

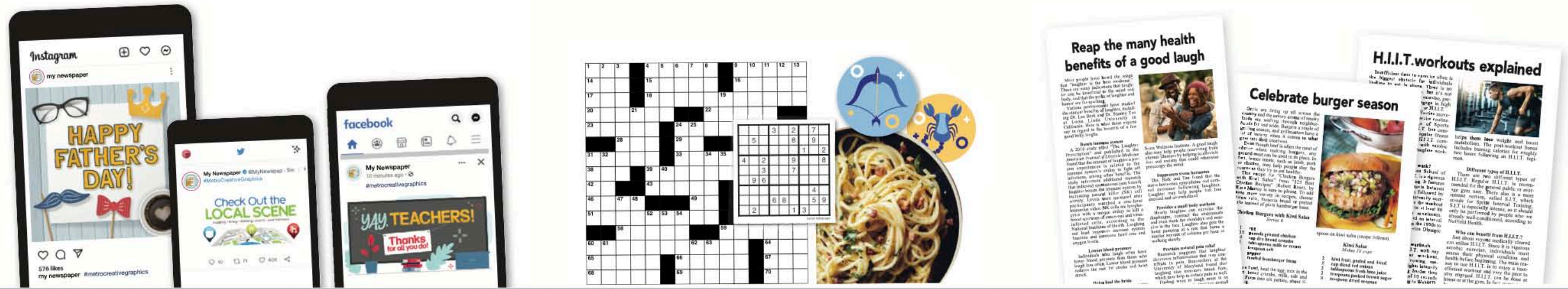


Every Benefit You Didn't Know You Have:



30 Minutes to Making the Most of Your Metro Subscription!

Bethany Weidenhammer - Client Services Specialist
Darrell Davis - Vice President of Creative Services





METRO

Every Benefit You Didn't Know You Have:

Metro Newspaper Service Subscriber Benefits


Monthly Interactive SearchBook®


Welcome to
Metro SearchBook®

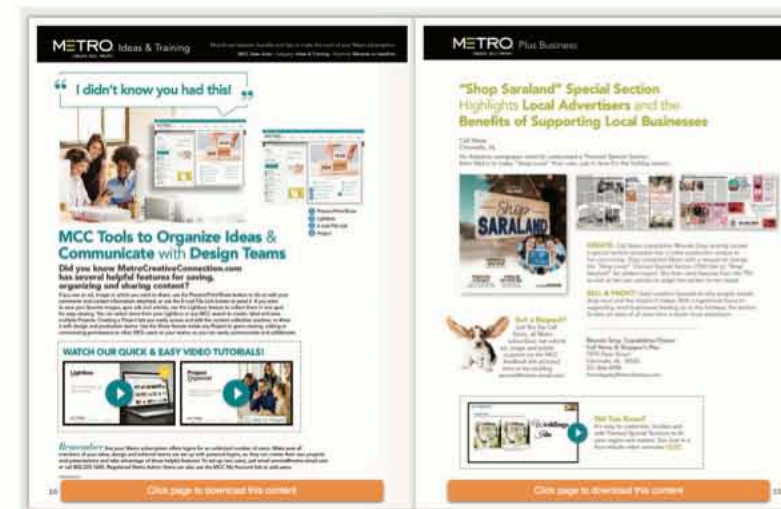
February 2023

Access your latest Metro Service like never before with clickable pages that connect you directly to every idea, image and ad for instant downloading.

Click the top corner of a page to go to the next page of the SearchBook.

Metro's innovative HoverLinks connect you to special online features and expanded content options. Hover over the  icon and see the results.

View individual SearchBook pages by hovering over  **View By Page** on the top menu.





