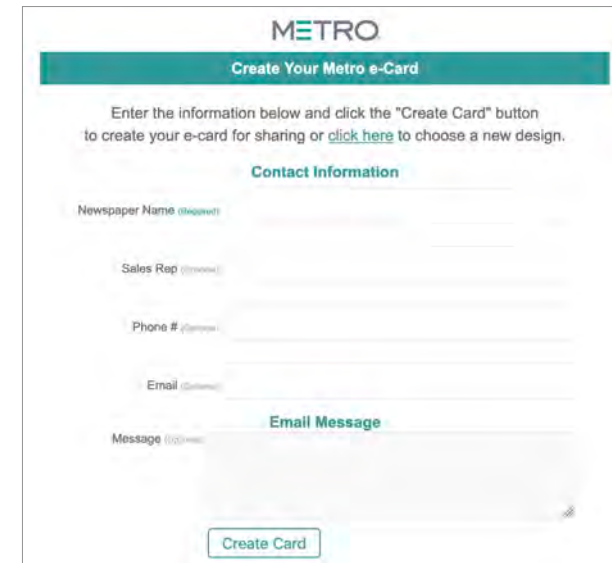
Step 1



Step 2



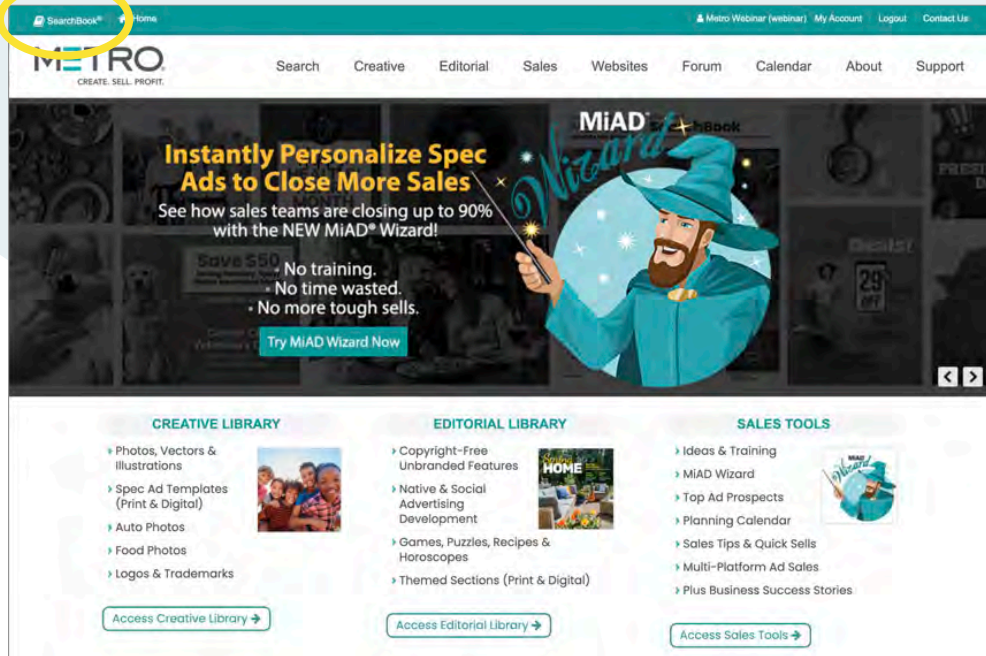
Step 3



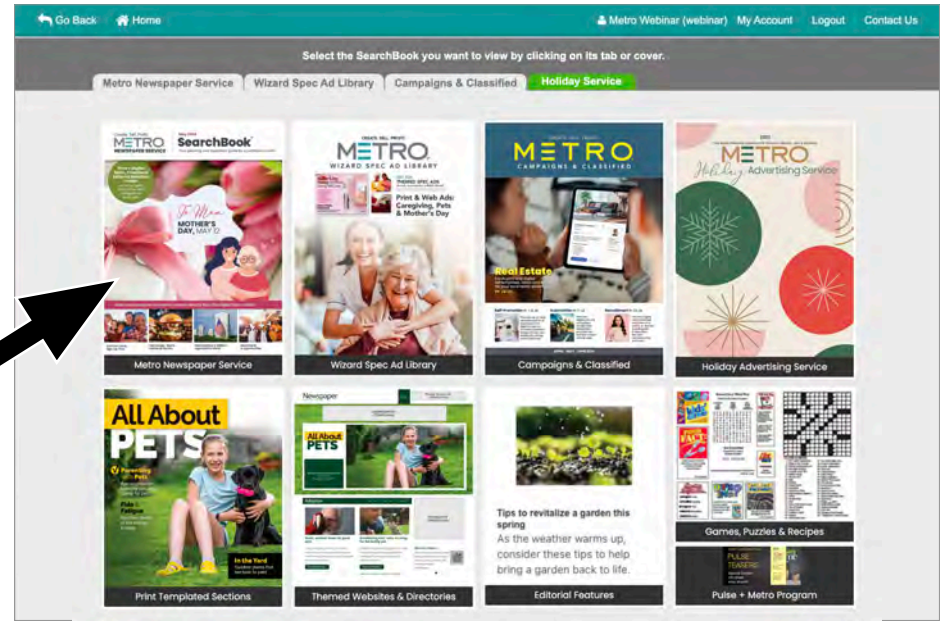
Where Do I Find SearchBooks



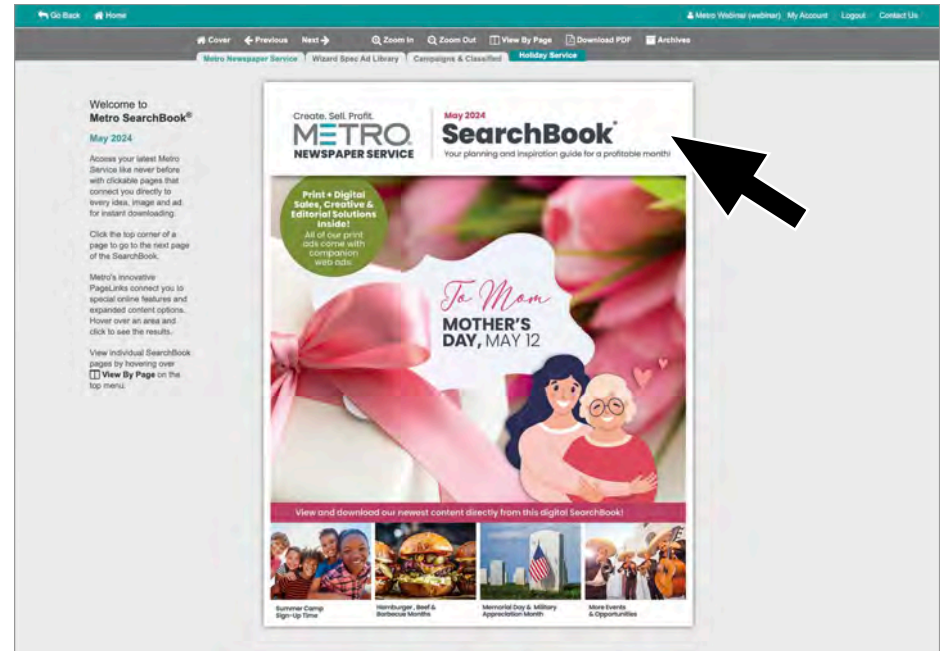
Step 1



Step 2



Step 3



Where Do I Find Sales Ideas of the Week

From the SearchBook

The screenshot shows the SearchBook interface with several advertising templates. A yellow circle highlights the 'Sales Idea of the Week #1' section, which features 'SUMMER CAMPS & ACTIVITIES'. This section includes a main banner for 'Summer Camp & Activity Programs for Kids!', a 'best summer EVER' graphic, and a 'SOCIAL MEDIA POST' for 'Summer Camp & Activity Programs for Kids'. Below the main banner, there are two buttons: 'Click here for SUMMER CAMP IMAGES' and 'Click here for SUMMER CAMP ADS'.

