

Creative & Advertising Showcase:

TOPics That Sell

METRO
Advertising Service

Timely New Templates, Images, Editorial & Ideas to Plan & Grow Revenue Faster >>



New content, sales opportunities and creative ideas to target more monthly revenue!



Halloween Season

Halloween ad spending starts as early as August and peaks through October. Get inspired by new ad and page templates and heading designs, and organize your picks with the Favorites or Projects tool located under your login name at top right corner of our site.

PAGE 06 >



Fall Car Care Month

Car Care Month in October and April opens the door for automotive advertisers to run promotions geared toward protecting vehicle investments and optimizing fuel efficiency with recommended maintenance and guaranteed repair services.

PAGE 08 >



National Fire Prevention Month

Invite businesses to sponsor coverage for Fire Prevention Month and Fire Prevention Week™ in October, from safety pages and kids' puzzles to social media reminders to check smoke alarms and replace batteries.

PAGE 10 >



Breast Cancer Awareness Month

In addition to treatment and patient service advertisers, encourage local businesses to show their support for survivors and prevention with promotions that benefit breast cancer support and awareness organizations.

PAGE 12 >



National Dessert Day | PAGES 16 & 35 >

National Cat Day | PAGE 20 >

First Responders Day | PAGE 21 >

Bullying Prevention Month | PAGE 22 >

National Pumpkin Day | PAGE 23 >

Dental Hygiene Month | PAGE 24 >

World Food Day & Food Bank Week | PAGE 25 >

Women's Small Business Month | PAGE 26 >

Crime Prevention Month | PAGE 27 >

Chiropractic Health & Physical Therapy Months | PAGE 28 >

National Pizza Month | PAGES 34 & 35 >

National Taco Day | PAGE 35 >

Local & State Elections | PAGE 36 >

National Newspaper Week | PAGE 37 >

Canada: Women's History Month | PAGE 40 >

Canada: National Seniors Day | PAGE 41 >

Themed Sections, Websites & Directories



Find Content for American and Canadian Markets

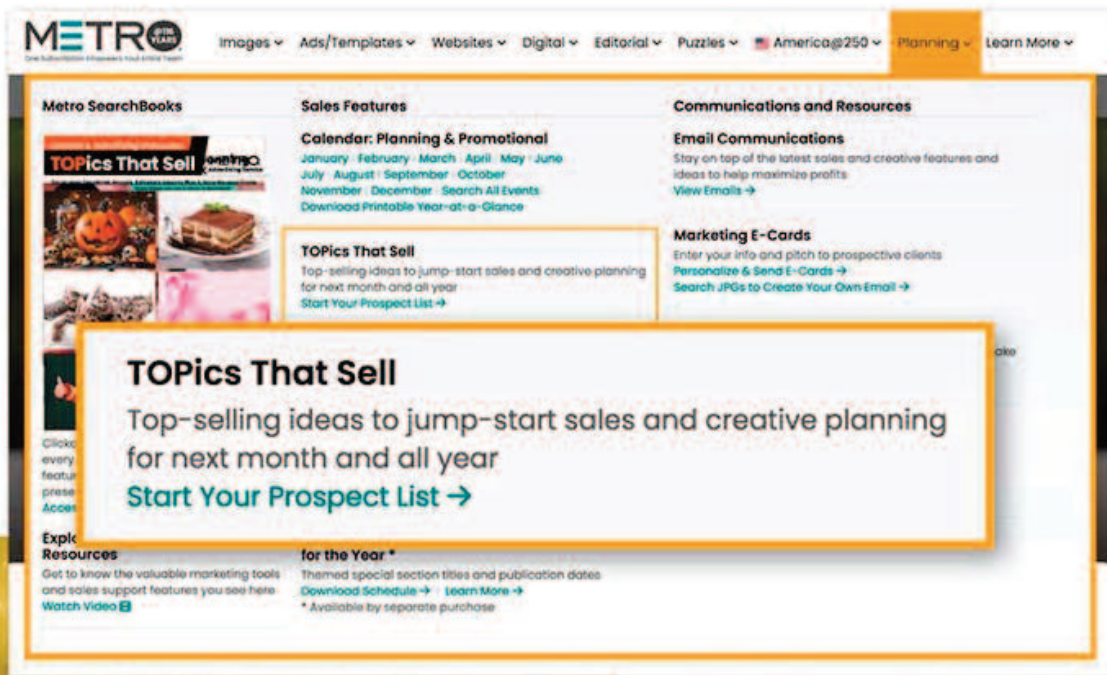
★ MiAD® Wizard Enabled

See how to personalize these spec ads with the Wizard!

We are always posting new content!

★ Keep checking your Metro site for the latest.

Use our **TOPICS THAT SELL** site page to strategically plan for the month ahead and **EXPLORE IDEAS THAT SELL ALL YEAR:**



Check this page often for updates!

Click on any TOPic for the latest templates, images, editorial features and more to engage advertisers and readers around a theme, holiday or event.

TOPICS That Sell for October



- Breast Cancer Awareness Month
- Car Care Month
- Cat Day
- Crime Prevention Month
- Dental Hygiene Month
- Fire Prevention Month
- Halloween

Search Your **Planning Calendar** for More Monthly Events
Open Your **SearchBooks** for More Ideas & Promotions

Locate all of your Metro assets to target top advertisers and sponsors for key topics in one click. Then select any strip (Print Templates, Web Ad Sets, Photos, Editorial, Social Media, Etc.) to expand results for that particular category.



TOPICS That Sell All Year

Please note: This list is work in progress! Check back often for updates.

- Antiques & Vintage
- America@250
- Agriculture & Farming
- Auto Dealerships
- Automotive Services
- Coffee
- Community/Neighborhood
- **New:** Customer Appreciation
- Expos & Conventions
- Finance & Banking
- Garage Sales
- Medical & Health
- Newspaper Marketing
- Pets
- Real Estate
- Restaurants & Bars
- School & Education
- Shop Local
- Sports
- Weddings
- Wellness & Beauty

Search keyword **"calendar"** to find images for every month of the year. Consult the **Planning & Promotional Calendar** under the **Planning** tab at the top of our website for monthly sales opportunities all year.

October 2026

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12 Columbus Day / Indigenous Peoples' Day	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Halloween

Halloween Shop

NOW OPEN

Save 31% Off
any single item when you scan this code

Offer good October 01-01, 2026. List details, terms and conditions here.

Retail Store 1234 Washington Street • Somerville Heights
000-000-0000 • www.namewebsite.com

Go out all out with spooky season essentials for the home and family! Whether you're planning a killer party, creating a costume or making your home the most spirited haunt on the block, we have your boo factor to creep it real.



More on Page 23



More on Page 21



More on
Pages 16 and 35



More on Page 37



More on Page 20



60+ New Articles Every Month, Included in Your Subscription!

**Written by Metro staff, not AI, with no byline needed.
Edit or localize these copyright-free features any way you like!**

Download these new October features, and many more, today:



Inspiring young minds with great gifts

The following are some educational gift ideas that will foster a love of learning.



Master the art of holiday gift wrapping

Wrapping presents takes time, but with practice, anyone can become a gift wrapping whiz.



The reasons to stay local when shopping this holiday season

There's plenty of reasons to look local when buying gifts for loved ones during the holiday season.



Possible early warning signs of cancer

Early detection can be lifesaving, and these are some potential early warning signs that should be taken seriously.



Can adolescents reduce lifetime breast cancer risk?

Adolescents may not be thinking about preventive health care, but that should not stop them from educating themselves about how they can lower their overall lifetime risk of developing breast cancer.



Breast cancer screening FAQ

It's not uncommon for women of all ages to have questions about breast cancer screening.



The risk of flooding has intensified

According to research from NASA, the proportion of people across the globe living in flood-prone areas has risen to 24 percent since 2000.



Physical therapy helps people avoid surgery

By targeting structural mechanics, restoring tissue mobility, and addressing underlying movement dysfunctions, physical therapy frequently can resolve complex medical conditions without the risks, costs, and down time associated with surgery.



Subtle signs of bullying

Caregivers and parents can look for these subtle indicators that bullying is taking place.



Common hurdles faced by small businesses

Understanding the potential obstacles that small businesses face can help guide aspiring entrepreneurs.



Early season matchups NFL fans can get excited about

As the action on the gridiron picks up, these are some of the games over the first four weeks of the season that might compel fans to clear their schedules.