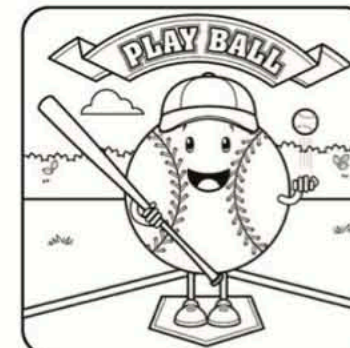
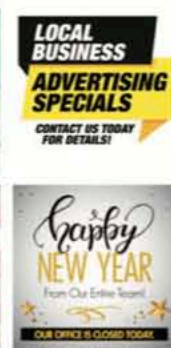
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Every Benefit You Didn't Know You Have:

Metro Newspaper Service Subscriber Benefits

Creative Library Spec Ads & Images

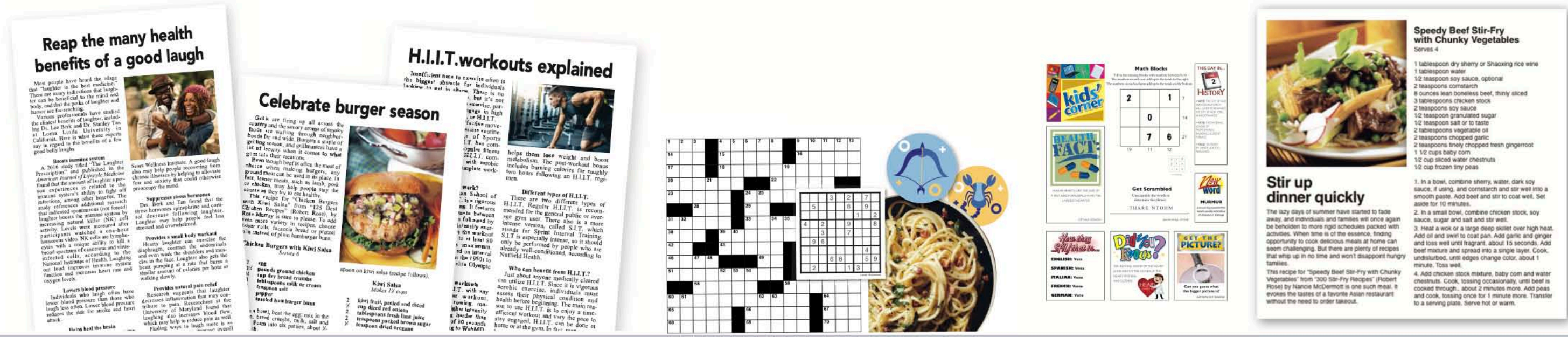
- Spec ads for every event, holiday and advertiser category
- Stock-quality photos, including hi-res files
- Vectored art, retro art, backgrounds, headings and icon sets
- Unlimited downloads for an unlimited number of users
- Ads in QuarkXPress® and InDesign® formats
- Corresponding web ads for top advertisers
- New content added weekly



Metro Newspaper Service Subscriber Benefits

Editorial Library Features

- Copyright-free, non-branded articles and recipes
- Use in print and online sections, pages and native advertising
- Popular topics including home improvement, car care, health and wellness, pets, holidays and cooking
- Social media messaging for every article
- Sponsor-ready games and puzzles including horoscopes, crosswords, sudoku, word finds & Kids Corner





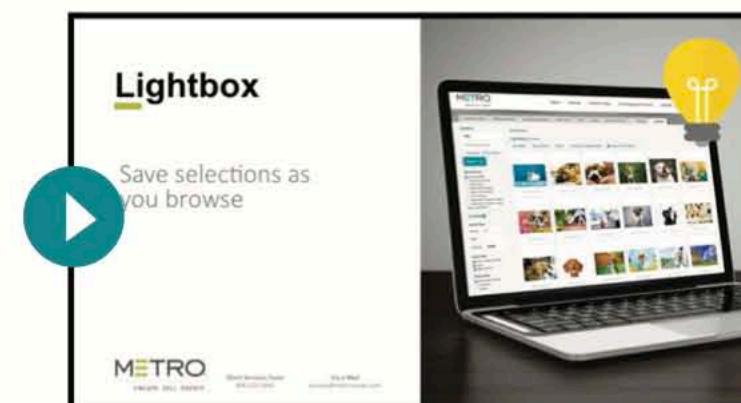
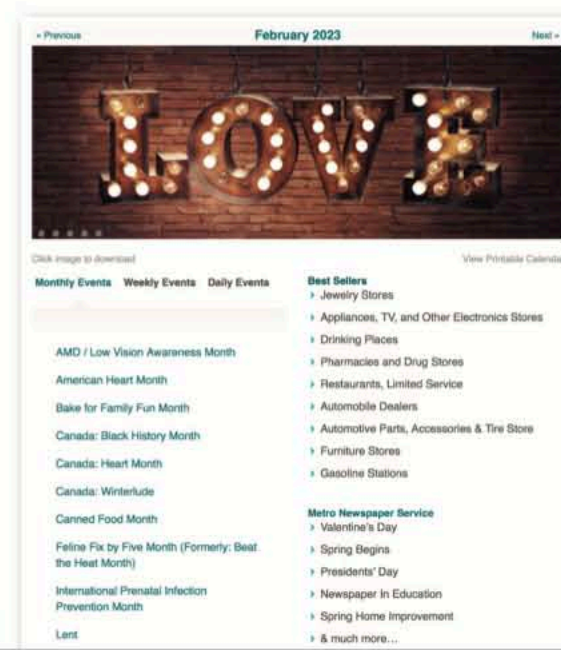
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Every Benefit You Didn't Know You Have:

Metro Newspaper Service Subscriber Benefits

Selling & Planning Tools

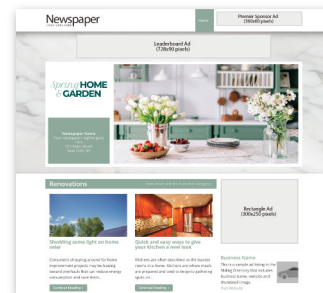
- Monthly calendar of events and promotional opportunities
- Live webinars and recorded training videos
- Custom ad, image and editorial content requests
- Industry success stories from peer publications
- Weekly sales and creative tips, tools and highlights
- Ideas, training and sales article library



ADD-ON services

Additional Revenue Expansion Resources

- Campaigns & Classified
- Wizard Spec Ad Library
- Themed Special Sections (TSS)
- Themed Websites & Online Directories
- Holiday Advertising Service
- MiAD® Wizard
- Automotive Photo Library
- Logos & Trademarks Library
- Food & Dining Library
- ADS On Demand (AOD)





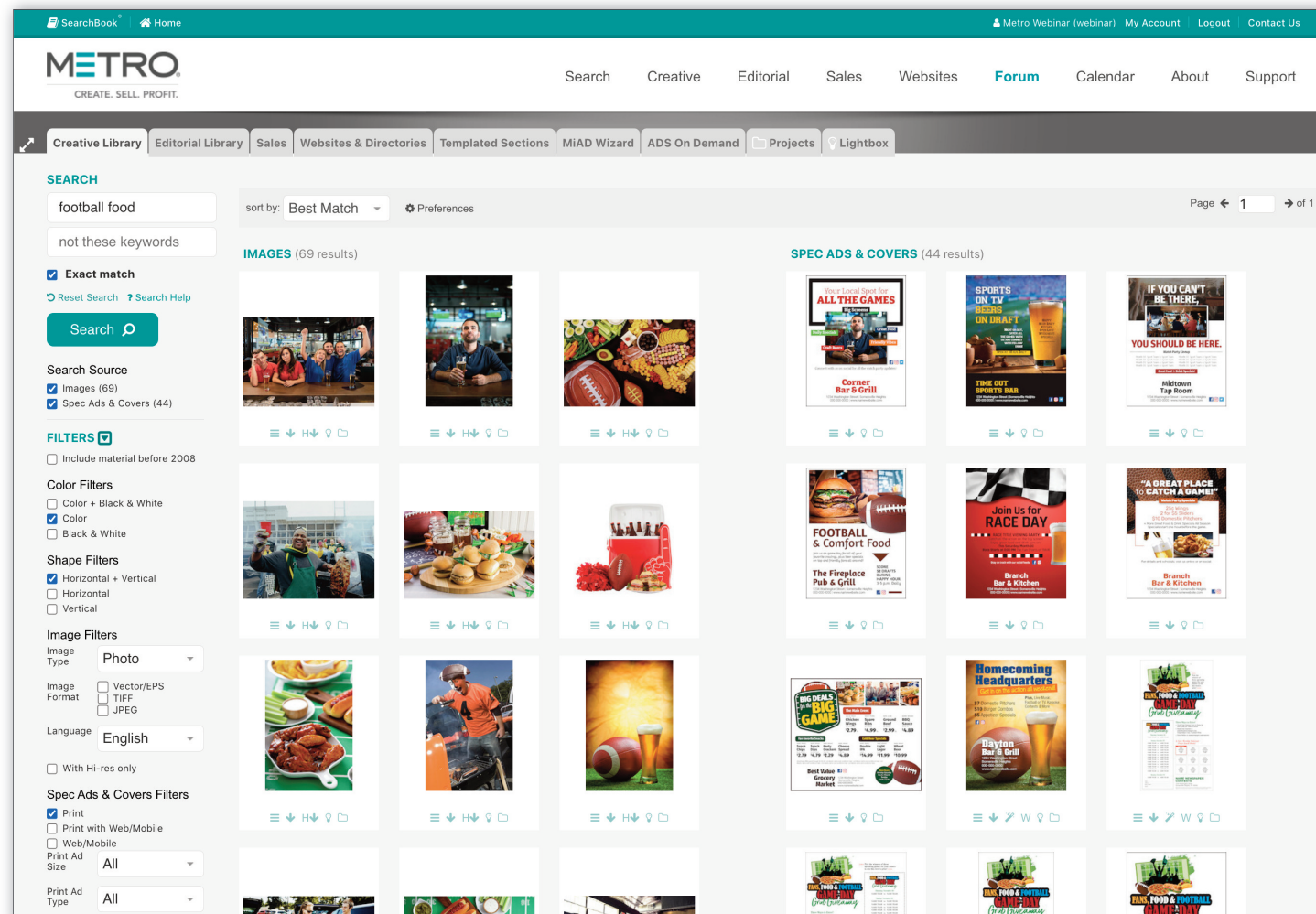
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Every Benefit You Didn't Know You Have:

Metro Creative Connection Features & Tools

Metro Creative Connection

- Where to Find Things
- Search Tools & Filters
- Organization & Teamwork
- Support





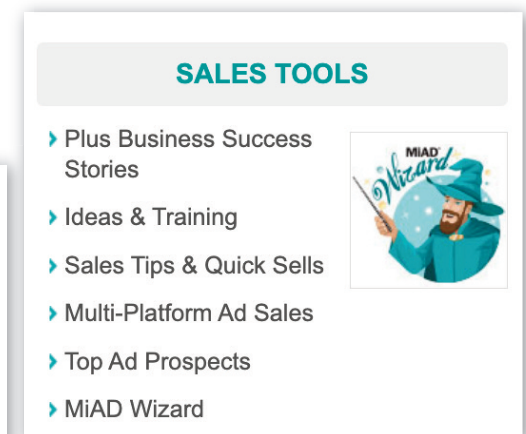
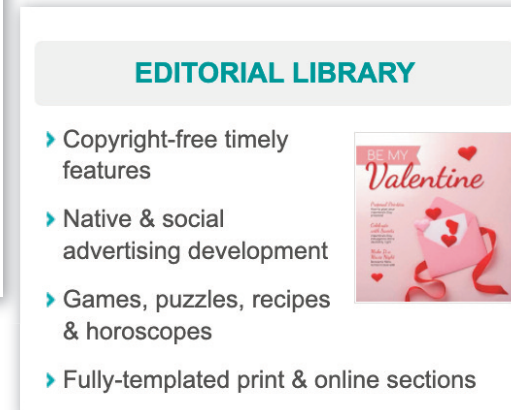
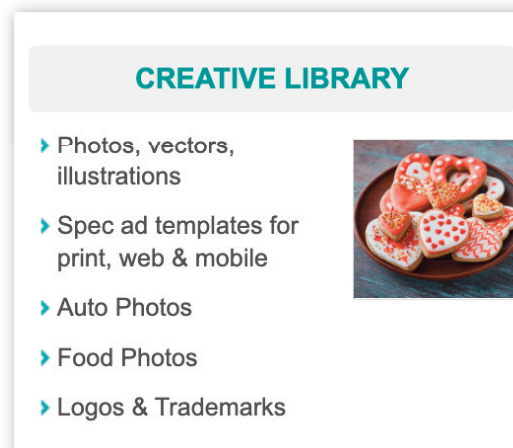
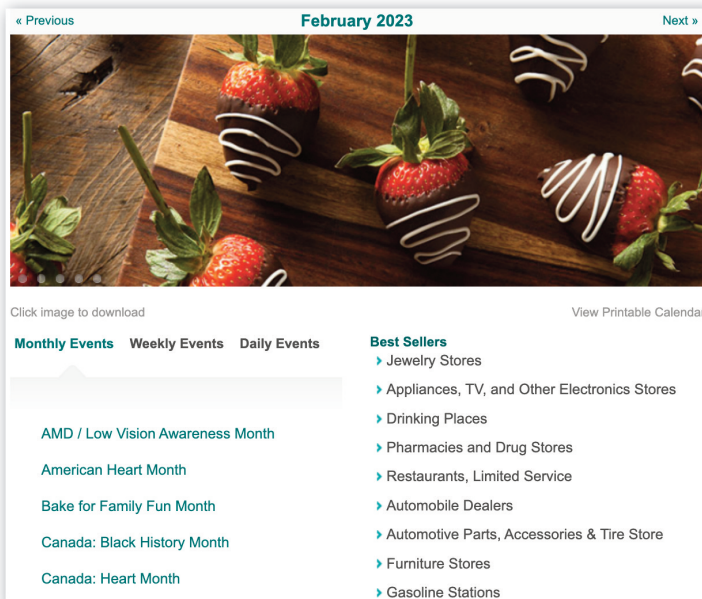
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Every Benefit You Didn't Know You Have:

Metro Creative Connection Features & Tools

Where to Find Things

- **SearchBooks®** - Top left corner of MCC and Creative & Sales Tools Library splash pages
- **Planning & Promotions Calendar** - "Calendar" menu at top right of MCC and Sales Tools splash page
- **Creative Library** - Images, Social Media Posts
- **Also Creative Library** - Ad Templates (print + digital), Covers, Contests, Share Pages
- **Editorial Library** - Copyright-free Editorial Features, Puzzles, Games, Horoscopes & Recipes
- **Sales Tools Library** - Images, Ad Templates, plus Sales Tips, Ideas & Training Articles, Plus Business Success Stories





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Every Benefit You Didn't Know You Have:

Metro Creative Connection Features & Tools

Search Tools & Filters

- **Preferences** - Sort your results, choose the size and number of results, and turn on/off rollover previews and auto search features.
- **"Keyword" & "Not These Keywords"** - Include and exclude words from your search.
- **Exact Match** - Return results that include all of your keywords.
- **Search Source** - Search for Images, Spec Ads/Covers or both at the same time.
- **Archive** - Find older images/ads that have been archived (15+ years old).
- **General Filters** - Narrow your search by color and shape.

sort by: Best Match ▼

⚙ Preferences

Image Size medium ▼

Items Per Section 200 ▼



Rollover Preview

Auto search

off ▼

SEARCH

keywords / file name

not these keywords

☐ **Exact match**

[↺ Reset Search](#) [? Search Help](#)

Search 🔍

Search Source

☒ Images (1025)

☒ Spec Ads & Covers (911)

FILTERS ▼

☐ Include material before 2008

Color Filters

☐ Color + Black & White

☒ Color

☐ Black & White

Shape Filters

☒ Horizontal + Vertical

☐ Horizontal

☐ Vertical

Metro Creative Connection Features & Tools

Search Tools & Filters - Images and Spec Ad/Covers

- **Image Type** - Choose an image type (photo, heading, background, etc.).
- **Image Format** - Choose Vector/EPS, TIF or JPEG (JPEGs are social media posts).
- **Language** - We have headings in English, Spanish and French.
- **High-resolution** - Filter for photos that have a high-resolution version available (300 dpi RGB JPEG).
- **Spec Ad & Cover Filters** - Specify print ads, print ads with coordinating digital ads or just digital ads.
- **Print Ad Size** - Narrow your search by the number of columns.
- **Print Ad Type** - Choose from different types of templates (cover, contest, etc.)

