



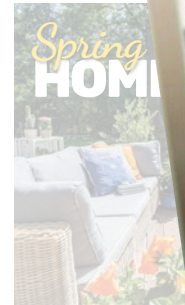
METRO[®]

Reinventing Special Sections

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WE



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♥ **BEST OF** CONTESTS
GIFT GUIDES JOBS
SEASONAL **LOCAL HOME**
SHOP PRINT **ONLINE** ♥

Reinventing Special Sections



Magazine Section

LITERATURE
POETRY
HISTORY and
INFORMATION

MICHIGAN FARMER
AND LIVE STOCK
PUBLISHED WEEKLY
JOURNAL
ESTABLISHED 1843

The FARM BOY
and GIRL
SCIENTIFIC and
MECHANICAL

This Magazine Section forms a part of our paper every week. Every article is written especially for it, and does not appear elsewhere

How Perry Saved the Northwest.

His Decisive Battle on Lake Erie.

By JAMES COOKE MILLS.

OUT in Lake Erie, almost beyond sight of Ohio's green hills and sunny shores, there rises a lofty memorial structure, the most imposing ever erected in this country to valor and heroism. To the memory of that noble patriot, Oliver Hazard Perry, who, one hundred years ago, by one decisive blow saved the vast territory of the northwest to the United States, will this stately granite shaft lift its huge lantern 347 feet above the surface of the lake. Aided by the national government, the patriotic people of the middle west and

they had made their little shipyard, and from green timber and newly-felled trees they were constructing three small gun-boats, the noise of the hammer and saw resounding from daylight to dark. But he was amazed to find that not a gun had been provided for their armament, not a step had been taken for their protection while still on the stocks; nor had rope or canvas been sent for the sails and rigging. The supervising power of the young commander was at once exerted, and with characteristic energy he took up these matters one by one.

creating of a squadron of fighting ships in this remote and thinly peopled region. Never were ships of war built under such disadvantages. The white oak, chestnut, and pine were cut on the spot, and many a piece of timber which was put into the frame of the gun brig late in the day, had been part of a standing tree that morning. Nothing in the way of iron, guns, sailcloth, or cordage, necessary to the equipment of ships, could be procured within a distance of five hundred miles, and had to be transported through a half-settled country destitute of good roads and affording but difficult water communication. The iron needed for braces, gun mounts and pivots, chains, and for other uses in ship construction had to be gathered in scraps from shops, warehouses and stores, and was in every conceivable shape, from the tires of an old wagon to the rusty and worn-out hinge of a barn door. A thousand pounds of such scraps were finally secured at Buffalo and welded together for heavy work. To aid to the difficult task, instead of five blacksmiths, as had been ordered from Philadelphia, only two came, and one was only a striker to the other. But under the cheering influence of



Commodore Oliver Hazard Perry. This portrait of Commodore Perry is from the engraving in the collection of the late Jay Cooke, patriotic financier of the Civil war, which has hung for almost fifty years in the "Castle," his summer home on Gibraltar Rock, Put-in-Bay, Lake Erie.

were identical in equipment and sailing power. At sunset on the twenty-third of May they were ready for launching, and the next morning were allowed to slip into their natural element, while the loud shouts of the militiamen, workmen, and the assembled villagers "made the welkin ring." The first of these brigs was named the "Lawrence" after the

1918 MICHIGAN FARMER LIVESTOCK JOURNAL

"This Magazine Section forms a part of our paper every week. Every article is written especially for it, and does not appear elsewhere."



“Everything has been thought of before,
but the problem is to think of it again.”

— Johann Wolfgang von Goethe



Special Sections

Special sections give readers content that differs from the normal flow of news, sports, ads, articles and other features in the newspaper.

Special Timing

Special sections are created in advance of the seasonal topic you are targeting. Back to School sections in July, Holiday Gift Guides in October.





Special Content

Special sections provide readers with tangible information to help them improve their lives: tips, advice or how-tos.

Special Editors

Special sections aren't always managed by a managing editor or features editor. Advertising sales teams and publishers frequently manage special ad-supported seasonal sections.

Special Results

Special sections guarantee interested readers and work because of their timely hooks, useful content and attention-grabbing headlines. Placement near ads often energized reader response as they can directly relate to editorial content.

*(Ed Henniger, wannews.com,2018)

*(StatePoint Media, Why Special Sections Work)





Succe\$\$ Stories

SUMMER LIVING

The Ozark Horse Trader/
Ozark Marketing
West Plains, MO

- Lively, well-designed layout
- Customized Contents page
- Great display ads throughout
- Local historical content
- Maps, campgrounds, rivers/creeks
- Editorial content: Home Improvement, Summer Camps, Grilling Feature, Did You Know?



PAGE 4 • **Summer Living**

UNIQUE FAMILY VACATION IDEAS

Summer is the unofficial season of vacations, especially for families. School is not in session in summer, and kids often busy schedules may grind to a halt in summer, when sports leagues, dance classes and other activities go on hiatus. School closures and a largely empty obligation schedule makes summer a great time for families to go on vacation. Traditional vacation hotspots like adventure parks and resorts merit consideration, but the following are some unique family vacation ideas that can help parents and their children make lasting memories.

- **Ballpark tour:** For families that love baseball, a summer ballpark tour can be a truly unique experience. Whether families prefer Major League Baseball, and its large ballparks or the more intimate settings at minor league stadiums, there's no shortage of options on a ballpark tour. Both MLB and minor league stadiums tend to be located in large or mid-size cities, which means there's plenty to do in between games as well.
- **Camper/RV trip:** A family vacation in a camper or RV is a cozy way for families to bond as they vacation at their own pace. National parks across the United States and Canada make for ideal places to visit when touring each country in a camper or RV. But there's really no limit to the experiences families can enjoy on self-driving trips when their beds are on board for the ride.
- **History road trip:** Historical landmarks dot the North American landscape, making a history road trip a fun way to hit the road and learn a little something along the way. America's many battlefields have no shortage of historic sites to see

regardless of which region of the country they plan to visit or which period of history most intrigues them, from the Revolutionary War to the California Gold Rush to the American Civil War and more. Canadian history buffs can go all the way back to the days of the dinosaur at the Dinosaur Provincial Park in Alberta or visit Nova Scotia to see the eighteenth century economic and military hub the Fortress of Louisbourg, which is the latest historical reconstruction in North America.

- **Urban tours:** One of the joys of visiting Europe is the chance to travel from city to city without spending too much in the car or on the train between stops. Though North America might be more spread out, families can still tour various urban locales in a single vacation. Parents can pick a region of the country (such as the northeastern United States) and then plan road trips that enable them to visit different cities in that area over the course of a week to two weeks. Make an effort to by the foods each city is known for and visit a local landmark, making sure to leave time to walk around so everyone can get a feel for what a day in each city is like.

Family vacations can be unique as the individuals taking them.

PAGE 12 • **Summer Living**

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North Fork (White River)

The North Fork of the White River combines a relatively constant flow of clear water from large springs with some of the best whitewater in the Missouri Ozarks. Since its upper reaches are in Mark Twain National Forest, it retains some wilderness character and has good watershed protection. The section from Hwy. 14 to Hwy. 11 is near-wilderness and includes some fine stands of short-leaf pine as well as several large springs. Old mills and a number of National Forest recreation areas enhance the attractiveness of the area for vacationers. Indeed, this river has high-quality recreation value equal to any in the Ozarks.

The river is almost always runnable from Dora down to Norfolk Reservoir. Although the gradient of the lower sections is not spectacular, the volume is good and this produces some fairly sporty rapids.

The Little North Fork, in western Ozark County, was a fair flow before Bull Shoals Reservoir destroyed its lower reaches. There is now little of it left that could be floated, but it is still suited to wading and fishing in the Hammond area.

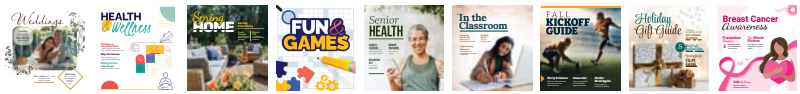
Difficulty: I and II
A few places might rate a low III in high water.

Gradients: general- 7.5; Hwy. 14 to Round Valley Ford - 10.4; to Twin Bridges - B; Hammond Camp - 6.7; to Hwy. 11 - 6.4; to Tecumseh take-out - 5.6.

Counties: Douglas, Ozark, Howell useful for road connections.