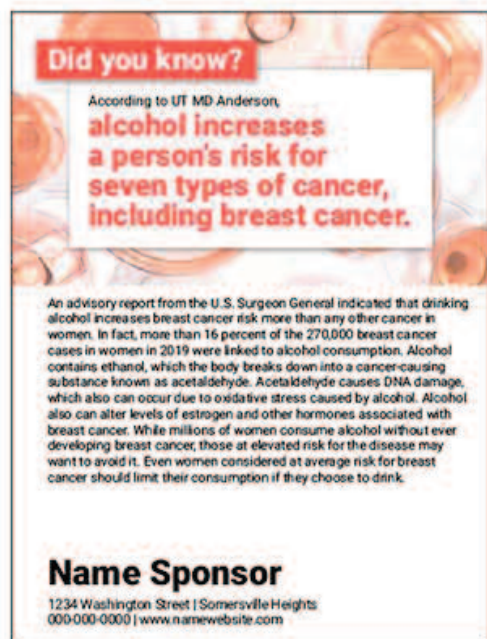
Long-term benefits of getting braces

When considering whether or not to get braces, people should know that getting them can provide a host of long-term benefits.

Click Copyright-Free Editorial Features under the Editorial tab at the top of our website to find these articles.

Sell ad sponsorships with engaging editorial mini features!

Locate them by using the Template Type filter to select
Ad Spot Fillers from the Editorial Templates accordion menu.



Did you know?

According to UT MD Anderson, **alcohol increases a person's risk for seven types of cancer, including breast cancer.**

An advisory report from the U.S. Surgeon General indicated that drinking alcohol increases breast cancer risk more than any other cancer in women. In fact, more than 16 percent of the 270,000 breast cancer cases in women in 2019 were linked to alcohol consumption. Alcohol contains ethanol, which the body breaks down into a cancer-causing substance known as acetaldehyde. Acetaldehyde causes DNA damage, which also can occur due to oxidative stress caused by alcohol. Alcohol also can alter levels of estrogen and other hormones associated with breast cancer. While millions of women consume alcohol without ever developing breast cancer, those at elevated risk for the disease may want to avoid it. Even women considered at average risk for breast cancer should limit their consumption if they choose to drink.

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

PASS 2 col x 5



Did you know?

Millions of dogs enter shelters and rescues in the United States each year.

According to the ASPCA™, 2.8 million dogs entered shelters and rescues in 2025. While the ASPCA™ reports euthanasia rates for shelter dogs decreased by 7 percent between 2024 and 2025, 320,000 dogs were still euthanized in 2025. Dogs, and large dogs in particular, also are spending more time in shelters than they were as recently as five years ago. The extended time in shelters has led to issues concerning shelter capacity, as many facilities have limited space for new animals. Prospective dog owners are urged to consider adoption when looking for a dog, as adoption can help prevent euthanasia and alleviate space issues at local shelters. Adoption also tends to be less expensive than purchasing a dog directly from a breeder.

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

PASS 2 col x 5



Did you know?

Fall is one of the best times to buy a car.

Fall may be the best time to pick apples, carve jack-o'-lanterns, and get cozy in warm sweaters. It also is one of the best times of the year to buy a car. According to U.S. News & World Report, dealerships deeply discount outgoing previous-year models beginning in October. This approach clears space for incoming inventory, which is released in late summer or early fall. Shopping during this window will give buyers a better selection, says the Oklahoma Central Credit Union. Fall also is a busy time when students return to school and families return to juggling hectic schedules. Come fall, some people also have their eyes on the upcoming holiday season, so fewer shoppers may be looking to take on a car loan. That lower demand can work in favor of buyers who are in the market for a vehicle and a good deal.



Did you know?

According to UT MD Anderson, **alcohol increases a person's risk for seven types of cancer, including breast cancer.**

An advisory report from the U.S. Surgeon General indicated that drinking alcohol increases breast cancer risk more than any other cancer in women. In fact, more than 16 percent of the 270,000 breast cancer cases in women in 2019 were linked to alcohol consumption. Alcohol contains ethanol, which the body breaks down into a cancer-causing substance known as acetaldehyde. Acetaldehyde causes DNA damage, which also can occur due to oxidative stress caused by alcohol. Alcohol also can alter levels of estrogen and other hormones associated with breast cancer. While millions of women consume alcohol without ever developing breast cancer, those at elevated risk for the disease may want to avoid it. Even women considered at average risk for breast cancer should limit their consumption if they choose to drink.

6 x 6"



Did you know?

Millions of dogs enter shelters and rescues in the United States each year.

According to the ASPCA™, 2.8 million dogs entered shelters and rescues in 2025. While the ASPCA™ reports euthanasia rates for shelter dogs decreased by 7 percent between 2024 and 2025, 320,000 dogs were still euthanized in 2025. Dogs, and large dogs in particular, also are spending more time in shelters than they were as recently as five years ago. The extended time in shelters has led to issues concerning shelter capacity, as many facilities have limited space for new animals. Prospective dog owners are urged to consider adoption when looking for a dog, as adoption can help prevent euthanasia and alleviate space issues at local shelters. Adoption also tends to be less expensive than purchasing a dog directly from a breeder.

6 x 3.15"

Do you have an empty ad spot to fill?

Ad Spot Fillers provide engaging editorial content as image files you can instantly drop into unsold ad spots.

Find them under the Image Category filter of our website.



Did you know?

The American Academy of Orthodontists® **recommends that children complete their first checkup with an orthodontist by age seven.**

This age is good for a first consultation because many children at this point have a mix of baby and permanent teeth, which offers the examining orthodontist considerable insight. But the AAO also notes that parents need not wait until a child is seven if they have any concerns or notice anything they might think is unusual regarding their child's teeth. Difficulty chewing or biting, mouth-breathing, jaw shifting or clicking, cheek biting, facial imbalance, and early or late loss of baby teeth are potential indicators that a youngster can benefit from orthodontic care.

Halloween



Puzzles, Games & Recipes!

Spooky Season Fun



Dip into this

at your Halloween party

Halloween is a wildly popular holiday, and that popularity extends to adults as well as kids. Halloween parties dot many a social schedule come late October, and parties mean food. While it's customary to indulge in a few candied treats on Halloween, adults may want something with a little nutritional value as well. This "Halloween Dip With Carrots and Canapes" from Lines+Angles can make the perfect homemade party offering this Halloween.



GUESS WHO?

I am a singer and actress born in Florida on June 26, 1993. I began my career as a soloist with various symphonies. I made my Broadway debut at the age of 13. After doing some Nickelodeon shows, I released my debut album in 2013. Recently, I appeared as a "good" witch on the big screen.

Answer: Ariana Grande

WORD SCRAMBLE

Rearrange the letters to spell something pertaining to Halloween.

THICW

OSHTG

DCYAN

IKRTC

©2026 Metro Creative Graphics, Inc.

Halloween Dip

With Carrots and Canapes

Makes 4 servings

For the dip:

- 3 large avocados, halved, pitted, peeled and diced
- 1 garlic clove, minced
- 1 lime, juiced
- 1 dash Tabasco® sauce
- ½ cup sour cream
- ¼ teaspoon kosher salt
- ½ teaspoon freshly ground black pepper
- 1 small handful cilantro, finely chopped

To serve:

- 6 large carrots
- ½ cup sour cream
- 1 handful stuffed olives, sliced
- 1 handful seedless red grapes, sliced
- 5 slivered almonds

1. For the dip: Mash together avocado, garlic, lime juice, Tabasco®, sour cream, salt, and pepper in a serving bowl until smooth.
2. Stir in chopped cilantro. Cover and chill until ready to serve.
3. To serve: Peel and cut two carrots into thick coins. Top with sour cream and then olive and grape slices.
4. Cut the remaining carrots into finger shapes. Use a paring knife to shave down their ends into nail beds. Make a thin incision at the end of the nail beds and slide a slivered almond into them to mimic fingernails.
5. Serve finger carrots in the prepared avocado dip with the carrot coins on the side.

WORD SEARCH

FRIGHT NIGHT

Find the words hidden vertically, horizontally, diagonally, and backwards.

