

METRO[®]

LIVE WEBINAR

30
MINS

ReveNEW Features for 2025

Darrell Davis - VP of Creative Services

Bethany Weidenhammer - Client Services

Ad spending in the newspaper advertising market in the US is forecast to reach
4.72 BILLION DOLLARS IN 2025.

AD SPENDING THIS YEAR WILL BE DOWN BY 5%

In Canada - Newspaper advertising forecast to reach **.55 BILLION IN 2025.**

AD SPENDING DOWN 3.7%



In the newspaper advertising market, the number of readers in the US is expected to reach **23.6 MILLION USERS BY 2029.**

The average ad spending per reader in the market is expected to be **\$103.00 IN 2025.**

In Canada – The number of readers will reach **4.1 MILLION**, with an average ad spending of **\$78.61 per reader.**





And – as we know – Newspaper advertising in the US is experiencing a shift towards digital platforms to reach increasingly more tech-savvy audience.

In Canada – Traditional newspaper advertising (print) remains resilient, attracting niche audiences seeking authentic, localized content experiences.

COMMUNITY NEWSPAPERS AND THE POWER OF LOCAL ENGAGEMENT

The Vital Role of Community Newspapers: Why Local Matters by Al Dicroce

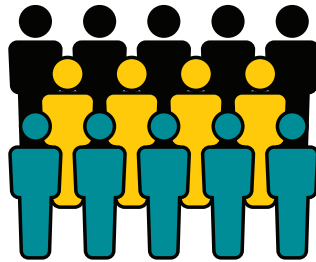
1

LOCAL RELEVANCE



2

SENSE OF COMMUNITY



3

HOLDING POWER ACCOUNTABLE



4

PLATFORM FOR LOCAL BUSINESS

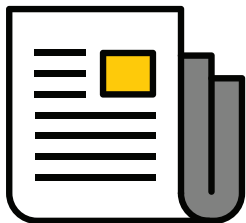


COMMUNITY NEWSPAPERS AND THE POWER OF LOCAL ENGAGEMENT

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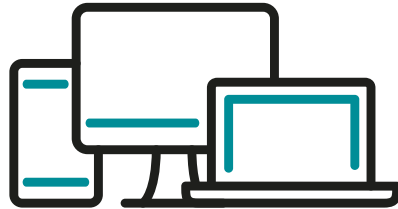
5

LOCAL STORIES AND PEOPLE



6

GAPS LEFT BY SOCIAL MEDIA



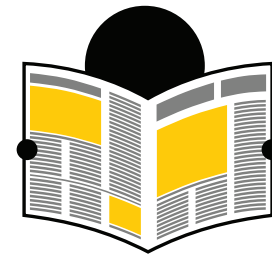
7

PROMOTING CIVIC ENGAGEMENT



8

SUPPORTING LITERACY



9

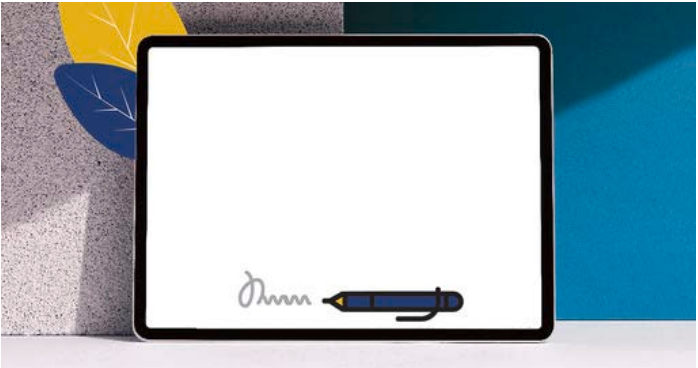
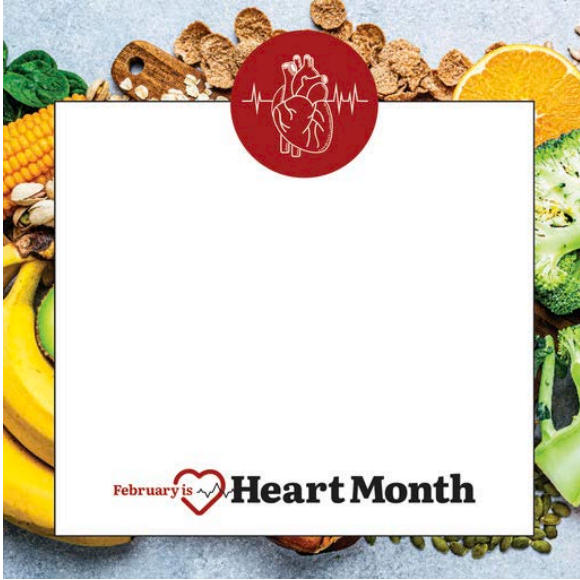
SOURCE OF LOCAL TRADITION