Northfork River Mile-By-Mile Description

0.0 Hwy. 76 Bridge. Access. 0.5 Low-water bridge on connecting road between Hwy. 76 and E. Access. 6.6 Low-water bridge and spring at Topaz. An old mill remains standing. Access. 11.1 Slab ford. Access. 11.4 Indian Creek enters on left. 12.2 Osborn Ford low-water bridge in Round Valley, on County Road AH-260 off Hwy. AH and County Road 284 off Hwy. 181. 14.8 Hale Ford Bridge access on County Road 275 off Hwy. 181 and County Road W-278 off Hwy. 16.1 Fiddle Springs Hollow on left. 18.7 Bridge on connecting road between Hwy. AA and 14. Hedson Access on left. On County Road 279 off Hwy. 14. Gravel camp. 24.1 Hwy. 14 Bridge at Twin Bridges. Other bridge is over Spring Creek. Access and camping. Roadside park on left bank just above Hwy. 14. 33.3 North Fork spring issues from rock ledge on left. 33.5 Upper branch of Rainbow (Double) Spring on right. Lower branch enters river 1500 feet downstream from source. No admittance. Private use only. This is rated as the fifth largest spring in the state with mid-summer flows of up to 137 million gallons per day. There is a rocky riffle on the bend just below the mouth of the lower spring. 35.0 McKee Bridge. Private use only. 36.0 The Falls is merely a rock ledge about 2-3 feet high. Chute is best toward the right, but check first. 39.2 Blair Bridge, concrete low-water bridge, on extension of Hwy. KK to Hwy. H. Access. It is necessary to pull boats over this bridge. Approach with caution, since a broadside approach in medium-high water could result in being swamped and pinned against the upstream side just below the bridge are some old concrete bridge piers which produce a rocky channel in low water. 39.4 Blair Bridge. Access on left, on County Road H-384 off Hwy. KK. 39.9 Spring Creek on right. 40.9 Spring Creek on left. It is fed by numerous springs, none of them large. It has a gradient of 14 on the 5 miles above its mouth but access to it is poor except at the Duncan Ford 2.3 miles upstream. It has often been



Succe\$\$ Stories

EMERGENCY PREPAREDNESS & RESPONSE

West Volusia Beacon
DeLand, FL

- Weather is a huge, trending topic
- Created section ahead of hurricane season
- Customized with local emergency numbers and resources
- Matched articles with relevant advertisers
- Ran as an insert, with 17K copies appearing in their weekly publication

EMERGENCY PREPAREDNESS & RESPONSE

April 2023
A Special Supplement to
The West Volusia Beacon





Deserting Danger: What to do if you're forced to evacuate

Stocking Up: Items to include in a disaster supplies kit

Planning Pointers: How individual needs should inform your emergency plans, and a lot more inside

Durable foods to stock for emergencies



Protein sources

- Canned tuna
- Canned chicken
- Canned soups
- Canned meats
- Peanut butter
- Vitamins

Fruits and vegetables

- Canned fruits
- Canned vegetables
- Dried fruits
- Dried vegetables
- Instant noodle soups
- Instant rice
- Instant oatmeal
- Instant mashed potatoes
- Instant gravy
- Instant macaroni and cheese
- Instant spaghetti sauce
- Instant soups
- Instant noodle soups
- Instant rice
- Instant oatmeal
- Instant mashed potatoes
- Instant gravy
- Instant macaroni and cheese
- Instant spaghetti sauce

What grains and cereals

- Canned soups
- Canned meats
- Peanut butter
- Vitamins

May be stored indefinitely under proper conditions:

- Wheat
- Vegetable oils
- Canned corn
- Baking powder
- Instant coffee, tea and cocoa
- Salt
- Non-carbonated soft drinks
- White rice
- Dry pasta
- Powdered milk (nitrogen-packed cans)

APRIL 2023 - EMERGENCY PREPAREDNESS & RESPONSE - PAGE 8

The average shelf life of various nonperishable foods

Many nonperishable foods can be stored for quite a while. But even the most resilient items should be used or replaced after a certain period of time. FEMA suggests the following timeline for emergency preparedness food stores.

Use within six months:

- Powdered milk (boxed)
- Dried fruit
- Dry, crisp crackers
- Potatoes

Use within one year, or before the date indicated on the label:

- Canned condensed meat and vegetable soups
- Canned fruits, fruit juices and vegetables
- Ready-to-eat cereals and uncooked instant cereals
- Peanut butter
- Jelly
- Hard candy and canned nuts
- Vitamins

May be stored indefinitely under proper conditions:

- Wheat
- Vegetable oils
- Canned corn
- Baking powder
- Instant coffee, tea and cocoa
- Salt
- Non-carbonated soft drinks
- White rice
- Dry pasta
- Powdered milk (nitrogen-packed cans)



APRIL 2023 - EMERGENCY PREPAREDNESS & RESPONSE - PAGE 9

What to do if you're forced to evacuate



Download the FEMA app. The FEMA app is an invaluable resource for individuals being evacuated. The app, which is available to download through the Google Play store or the Apple App Store, provides a host of helpful information, including a list of evacuation routes, a list of evacuation shelters, and a list of emergency services.

Follow local evacuation instructions. Evacuation routes and instructions are provided by local law enforcement and emergency services. It is important to follow these instructions carefully to ensure your safety and the safety of others.

Check safety. The local emergency services will be monitoring the status of the evacuation routes. If you are unable to evacuate, you should stay in place and wait for further instructions.

Prepare shelter plan. Evacuees who have to stay in shelter should prepare their own shelter plan. This should include a list of items to bring, a list of items to leave behind, and a list of items to take with you.

Remember your needs. It is important to remember your own needs and the needs of others. This includes bringing items such as medications, medical supplies, and other items that are essential for your survival.

APRIL 2023 - EMERGENCY PREPAREDNESS & RESPONSE - PAGE 4

Items to include in a disaster supplies kit

Water: At least one gallon of water per person per day for each day you are expected to be in the shelter.

Food: A 3-day supply of non-perishable food. Do not include perishable items.

First Aid Kit: A first aid kit with band-aids, antiseptic, and other supplies.

Tools: A multi-tool, a flashlight, and a battery-powered radio.

Maps: A map of your area, including evacuation routes and shelter locations.

Personal Hygiene: Toiletries, soap, and other supplies.

Important Documents: Copies of important documents, such as identification, insurance policies, and medical records.

Other Items: A change of clothes, a sleeping bag, a blanket, and other supplies.

APRIL 2023 - EMERGENCY PREPAREDNESS & RESPONSE - PAGE 8

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Succe\$\$ Stories

FITNESS & NUTRITION

Freestone County Times
Fairfield, TX

- Coordinated with services offered by local advertisers
- Used premium-quality paper to enhance appeal
- Distributed at local events
- One advertiser incorporated native advertising from a local Pilates studio





Succe\$\$ Stories

WEDDING PLANNER

The Daily Review
Towanda, PA

- Features, tips, trends and advice from local wedding venues and vendors
- Section ran online and as a print insert
- Placed overrun copies in high-traffic locations around town



5 reasons to hire a wedding planner

The wedding is an important event in a person's life. It's a time when you and your loved ones come together to celebrate a special day. While it's a joyous occasion, it can also be a stressful one. Hiring a wedding planner can help you navigate the many details of the wedding process, from choosing a venue to coordinating the reception. Here are five reasons why you should consider hiring a wedding planner:

1. **Time and Stress Savings:** Wedding planners have experience and expertise in handling all the logistics of a wedding. They can take care of the many details that you may not have time or energy to manage on your own, allowing you to enjoy the process and the day itself.
2. **Vendor Connections:** Wedding planners have established relationships with a wide range of vendors, including venues, caterers, florists, photographers, and more. They can help you find the best quality vendors at the best prices, and they can negotiate on your behalf.
3. **Problem Solving:** Weddings are full of unexpected challenges, from weather changes to vendor cancellations. A wedding planner can anticipate potential problems and have a plan in place to handle them, ensuring that your wedding day runs smoothly.
4. **Personalized Service:** A good wedding planner will take the time to understand your vision and preferences, and they will tailor their services to meet your needs. They can help you create a wedding that is truly unique and memorable.
5. **Peace of Mind:** On the day of the wedding, you can relax and enjoy the celebration, knowing that your planner has everything under control. This allows you to be fully present and to create lasting memories with your loved ones.

Never ways to invite people to be in your wedding party

Planning a wedding party is a fun and exciting task, but it can also be a challenging one. You want to make sure that you have the right people in your wedding party, and you want to make sure that they are all invited in the right way. Here are some creative and unique ways to invite people to be in your wedding party:

- **Personalized Invitations:** Create custom invitations for each member of your wedding party, featuring their name and a special message from you.
- **Group Invitations:** Invite your wedding party members as a group, perhaps over a special dinner or event.
- **Video Messages:** Record a video message for each member of your wedding party, explaining the role and the honor of being in your wedding party.
- **Gift Certificates:** Give your wedding party members gift certificates to a special event or experience, such as a spa day or a weekend getaway.
- **Surprise Invitations:** Surprise your wedding party members with invitations that are hidden in a special place, like a gift or a letter.

Dig into these wedding cake options

Some couples prefer a traditional wedding cake, while others prefer something more unique. There are many different options when it comes to wedding cakes, and it's important to choose one that fits your style and budget. Here are some creative and unique wedding cake options to consider:

- **Flavor Variety:** Offer a variety of flavors to cater to different tastes, such as chocolate, vanilla, and fruit.
- **Decorative Elements:** Add decorative elements like fresh flowers, ribbons, or personalized messages to make your cake stand out.
- **Alternative Shapes:** Consider non-traditional shapes for your cake, such as a heart, a star, or a tiered design.
- **Local Ingredients:** Use local ingredients and flavors to support the community and create a unique taste.
- **Charitable Donations:** Donate a portion of the cake to a local charity or organization.