J	N	M	D	E	U	S	N	S	U	P	K	T	T	O	E	R	P	D	L
R	F	L	K	W	E	F	P	Z	W	S	T	B	B	M	I	R	V	B	H
J	O	B	N	Y	E	I	H	N	L	R	U	B	O	L	J	B	A	H	C
N	U	A	W	F	D	R	W	F	Y	L	C	L	M	E	H	J	M	Y	T
H	T	G	R	E	V	J	E	W	K	F	W	H	Y	M	O	T	P	K	I
E	A	D	R	I	O	W	W	W	G	H	O	S	T	W	G	T	I	D	W
K	I	U	M	O	O	N	F	E	O	S	B	J	A	P	N	J	R	H	T
B	S	N	U	Y	H	E	N	P	L	N	N	I	R	U	N	E	A	V	
W	P	F	M	T	M	B	J	M	W	F	F	O	E	K	R	D	E	C	C
I	O	R	P	Y	E	R	B	V	U	P	C	Z	T	E	I	R	L	B	I
P	O	U	V	Y	Y	D	G	R	J	T	O	A	T	E	T	T	H	D	O
G	K	P	D	Z	C	C	L	G	U	O	S	N	N	R	L	G	J	C	B
H	Y	A	T	O	D	T	W	R	W	P	A	O	O	D	Y	E	T	H	R
O	D	R	B	K	C	A	P	B	E	L	U	K	C	R	Y	O	K	P	T
U	M	W	B	P	K	C	R	E	O	T	C	M	C	S	B	A	K	S	V
L	E	B	A	K	L	K	H	K	I	I	S	T	P	E	V	L	W	M	F
B	C	V	T	L	S	C	C	Z	R	B	J	N	R	K	I	Y	Y	J	J
T	E	I	S	R	W	A	A	T	A	G	M	C	O	N	I	H	V	P	U
L	Z	G	E	H	J	L	Y	J	F	L	D	O	T	M	B	N	M	N	L
M	H	L	V	H	J	B	J	W	T	B	E	N	Z	T	S	C	A	R	Y

WORDS

BATS
BLACK CAT
CANDY
COBWEB

COSTUME

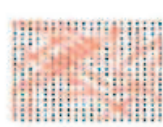
GHOST
GHOUL
HAUNTED
JACK-O'-LANTERN
MONSTER

MOON

OCTOBER
PUMPKIN
SCARY
SKELETON
SPIDER

SPOOKY

TRICK OR TREAT
VAMPIRE
WEREWOLF
WITCH
ZOMBIE





Car Care Month



Car Care & Automotive News

Winter vehicle maintenance starts now



Changing seasons expose vehicles to various conditions throughout the year. Although severe weather can occur at any time, the winter is known to be particularly harsh and can make it hard for a vehicle to function properly.

The National Highway Traffic Safety Administration says winter weather can cause extremely dangerous road conditions. **An estimated 320 fatal traffic crashes occurred in the United States in 2023, and 22,293 injuries happened when there was snow or sleet conditions at the time of the crash.** It is essential that drivers prepare their vehicles for winter weather. Properly winterizing a car can help prevent breakdowns and accidents, and also potentially save drivers from being stranded in the cold.

Here are some winter car maintenance tips to consider before the first storm of the season, courtesy of AAA and State Farm®.

- **Test the battery.** A driver needs a battery to be fully charged and in good condition to start the engine on cold winter mornings. Colder temperatures cause chemical reactions within the battery, which can make electricity slow down and hinder the vehicle's ability to reach maximum power. Check the battery prior to winter, and replace it, if necessary.
- **Check fluids.** Part of winter preparation is ensuring that all of the car's fluids are at the right levels and appropriate for low temperatures. This includes engine oil, windshield washer fluid, and antifreeze.
- **Schedule a maintenance checkup.** A mechanic can look at hoses and belts to check that they are in good working order. Cold temperatures can make belts and hoses more brittle and prone to breaking.
- **Apply a windshield repellent.** Scraping ice and snow off of windshields on winter mornings can be a frustrating and arduous task. Adding hydrophobic repellent like Rain-X to the windshield can make it easier to remove ice later on.
- **Maintain tire pressure.** As outside temperatures drop, so does tire pressure. Routinely check and inflate tires to the recommended pressure listed on a label located on the driver's side door frame.
- **Inspect the wiper blades.** Seeing clearly out of the windshield is important for safe winter driving. In addition to a properly working defroster, drivers will need wiper blades that can remove rain and snow. If any streaks or skips occur while using the wipers, it might be time for a new set.
- **Conduct a brake check.** A combination of snow, moisture, and salt on roads can contribute to rust on brakes and rotors. Symptoms of brake issues include noises, sticking brake pads, and slower stop times. Before the thick of winter, drivers are urged to have their brakes checked by a professional. Winter is on the horizon, and vehicle owners should prepare their cars and trucks now for the rough weather to come.

Did you know?

Fall is one of the best times of the year to buy a car.



Fall may be the best time to pick apples, carve jack-o'-lanterns, and get cozy in warm sweaters. It also is one of the best times of the year to buy a car.

According to U.S. News & World Report, dealerships deeply discount outgoing previous-year models beginning in October. This approach clears space for incoming inventory, which is released in late summer or early fall. Shopping during this window will give buyers a better selection, says the Oklahoma Central Credit Union. Fall also is a busy time when students return to school and families return to juggling hectic schedules. Come fall, some people also have their eyes on the upcoming holiday season, so fewer shoppers may be looking to take on a car loan. That lower demand can work in favor of buyers who are in the market for a vehicle and a good deal.

Auto Mechanic

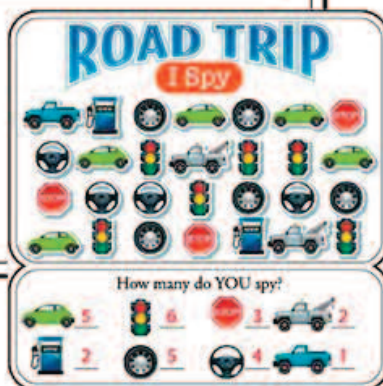
Car Dealer



CAR CARE Specials



How many do YOU spy?



TRUSTED VEHICLE SERVICE & VALUE



October is Fire Prevention Month



Smarts

Fire Prevention Week™ in October is a great time to plan, prevent and help keep your family protected against home fires!

KNOW THE DRILL



PLAN YOUR ESCAPE

Follow these tips to create a fire escape plan with your family:

- Create an escape plan that identifies two ways out of every room.
- Pick an outdoor family meeting place that's a safe distance from your home.
- Keep hallways, stairs and doors free of clutter.
- Make sure windows and doors can be opened by the people who need them.
- Practice the plan with everyone in your household at least twice a year.

5 RULES TO REMEMBER

Study these important tips for staying safe in the event of a fire:

#1 Rule: GET OUT & STAY OUT

If a fire starts, kids should get out of the house right away and tell a grown-up. Leave quickly, go to your family's meeting place, and call 911 from a safe location. Never go back inside!

2. Stay low: Crawl under the smoke on your hands and knees because cleaner air stays near the floor.

3. Feel doors: Use the back of your hand to touch a door or doorknob before opening it. If it is hot, or if smoke blocks the way, use a second exit like a window.

4. Never hide: Never hide under beds or in closets where firefighters or adults cannot find you.

5. Stop, drop and roll: If clothes catch fire, stop immediately, drop to the floor, cover your face with your hands, and roll over and over to put out the flames.

This content is provided for general educational and informational purposes only. It is intended to help children and families identify common potential fire hazards in the home and encourage safe practices. It is not intended to replace the advice, requirements, recommendations or instructions of a qualified fire safety professional, local fire department, building official, electronics manufacturer or other appropriate professional.

BE A JUNIOR FIRE INSPECTOR

Kids, use this checklist to inspect your home for hazards, then share your report with your parents.

- | | | |
|--|-----------------------------|--|
| ☐ YES | ☐ NO | Are smoke alarms installed on every level of your home? |
| ☐ YES | ☐ NO | Are smoke alarms inside and outside of every sleeping area? |
| ☐ YES | ☐ NO | Are all smoke alarms working? |
| <i>Safety smart: Test alarms once a month by pushing the test button, replace smoke alarm batteries once a year, and replace the entire unit every 10 years.</i> | | |
| ☐ YES | ☐ NO | Is there a fire extinguisher in your home? |
| ☐ YES | ☐ NO | Do you see any frayed or damaged electrical cords? |
| ☐ YES | ☐ NO | Are there any electrical cords hidden under rugs? |
| ☐ YES | ☐ NO | Are there any electrical outlets that look like they are overloaded with too many plugs? |
| ☐ YES | ☐ NO | Are multiple extension cords linked together anywhere? |
| ☐ YES | ☐ NO | Are matches and lighters stored safely out of reach from kids? |
| ☐ YES | ☐ NO | Are kitchen towels and flammables stored at least three feet away from the stovetop? |
| ☐ YES | ☐ NO | Are curtains, blankets, furniture and other flammables at least three feet away from any fireplaces and heaters? |

Hardware
Store

Real Estate
Agent

Insurance Company



October is Breast Cancer Awareness Month

Coming Together for a Cure

In honor of Breast Cancer Awareness Month this October,

please join these local businesses in a coordinated effort to raise funds for research and support organizations serving women in our community and around the country!