Digital & Social Media Templates & Support Features



Create Your Own With Backgrounds





New! Metro Shorts (Ad Spot Fillers)

Did You Know?

Home renovations are wildly popular, and that popularity can be traced to a number of factors. Some homeowners renovate their homes with their own comfort in mind, while others do so to improve the resale value of the property. For those in the latter group, a recognition of renovations that yield the highest return on investment may help them decide which projects to pursue. According to the housing market research and analytics firm Zonda Media, a garage door replacement offered the highest return on investment in the American real estate market in 2024, earning a whopping 194 percent return on homeowners' initial investment. An entry door replacement with steel door offered the second best ROI at 188 percent of homeowners' initial investment, while replacing siding with stone veneer was third on the list with an average ROI of 153 percent.

Home Improvement Projects With The Highest ROI

194% ROI - Garage Door Replacement

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Home Improvement Projects With The Highest ROI

194% ROI
Garage Door Replacement

188% ROI
Entry Door Replacement Made of Steel

153% ROI
Replacing Siding with Stone Veneer

According to the housing market research and analytics firm Zonda Media.

Did You Know?

Landscape lighting has become increasingly popular in recent years.

Such lighting can extend living spaces, and many homeowners report that a well-lit landscape helps them feel more safe at home. Though the final cost to light up a home's exterior will depend on the size of a property, landscape lighting is among the more budget-friendly home renovations homeowners can consider. According to the renovation experts at Angi.com, the average cost of a landscape lighting project is \$4,000. Considering how much landscape lighting transforms the look of a property at night, that's a lot of bang for homeowners' bucks. Solar lights are popular, but homeowners may want to consider electrical wiring throughout the night. However, the price tag. However, of the energy used, reliable option that

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Use These Drop-In Image Files to Quickly Fill Unsold Ad Space With Engaging Editorial Features

DYK?

Data indicates the average professional is retiring shortly after turning 60.

A high cost of living and advancements in medicine that have contributed to longer life expectancies would seemingly compel individuals to work longer, but data indicates the average professional is retiring shortly after turning 60. Data from the 2024 MassMutual Retirement Happiness Study indicates that the average retirement age among American retirees is 62. That's in spite of the fact that pre-retirees and retirees who participated in the study indicated that 63 is the ideal retirement age.

The average retirement age across Canada in 2023 was 65.1

As reported by Statistics Canada.

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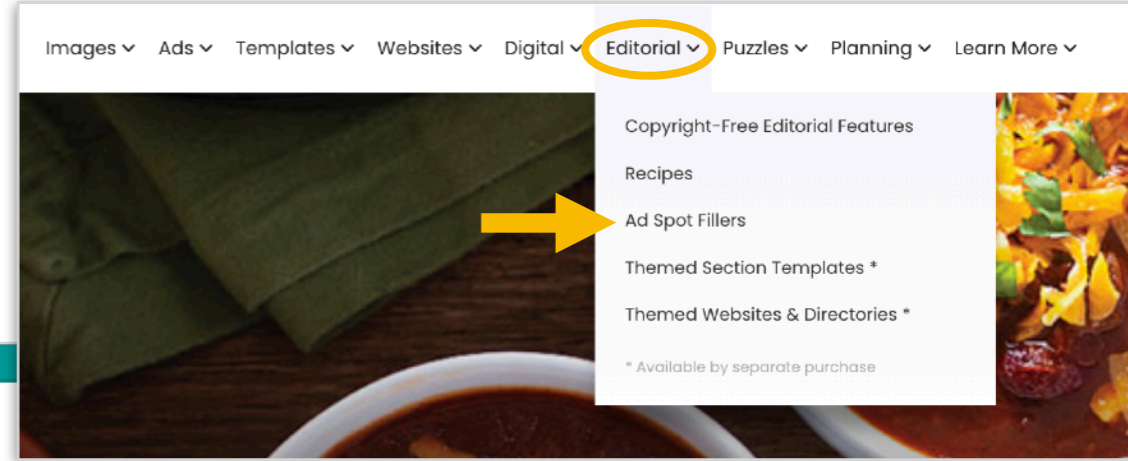
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As reported by Statistics Canada.