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towandagolfclub.com

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Succe\$\$ Stories

SPECIAL EDITION WRAP

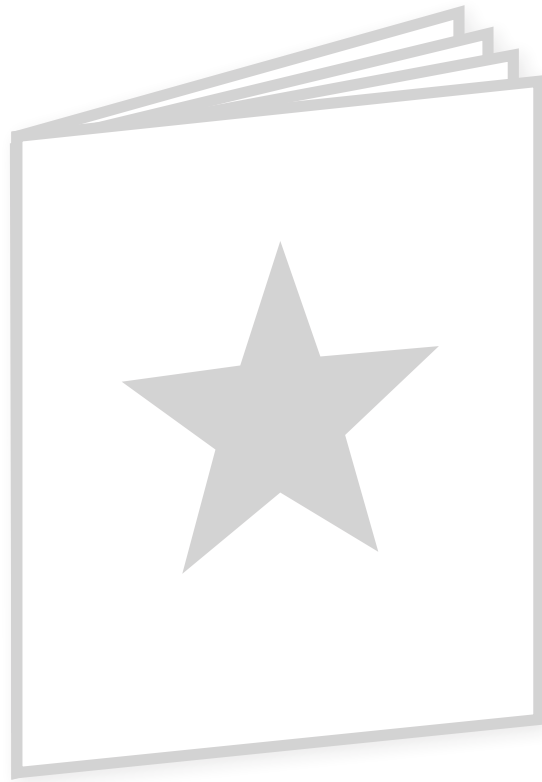
The Holton Recorder
Holton, KS

- Owners of paper did custom wrap for daughter's wedding
- Distributed to all guests at wedding as keepsake
- Concept is adaptable to focus on local business or any other local event





7 *Special* Ideas



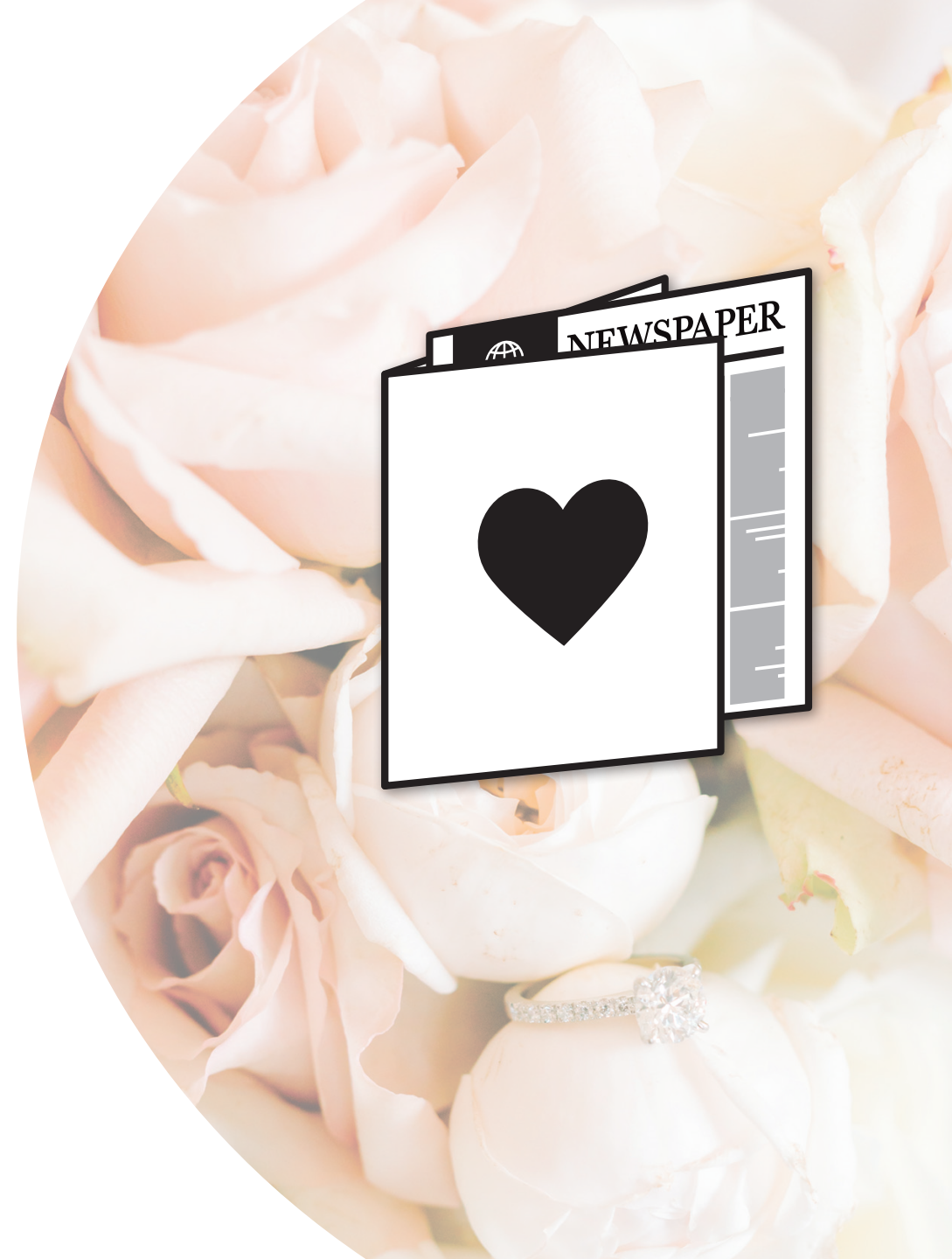


Special Printing

Custom wrap to heighten awareness

- Special occasion
- Business highlight
- Weekend event
- Special sale

Structure cost to profit
from special wrap offering



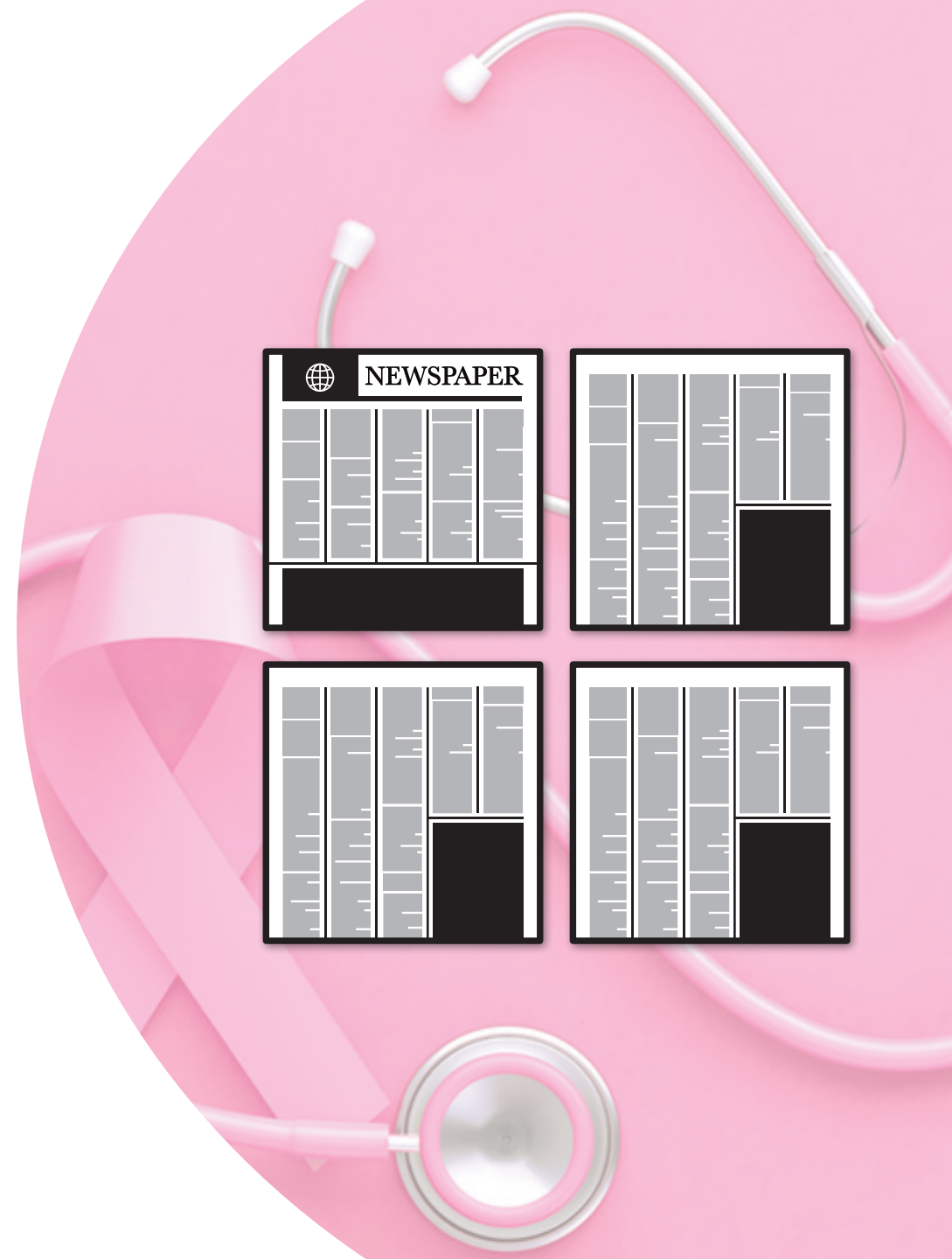


Different Configuration

No rule says that a section has to be in a tab or magazine format

Draw attention to a section topic by delivering bite-sized features over a few days

Create more focused content and a serial effect of the information





Mining Your Existing Local Content

- Community information
- Maps & Guides
- Local history, 100 years ago today:
Include stories about local
long-time businesses





