# Take Sales Higher With

Now there's nothing limiting you from capturing every sales opportunity, under any circumstances. ADS On Demand is the answer to your most frequent ad production challenges, delivering cost-effective custom print, web and mobile ads when you need them most with fast turnaround, no minimums and no long-term contracts.

### **Digital**

Offer clients professional, customized web ads and pages, including animated and interactive designs, to expand ad sales without expanding your current staff.



### **Everyday Ad Needs**

Order fresh custom print ads or create campaigns for any advertiser, anytime with simple per-ad pricing starting as low as \$15 and a convenient online order system to place and track your requests.



## **Special Projects**

Get the support you need to produce high-ad-volume special sections and niche publications anytime with on-demand ad creation from a talented team of diverse design professionals.

**AD** 



# Staffing Challenges

Enjoy peace of mind knowing you can always get the quality ads and designs you need to impress clients - on demand and on deadline even when short-staffed or during holidays.



Metro Creative Graphics, Inc.

800.223.1600 service@metro-email.com

www.metrocreativeconnection.com

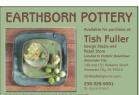
#### **PRINT ADS**

Whatever the size or level of complexity, AOD delivers compelling print ad designs to meet all client specifications and deadlines.











#### **MULTIPLE-LISTING ADS**

One of the most valuable yet time-consuming layouts to produce, AOD can quickly fulfill the need for these highly lucrative designs.





#### **CAMPAIGNS**

Let AOD help you turn single ads into more lucrative campaigns, and watch ad sales grow as you develop longerterm commitments from your advertisers.





#### **SPECIAL PROJECTS**

Let AOD absorb the extra ad design work that comes with high-ad-volume sections, so you can maximize sales and still meet final deadlines.











**WEB & MOBILE ADS** These ads run the gamut from

static designs to complex ani-

mated and interactive fea-

tures, helping you expand digital ad options and sales.





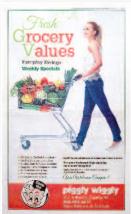
### $\mathsf{METRO}$ Plus Business

#### **METROFEATURE**













For more information, contact Diane Everson, Publisher, The Edgerton Reporter, Edgerton, Wisconsin, at ereport@ticon.net.

### SMALL-TOWN WEEKLY NETS HUGE RESULTS with Metro's ADS On Demand

The Edgerton Reporter **EDGERTON, WISCONSIN** 

■ When Diane Everson, Publisher of The Edgerton (Wisconsin) Reporter first heard about ADS On Demand®, Metro's on-call ad creation service, she didn't give it much thought. After all, why would a weekly newspaper with 2,900 subscribers, serving a town of just over 5,000 people, need overnight ad creation? But when the publication made the leap to offering four-color photos and graphics on every page in 2012, Edgerton businesses responded so enthusiastically that its advertising department was swamped with requests for four-color ads.

"At that time," explains Everson, "we weren't experienced in turning out four-color ads quickly and couldn't keep up with the volume. I remembered what I had heard about ADS On Demand and decided we'd give it a try. It was just wonderful, and we've been using it ever since." Since their early forays into producing four-color ads in 2012, Edgerton Reporter staffers have discovered additional benefits to the overnight ad creation service. Each spring, the newspaper publishes its "Annual Lakes Guide," a special section that targets both residents and summer visitors to the area and offers information about all of the recreational options available. At first, the newspaper's design staff turned to ADS On Demand only for help with large layouts or when they found themselves in a time crunch. But by year two, reports Everson, they were turning to ADS On Demand daily to create spec ads for prospective clients.

Recalls Everson, "When we had opportunities to call on businesses new to our publication, we really saw how useful the service is. Often, we would simply send in the elements we wanted in the ad — the logo, maybe a photo — and described the look and feel we were after. Then, the next morning, we would have these creative, four-color layouts waiting for us. And it was so much easier to sell

to new advertisers when they could see what they were buying."

In fact, says Everson, ADS On Demand-generated spec ads have been the key to the rapid growth of the publication's "Annual Lakes Guide" over the past two years — from 88 to 120 pages — and for the section winning a first-place award for its category from the National Newspaper Association in 2012.

"Our Lakes edition is our one opportunity to sell outside of town and approach new advertisers," she adds. "Even though the section is well known throughout the area, it's still so much better to have something to show. Last year, I showed them only full-page spec ads and even though a lot of them didn't sell, people were very impressed and many ended up purchasing ads in the section. And the credit for that belongs to Metro and ADS On Demand."

The Edgerton Reporter also turned to ADS On Demand for help with an editorial layout. The article focused on birding in the Edgerton area and included both copy and photos of many local species of birds. With the section's deadline fast approaching, there wasn't enough time for staffers to do the kind of page layout they envisioned. They simply submitted the text and photos to Metro and had a striking and sophisticated page layout in hand in a matter of hours.

Says Everson, "We're so pleased with the results we've gotten with ADS On Demand. It's very reasonably priced for the service we receive and the amount of business that we've been able to generate as a result. With ADS On Demand, there's a lot of potential for our publication, and we plan to make the most of it. We've been using Metro since my parents first bought the paper 60-plus years ago, and we're still pleased as punch."

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