The average retirement age among American retirees is 62

Source: 2024 MassMutual Retirement Happiness Study

Where to Find: Metro Shorts/Ad Spot Fillers



Filters x

CONTENT

- Images
- Spec Ads & Section Covers
 - Include related ads
 - Include images used in ads
 - Show unsubscribed services

Reset filters

COLOR +

IMAGE TYPE -

- All
- Photo
- Illustration
- Social Media

IMAGE CATEGORY +

IMAGE FORMAT +

LANGUAGE +

- With Hi-res only

AD MEDIUM -

- All
- Print
- Print with web
- Web

- With InDesign only
- Customizable in Wizard

ORIENTATION +

SERVICE +

ISSUE YEAR +

ISSUE MONTH +

Book 1-5 10 11

Metro Libraries **February Revenue Ideas** Projects Lightbox MiAD Wizard Presentations

Applied Filters: Color x Reset filters

Metroshorts Images (32 results)

Metroshorts Spec Ads & Covers (39 results) [Share Your Feedback](#)

Brainstorming & Marketing Tools for Sales Reps and Monthly Planning



Creative & Planning SearchBook®

Create. Sell. Profit.

METRO
NEWSPAPER SERVICE

February 2025
Creative & Planning SearchBook

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

Hot Topic:
Heart Health
Informative Social Media & Sponsorship Opportunities for Heart Month



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



GAL & VALENTINE'S DAY
Drinks & Dining Promotions



CHILI MONTH
Chili Cook-Off & More Ideas



VALENTINE'S DAY
Activity Page & Advertising



More Events & Opportunities

METRO REVENUE IDEA Everything You See Here is Available for Purchase

Target Quadrupled Revenue from Every Angle With a Digital Ad, Social Media & Editorial Feature.

VALENTINE'S DAY Gifts They'll Love

Happy Valentine's Day

Class Favorites


PAW Valentines

HAVE A PAW-SOME VALENTINE'S DAY!

SOCIAL MEDIA POST

Upload advertisement!

HEADINGS Build ads around them!



85% of parents planned to give their children a gift on February 14, while 59% of spouses planned to give their partners a gift, according to a Today show survey of 1,500 people.

Click Here for More IMAGES, AD TEMPLATES & EDITORIAL FEATURES - Included!

12 FEBRUARY 2025 METRO NEWSPAPER SERVICE

85% of parents planned to give their children a gift on February 14, while 59% of spouses planned to give their partners a gift, according to a Today show survey of 1,500 people.

Games, Puzzles, Recipes & More

Your Metro subscription includes games, puzzles, recipes and more! Use the options menu to go back to or receive individual games and puzzles in your editorial library.

We Love Puzzles

WHAT'S THE DIFFERENCE? **DOES ANYONE KNOW?** **TRIVIA FACTS**

VALENTINE'S DAY WORD SEARCH

WORDS

Games & Recipes from Name Newspaper

OLIVE OLIVE

Click Here for more GAMES & PUZZLES

METRO NEWSPAPER SERVICE FEBRUARY 2025 49

[Click here for more GAMES & PUZZLES](#)

Themed Backgrounds Demo Versatile backgrounds paired with easy-to-use headings for print and digital campaigns via our customers.

CRAFT BEER & BREWING

CLASS 2 col x 5

COOKING CLASSES

CLASS 2 col x 5

ART CLASSES

CLASS 2 col x 5

CLASSES ON TAP

WEB ADS

COOKING CLASSES

WEB ADS

ART CLASSES

WEB ADS

What's ON TAP?

SOCIAL MEDIA POST

COOKING CLASSES

SOCIAL MEDIA POST

ART CLASSES

SOCIAL MEDIA POST

With consumers looking for ways to offset inflation, market cooking classes as an investment in preparing healthy, money-saving home-made meals, including options geared toward dietary restrictions.