Readers Love Photos

Connect with readers through photography

- A Day In The Community
Photo portfolio of your area in 24 hours
- Reader submitted local photos:
Parks
Local Architecture (Barns)
Portraits





Targeted Sections

Zip Codes

Communities

in Larger Areas

Reach optimal readers with targeted advertising within a section

- Ability to customize
 - Local content
 - Community information
 - Emergency numbers





Contests, Contests, Contests

- Readers' Choice
- 'Best of' Guides
- Local Favorites

Scalable event/section -
Can be smaller and local or large
with peripheral events

Generates interest
Engages advertisers and readers
Profitable





Holiday Guides Shopping Worship Directories In Remembrance

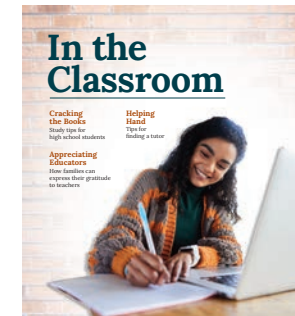
**Classic section solution, but done with a twist:
Feature local advertisers, history, etc.**

- 25 Local Gifts Under \$25
Feature local craftsmen & craft shows
- Christmas through local eyes over the years
Use archived nostalgic content



METRO[®]

TEMPLATED SPECIAL SECTIONS (TSS)



“Plug-and-Play Solutions That Work for Your Customers While Saving You Time and Money” – Wesner Publications, Texas

“The quality content, artwork, and low cost make Metro’s themed special sections a no-brainer.” – West Volusia Beacon, Florida

Reinventing Special Sections



SECTION SPECS

- 20-page layouts with ad spots in place
- 12 to 15 professionally written articles
- 10.5" x 11.25" tab or 8.25" x 10.75" magazine
- InDesign® or Quark® formats
- Free Google font links



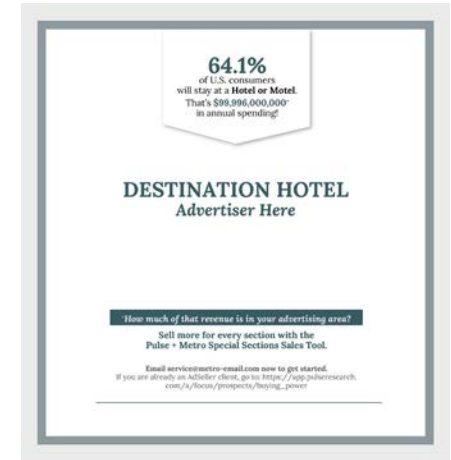
8.25" x 10.75" magazine

Fonts Used

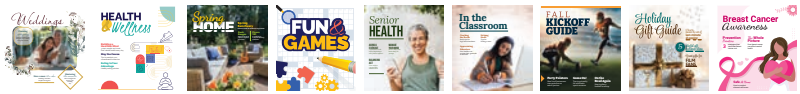
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National spending stats



WHAT'S INCLUDED

- Cover design
- Copyright-free editorial features
- Photos and art
- Rate card and promotional materials



- GG2409MQK8M.pdf
- GG2409MQK8M.QXP
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GG2409MQK8M.QXP	SocialMedia	AdvertiserAdBW
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“LOCALIZE” IT

- Unbranded, copyright-free editorial features can be edited to match your legacy titles or “localize” any way you like

A comprehensive guide to gifting fitness fans

Physical activity is an important component of a healthy lifestyle. Exercise guidelines supported by the medical community indicate most adults should get at least 150 minutes of moderate-intensity aerobic activity each week, or at least 75 minutes of vigorous aerobic activity each week.



Upgrade a membership

Do some research to learn where your fitness lover spends most time working out. If it is a traditional gym, a kick-boxing studio or a H.I.I.T. establishment, speak with the staff to see if you can upgrade the member's plan to receive more perks. For example, a base gym membership may only include use of the floor machines and weights, but another may include all that as well as access to massage chairs, spa services and more.

Gym Memberships:
Name Business Special offer
Name Business Special offer

Massage or massage package

Working out muscles can lead to soreness each time a new milestone is reached. Help soothe those tired muscles with the gift of a neck, back and shoulder massager. Or go a step further and purchase a few sessions at a massage therapy location near the recipient's home.

Where to get a massage:
Name Business Special offer
Name Business Special offer

Insulated water bottle or tumbler

Staying hydrated is important when working out. An insulated water bottle ensures that fitness fans can enjoy cold water or a sports drink throughout their exercise sessions. There's even a water bottle that self-cleans using UV light to kill bacteria in the bottle.

Where to buy tumblers locally:
Name Business Special offer
Name Business Special offer

Treadmill or stationary bike

If you know a loved one has had eyes on improving a home gym, a treadmill or stationary bike can bring the space

to the next level. There is home equipment for every budget.

Where to buy locally:
Name Business Special offer
Name Business Special offer

New kicks

Comfortable, supportive athletic shoes ensure workouts aren't hindered by sore feet. Since shoe fit and style is a personal choice, it might be a safer bet to give a gift card to a popular athletic store or online retailer rather than purchasing the footwear yourself.

Where to buy sneakers locally:
Name Business Special offer
Name Business Special offer

Fitness monitor or smart watch

It seems like everyone now has some sort of smart device, but if the person on your list still hasn't made the switch to a watch that tracks various health data, then that can make for a perfect gift. Smart watches and fitness trackers monitor steps and various health markers such as pulse, elevation climbed and distance, and can even detect if a user has a burgeoning health problem. When pairing the watch with popular fitness apps, users can log daily activities and their diets to get a bigger picture of their overall health.

Those who prioritize fitness can benefit from any number of health- and fitness-minded gifts this season.

Where to buy locally:
Name Business Special offer
Name Business Special offer

Build your gift list for DIY enthusiasts



Business Owner of NAME BUSINESS

Business Owner shares his gift ideas for all of the handymen and handymen in the area! Stop in and ask him any questions on the products listed.

- Magnetic wristband
- Painting essentials kit
- Rolling work bench
- Hearing protection
- Headlamp
- Laser measuring tape
- Sawhorse

• **Magnetic wristband:** Keeping items close at hand takes on new meaning when one utilizes a magnetic wristband. The BinyaTools Magnetic Wristband is just one of the versions of this handy tool that's ideal for wrangling screws, nails, washers, and any other ferrous items. It's also a great option for crafters and jewelry makers.

• **Painting essentials kit:** Painting is an easy and effective way to transform a room. For those DIYers who have yet to compile all of their painting gear, local home improvement retailers often package kits that include a dropcloth, assorted roller sizes, brushes, a paint tray, and even painter's tape to get started on projects.

• **Rolling work bench:** People serious about projects will need a place to store all the tools they have collected. A rolling work bench, such as the Gladiator nine-drawer work bench, has drawers to store tools and a wooden top on which smaller tasks can be tackled. Roll it where needed.

• **Hearing protection:** Drills, sanders and other power tools can be noisy. DIYers will want to protect their hearing, and a set of workshop earmuffs can be a thoughtful gift. Some, like the 3M WorkTunes headphones, even come with Bluetooth technology to offer both hearing protection and the ability to listen to tunes while working.

• **Headlamp:** DIYers need both hands to tackle jobs effectively, which can make holding a flashlight to illuminate the area challenging. Hands-free lighting is possible with an LED headlamp. The light is easily focused where the user is looking.

• **Laser measuring tape:** A smart measuring tape utilizes a laser to increase measuring size, calculate distances and ensure that every home improvement project lines up.

• **Sawhorse:** DIYers working on large projects can benefit from an adjustable saw horse to support materials and ensure safer cuts. The ToughBuilt C700 is an option to consider since it has support pegs that fold out of the legs to allow for greater ease of use.



12 Holiday Gift Guide

Spec Ads
 Advertiser Here

SPORTING GOODS STORE
 Advertiser Here

A comprehensive guide to gifting fitness fans

Physical activity is an important component of a healthy lifestyle. Exercise guidelines supported by the medical community indicate most adults should get at least 150 minutes of moderate-intensity aerobic activity each week, or at least 75 minutes of vigorous aerobic activity each week.

Individuals can take several steps to become active in their adult years. Some become gym enthusiasts, while others engage in yoga classes or other activities. Some still prefer to exercise at home or outdoors. When it comes time to shop for people with a fondness for fitness, gift givers can consider these ideas.

Upgrade a membership
 Do some research to learn where your fitness lover spends most time working out. If it is a traditional gym, a kick-boxing studio or a H.I.I.T. establishment, speak with the staff to see if you can upgrade the member's plan to receive more perks. For example, a base gym membership may only include use of the floor machines and weights, but another may include all that as well as access to massage chairs, spa services and more.

Massage or massage package
 Working out muscles can lead to soreness each time a new milestone is reached. Help soothe those tired muscles with the gift of a neck, back and shoulder massager. Or go a step further and purchase a few sessions at a massage therapy location near the recipient's home.

Insulated water bottle or tumbler
 Staying hydrated is important when working out. An insulated water bottle ensures that fitness fans can enjoy cold water or a sports drink throughout their exercise sessions. There's even a water bottle that self-cleans using UV light to kill bacteria in the bottle.

Treadmill or stationary bike
 If you know a loved one has had eyes on improving a home gym, a treadmill or stationary bike can bring the space to the next level. There is home equipment for every budget.