Beauty Salon

Promotion Idea

Offer a flat rate on single pink highlights or pink hair tinsel extensions with all proceeds benefitting a breast cancer support organization.

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

Nail Salon

Promotion Idea

Offer a special rate on pink-polish manicures and/or pedicures with a portion of each service benefitting a breast cancer support organization.

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

Clothing Store

Promotion Idea

Run a pink-tag sale with a percentage of profits benefitting a breast cancer support organization.

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

Restaurant

Promotion Idea

Organize a ticketed prix-fixe dining event with a portion of all ticket sales benefitting a breast cancer support organization.

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

Bar

Promotion Idea

Create a "pinkini" or other pink specialty cocktail with sales benefitting a breast cancer support organization.

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

Ice Cream Shop

Promotion Idea

Donate a portion of all sales from pink ice cream flavors like strawberry and bubble gum to a breast cancer support organization, or offer a \$1 topping special like pink sprinkles or whipped cream to donate.

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

Coffee or Smoothie Shop

Promotion Idea

Create a pink drink special with a portion of sales benefitting a breast cancer support organization.

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

Bakery

Promotion Idea

Create a pink treat collection, available by individual purchase or as a party tray, with proceeds benefitting a breast cancer support organization.

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

Art Gallery

Promotion Idea

Host an art show featuring works by breast cancer survivors with sales benefitting a breast cancer support organization.

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

Yoga or Fitness Studio

Promotion Idea

Host a donation-based class with proceeds benefitting a breast cancer support organization.

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

Any Business

Promotion Idea

Organize a raffle selling \$1 tickets for a chance to win a \$100 gift card, with all raffle ticket sales benefitting a breast cancer support organization.

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

Any Business

Promotion Idea

Ask customers to round up their bill to the next dollar amount at checkout to benefit a breast cancer support organization, matching every round-up amount with a donation of your own.

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



Remember, Early Detection Helps Save Lives!

When found in its earliest stages, breast cancer is often easier to treat and less likely to have spread. These awareness tips can help women detect breast cancer earlier:

- Know how your breasts normally look and feel and conduct monthly self-exams, so you can report any changes to a doctor right away.
- Get regular mammograms or recommended screenings.
- Have a doctor or nurse check your breasts during regular health visits.
- Talk to your doctor about your family history or personal risk factors.



Shop
for a *Cure*

Coming Together
for a *Cure*

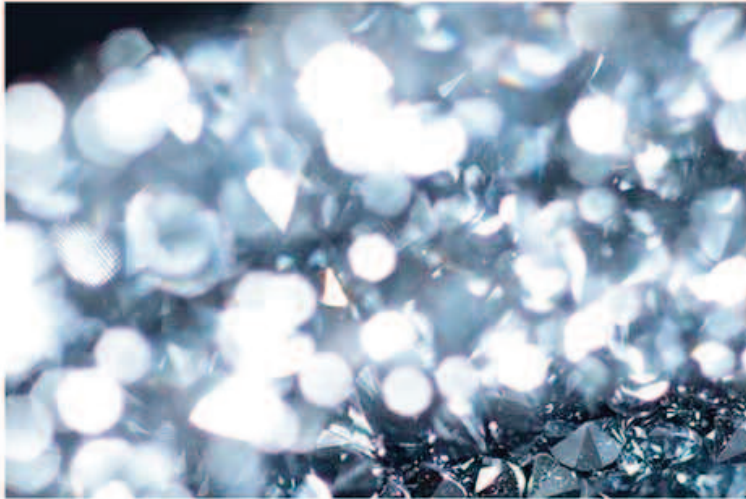
Dine
for a *Cure*

These images for **cosplay** and **Renaissance fair** advertisers and events are also ideal for **Halloween!**



Jewelry sales surge around Christmas!

Help local jewelers get a head start with elegant ad designs for layaway plans, sales and holiday shopping events using these images.



National Dessert Day is October 14

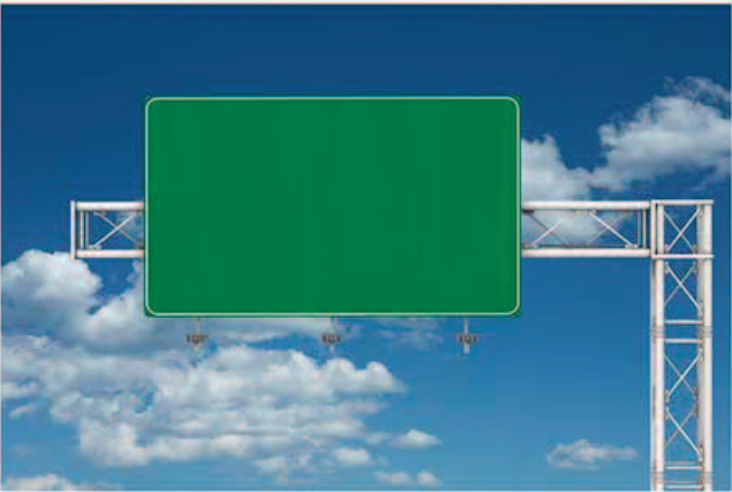
Check out the related restaurant promotion on page 35!



Target **fall lawn care advertisers** like landscapers, garden centers, hardware stores and home improvement centers, or run information about your community's leaf collection guidelines.



Create clever statement ad designs, or use these images to report community road work, infrastructure improvements or closure updates.



Help advertisers promote **layaway programs** and **early-bird shopping deals** ahead of the holiday shopping rush.



National Cat Day is October 29

Felines are the fastest-growing sector in the pet industry!
The American Pet Products Association reported a 5% increase in cat ownership year over year in 2025, driven largely by Gen Z and Millennials.

"Feline" groovy

We offer quality in-clinic and at-home veterinary services to care for your cat in their comfort zone.

- wellness exams
- vaccinations
- spaying or neutering
- dental cleanings
- surgical care
- feline diabetes
- boarding
- end-of-life care

To schedule an appointment, call or visit us online today.

FREE Initial Exam for Rescue Pets

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



"Feline" groovy

In-clinic and at-home veterinary services to care for your cat in their comfort zone.

Make an appointment

FREE Initial Exam for Rescue Pets

Veterinary Clinic
1234 Washington Street | Somerville Heights



Web Ads  
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

"Feline" groovy

In-clinic and at-home veterinary services to care for your cat in their comfort zone.

Make an appointment

FREE Initial Exam for Rescue Pets

Veterinary Clinic
1234 Washington Street | Somerville Heights



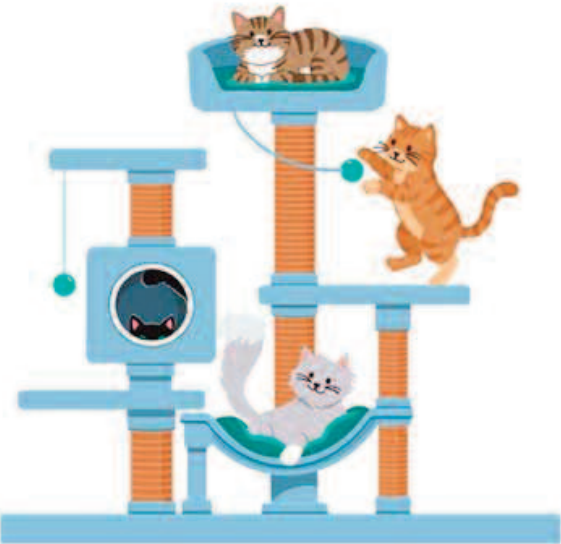
"Feline" groovy

In-clinic and at-home veterinary services to care for your cat in their comfort zone.

Make an appointment

FREE Initial Exam for Rescue Pets

Veterinary Clinic
1234 Washington Street | Somerville Heights



National First Responders Day is October 28



October is National Bullying Prevention Month



National Pumpkin Day is October 26



**Pumpkin
Spice**



and Everything Nice!