METRO NEWSPAPER SERVICE JANUARY 2025 19

COOKING CLASSES

SOCIAL MEDIA POST

With consumers looking for ways to offset inflation, market cooking classes as an investment in preparing healthy, money-saving home-made meals, including options geared toward dietary restrictions.

Themed Content Everything you need to build compelling content around a top-selling theme.

Here Comes the Bridal Season!

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

CUSTOM E-CARD FORMAT AVAILABLE

Instantly personalize and send this feature as an e-card promotion directly to sales prospects.

It's All Included in Your Subscription!

Photos, Art & Headings
Ready-to-Sell Print & Web Ad Templates
Email & Social Media Marketing
Copyright-free Editorial Features

METRO NEWSPAPER SERVICE JANUARY 2025 27

CUSTOM E-CARD FORMAT AVAILABLE

Instantly personalize and send this feature as an e-card promotion directly to sales prospects.

Name Newspaper
Sales Dept
000-000-0000
namepaper@metronews.com

Planning Calendar



CALENDAR SEARCH

Enter a keyword to search.

ACCESS BY MONTH



January



February



March



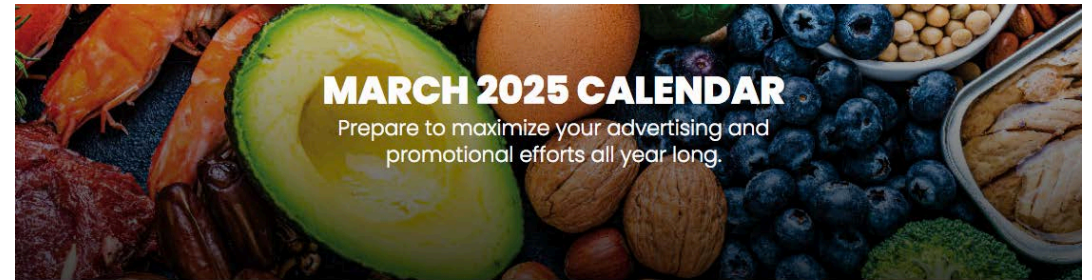
April



May



June



◀ FEBRUARY EVENTS

MARCH EVENTS

APRIL EVENTS ▶

Monthly Events	Weekly Events	Daily Events	View Printable Calendar
American Red Cross Month		National Crochet Month	
Aries, The Ram (3/21-4/19)		National Kidney Month	
Brain Injury Awareness Month		National Ladder Safety	
Canada: Kidney Health Month		National Multiple Sclerosis Education and Awareness...	
Canada: National Colorectal Cancer Awareness Month		National Nutrition Month*	
Canada: National Nutrition Month		National Peanut Month	
Canada: Red Cross Month		National Pet Vaccination Month	
Canada: Women's History Month		National Reading Month	
Colic Awareness Month		National Umbrella Month	
Credit Education Month		National Women's History Month	
Daylight Saving Time Begins		Paws to Read Month	
Deaf History Month		Ramadan	
Employee Appreciation Month		Red Cross Month	
International Ideas Month		Save Your Vision Month	
Irish American Heritage Month		Social Work Month	
Lent		Spring Begins	
March Frozen Food Month		Workplace Eye Wellness Awareness Month	
Music in Our Schools Month		Youth Art Month	
National Colorectal Cancer Awareness Month			
National Craft Month			



Plan Ahead With Our 52 Sales Ideas

for every week of the year!

METRO
Sales Idea of the Week
Plan and Sell Now for February Revenue
With This Print, Digital and Social Media Program

It's all included in your subscription!



Heart Month Sponsored Infographics - Plus Section Elements, Print and Web Ad Layouts, and More

Email & Social Media Marketing
Promote to prospective advertisers with ready-to-use email marketing and social media features.

Editorial Features Also Included
Build pages and sections around related articles and heart-healthy recipes to sell adjacent and native advertising.

Sales Idea of the Week #5
Heart Month in February
Access Now »

METRO
Sales Idea of the Week
Plan and Sell Now for February Revenue
With This Print, Digital and Social Media Program During Black History Month in February, or Anytime.

It's all included in your subscription!



Black-Owned Businesses Guide
Print Ad Templates
Web Ad Templates

Email & Social Media Marketing + Related Templates
Promote to prospective advertisers with ready-to-use email marketing and social media features.

Editorial Features Also Included
Build pages and sections around "shop local" features to sell adjacent and native advertising.