HARDWARE STORE
 Advertiser Here

Build your gift list for DIY enthusiasts

Physical activity is an important component of a healthy lifestyle. Exercise guidelines supported by the medical community indicate most adults should get at least 150 minutes of moderate-intensity aerobic activity each week, or at least 75 minutes of vigorous aerobic activity each week.

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PAINT STORE
 Advertiser Here

SPORTING GOODS STORE
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PAINT STORE
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11 Holiday Gift Guide



“LOCALIZE” IT

- Unbranded, copyright-free editorial features can be edited to match your legacy titles or “localize” any way you like

4 *Holiday Gift Guide*

Spec Ads Are Included With Your Subscription! Visit your MCV Creative Library to search by keyword.

FINANCIAL PLANNER
Advertiser Here

Why you should shop local 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 locally benefits consumer and community alike. The following are some of the many perks to shopping locally throughout the holiday season.

- **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.
- **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.

More than 2/3 of every dollar spent with a local business stays in the community.

QUOTED BUSINESS AD HERE

Why you should shop local for the holidays and beyond

Local businesses love the holidays! Name business owner says it's her favorite part of the holiday season.

“I love interacting with customers and helping them find the perfect gift!”

Business Owner Name Business

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- **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.

More than 2/3 of every dollar spent with a local business stays in the community.

Reinventing Special Sections



“LOCALIZE” IT

- Easy-to-swap photos and artwork to make it local

SUMMER SAVINGS
How to make vacation season more affordable

LIFE OF LEISURE
Great summertime leisure activities

PARTY POINTERS
Must-have items for summer entertaining in the backyard

July 2024
A Special Supplement to
The Ozark Horse Trader

SUMMER SAVINGS
How to make vacation season more affordable

LIFE OF LEISURE
Great summertime leisure activities

PARTY POINTERS
Must-have items for summer entertaining in the backyard

PAGE 4 • **SUMMER Living**

UNIQUE FAMILY VACATION IDEAS

Summer is the unofficial season of vacations, especially for families. School is not in session in summer, and kids' often busy schedules may grind to a halt in summer, when sports leagues, dance classes and other activities go on hiatus. School closures and a largely empty obligation schedule makes summer a great time for families to go on vacation. Traditional vacation hotspots like adventure parks and resorts merit consideration, but the following are some unique family vacation ideas that can help parents and their children make lasting memories.

- **Ballpark tour:** For families that love baseball, a summer ballpark tour can be a truly unique experience. Whether families prefer Major League Baseball and its large ballparks or the more intimate settings at minor league stadiums, there's no shortage of options on a ballpark tour. Both MLB and minor league stadiums tend to be located in large or mid-size cities, which means there's plenty to do in between games as well.
- **Camper/RV trip:** A family vacation in a camper or RV is a cozy way for families to bond as they vacation at their own pace. National parks across the United States and Canada make for ideal places to visit when touring each country in a camper or RV. But there's really no limit to the experiences families can enjoy on self-driving trips when their beds are on board for the ride.
- **History road trip:** Historical landmarks dot the North American landscape, making a history road trip a fun way to hit the road and learn a little something along the way. American history buffs have no shortage of historic sites to see regardless of which region of the country they plan to visit or which period of history most intrigues them, from the Revolutionary War to the California Gold Rush to the American Civil War and more. Canadian history buffs can go all the way back to the days of the dinosaurs at the Dinosaur Provincial Park in Alberta or visit Nova Scotia to see the eighteenth century economic and military hub the Fortress of Louisbourg, which is the largest historical reconstruction in North America.
- **Urban tour:** One of the joys of visiting Europe is the chance to travel from city to city without spending too much time in the car or on the train between stops. Though North America might be more spread out, families can still tour various urban locales in a single vacation. Parents can pick a region of the country (such as the northeastern United States) and then plan road trips that enable them to visit different cities in that area over the course of a week to two weeks. Make an effort to try the foods each city is known for and visit a local landmark, making sure to leave time to walk around so everyone can get a feel for what a day in each city is like.

Family vacations can be as unique as the individuals taking them.

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HOW TO MAKE SUMMER TRAVEL MORE AFFORDABLE

Summer is peak travel season, whether vacationers plan to travel domestically or internationally. They can expect to pay top dollar as they head off for parks, beaches, and more. But there are ways to make the most of your summer travel budget. The cost of airfare has risen considerably since early 2022. And the cost of travel has seemingly increased by an even greater percentage than the cost of gas prices. Data from the U.S. Bureau of Labor Statistics' Consumer Price Index indicates

THE COST OF AIRFARE INCREASED BY MORE THAN 25% BETWEEN JANUARY 2022 AND JANUARY 2023.

MAKE THE MOST OF A DAY AT THE LAKE

Water becomes the center of attention when the temperature climbs because of the cooling effect it can provide. Making a day of splashing through waterfalls, swimming late in a pool or

SUMMER LIVING
The Ozark Horse Trader/ Ozark Marketing
West Plains, MO



Reinventing Special Sections



CUSTOMIZE IT

- Completely customizable for alternate page counts and printing requirements
- Create various sizes and reproductions

Graphic Header



The different types of breast cancer

The term "breast cancer" does not describe a single type of cancer, but rather several forms of a disease that can develop in areas of the breast. The American Cancer Society says breast cancer type is determined by the specific cells in the breast that become cancerous. There are many different types of breast cancer, and the medical community's understanding of the disease is based on decades of research and millions of patients treated.

In 2007, Dr. Charles Perou first classified breast cancer into subtypes based on genome patterns. The Breast Cancer Research Foundation says breast cancer is broadly divided into two types: non-invasive breast cancers and invasive breast cancers. Non-invasive breast cancers are called Stage 0 breast cancers or carcinoma in situ. These are thought to be the precursors to breast cancer, says the BCRF. While non-invasive breast cancers are not initially life-threatening, if left untreated, they can develop into invasive breast cancers, which can be fatal.

Here is a look at some of the different types of breast cancer.

- **Invasive lobular carcinoma:** This is the second most common type of breast cancer, accounting for 10 to 15 percent of diagnoses, says the BCRF. Invasive lobular carcinoma originates in the milk-producing glands of the breast known as lobules. Tumors that form due to invasive lobular carcinoma more commonly grow in lines in the breast rather than in lumps, so they present differently on a mammogram.
- **Inflammatory breast cancer:** Inflammatory breast cancer is a rare, fast-growing type of breast cancer. The inflammatory name comes from the appearance of the skin of the breast. It looks red and inflamed, which is caused by breast cancer cells blocking lymph channels in the breast and skin, says Breast Cancer Now, a research and support charity.
- **Invasive ductal carcinoma:** This is the most common type of breast cancer, advises the National Breast Cancer Foundation, Inc. Invasive ductal carcinoma accounts for 70 to 80 percent of all breast cancer diagnoses in women and men. This cancer forms in the milk ducts and spreads beyond cancer diagnoses in women and men.
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- **Metastatic breast cancer:** This type of breast cancer is also known as Stage IV breast cancer. Metastatic breast cancer originates in an area of the breast, but spreads (metastasizes) to another part of the body, most commonly the bones, lungs, brain or liver, indicates BreastCancer.org. Individuals hoping to learn more about breast cancer should be aware that there are various types of the disease. Which type an individual has is an important variable doctors consider as they plan a course of treatment.

present in the cancer tumor. These receptors are estrogen, progesterone and the HER2/neu gene. Since the tumor cells lack necessary receptors, certain treatments like hormone therapy and drugs that target these receptors are ineffective. Chemotherapy is still an option.

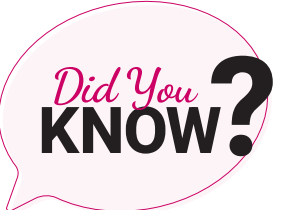


The benefits of breast cancer support groups

Millions of women across the globe are diagnosed with breast cancer each year. According to the World Cancer Research Fund International, breast cancer is the most commonly diagnosed cancer in women each year, with nearly three million new cases confirmed every 12 months. These figures are undoubtedly daunting, but they also tell a different story of perseverance and survival that can comfort women who have recently received a breast cancer diagnosis. According to the WCRF, in 2020 there were 7.8 million women worldwide who had lived for at least five years after their breast cancer diagnosis. Indeed, survival rates for breast cancer have improved dramatically in recent decades. Women often overcome the disease on account of their own personal resilience, but also by drawing on the experiences of others for inspiration and strength, namely through support groups. Women recently diagnosed with breast cancer may be surprised to learn just how beneficial support groups can be.

- **Support groups can help women overcome the mental challenges of a diagnosis.** A 2019 study published in the journal *Frontiers in Psychology* examined the effectiveness of support groups for women with breast cancer and their caregivers. The study found that participation in a support group can help to reduce feelings of depression, anxiety and more while also making women more capable of adapting to their situation.
- **Support group participation during treatment can have a lasting effect.** A longitudinal study published in the journal *Psychosomatics* in 2014 found that social support of breast cancer patients was positively predictive of better physical and mental health-related quality of life at three-year follow-up appointments for breast cancer patients. That means the benefits of joining a breast cancer support group are not only evident during treatment, but endure long after treatment as well.
- **Support groups can be informative on multiple levels.** BreastCancer.org notes that participation in a support group can teach women diagnosed with the disease how to become better advocates for themselves. That's a notable benefit, as women confronting the mental health side effects of cancer treatment, including depression and anxiety, may feel as though they lack agency. In addition, by listening to others in a support group, women can identify new resources for understanding their disease and treatment plan.
- **Support groups can be invaluable for women diagnosed with breast cancer.** Women can speak with their cancer care team to learn about local support groups.