October is Dental Hygiene Month and Orthodontic Health Month

Gentle & Affordable Dentistry Without Judgment

Cleanings to crowns, cavities and beyond, we offer top-tier care for your whole smile!

- General & cosmetic dentistry
- Gum disease treatment
- Bad breath solutions
- Sedation dentistry available
- Advanced technology
- Emergency services



New patients welcome!

We accept most insurance plans, and financing options are available. Call or schedule online today.

Dentistry Office

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



PASS 6 col x 3



Gentle & Affordable Dentistry Without Judgment

Cleanings to crowns, cavities and beyond, we offer top-tier care for your whole smile!

New patients welcome! [Make an appointment](#)

Dentistry Office

1234 Washington Street | Somersville Heights



Web Ads
 Rectangle 250 x 300
 Leaderboard 728 x 90
 Mobile Banner 320 x 50

Gentle & Affordable Dentistry Without Judgment

Cleanings to crowns, cavities and beyond, we offer top-tier care for your whole smile!

New patients welcome! [Make an appointment](#)

Dentistry Office

1234 Washington Street
Somerville Heights





World Food Day is October 16





FOOD DRIVE

ITEMS WE NEED

Canned meats • Soups • Crackers
Pasta • Canned fruits • Jam • Rice
Canned vegetables • Hygiene products
Peanut Butter • Pasta • Crackers
Pasta sauce • Cereal
Fresh fruits & Veggies

Your generous donations will be distributed to families in need.

DROP OFF LOCATIONS:



SUPPORT YOUR LOCAL
FOOD BANK



Women own over 40% of the nation's non-employer businesses, according to the most recent U.S. Census Bureau data.



October is National Crime Prevention Month



October is National Chiropractic Month and Physical Therapy Month



October is National Pizza Month, Seafood Month and Vegetarian Month



Keep these nail salon business trends in mind for your advertisers: digital appointment booking, membership loyalty models and precision pricing



Focus on **farm-to-table trends** with **u-pick pages**, **farmstand directories** and **seasonal produce promotions**.



Promote time-saving, money-saving family meal deals for takeout, restaurants and grab-and-go grocers.



Turn to **page 35** for spooktacular Halloween food and beverage promotions using these images!



National Taco Day is October 6, Pierogi Day is October 8, and Chicken & Waffles Day is October 20



Time these promotions for Taco Day, Pizza Month, Dessert Day, Vegetarian Month and Halloween!

Check the **Planning & Promotional Calendar** under the **Planning** tab of our website for dates and more year-round event tie-in opportunities.



EAT Happy!

Healthy, tasty and humane... try our delicious vegetarian and vegan menu options!

Vegetarian Restaurant

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

Menu, Reservations & Takeout

PASS 2 col x 4



Kick Back and Enjoy a Slice

\$5 Slice & Soda Lunch Combo
Available 12-2 Daily

Pizza Restaurant

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

Scan for Hot Pizza Month Deals All October

Pizza • Pasta • Wings • Salads • & More

PASS 2 col x 4



SHELL OUT LESS. FILL UP MORE!

FREE REFILLS ON CHIPS, SALSA & SODA
List limits or conditions here.

2 for \$5 TACO TUESDAYS

FREE CHIPS & SALSA
Beef, Chicken or Fish
HARD OR SOFT SHELL

Taco Shop

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

PASS 2 col x 4



FRIDAYS Just Got Sweeter

Enjoy a Free Dessert With Any Entree Purchase Every Friday, Dine-In Only
List details and conditions here.

Restaurant

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

Scan here for our menu, and join our rewards program for more free perks!

PASS 2 col x 4



TRICK OR TREAT, GIVE ME SOMETHING GOOD TO EAT!

Ed-boo-lous Party Trays & Catering for Halloween & Every Occasion

Catering Company

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

Scan for Menus & Packages

PASS 2 col x 4



You're In for a Treat

Hauntingly good cocktails and bites

Spooky Soiree
Saturday, October 00
Scan for details and RSVP.

Bar & Restaurant

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

PASS 2 col x 4

Web Ads

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



EAT Happy!

Healthy, tasty and humane.

Vegetarian Restaurant

1234 Washington Street | Somersville Heights

VIEW OUR VEGAN MENU >



Kick Back and Enjoy a Slice

\$5 Slice & Soda Lunch Combo

See All Pizza Month Deals >

Pizza Restaurant

1234 Washington Street | Somersville Heights



SHELL OUT LESS. FILL UP MORE!

FREE REFILLS ON CHIPS, SALSA & SODA
List limits or conditions here.

2 for \$5 TACO TUESDAYS

View menu >

Taco Shop

1234 Washington Street | Somersville Heights



FRIDAYS Just Got Sweeter

Enjoy a Free Dessert Every Friday

Restaurant

1234 Washington Street | Somersville Heights

View menu >



TRICK OR TREAT, GIVE ME SOMETHING GOOD TO EAT!

Ed-boo-lous Party Trays & Catering for Halloween

Catering Company

1234 Washington Street | Somersville Heights

See Menus & Packages >



You're In for a Treat

Hauntingly good cocktails and bites

Spooky Soiree Saturday, October 00
Get details and RSVP >

Bar & Restaurant

1234 Washington Street | Somersville Heights

Content to support your publication's local, state and national election coverage



Social Media & Email Marketing

Use these ready-to-post JPG designs for Facebook and Instagram; or select the "Marketing: Create an E-Card" Image Filter to personalize and send a formatted e-card to sales prospects using this image, or to create an email promotion for readers.



National Newspaper Week is October 4-10



Social Media & Email Marketing

Use these ready-to-post JPG designs for Facebook and Instagram; or select the "Marketing: Create an E-Card" Image Filter to personalize and send a formatted e-card to sales prospects using this image, or to create an email promotion for readers.



This is your illustration and copy for for the first week of October.



“A friend loves at all times, and a brother is born for a time of adversity.”
Proverbs 17:17 (NIV)

Reconnecting in Grace

As we navigate different stages in life, we often lose touch with people who were once deeply important to us. While drifting apart can feel like a natural shift, God calls us to cherish and actively nurture our relationships. We usually focus this effort on our immediate family or daily inner circle, but Christian care extends beyond our closest boundaries. Taking a moment to reach out to an old friend or distant relative, even with a simple note to check in, can reignite a vital bond and remind someone they are truly remembered.

-James Stone

PASS 2 col x 7

This is your illustration and copy for for the second week of October.



“How many are your works, Lord! In wisdom you made them all; the earth is full of your creatures.”
Psalm 104:24 (NIV)

Grace in the Autumn Air

Taking time to enjoy the sights of autumn gives us a front row seat to God's quiet handiwork each day. Whether watching newly fallen leaves drift to the ground or feeling the crisp coolness of the morning breeze, these simple sensory moments carry a steady presence of grace. When we slow down enough to notice creation, our everyday routines turn into opportunities for quiet wonder. Pausing to take in autumn beauty grounds our hearts in gratitude for the God who holds every changing season in His hands.

-James Stone

PASS 2 col x 7

This is your illustration and copy for for the third week of October.



“And let us consider how we may spur one another on toward love and good deeds, not giving up meeting together, as some are in the habit of doing, but encouraging one another.”
Hebrews 10:24-25 (NIV)

Warmth Beyond the Weather

As October temperatures drop, we naturally seek out warmth and comfort, and we are called to extend that same warmth to those around us. Spiritually, one of the most effective ways we do this is through authentic Christian fellowship. In fellowship, we find genuine encouragement, practical support, and a vital reminder that we were never meant to walk through life alone. A shared conversation, a listening ear, or a warm meal together allows Christ's love to shine through us, driving away the coldness of isolation.

-James Stone

PASS 2 col x 7

This is your illustration and copy for for the fourth week of October.



“You will keep in perfect peace those whose minds are steadfast, because they trust in you.”
Isaiah 26:3 (NIV)

Choosing Peace in the Rush

Late October marks the arrival of a season filled with swiftly approaching, and just as swiftly fleeting, holidays. While the upcoming months bring a flurry of busyness and obligations, we must remember that it is okay to protect our inner calm even when the world around us feels frantic. Although our calendars speak to endless preparations and responsibilities, anchoring our hearts in Christ allows us to embrace the genuine joy of the holidays while maintaining a quiet, steady peace throughout.