Step 1

From our Email Archive

The screenshot shows the Metro website navigation menu. A yellow circle highlights the 'Support' link in the top right corner. A dropdown menu is open, showing various options. A yellow circle highlights 'Email Ideas & Communications' in the dropdown menu. Other options in the dropdown include 'Contact Us', 'Sign Up', 'Feedback & Requests', 'Browser/Software Requirements', 'Live Training Webinars', 'Metro Quick Tour', 'Sales Ideas & Training', and 'Video Tutorials'. Below the dropdown, there are sections for 'CREATIVE LIBRARY' and 'EDITORIAL LIBRARY' with 'Access' buttons.

Step 2

The screenshot shows the 'RECENT EMAILS' section in the Metro website. A yellow box highlights the 'EMAIL IDEAS & COMMUNICATIONS' section, which includes 'What's New This Week' and 'New Print & Digital Special Section: WOMEN'S HEALTH'. Other emails shown include 'News, Updates & Special Offers Need More Hands on Deck?' and 'January 25th Webinar Recording Launch Your Own Events Commerce Business'.

Where Do I Find

Print Ad Templates

Use Filters like the "Print Ad Type" menu to narrow your search

- ✓ All
- Adscape/Shaped
- Calendar
- Campaign
- Coloring Pages
- Contest
- Coupon Page
- Covers
- Directory/Multiple Advertiser
- Grocery/Market
- Infographics
- Marketing: Advertiser Promotions
- Marketing: Contest Promotions
- Marketing: Section Promotions
- Marketing: Subscription Promotions
- Marketplace
- Quick Sell Page
- Religious/Spiritual
- Single Sheet
- Themed Event Package
- Top Ad Sales Prospects

The screenshot shows the METRO Creative Library interface. The 'Creative Library' tab is highlighted in the top navigation bar. The search results page displays a grid of various print ad templates, including advertisements for 'Go Ahead, Make His Day', 'Tub Rentals', 'Sweet Shop', 'Fun Coloring Book', and 'Wine & Tapas'. On the left side, there is a search filter panel with several sections:

- SEARCH**: Includes a search bar, 'keywords / file name', 'not these keywords', 'sort by: Best Match', and 'Preferences'.
- Exact match**: Includes 'Reset Search' and 'Search Help'.
- Search Source**: Includes 'Images' and 'Spec Ads & Section Covers' (which is checked).
- FILTERS**: A section containing several filter categories:
 - Color Filters**: Includes 'Color + Black & White', 'Color' (checked), and 'Black & White'.
 - Shape Filters**: Includes 'Horizontal + Vertical' (checked), 'Horizontal', and 'Vertical'.
 - Spec Ads & Covers Filters**: Includes 'Print' (checked), 'Print with Web/Mobile', 'Web/Mobile', 'Print Ad Size' (set to 'All'), and 'Print Ad Type' (set to 'All').
 - Other filters: 'Include material before 2009', 'With InDesign only', and 'Customizable in Wizard'.

Where Do I Find

Web Ad Templates

Select "Web/Mobile" from Spec Ads & Covers Filters. Optional: choose a size

- ✓ All Sizes
- Skyscraper (160x600)
- Rectangle (300x250)
- Leaderboard (728x90)
- Mobile Banner (300x50)
- Mobile Wide Banner (320x50)

The screenshot shows the METRO website interface. The 'Creative Library' tab is highlighted in the top navigation bar. The search results are for 'Spec Ads & Covers' (19746 results). The left sidebar contains filters for 'Spec Ads & Section Covers', 'Color Filters', 'Shape Filters', and 'Spec Ads & Covers Filters'. The 'Spec Ads & Covers Filters' section is highlighted with a yellow box, and the 'Web/Mobile' option is selected. Below this, a list of ad sizes is provided, with 'All Sizes' selected. The main content area displays a grid of various ad templates, including 'Go Ahead, Make His Day' for Redwoods Restaurant, 'Tubs Rentals' for River's Edge Rentals, 'Thanks, Dad!' for General Retail Store, and 'Warm Memories Made Here' for Campground & RV Park.