Did You Know? Heading



The American Cancer Society reports that approximately 30 percent of postmenopausal breast cancer cases can be attributed to potentially modifiable risk factors. That finding, cited in the organization's "Breast Cancer: Facts & Figures, 2022-2024" report, means as many as three in 10 breast cancer diagnoses in postmenopausal women may have been attributable to variables within patients' control. The ACS notes such variables may have included body weight, alcohol consumption and physical activity levels. The same report also notes that certain modifiable risk factors accumulate over the course of a woman's life, meaning both postmenopausal women and younger women could potentially lower their risk for breast cancer by making a concerted effort to achieve and maintain a healthy body weight, reduce alcohol consumption and embrace a physically active lifestyle.

HEALTH FOODS STORE
Advertiser Here

HAIR SALON
Advertiser Here

CAFE
Advertiser Here

SUPPLEMENT SHOP
Advertiser Here

MEDICAL GROUP
Advertiser Here

THERAPIST
Advertiser Here

YOGA STUDIO
Advertiser Here

DRUG ADDICTION COUNSELOR
Advertiser Here

Reinventing Special Sections



SELL IT

- Rate sheet
- Advertiser and reader promotional ads print & web versions
- Social media posts
- Ready-to-show pages

SPECIAL SECTION ADVERTISING OPPORTUNITY

The Countdown to Christmas Is On!

Get a head start on holiday sales with targeted advertising in our most beloved section. **Holiday Gift Guide** is the perfect place to advertise your best offerings to consumers working great ideas for Christmas giving, dining, decorating and entertaining. Advertiser alongside a host of engaging features from fun-filled gift exchange ideas to holiday season spending projections, last-minute shopping tips, and gifts for everyone from sports and fitness fans to music and film lovers. To learn more about the opportunities for your business, contact us today for a free consultation with a targeted ad consultant!

Space & Copy Deadline: September 00
Publication Date: September 00

Ad Sizes & Rates	Advertise Online
Full Page 0000" x 0000"..... \$000	Optimize your adspace reach with print and digital advertising package. Ask your ad consultant for details.
Half Page 0000" x 0000"..... \$000	
Half Page 0000" x 0000"..... \$000	
Quarter Page 0000" x 0000"..... \$000	
Right Page 0000" x 0000"..... \$000	
Ask Dealer to any ad/..... \$00 - \$00	

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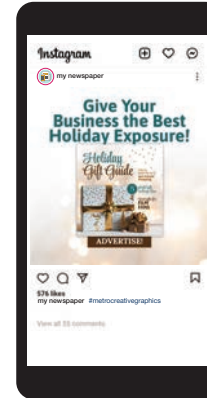
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email@name-newspaper-advertising.com

Call 000.000.0000 or email name@name-newspaper.com to learn more about advertising in this popular themed section.

Give Your Business the Best Holiday Exposure!

Now is the time to reserve your space in our highly anticipated **Holiday Gift Guide!** It's a great way to reach a targeted audience of local readers as they start making their holiday shopping plans. This popular special section gives you ad placement opportunities alongside themed features like fun-filled gift exchange ideas, holiday season spending projections, last-minute shopping tips, and gifts for everyone from sports and fitness fans to music and film lovers. Our ad consultants are here to get you started with a free consultation, so get in touch with us today!

Holiday Gift Guide
Newspaper Logo
Advertising Deadline: September 00
Publication Date: September 00



Give Your Business the Best Holiday Exposure!

Advertising Deadline: Sunday, September 00

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Newspaper Logo

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Give Your Business the Best Holiday Exposure!

Advertising Deadline: Sunday, September 00

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Newspaper Logo

8 *Holiday Gift Guide*

BLACK FRIDAY SALE
Advertiser Here

CATERER
Advertiser Here

Organize a fun white elephant gift exchange

It's exchanged during the holiday season (do not have to have deep meaning). Among friends and coworkers a type of gift exchange called a white elephant can add some more light-hearted fun to an already festive season.

A white elephant gift exchange involves participants selecting humorous, quirky, unusual, or themed gifts to swap with others. The wrapped gifts will be placed in a central location with no information indicating what's within the wrapping, nor who brought the actual gift. The rules of exchange vary depending on who you ask, but can include drawing numbers to pick the order in which participants will select their gifts. Some play where the first person opens the gift and then subsequent participants can opt for a wrapped gift or "steal" from the previously opened options.

Organizing this gift exchange is relatively easy, but involves picking a person to act as an emcee of sorts. That person will need to handle the following tasks:

- **Establish a spending limit for the white elephant gifts.** Some white elephant exchanges also define which gifts are appropriate and which should be avoided.
- **Select an exchange date and time.**

This will involve having someone host at their home, a place of business for a work exchange, or even meeting at a restaurant or another establishment for a fun evening out.

- **Write participants to the exchange** by explaining the rules and the expected amount of the contribution.
- **Calculate the number of participants who have arrived and their price or write out number sheets that will be placed in a bowl.** Verify this total matches the number of gifts to ensure there is no need to worry if someone commits and then drops out afterwards, because only the number of participants actually there on the day of the exchange will be factored into how many numbers will be used for choosing gifts.
- **Plan a few ice breakers** so that participants who may not know each other can become more comfortable before the fun begins, particularly if the white elephant exchange will include the stealing and swapping aspect for extra laughs.

A white elephant gift exchange can be an entertaining way to get off steam during the holidays and share small gifts with friends or coworkers.

Gag gifts add humor to gatherings

by making it a point that everyone in the gift exchange receives at least one gag gift.

- **Humorous notecards:** On stressful days when an office or home is quiet, the resident planner can set the notecard to break the tension. Notecards may be figures that make animal sounds or bursters that yell out funny phrases or even their words.
- **Funny pop figure:** Funko makes figures of pop culture characters. Therefore, if a gift recipient likes a particular television show or movie, there's a good chance you can find a figure of a character he or she likes. The company's website (funko.com) even enables users to build a Personalized Pop! Yourself! Figure in their own or a loved one's likeness.
- **A goofy calendar print:** Believe it or not, there is a company called Cielos on Sandwiches (www.cieloson Sandwiches.com) that produces prints featuring popular celebrities standing or sitting on various types of sandwiches. There is a category for holiday prints that includes characters from well-known holiday movies like Buddy the Elf.
- **Gag box:** Sometimes it's not the gift but how the gift is in that can be the gag. Create a gift that the recipient really wanted into a box for a product that is slightly embarrassing or they do not need, like an ergonomic toilet seat. Once the box is opened, however, the true gift will be revealed.
- **Useless knowledge:** Scour the aisles of a bookstore for volumes about unusual quirky or fun facts. There's even a series known as "Uncle John's Bathroom Reader" books that provides hours of entertainment for people while they are occupied in the bathroom.
- **False lottery tickets:** One of the oldest gag gifts that still fools others, false lottery tickets make recipients think they've scored the jackpot when they're still no richer than before they scratched the ticket.
- **Animal socks:** Animal lovers can get a good laugh when they slip on animal paw- or face-printed socks and shuffle around home in them.
- **Adult achievement stickers:** Who says young children are the only ones who can earn gold stars or good job awards? Purchase pre-printed stickers or design them to say things like "Thank you," or "I didn't lose my keys today." After all, adulthood is an achievement, too.

Gag gifts can add levity to holiday celebrations when they are offered in a good-natured way.

TOY STORE
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CRAFT FAIR
Advertiser Here

YOUR AD HERE

Spec Ads Are Included With Your Subscription!
Visit your AdC Creative Library to search by keyword.



SELL IT

- Run sections online.
- Create a call list.
- Show and sell.
- Market to advertisers and readers.
- Present a spec ad.
- Overcome objections.
- Offer package deals.
- Localize articles.
- Evaluate your current program.
- Think outside the section.

Special Section Selling Tips to maximize ad revenue



Run sections online.

If printing is too costly, it's easy to run a PDF of your special section on your website. You can even offer to include advertiser URLs for driving readers to advertiser websites. If you run your section in print, an online companion gives you the option to promote print and digital package rates.

Create a call list.

Themed sections are a great way to approach new advertiser prospects with a niche product. Metro's Themed Special Sections have advertiser suggestions in place to help you jump-start a call list. Metro's online planning calendar is another helpful resource for brainstorming prospects.

Show and sell.

Present the ready-made section to prospects in person or by email, so they can visualize their ad in the finished product. Offer the option to choose the available ad spot that best complements their business offerings.

Market to advertisers and readers.

Metro's Themed Special Sections include rate card and promotional ad layouts, as well as social media posts, geared toward both readers and advertisers for print and online promotion.

Present a spec ad.

It's a fact that spec ads help close more sales, and your Metro subscription provides access to thousands of spec ads that are ready to personalize and present for virtually every type of advertiser. Sales reps can also use Metro's site tools to personalize their spec ad presentations online, and email them directly to prospects.

Collaborate to overcome objections.

By sharing the most commonly heard reasons why businesses don't want to advertise, your sales team can work together in developing responses to overcome those objections.

Offer package deals.

The diversity of titles in Metro's Themed Special Section program helps you develop advertising and sponsorship package deals for local businesses, giving them the opportunity reach a wider audience.

Localize articles.