Sales Idea of the Week #6
Black-Owned Businesses Guide
Access Now »

METRO
Sales Idea of the Week
Plan and Sell Now for February Revenue
With This Print, Digital and Social Media Program

It's all included in your subscription!



Valentine's Day "Shop Local" Contest Program - Print & Digital Promotions With Advertiser Tie-In Layout!

Email & Social Media Marketing + Related Templates
Promote to prospective advertisers with ready-to-use email marketing and social media features.

Editorial Features Also Included
Build pages and sections around Valentine's Day features to sell adjacent and native advertising.

Sales Idea of the Week #7
Valentine's "Shop Local"
Contest
Access Now »

METRO
Sales Idea of the Week
Help your community's small businesses engage new and returning customers with these interactive local shopping programs.

YES, IT'S ALL INCLUDED IN YOUR CURRENT SUBSCRIPTION!



Download These Program Ideas


EASY WAYS TO SUPPORT SMALL BUSINESSES

HOW TO CUT BACK ON YOUR BIG BOX HABIT

Sales Idea of the Week #8
Shop Local
Access Now »

METRO
Sales Idea of the Week
Plan and Sell Now for March Revenue
With This Print, Digital and Social Media Program.

It's all included in your subscription!



Sell as "Easter Things" Special Section!
+ Dozens of Sponsor-Friendly Easter Greeting Ads
+ Section Cover Design & Promotions
+ Web Ad Greeting Templates

Email & Social Media Marketing
Promote to prospective advertisers with ready-to-use email marketing and social media features.

Editorial Features Also Included
Build pages and sections around Easter articles and recipes to sell adjacent and native advertising.

Sales Idea of the Week #9
Easter Greetings + Free Special
Section
Access Now »

METRO
Sales Idea of the Week
Sell a Campaign for Women's History Month in March!



Four Ready-to-Sell Sponsorships for Weekly Print and Online Runs
+ Easily expand this concept to daily sponsorships using the template provided!
P.S. Click the W beneath any print ad thumbnail then scroll down to access companion web ads.

Sales Idea of the Week #10
Women's History Month
Sponsor Campaign
Access Now »

METRO
Sales Idea of the Week
Create and Sell Family-Friendly Promotions Around a St. Patrick's Day Fun Page!



Tab & Broadsheet Page Designs Featuring Crafts, Puzzles & More
+ Related Print & Digital Promotion Templates to Tie In Local Advertisers
+ Expand the "free neighborhood" promotion featured here to invite any number of local brick-and-mortar businesses to get in on the fun and drive foot traffic with a Leprechaun Trail display!
P.S. Click the W beneath any print ad thumbnail then scroll down to access companion web ads.

Sales Idea of the Week #11
Leprechaun Trap Fun Page
Access Now »

METRO
Sales Idea of the Week
Bar and Restaurant Campaigns and Promotions



50+ Heading Designs to Expand Ad Templates Into Bar and Restaurant Campaigns
+ Promote breakfast, lunch, dinner, brunch, happy hour and weekly specials!

Sales Idea of the Week #12
Restaurant & Bar Campaigns
Access Now »

METRO
Sales Idea of the Week
Sell This Feature for National Agriculture Week or National Ag Day in March!



5 ADVANTAGES TO LOCAL BUSINESSES

Sales Idea of the Week #13
Agriculture Week Infographic
Access Now »

METRO
Sales Idea of the Week
Bring together area advertisers and encourage readers to try out new businesses with a community-focused punch card program designed to perk up local engagement.



Download This Punch Card Program

SPREAD THE WORD ABOUT LOCAL BUSINESSES

Sales Idea of the Week #14
Shop Local
Access Now »

Thematic Revenue Programs

that integrate all of your subscription assets to maximize print and digital sales



HEADINGS
Build ads around them!





SOCIAL MEDIA POST
Upsell Advertisers!



Customize this ad...
Swap out the heading.
Change up the image.
It's all included!



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





Headings



HEADINGS
Build ads around them!



Social Media Post



SOCIAL MEDIA POST
Upsell advertisers!



Print Ads



PASS 6 col x 3



PASS 2 col x 5



PASS 2 col x 5

Pair this ad with the **Totally Excellent Chili recipe** from your Metro site! **Hundreds of RECIPES ARE INCLUDED** with your Metro subscription. If you need help finding them, use the link at the bottom of page 08, or give us a quick call!