Spec Ads & Covers Filters

☒ Print

☐ Print with Web/Mobile

☐ Web/Mobile

Print Ad Size

All

Print Ad Type

All

☐ With InDesign only

☐ Customizable in Wizard

All

Ad Starter

Background

Border

Burst

Cartoon

Coloring Panels

Frame

Heading

Icon Set

Line Art

Object

Photo

Retro

Social Media

Swirl

Tone Art

All

Adscape/Shaped

Bonus Ideas/Covers

Calendar

Campaign

Coloring Pages

Contest

Coupon Page

Directory

Grocery/Market

Infographics

Marketplace

MetroBiz

Multiple Advertiser

Multiple Listing

Quick Sell Page

Religious/Spiritual

Self-promotion (Marketing)

Single Sheet

Themed Event Package

Top Ad Sales Prospects



Image Filters

Image Type

All

Image Format

☐ Vector/EPS

☐ TIFF

☐ JPEG

Language

English

☐ With Hi-res only





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Every Benefit You Didn't Know You Have:

Metro Creative Connection Features & Tools

Search Tools & Filters - Editorial and Sales Tools

- **Editorial Filters** - Filter by issue year, month, and/or category.
- **Puzzles, Games & Recipes** - Select one or multiple from the list.
- **Sales Tools Filters** - Images, ads, success stories, training articles, sales ideas.

SEARCH

keywords / file name

not these keywords

☐ Exact match

[Reset Search](#) [Search Help](#)

Search

Search Source

- ☐ Images
- ☐ Spec Ads & Covers
- ☒ Plus Business Stories
- ☒ Ideas & Training
- ☒ Sales Ideas



SEARCH

keywords / file name

not these keywords

☐ Exact match

[Reset Search](#) [Search Help](#)

Search

Search Source

- ☒ Individual Features
- ☐ Templated Print Sections

FILTERS

Issue year **All**

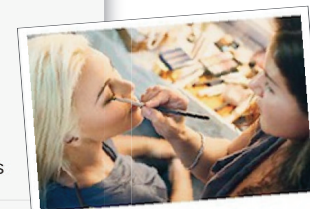
Issue month **All**

Category (Select 1 or more)

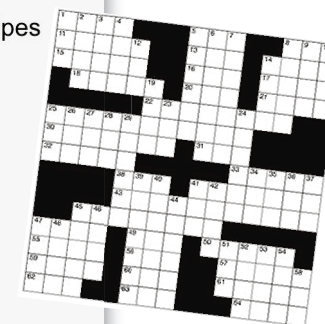
All
Agriculture
Automotive
Beauty/Grooming
Boating
Books

Puzzles, Games & Recipes

- ☐ Bonus Weekly
- ☐ Canadian Kids Corner
- ☐ Crosswords
- ☐ Crypto Fun
- ☐ Guess Who
- ☐ Horoscopes
- ☐ Kids Corner
- ☐ Metro Sudoku
- ☐ Recipes
- ☐ Word Scramble
- ☐ Word Search



Tips for choosing a wedding makeup artist
When shopping around for makeup artists, couples with limited knowledge of what to





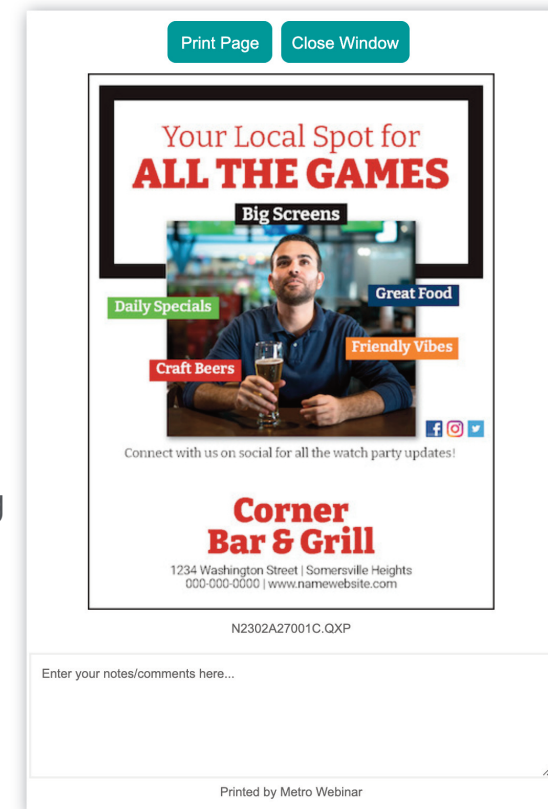
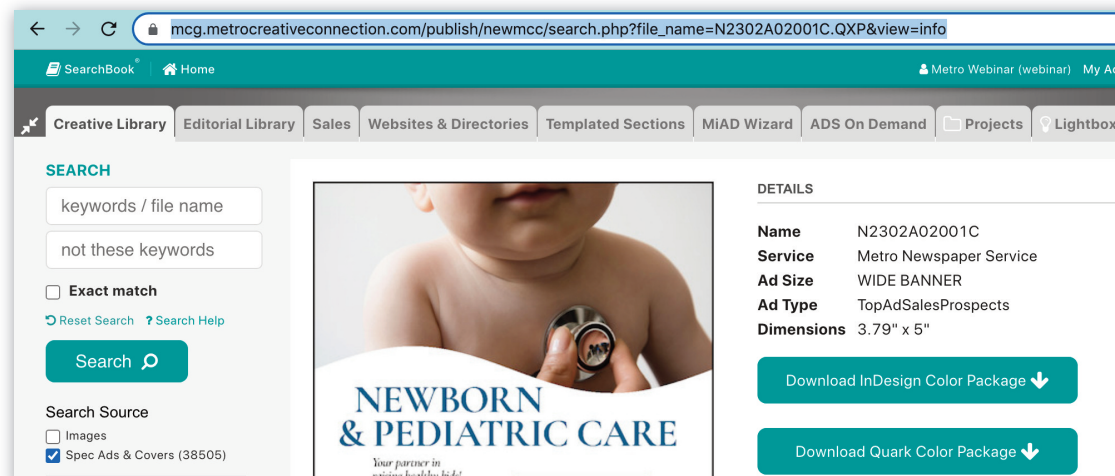
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Organization & Teamwork