-James Stone

PASS 2 col x 7

This is your illustration and copy for for the fifth week of October.



“Where, O death, is your victory? Where, O death, is your sting? But thanks be to God! He gives us the victory through our Lord Jesus Christ.”
1 Corinthians 15:55, 57 (NIV)

A Faith Stronger Than Fear

Much of the seasonal decor surrounding late October centers on skeletons, gravestones, and spooky imagery. While the surrounding culture treats these symbols with playful fright or lighthearted humor, believers can look at them through a far more hopeful lens. Where the world sees death as a subject of fear or entertainment, Christians see a gentle reminder of our ultimate hope: Jesus Christ conquered the grave through His death and resurrection, offering us eternal life and peace that outshines any shadow.

-James Stone

PASS 2 col x 7



*A collection of more than 4,000
vintage images spanning over 100 years!*

Find them by selecting Retro from the Image Category filters of your Metro site.



<< THEN & NOW >>

Women & education

<< then & now >>

1990 >>>>>>>>> 2021

Women account for 55% of college and institute enrollment and nearly 60% of graduates,
according to the most recent data from 2021/22
reported by Colleges & Institutes Canada.

Source: Statistics Canada.

Women & employment

<< then & now >>

1901 >>>>> >>>> 2024

The gender pay gap

Women earn 37¢ to every \$1 earned by men

While the pay gap between men and women has narrowed over time, women only earn 87 cents for every dollar earned by a man for the same work or in comparable roles, according to 2025 research reporting by Statistics Canada.

How can you help close the gender pay gap?

Women and Gender Equality Canada (WAGE) offers the following suggestions:

- > Support women-led and -owned businesses.
- > Consider how unpaid work can be shared more equally at home.
- > If you have a business, take steps to ensure your policies for hiring, pay, leave and promotion are equitable.

Women & childbirth

<< then & now >>

Total fertility rates (TFR) through the decades

1860: 5.72 births per Canadian woman

1900: 4.08 births per Canadian woman

1970: 2.51 births per Canadian woman

2024: 1.25 births per Canadian woman

Global TFR in 2024: 2.2 births per woman

* The fertility rate of a country is the average number of children that women from that country will have throughout their reproductive years.

Average age of Canadian mothers at childbirth

1976: 26.7 years | 2023: 31.6 years

Source: U.S. Department of Commerce.

Women & the military

<< then & now >>

Women have served as nurses and in other roles as servicewomen in the Canadian military since 1885. During World War II, more than 45,000 Canadian women served full-time in roles ranging from clerks, cooks and drivers to mechanics and parachute riggers.

1965

The government began allowing women to be employed in the Canadian military with a fixed ceiling of 1,500, representing 1.5% of the military at that time.

1971

The roles of women in the military were expanded following recommendations by the Royal Commission on the Status of Women.

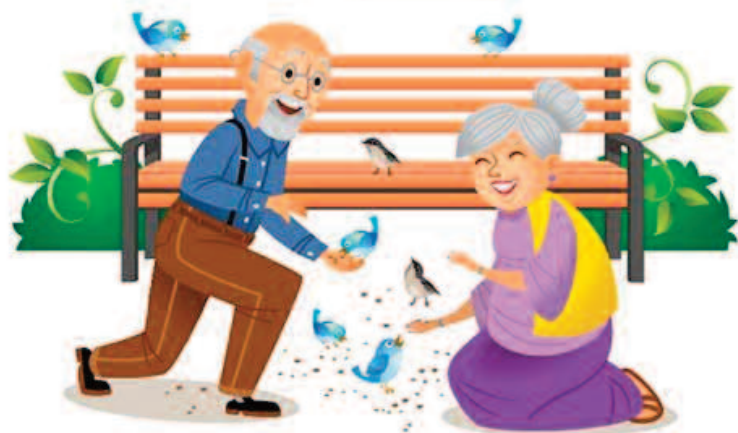
2024

Women represented 16.6% of officers and non-commissioned members (NCMs) in the Regular Force and Primary Reserve in the Canadian Armed Forces.

Source: Government of Canada.

©2026 Metro Creative Graphics, Inc. **METRO ADVERTISING SERVICE**

National Seniors Day in Canada is October 1



French Headings

**Rabais monstres
De l'Halloween!**
(MONSTER HALLOWEEN DISCOUNTS!)

**NOS DÉJEUNERS
SONT DES DÉLICES!**
(OUR BREAKFASTS ARE DELECTABLE!)

**RÉNOVES
AVANT L'HIVER!**
(RENOVATE BEFORE WINTER!)

**Hommage
à nos femmes d'affaires!**
(KUDOS TO ALL BUSINESS WOMEN!)

Puzzle Sections Consistently Bring in \$3,500 to \$4,500 Revenue

Metro game and puzzle content makes producing popular kids' activity sections and pages a breeze.



**The Clermont Sun
and The People's Defender**
(Champion Media)
Southern Ohio

CREATE:

Champion Media regularly sells and publishes popular puzzle and activity sections in their southern Ohio and northern Kentucky publications. The team produces the tabs in January, summer, Halloween and other times throughout the year, incorporating a variety of game and puzzle content from Metro. Their most recent Halloween edition included Metro coloring pages, kids' puzzles and advertising art. They run the publications in print and online for readers, and provide additional copies for advertisers to share with their customers. Publisher and Sales Director Karen Brown says, "The content and art provided by Metro makes layout a breeze!"



> Check Out Champion Media's Halloween Activity Book

SELL:

The Champion Media sales team focuses on marketing their puzzle sections to advertisers who may have waiting areas, such as medical offices or automotive service shops. Providing print copies of the section to advertisers allows them to give waiting customers something to do, while also sharing their advertising message and community involvement.

PROFIT:

Brown reports that readers and advertisers alike both love the puzzle publications, and they generate anywhere from \$3,500 to \$4,500 per edition. She says, "If you are not doing one yet, I suggest adding it to your promotional calendar!"

Karen Brown

Regional Publisher / Sales Director
Champion Media
kbrown@cmpapers.com
www.clermontsun.com

Can't Find the Perfect Image?

Making a request is simple!
Take a look.

REQUEST:

"I wanted to see if you would be able to provide some additional options of 55+ adults with diversity."

— Zoe Cooper, Casa Grande Valley Newspapers

RESULT:



MORE CONTENT:



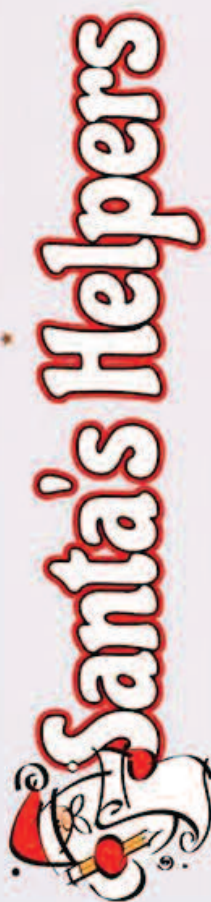
Free requests for images, templates and editorial features are a benefit of your Metro subscription. We always do our best to provide what you need!

3 Ways to Request Content:

Call Sonia, Jackie or Bethany at 800.223.1600.

Email service@metro-email.com.

Click "Requests & Feedback" under the "Learn More" tab at the top of our website.



Unique places for holiday shopping

Although the holiday season is a relatively brief period, it still can consume months of time in regard to preparation, shopping and hosting. According to a SWNS Digital survey of 2,000 adults in the United States, the average American spends six weeks preparing for the holiday season. Five weeks are devoted to planning presents, meals and other essentials, while an entire week is just for decorating.

Shopping for presents can consume a lot of time, especially for those who aren't quite sure what to get. Thinking outside of the typical retail box may help with inspiration, and shoppers may encounter smaller crowds and find better deals. Here are some unique places to shop to grab great holiday gifts.

• Pharmacies: While you're picking up your prescription or medicine cabinet essentials, take a spin around the store to see what else might be available. Typically, pharmacies have entire aisles dedicated to seasonal merchandise, so you might be able to find holiday decorations, gift wrap, candies, pampering items, and even food-related items and gift baskets.

• Farmer's market: Farmer's markets pop up in towns on set days of the week. Although plenty of farm-related produce and plants are available, these markets also attract many other small businesses. You can find craftsmen, jewelry makers, niche food sellers, and so much more. **• School for church bazaar:** In an effort to raise funds for the PTA or other organizations, schools and churches often host holiday fairs and bazaars right before the holidays. Area businesses rent table space and set up booths with an array of different products for sale. This is a great spot to grab



interesting finds all under one roof. Plus, you're supporting the local community in the process.