Where Do I Find

Images

Use Filters like the “Image Type” menu to narrow your search

- ✓ All
- Ad Starter
- Background
- Border
- Burst
- Cartoon
- Coloring Panels
- Frame
- Heading
- Icon Set
- Line Art
- Object
- Photo
- Retro
- Social Media
- Swirl
- Tone Art

The screenshot shows the METRO Creative Library search interface. The top navigation bar includes 'SearchBook', 'Home', 'Metro Webinar (webinar)', 'My Account', 'Logout', and 'Contact Us'. The main navigation bar features 'METRO CREATE. SELL. PROFIT.' and various categories: Search, Creative, Editorial, Sales, Websites, Forum, Calendar, About, and Support. Below this, a secondary navigation bar highlights 'Creative Library' (circled in yellow) along with other options like Editorial Library, Sales, Websites & Directories, Templated Sections, MiAD Wizard, ADS On Demand, Projects, and Lightbox.

The search interface includes a search bar with the text 'keywords / file name' and 'not these keywords'. Below the search bar, there are options for 'Exact match', 'Reset Search', and 'Search Help'. A 'Search Source' section shows 'Images (139427)' selected (highlighted in yellow) and 'Spec Ads & Section Covers' unselected. A 'FILTERS' section (highlighted in yellow) includes:

- Include material before 2009
- Color Filters**
 - Color + Black & White
 - Color
 - Black & White
- Shape Filters**
 - Horizontal + Vertical
 - Horizontal
 - Vertical
- Image Filters**
 - Image Type: All (highlighted in yellow)
 - Image Format:
 - Vector/EPS
 - TIFF
 - JPEG

The search results show a grid of 18 image thumbnails, including various Father's Day-themed illustrations and photos. The page indicates 'sort by: Best Match' and 'Page 1 of 2789'.

Where Do I Find

Social Media Images

Select "Social Media" from the Image Type menu

- ✓ All
- Ad Starter
- Background
- Border
- Burst
- Cartoon
- Coloring Panels
- Frame
- Heading
- Icon Set
- Line Art
- Object
- Photo
- Retro
- Social Media**
- Swirl
- Tone Art

The screenshot shows the METRO website search interface. The top navigation bar includes 'SearchBook', 'Home', 'Metro Webinar (webinar)', 'My Account', 'Logout', and 'Contact Us'. The main navigation bar contains 'Search', 'Creative', 'Editorial', 'Sales', 'Websites', 'Forum', 'Calendar', 'About', and 'Support'. Below this is a secondary navigation bar with tabs for 'Creative Library', 'Editorial Library', 'Sales', 'Websites & Directories', 'Templated Sections', 'MIAD Wizard', 'ADS On Demand', 'Projects', and 'Lightbox'. The 'Creative Library' tab is highlighted with a yellow circle. The search area includes a search bar with 'keywords / file name' and 'not these keywords' options, a 'Search' button, and a 'Search Source' section where 'Images (139427)' is selected. The 'FILTERS' section includes 'Include material before 2009', 'Color Filters' (Color checked), 'Shape Filters' (Horizontal + Vertical checked), and 'Image Filters' where 'Image Type' is set to 'All'. The search results are displayed in a grid of 15 image thumbnails, including 'Comedy SHOW', 'Tickets Now on SALE', 'Support LOCAL THEATER', 'Out of This World!', 'Need Your Space?', 'Planetarium NOW OPEN', and 'HAPPY FATHER'S DAY SALE'.

Thank You!

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Bethany Weidenhammer - bethany@metro-email.com

METRO[®]