

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!



New Year's Eve

Build celebration pages and sales with spec ad templates and festive images for bar and restaurant events, along with a "Happy New Year" masthead design to introduce or tie together pages. Include a sponsor-ready impaired driving prevention message as an important safety reminder.

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Giving Tuesday

Find templates and images for local coat, food and toy drives, plus a page template designed for multiple nonprofit advertisers. Run content in conjunction with Giving Tuesday on December 1, or anytime throughout the month to promote year-end donations.

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Home Heating

As the cost of living drives readers to look for ways to save, invite businesses like insulation installers, HVAC companies, utility providers and home improvement stores to promote their products and services in a page devoted to comfortably cutting heating costs.

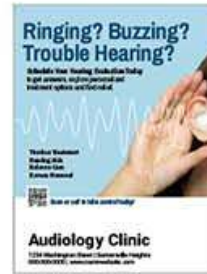
PAGE 10 >



Christmas Gifting

Sell ad spots in a full-page "Santa Suggests" gift guide focused on local businesses, and create more ads and pages with eye-catching heading designs for gifts under \$25, \$50 and \$100. Find additional Christmas ads and images throughout this issue!

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Holiday Spending & Finance | PAGE 14 >

Christmas Worship | PAGE 15 >

Christmas Lights & Decorating | PAGES 16, 17 >

Christmas Coloring Pages | PAGE 18 >

Hanukkah & Kwanzaa | PAGE 19 >

Day of the Horse & Western | PAGE 20 >

First Day of Winter | PAGE 21 >

Fireplaces, Stoves & Chimneys | PAGE 22 >

Impaired Driving Prevention | PAGE 23 >

Packing, Mailing & Printing | PAGE 25 >

National Miners Day | PAGE 27 >

Hearing & Audiology | PAGE 29 >

Holiday Cooking, Baking & Dining | PAGES 31-35 >

Homeless Outreach | PAGE 36 >

Newspaper Marketing | PAGES 37 >

Faith-Based Content | PAGE 38 >

Canada: Boxing Day & Winter Recreation | PAGES 40, 41 >

Themed Sections, Websites & Directories



Find Content for American and Canadian Markets

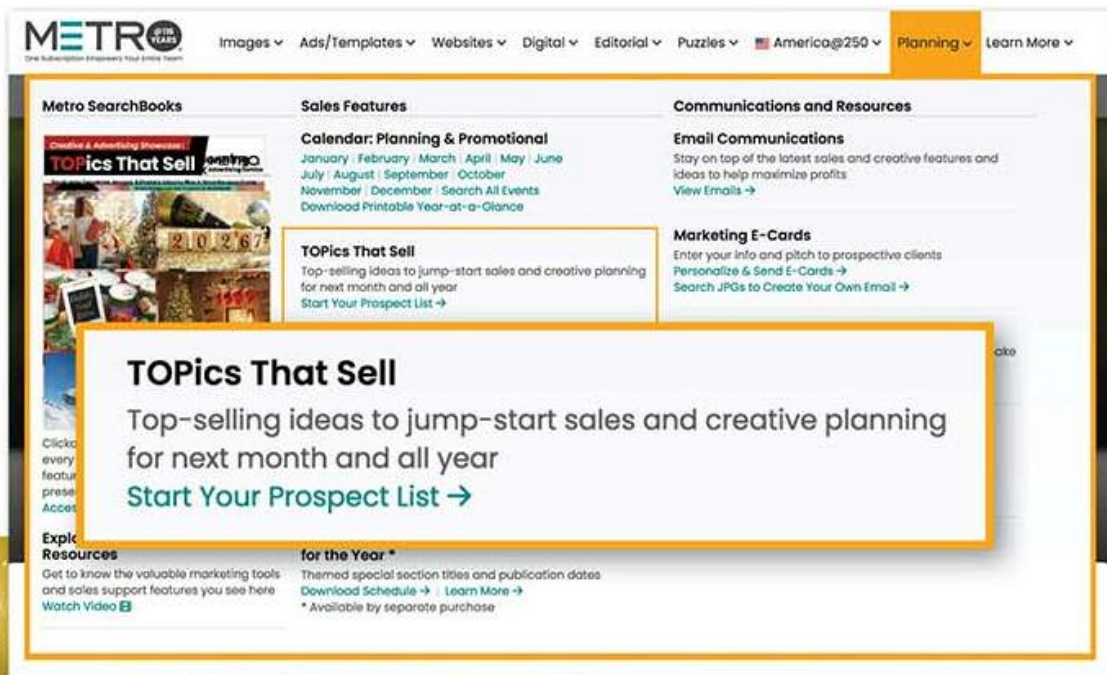
★ MiAD® Wizard Enabled

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!

TOPICS That Sell for December



- Christmas
- Giving Tuesday
- Home Heating
- New Year's Eve

Search Your **Planning Calendar** for More Monthly Events

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

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