Web Ads

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



Photos

Marketing e-Cards



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

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

Name Newspaper
Sales Rep
000-000-0000
namenewspaper@email.com

Marketing e-Cards





Success Stories

from newspapers across North America

Success Stories Success stories and revenue-generating ideas from peer publications across North America



Special Section Shines a Spotlight on Locally Owned Businesses

Bradford Publishing helps local businesses stand out ahead of the holiday shopping season with a unique special section.

The Bradford Era, PA and Orlean Times Herald, NY




CREATE: Bradford Publishing recently produced their third annual Locally Owned special section ahead of the 2024 holiday season. It ran as a book in three of the group's local publications in print and online. The section included advertising from a variety of local businesses, as well as features from the Metro Editorial Library that focused on supporting local businesses. Locally Owned published on October 31, to capture the attention of an increasing number of early holiday shoppers.

SELL: Regional Ad Manager Jill Henry says the section has gained popularity over the years, with local businesses contacting her about participating after the piece was published. She recommends putting this type of section on every locally owned business proposal, and notes you can run this theme at any time of the year. She says the publication's pitch to advertisers is, "We are a locally owned business, and being a part of the community, every business counts."

PROFIT: Henry says that in spite of economic challenges affecting area businesses, the section was a success. To keep it affordable and encourage participation, they dropped the price for local advertisers this year. The section still produced over \$5,000 in revenue, and remains a valuable advertising vehicle for local businesses and consumers.

Jill Henry
Regional Ad Manager
Bradford Publishing/
Community Media Group
(716) 372-3121
jillh@bradfordera.com

Our fully templated, ready-to-run special section is also available to purchase.
[▶ Preview Our "Shop Local" Section Here](#)
[▶ Learn More About Metro's Special Sections](#)

Metro Subscribers, You Have Access to
[▶ "Shop Local" Editorial Features](#)

Click here to see more **SUCCESS STORIES**

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FEBRUARY 2025 17

Success Stories Success stories and revenue-generating ideas from peer publications across North America



Elegant Design and Engaging Features Give West Virginia Weddings Section Niche Audience and Advertiser Appeal

While couples may be scrolling back on some wedding expenses, demand to make the celebration special remains high, making niche advertising a valuable addition to any vendor's marketing strategy.

The Register-Herald and Bluefield Daily Telegraph, West Virginia



CREATE: The Register-Herald and Bluefield Daily Telegraph have worked together in recent years to produce a joint special section focused on wedding planning, running the publication as a magazine insert in both papers. They populate the section with editorial features from Metro, along with other content that includes images from a local wedding photographer and plenty of advertising from area wedding vendors.

SELL: Advertising Sales Manager Lisa Stadelman says this section's niche appeal helps simplify selling. The publication has produced multiple wedding-themed sections over the years, and knowing their audience helps them target area advertisers who offer the products and services these readers seek.

PROFIT: This year's 32-page weddings section featured 15 advertisers, including six full-page ad spots. Stadelman says the publication was profitable for the paper, and that both advertisers and readers loved the finished product.

Lisa Stadelman
Advertising Sales Manager
The Register-Herald
register-herald.com
lstadelman@register-herald.com

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Success Stories Success stories and revenue-generating ideas from peer publications across North America



"Christmas Lights Cruise" Delights Wyoming Community and Local Energy Sponsor

A holiday map to the area's most festively decorated homes generated a \$1500 sponsorship and invaluable community connection for a local Wyoming newspaper.

News Letter Journal Newcastle, Wyoming



CREATE: The News Letter Journal developed a "Christmas Lights Cruise" to spotlight the most festive holiday homes in their area and share the joy with local readers. In 2022, the News Letter Journal staff kicked off their pilot program by scouting out the best-dressed holiday homes themselves and using Google Maps to mark them. They promoted their online map in their social media feeds as a family activity to enjoy after Christmas Eve services and throughout the week between Christmas and New Year's Day. Even without pre-press, the program was so successful in generating traffic to the decorated homes and newspaper's website, the News Letter Journal decided to repeat the program in 2023.