All of the features in Metro's Themed Special Sections are unsponsored and copyright-free, so you can edit them any way you like to incorporate native advertising with tips, advice or even events from local businesses.

Evaluate your current sections program.

Figure out which sections are performing well, and which sections you should consider replacing. Metro's Themed Special Sections program offers 24 titles, giving you ideas and options for trying something new.

Think outside the section.

If you're short on prospects for a particular section, consider publishing single pages within your paper for a targeted group of small advertisers, or sell pages as a series for a single large-scale sponsor.

Reinventing Special Sections



+ GO DIGITAL

- Coordinated Themed Websites & Digital Directories are available to pair with print sections.

ONLINE ADVERTISING OPPORTUNITY

Digital Advertising to Get Your Business on More Holiday Lists

Get a head start on holiday sales with digital advertising in our new Special Section. This interactive website offers your business flexible and affordable placement alongside featured guest & local advertisers seeking great ideas for Christmas gifts, dining, decorating and celebrating. Engaging features like fun-filled gift exchange ideas, fun, creative shopping tips, and gifts for everyone have sports and fitness ideas to inspire and film lovers, make it a great vehicle for promoting your services and offering to your target audience. For more information about our options for the holidays, talk to one of our helpful ad consultants today.

Space & Copy Deadline: September 00
Live Date: September 00

Web Ad Sizes & Rates			
Rectangle	300 x 250	————	\$900
Leaderboard	728 x 90	————	\$900
Sponsor	300 x 600	————	\$900
Mobile banner	320 x 50	————	\$900
Directory Ad	300 x 250	————	\$900

Call 000.000.0000 or email sales@namenewspaper.com for more information.

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- Rate Card
- Advertiser Web Ads

2025 SCHEDULE – Titles & Publication Dates

Health & Wellness 11/5/2024

Brides Today 11/20/2024

Spring Home 12/5/2024

Living 50 Plus 12/20/2024

Children's Health 1/3/2025

On the Road 1/17/2025

Home Interiors 2/5/2025

Confetti 2/20/2025

Senior Living 3/5/2025

How To 3/20/2025

Weddings 4/4/2025

Summer Fun & Games 4/18/2025

Outdoor Living 5/5/2025

Our Neighborhood 5/20/2025

Back to School 6/5/2025

Emergency 6/20/2025

Fall Home 7/3/2025

Senior Health 7/18/2025

Holiday Gift Guide 8/5/2025

Breast Cancer Awareness 8/20/2025

Holiday Lifestyle 9/5/2025

Modern Parenting 9/19/2025

Winter Fun & Games 10/6/2025

Money Matters 10/20/2025

“Metro themed sections provide a yearly dose of new, broad copy and art to supplement our own local content, and are easily customizable to fit our unique needs.”

– Pulaski Citizen, Tennessee



**SCAN
CODE**

to read section
summaries
and learn more



2024/2025 THEMED SECTIONS SCHEDULE

[Download 2024 Schedule](#) | [Download 2025 Schedule](#)

First Quarter -

Health & Wellness - 11/5/2024

Readers turning over a healthier leaf at the start of a new year won't want to miss Health & Wellness. A focus on healthy lifestyles makes this section the perfect place to introduce health-conscious readers to the many local businesses who can help them achieve their health and wellness goals in the year ahead.

Brides Today - 11/20/2024

As the calendar turns to a new year, engaged couples direct their focus to wedding planning. Brides presents the perfect opportunity for local wedding vendors to showcase their services to happy couples on the cusp of tying the knot.

Spring Home - 12/5/2024

As spring flowers get ready to bloom, homeowners begin to revisit their renovation plans. Spring Home shines a light on the latest remodeling trends and popular projects while serving as the ideal space for contractors to connect with renovation-minded homeowners.

Living 50 Plus - 12/20/2024

Life after 50 is filled with adventure, and Living 50 Plus has all readers need to make the most of this exciting time in their lives. Advertisers from various industries can utilize this unique section to connect with this influential and growing demographic.

Children's Health - 1/3/2025

Parents know that no concern is too small when it comes to their children's well-being. Children's Health draws attention to issues that can affect youngsters' mental and physical health so parents have all they need to raise happy, healthy children.

Second Quarter +

Third Quarter +

Fourth Quarter -

Confetti - 2/20/2025

Graduations, children's birthdays and anniversaries are just a few of the milestone moments worthy of celebration. Confetti can help families make the most of these special events and connect them with the local businesses who specialize in celebrating.

How To - 3/20/2025

Home, health and recreation are high on readers' priority lists. How To includes a range of features focusing on these important topics, making this a great opportunity for local businesses across various industries to showcase their goods and services.

Our Neighborhood - 5/20/2025

Local businesses are the backbones of their communities. Our Neighborhood shines a spotlight on all restaurants and retailers do to make their communities great places to live while also providing a showcase for those firms to connect with local residents.

Emergency - 6/20/2025

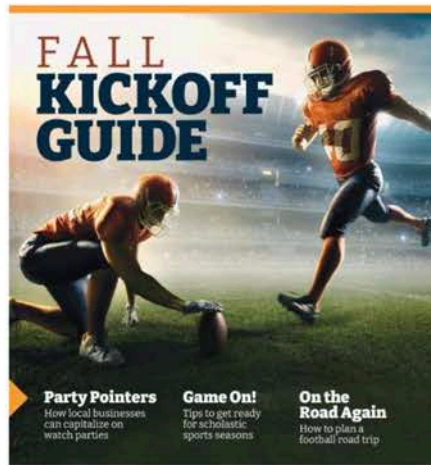
Weather events are the new normal, and that only underscores the importance of being prepared and the significant role local heroes play to keep their communities safe. Emergency Preparedness brings all that together, making this a go-to guide for communities everywhere.

Themed Special Sections – How to Find on Metro

1. Select Sections from the Main Pulldown
2. Use Filters to Narrow Down Results
3. Select More Options to View & Download

The screenshot shows the Metro website's 'Sections' interface. On the left, a sidebar contains a 'Sections' pulldown menu (callout 1) and a filter panel (callout 2) with categories like 'ISSUE YEAR', 'ISSUE MONTH', and 'THEMES'. The main content area displays search results for 'Sections' (179 results). A search bar at the top right has an orange arrow pointing to it (callout 3). A grid of section thumbnails is shown, with the 'FALL KICKOFF GUIDE' thumbnail enlarged to show a 'More Options' menu. This menu includes options like 'Download InDesign', 'View Website & Directory', 'More Options', 'View PDF', 'Download Quark', 'View eEdition', 'Present/Print/Share', and 'E-mail File Link'. Other visible thumbnails include 'Holiday Gift Guide', 'FUN & GAMES', 'RENOS & REMODEL', 'All About PETS', 'In the Classroom', 'Organizing Your HOME', and 'Money'.

From More Options



[Back to Results](#)

1 Download Tabloid & Magazine Package

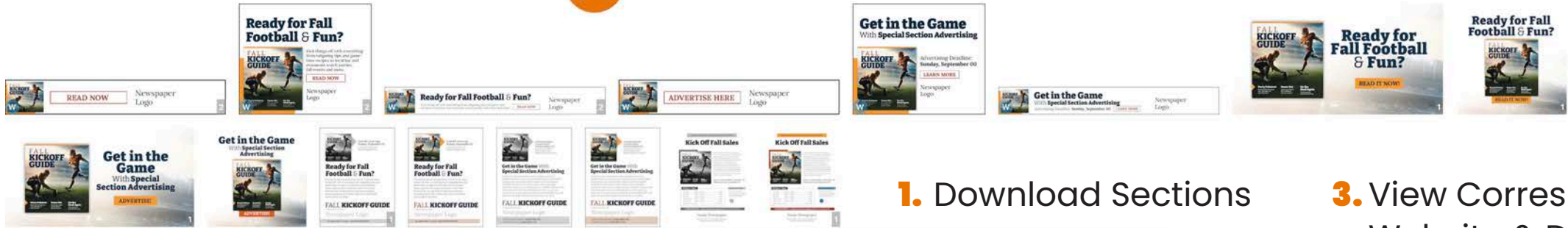
InDesign/Idml ↓ Quark ↓

Edition: Fall/Winter Sport
Title: Fall Kickoff Guide
Service: Templated Sections
Published: September 2024
Purchased: ✓
Name: FS2409M
Downloaded: 1

2 [Back to Results](#)
[View PDF](#)
[View Themed Website & Directory](#)
[E-mail File Link](#)
[Previous](#)

3 [Present/Print/Share](#)
[Download Preview Image](#)
[View eEdition](#)
[Report a problem](#)
[Next](#)