- **Lightbox** - Save ideas for future reference or downloading.
- **Project Organizer** - Save and organize ideas in different Projects for future reference, downloading or to share internally.
- **View PDF** - Preview, print or send low-resolution PDF to a client for review.
- **Print/Present/Share** - Preview, print or send a presentation to a client for review or internally with instructions. Presentations include Metro filename, user's name, and area to include notes.
- **Email File Link** - Share a link directly to a file on MCC by email with your team.
- **More Options Page** - Copy the URL for the page and paste it into an email or online ordering system to share a file on MCC with your team.





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Support

- [Contact Us](#) - Reach out to Metro's Client Services Team - real, live people!
- [Feedback/Requests](#) - We listen to your feedback and take requests.
- [Email Archive](#) - Catch up on any of the idea-filled emails you may have missed.
- [Webinars](#) - Join one of our scheduled webinars or schedule one for you or your whole staff. They're always FREE!
- [Video Tutorials](#) - Learn at your own pace with videos for everything Metro.
- [Forum](#) - Ask questions, share and collaborate with Metro and other Metro users.
- [Revenue Development Services](#) - An overview of our creative, editorial and ad sales resources.



METRO All About Ads
Spec Ads Sell!

Metro makes it easy for you to always have the spec ads you need to close a sale

Watch later Share

Perfect Your Drip
Perfect Your Drip
Perfect Your Drip
Perfect Your Drip

Open for Lunch & Dinner
Fresh and delicious burgers, fries, salads, sandwiches, and chef's specialties for your everyday enjoyment!

Kettle Cafe
1021 Broadway, Suite 100, New York, NY 10003
(212) 693-1234

Family Night at the Movies
Make Movie Magic
Make Movie Magic

PRIZE WINNING FASHION
Make Movie Magic
Make Movie Magic

Watch on **YouTube**

Via e-Mail
service@metro-email.com

RECENT EMAILS

WHAT'S NEW THIS WEEK
Sell It Now: The Big Game

WHAT'S NEW THIS WEEK
Time to Register! 30-Minute MUST-SEE Webinar

WHAT'S NEW THIS WEEK
February SearchBooks

EMAIL IDEAS & COMMUNICATIONS
Click on any category to see and access related emails.

What's New This Week +

New from the Idea Bank +

I Didn't Know You Had This +

News, Updates & Special Offers +

FORUMS

Creative Space
Being Creative With Images and Designs

Sales Tools
Find and Share Revenue-generating Sales Ideas

Editorial Support
Features, sections, games, recipes and more

Digital Spotlight
Discuss & Share What's Working Online & On Social

Questions & Requests
Ask Questions, Request Content & Tell Us How We Can Help

Testimonials
Shared experiences from clients making the most of Metro's support and resources

Thank You!

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800-223-1600 • service@metro-email.com