• Home improvement retailer: Plenty of people will appreciate practical gifts that they can use in and around the home. A visit to a hardware store or home improvement retailer offers up aisles of essentials for the do-it-yourselfer. While new shovels for the garage or a set of flashlights may not be the most glamorous gifts, these items can come in handy.

• Craft store: Cater to recipients' favorite hobbies by ensuring they'll be flush with plenty of supplies. Craft stores have a bevy of items for every interest imaginable. They're also surprisingly good places to grab deals on picture frames, housewares, food-making supplies, and decorative items.

• Specialty food store: Head to small specialty food stores to load up on unique items larger supermarkets might not carry. Ethnic markets may have flavorful and interesting ingredients to group together in a food basket that makes an ideal gift for transplants missing the flavors of home.

Before a person logs on to the internet for online shopping or heads to the nearest strip mall, he or she can explore various unique places to shop for holiday gifts.

Why you should shop for the holidays and beyond



Various components come together to make the holiday season a festive time of year. There is a lot to get done in a short amount of time during the holiday season, and part of that includes shopping for all of the family members and friends on your shopping list. Shopping can be a complicated process that involves identifying which stores will be the best places to shop. Local retailers make the perfect place to shop for holiday items.

According to the American Express Business Economic Impact Study, more than two-thirds of every dollar spent with a local business stays in the community. Indeed, shopping local benefits consumer and community alike. The following are some of the many perks to shopping locally throughout the holiday season.

• Personalized attention: Small businesses are known for their personalized customer service and owners and staff are often lauded for taking the time to interact and learn about their customers, a dynamic that is impossible at larger retailers.

• Meet and interact with people: Shopping in-person at local stores, you'll see faces from your community and become better known in the local area.

• Shorter lines: Local stores are bound to have smaller crowds and thus shorter lines. That translates to less stress and hassle when it comes to getting in and out with holiday gifts.

• Smaller carbon footprint: Pollution, traffic congestion, habitat loss, and resource depletion may not occur on the same levels when shopping locally compared to patronizing big box stores. That's because local retailers tend to create or source their products locally, whereas many big box stores secure their goods overseas.

• Easier parking: This goes hand-in-hand with smaller crowds, as shopping locally does not typically require driving up and down endless aisles at malls or standalone retail stores in an effort to find a parking spot. Local retailers in town may have on-street parking or closed lots that are convenient to shoppers.

• Small batch shopping experience: Consumers can secure items in small businesses that are not carbon copies of those found across the country at major retail chains. When seeking a unique, thoughtful gift, shopping locally is the way to go.

Shopping locally this holiday season provides an array of benefits to consumers and helps to solidify a strong Main Street in communities.

GIFT SHOP

HARDWARE STORE

VARIETY STORE

CLOTHING STORE

SHOP LOCAL FOR GIFTS THAT KEEP ON GIVING



When you shop locally, you find unique items and great service, but you also support neighborhood jobs and public services like local roads, parks and schools. What's more, less travel means reduced fuel costs and emissions, putting more money in your pocket at Christmastime and all year!

Shopping District or Chamber of Commerce
1234 Washington Street | Somersville Heights
000-000-0000 | [www.namewebsite.com](#)

PASS 6 col x 3

SHOP LOCAL FOR GIFTS THAT KEEP ON GIVING

Find unique items, enjoy great service, support neighborhood jobs, help fund public services, and reduce your fuel costs and emissions when you shop locally at Christmastime and all year!



Shopping District Organization
1234 Washington Street
Somerville Heights

SHOP LOCAL FOR GIFTS THAT KEEP ON GIVING



Shopping District Organization
1234 Washington Street

SHOP LOCAL FOR GIFTS THAT KEEP ON GIVING

Find unique items, enjoy great service, support neighborhood jobs, help fund public services, and reduce your fuel costs and emissions when you shop locally at Christmastime and all year!



Shopping District Organization
1234 Washington Street
Somerville Heights

WEB ADS

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

Hello, SANTAS!

Let us introduce you to the season's best gift deals and ideas!



Merchandise Item \$00
Merchandise Item \$00
Merchandise Item \$00
Merchandise Item \$00

**\$2, \$5 & \$10
Stocking Stuffer
Specials**

Retail Store
1234 Washington Street
Somerville Heights
000-000-0000
[www.namewebsite.com](#)

PASS 2 col x 5

Gifts to Eat, Drink & Make Everyone Merry

Gift Baskets • Gourmet Gifts
Kitchen Wares • Finds for Foodies



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

PASS 3.5 col x 2

Gifts to Eat, Drink & Make Everyone Merry

Gift Baskets • Gourmet Gifts • Kitchen Wares • Finds for Foodies



Specialty Food Market
1234 Washington Street
Somerville Heights

Gifts to Eat, Drink & Make Everyone Merry

Gift Baskets • Gourmet Gifts • Kitchen Wares • Finds for Foodies



Specialty Food Market
1234 Washington Street
Somerville Heights

Hello, SANTAS!

Let us introduce you to the season's best gift deals and ideas!



Shop Our Holiday Gift List

Retail Store
1234 Washington Street
Somerville Heights

WEB ADS

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

Hello, SANTAS!



Retail Store
1234 Washington Street

Hello, SANTAS!

Let us introduce you to the season's best gift deals and ideas!



Shop Our Holiday Gift List

Retail Store
1234 Washington Street
Somerville Heights

BREAST CANCER

Awareness & Support

The next steps after a breast cancer diagnosis



A breast cancer diagnosis can be jarring and millions of women around the world are taking certain steps to take away the initial shock of being diagnosed with breast cancer, but can help people prepare for what's ahead.

Gather information
The first step is to learn more about your diagnosis. This includes details about the type, stage and hormone receptor status of the breast cancer from your doctor. Now is the time to ask the doctor to clarify anything you do not understand. He or she also may begin to spell out a treatment plan.

Speak with your employer
Breast cancer can affect your ability to work. There likely will be appointments with doctors and consultations with your care team. Looping your employer in is a smart idea. Many supervisors will also appreciate your need to take time off to speak with human resources about any services that could be available to you, or how you can allocate personal time off for your treatment and care.

Share the news
Some people want to keep their cancer diagnosis a secret, but it can be helpful to tell loved ones your decision. This will help you build a strong support system that can offer emotional support and

additional assistance when needed. Treatment may leave you feeling weakened and it, and you might need some help to lighten your load. A counselor or therapist also can help you process your emotions of a breast cancer diagnosis.

Accept help
It can be difficult for those who are independent to admit they need assistance. You can take the reins by making a list of tasks or responsibilities that you may need help with. This way when people offer their help, you have some answers at the ready. Ideas include help with meal preparation, childcare, errands, transportation, or keeping your company during treatments.

Practice self-care
Breast cancer can take a lot out of a person, trying to maintain some level of independence. Consider gentle exercise, relaxation techniques and activities that bring a smile to your face. Remember to choose healthy foods and find ways to manage stress as much as possible. Be patient with yourself, as it can take time to adapt to a diagnosis and treatment.

Speak with your employer
Breast cancer can affect your ability to work. There likely will be appointments with doctors and consultations with your care team. Looping your employer in is a smart idea. Many supervisors will also appreciate your need to take time off to speak with human resources about any services that could be available to you, or how you can allocate personal time off for your treatment and care.

A breast cancer diagnosis is a secret, but it can be helpful to tell loved ones your decision. This will help you build a strong support system that can offer emotional support and

How to support a loved one with breast cancer



Someone is diagnosed with breast cancer every day. The World Health Organization says breast cancer is the most commonly diagnosed cancer among women around the world, as well as a leading cause of cancer death. Unfortunately, roughly half of all breast cancer diagnoses are made with no specific identifiable risk factors beyond age and sex, so there may be no warning signs that a cancer diagnosis is coming.

Characterize a newly diagnosed breast cancer
Breast cancer is a complex disease. A newly diagnosed breast cancer patient will need some measure of help and support. You may not know how to offer help, but there are some things you can do to help. For example, getting help also can be overwhelming for certain individuals. But supportive friends or loved ones can help with a variety of tasks, such as offering to drive to and from appointments, or helping with household tasks.