SELL: For their 2023 "Christmas Lights Cruise" the News Letter Journal landed a \$1500 sponsorship from the local energy company. They ran a series of quarter-page ads in the newspaper promoting the program and inviting residents to submit their addresses, also running promotions through their website, newsletter, YouTube channel, podcast and social media feeds from Thanksgiving until New Year's Day. The sponsor was prominently displayed and mentioned in all advertising throughout the duration of the program. The promotions culminated in a full-page ad on December 20 that contained links to the online map and a printed version as well. This was followed by a social media update of the map on December 23, and a digital re-release in the paper's email newsletter on Christmas morning.

PROFIT: In addition to the \$1500 sponsorship generated by the "Christmas Lights Cruise," the newspaper received praise from the community for providing this fun event. The initial release of the map on Facebook had a reach of 3,340 and engagement of 930. Publisher Robert Bonnar says, "At the end of the day, it was another successful campaign - proven out by a spurt of new addresses that we were able to incorporate right away after the initial release of the map in our print edition." These late entries demonstrated the strengths of both the print and digital products, and the power of using them together. The map featured a total of 78 homes and generated 1404 online views. The News Letter Journal plans to repeat the program again this year, and the energy company is enthusiastic to continue their participation as a partner and sponsor.

Robert Bonnar
Co-owner/Publisher
The News Letter Journal
ed@newslet.com
(307) 748-2777

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Got an Idea to Share?

Where to Find: Brainstorming & Marketing Tools

Images ▾ Ads ▾ Templates ▾ Websites ▾ Digital ▾ Editorial ▾ Puzzles ▾ **Planning ▾** Learn More ▾

Metro SearchBooks



Clickable pages connect you directly to every idea, image and ad for instant downloading
[Access SearchBooks →](#)

Sales Features

Planning & Promotional Calendar

[January](#) | [February](#) | [March](#) | [April](#) | [May](#) | [June](#) | [July](#) | [August](#) | [September](#) | [October](#) | [November](#) | [December](#) | [Search All Events](#)

Revenue Ideas

Quickly target print, digital, social media and native advertising around these themes
[Get Inspired →](#)

52 Sales Ideas

Kick-start planning, pitches, presentations and revenue for every week of the year
[Start Selling →](#)

Marketing E-Cards

Enter your info and pitch to prospective clients
[Personalize & Send →](#)

Customize Spec Ads with Wizard *

Personalize and share print and digital ads and presentations with advertisers in three simple steps
[Try It Out →](#)

Communications and Resources

[Email Communications](#)

[Sales Professionals Toolkit](#)

[Creative Professionals Toolkit](#)

[Community Forum](#)

[Revenue-Generating Digital & Print Event Calendars *](#)

[Pulse + Metro Special Sections Program *](#)

[Pulse + Metro Ad Sales Program *](#)

Succe\$\$ Stories

Revenue-generating ideas from peer publications across North America

[Read Now →](#) | [Learn More →](#)

* Available by separate purchase

New Website Features

for smart searches & optimization

FASTER SPEEDS

Your search results now load faster with no delays.

BETTER HOVERS

We've optimized timing and accuracy, so you can scroll the page without hovers getting in the way.

IMPROVED SEARCH RESULTS

Searches now default to "Best Match" for more accurate results.

EXPANDED SITE COMPATIBILITY



**“ Whenever I have a request or question,
it’s answered in a timely and friendly manner.**

I love working with you. “

– Pat Johnson
Communications Coordinator

“ Whether we’re adapting Metro’s ad ideas to our
customers’ needs or adding our own spin, **we would
be lost without the source of inspirational ideas and
great supply of artwork.**“

– Sharon Rexrode

**“ Their templated special sections pay
for themselves a dozen times over** and the
support (for the rare times we need it) is as
responsive as you’ll find. “

– Todd M. Smith

Send us feedback!



Thank You

800-223-1600

Darrell Davis - ddavis@metro-email.com

Bethany Weidenhammer - bethany@metro-email.com

METRO®

“ The Metro Creative Special Section Templates
have been a great asset to our company to help
us sell more ads to generate revenue. **I would
highly recommend Metro Creative to
help your business grow.**“

– Sue Rought

“ Working with Metro is a breeze. We originally
started with them for stock art, but soon came
to rely on them for special section layouts and
content, spec advertisement design, and
sales ideas and sales tools.“

– Michael Jaeckle

“ I appreciate all the personal help you and your
team always give! **It is great to have a company
that still knows how to give personal service**
and doesn’t hide their phone number so
customers can’t find it! “

– Rinda Maddox