Practical tasks
Take time with other friends and family members to prepare and deliver meals. If you don't cook, offer to have takeout delivered.
Go grocery shopping
Help stock the refrigerator with plenty of healthy and convenient foods. While the person battling cancer may not have the energy to cook, having food available helps other members of the household.

Hang in there
Take care of yourself around the clock. You may wash some loads of

laundry, vacuum and iron clothes. If budget allows, you can hire a cleaning service to come in once or twice a month for a deep cleaning.
Take care of yourself
It's not easy to help a person battling cancer to take the day on wheels. You can step up and handle dog walking or trips to a dog park.

Be a caregiver
The primary caregiver will be working overtime to offer support, and you can give that person a much-needed break. You can help by scheduling appointments or watch a young child so the caregiver gets a day or two off.
Take on household duties
Take on the task of driving the person to appointments, errands or scans. A friendly face can make a big difference in taming anxiety.

Play bills
Household tasks may seem overwhelming, so you can help by taking on bills. You can help by sorting through mail. If medical paperwork has begun to stack up, you also can organize and pay bills on their behalf.

Organize
Transform any living spaces, whether they are home or temporary apartments or hotels, with clutter. Organize the space to use high framed family photos, comfortable pillows and blankets, and more.

Second help
Sometimes the person battling cancer is not the one who is fighting cancer. Don't offer advice or recommendations unless you are asked for it. Be consistent and offer time and support.

Support for friends and loved ones
Breast cancer is a complex disease. A newly diagnosed breast cancer patient will need some measure of help and support. You may not know how to offer help, but there are some things you can do to help. For example, getting help also can be overwhelming for certain individuals. But supportive friends or loved ones can help with a variety of tasks, such as offering to drive to and from appointments, or helping with household tasks.

TAKEOUT RESTAURANT

BOOK & GIFT SHOP

PSYCHOTHERAPIST

WIG SHOP

MAMMOGRAPHY CENTER

CANCER CENTER

Double Truck 19.334 x 13

Quality & Compassion in Breast Care

Trusted diagnosis and treatment from a leading-edge team of specialists in the field of breast cancer.

mammography & screenings • early detection & diagnostic care • breast cancer treatment • benign breast disease • support services

Hospital Breast Care Center

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



To learn more or schedule a screening appointment, please visit our website or call our office.

PASS 6 col x 3

**Quality & Compassion
in Breast Care**

mammography & screenings
early detection & diagnostic care
breast cancer treatment
benign breast disease
support services

> Learn more or schedule a screening

**Hospital Breast
Care Center**

1234 Washington Street
Somerville Heights

**Quality & Compassion
in Breast Care**

Hospital Breast
Care Center
1234 Washington Street

**Quality & Compassion
in Breast Care**

mammography & screenings • early detection & diagnostic care
• breast cancer treatment • benign breast disease • support services

WEB ADS

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

**Hospital Breast
Care Center**

1234 Washington Street
Somerville Heights

Medical Hair- Loss Solutions for Comfort & Confidence

We offer a variety of comfortable, natural-looking wigs and stylish head coverings for breast cancer patients experiencing hair loss.

private consultations • synthetic or human hair options • custom cutting • insurance-covered options

To arrange a free consultation, call or contact us online today.

Wig Shop

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

PASS 2 col x 5

**Medical Hair-Loss
Solutions for Comfort
& Confidence**

private consultations • synthetic or human hair options • custom cutting • insurance-covered options

> Arrange a free consultation

**Wig
Shop**

1234 Washington Street
Somerville Heights

WEB ADS

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

**Medical Hair-Loss Solutions
for Comfort & Confidence**

> Arrange a free consultation

**Wig
Shop**

1234 Washington Street

**Medical Hair-Loss Solutions
for Comfort & Confidence**

private consultations • synthetic or human hair options • custom cutting • insurance-covered options

> Free consultation

**Wig
Shop**

1234 Washington Street
Somerville Heights

Help, Hope, Support & Resources

A safe, supportive and free space for women to talk, share, learn and help one another through the challenges of breast cancer diagnosis and treatment

To learn more or register, please visit us online today.

Breast Cancer Support Group

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

PASS 3.5 col x 2

**Help, Hope,
Support &
Resources**

A safe, supportive and free space for women to talk, share, learn and help one another through the challenges of breast cancer diagnosis and treatment

LEARN MORE

**Breast Cancer
Support Group**

1234 Washington Street
Somerville Heights

WEB ADS

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

**Help, Hope,
Support & Resources**

LEARN MORE

**Breast Cancer
Support Group**

1234 Washington Street

**Help, Hope,
Support & Resources**

A safe, supportive and free space for women to talk, share, learn and help one another through the challenges of breast cancer diagnosis and treatment

LEARN MORE

**Breast Cancer
Support Group**

1234 Washington Street
Somerville Heights





HalloWIN All October

Enter to win a free treat when you come in for a test-drive!

We're giving away...

- Free \$50 gas cards
- Free car washes
- Free oil changes

Visit us online to schedule your test-drive
between October 1-31 for your chance to win.
List details, terms and conditions here. List details, terms and conditions here.

Showroom Open 7 Days
Monday-Thursday 9-6, Friday 9-6, Saturday 9-6, Sunday 12-6

**20XX VehicleMake
VehicleModelName**
Vehicle feature here • Vehicle feature here
Vehicle feature here • Vehicle feature here
MSRP **\$00,000**
Lease per month **\$000**
plus tax, 36 months
List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**20XX VehicleMake
VehicleModelName**
Vehicle feature here • Vehicle feature here
Vehicle feature here • Vehicle feature here
MSRP **\$00,000**
Lease per month **\$000**
plus tax, 36 months
List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**20XX VehicleMake
VehicleModelName**
Vehicle feature here • Vehicle feature here
Vehicle feature here • Vehicle feature here
MSRP **\$00,000**
Lease per month **\$000**
plus tax, 36 months
List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**20XX VehicleMake
VehicleModelName**
Vehicle feature here • Vehicle feature here
Vehicle feature here • Vehicle feature here
MSRP **\$00,000**
Lease per month **\$000**
plus tax, 36 months
List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**20XX VehicleMake
VehicleModelName**
Vehicle feature here • Vehicle feature here
Vehicle feature here • Vehicle feature here
MSRP **\$00,000**
Lease per month **\$000**
plus tax, 36 months
List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

**20XX VehicleMake
VehicleModelName**
Vehicle feature here • Vehicle feature here
Vehicle feature here • Vehicle feature here
MSRP **\$00,000**
Lease per month **\$000**
plus tax, 36 months
List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Helpful, No-Hassle Service! Every Vehicle Clearly Marked! Lowest Prices & Financing Rates!

Happy Halloween From Our 'Whole' Team!

Name Person
The Person Manager
Name Person
Sales Manager
Name Person
Service Manager

Treat yourself to a value-driven pre-owned deal.
Every vehicle we sell is guaranteed, no tricks or surprises!

**20XX VehicleMake
VehicleModelName**
vehicle feature • vehicle feature
vehicle feature • VIN#000000
\$00,000

**20XX VehicleMake
VehicleModelName**
vehicle feature • vehicle feature
vehicle feature • VIN#000000
\$00,000

**20XX VehicleMake
VehicleModelName**
vehicle feature • vehicle feature
vehicle feature • VIN#000000
\$00,000

**20XX VehicleMake
VehicleModelName**
vehicle feature • vehicle feature
vehicle feature • VIN#000000
\$00,000

**20XX VehicleMake
VehicleModelName**
vehicle feature • vehicle feature
vehicle feature • VIN#000000
\$00,000

**20XX VehicleMake
VehicleModelName**
vehicle feature • vehicle feature
vehicle feature • VIN#000000
\$00,000

Automotive Dealership Group

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

FROM 24-7 Browse inventory, structure your deal or schedule a test-drive online.

Advertised offers good October 01-31, 20XX. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Tab 10 x 13 | Broadsheet 6 col x 21

HalloWIN All October

Come in for a test-drive to win!

We're giving away...

- Free \$50 gas cards
- Free car washes
- Free oil changes

Automotive Dealership Group
1234 Washington Street | Somersville Heights

Web Ads

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

Come in for a test-drive to win!

- Free car washes
- Free oil changes

Automotive Dealership Group

HalloWIN All October

Come in for a test-drive to win!

We're giving away...

- Free \$50 gas cards
- Free car washes
- Free oil changes

Automotive Dealership Group
1234 Washington Street | Somersville Heights