4 PROMOS: PRINT, DIGITAL AND SOCIAL MEDIA



1. Download Sections
2. View Entire Sections

3. View Corresponding Website & Directory
4. Download Marketing Material

Editorial Content -

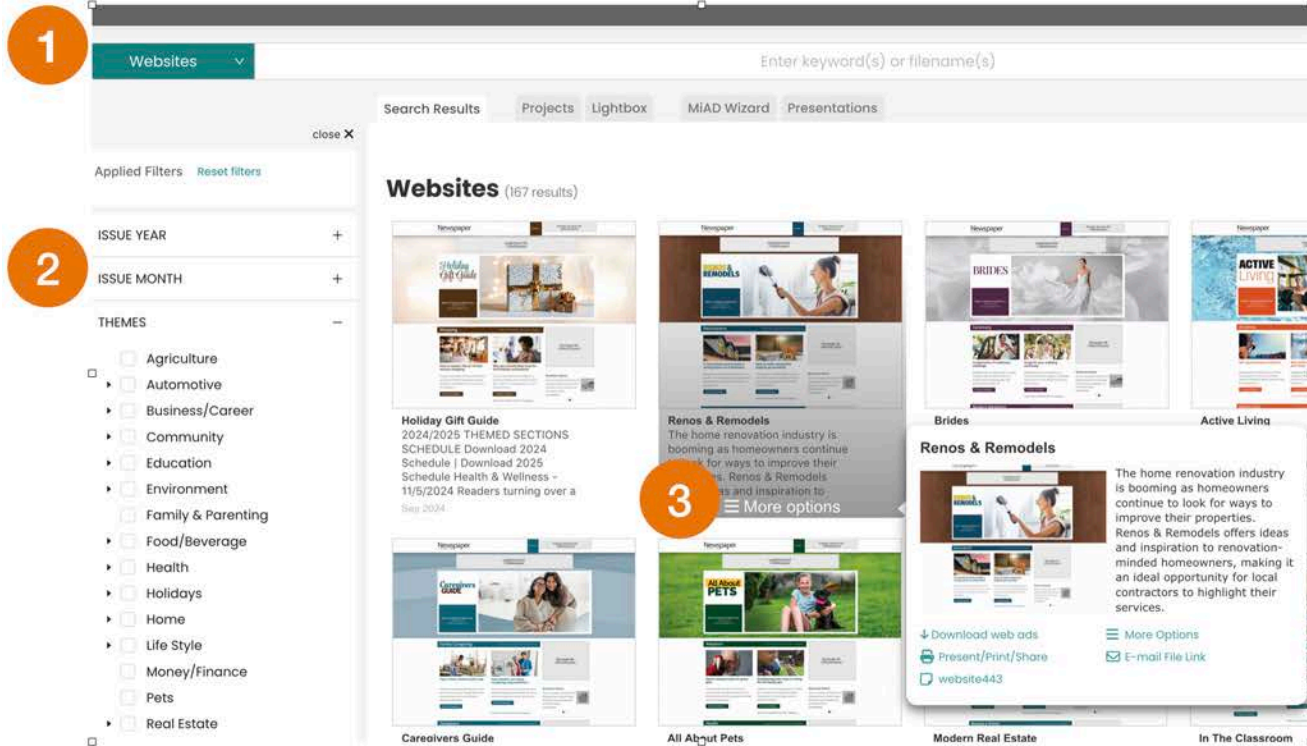
How to Find on Metro

1. Select Editorial from the Main Pulldown
2. Choose Individual Features OR Puzzles, Games & Recipes
3. Enter a Keyword or Choose Category

The screenshot displays the Metro Editorial Content search interface. On the left, a sidebar contains a 'CONTENT' section with a 'close X' button. Under 'CONTENT', 'Individual Features' is checked, and 'Puzzles, Games & Recipes' is unchecked. Below this is an 'Applied Filters' section with a 'Reset filters' button and a 'Children/Teens' filter. The 'ISSUE YEAR' and 'ISSUE MONTH' sections have plus signs. The 'CATEGORY' section has radio buttons for 'Any', 'Each', and 'Not', with 'Any' selected. A list of categories follows, including Agriculture, Automotive, Beauty/Grooming, Boating, Books, Bridal/Wedding, Business/Career, Children/Teens (checked), Consumer Tips, Crafts/Hobbies, Did You Know, Dining/Entertainment, Education/School, Environment, Family/Parenting, Fashion/Accessories, Fitness/Nutrition, Food/Beverage, General Interest, Gifts/Collectibles, Health/Medical, Holidays-Fall, Holidays-Spring, Holidays-Summer, Holidays-Winter, Home-Exterior, Home-Interior, Home-Misc, How-To, Lawn/Garden, Men, and Miscellaneous.

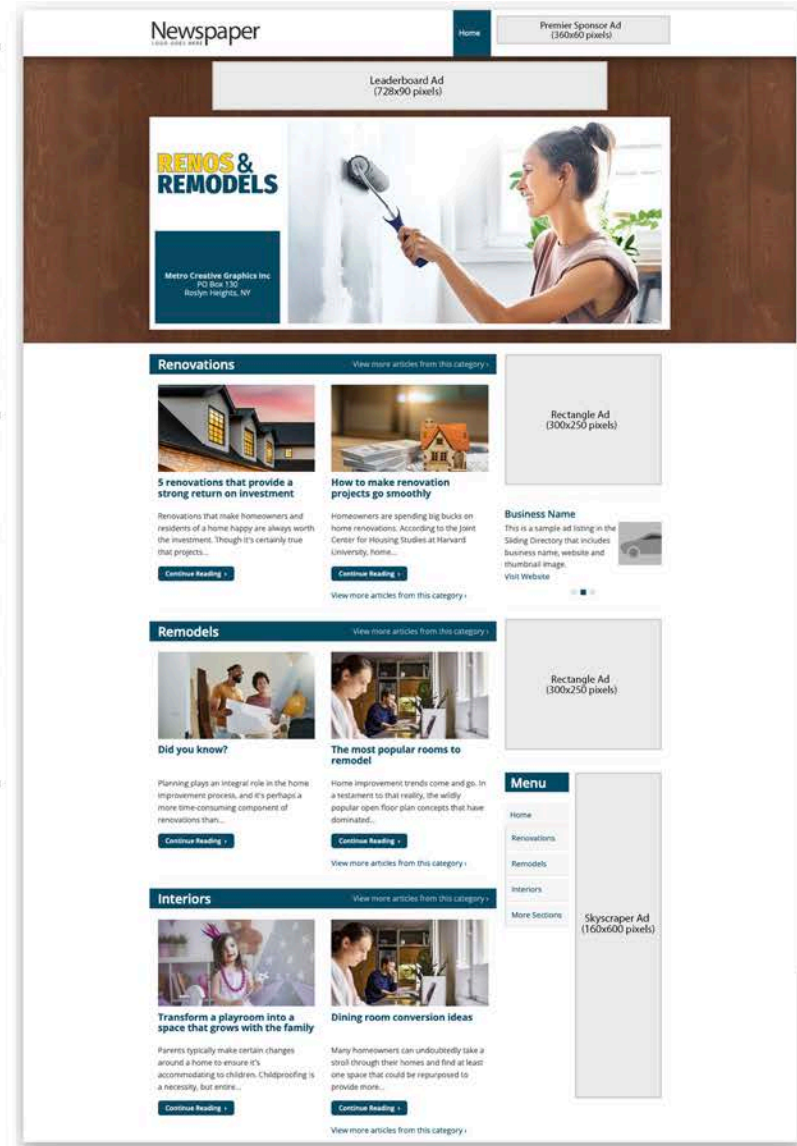
The main search area has a search bar with the text 'Enter keyword(s) or filename(s)' and an orange arrow pointing to it. Below the search bar are tabs for 'Search Results', 'Projects', 'Lightbox', 'MIAD Wizard', and 'Presentations'. The 'Search Results' tab is active. Below the tabs are sorting options: 'Sort by: best match', 'Image Size: large', 'Items Per Section: 50', 'Rollover Preview' (checked), and 'Recommended for you' (checked). Below these are 'Applied Filters: Children/Teens x' and a 'Reset filters' button. The main content area is titled 'Features (153 results)' and displays a grid of 12 feature cards. Each card has a thumbnail image, a title, a brief description, and a word count. The cards are: 1. 'Fun ways to make Christmas Eve even more special for kids' (399 Words), 2. 'Signs of ADHD in children' (419 Words), 3. 'Back to school can mean the return of lice' (510 Words), 4. 'Did you know? Treatment for head lice...' (191 Words), 5. 'Baby safety tips for new parents' (538 Words), 6. 'Get ready for scholastic sports seasons' (428 Words), 7. 'What young athletes can do to reduce injury risk' (450 Words), 8. 'Athletes are ready for action during fall sports' (583 Words), 9. 'Did you know? School sports participation...' (106 Words), 10. '7 benefits of cheerleading' (370 Words), 11. 'Did you know? Many children wear eyeglasses...' (TF248211), 12. 'Calm first-day-of-school jitters' (TF248222), 13. 'Study tips for a strong start in school' (TF248222), 14. 'How families can get ready for a new school year' (TF249235), 15. 'How to prevent hot car emergencies' (TF249238).

Themed Websites & Directories – How to Find on Metro



1. Select Websites from Main Pulldown
2. Use Filters to Narrow Down Results

3. Select More Options to View Website & Directory



Succe\$\$ Stories – How to Find on Metro

1. Select Succe\$\$ Stories from the Main Pulldown

2. Select More Options to View, Download & Share



15 Minutes to a Successful Holiday Advertising Program

Thursday, September 12, 2024 1:00 pm, EST

Make your game plan ahead of the pivotal fourth quarter with best practices for utilizing every sales and creative asset included with the 2024 Holiday Advertising Service from Metro. This webinar will outline all-new features focused on local holiday shopping and events, as well as fresh holiday greeting ads, to help you engage new and returning advertisers and your community. We'll also take a peek at the four ready-made special sections that come with this year's Holiday Advertising Service, including a new Holiday Recipes guide. Don't miss this opportunity to get inspired and organized to "sleigh" Christmas season sales!



MAKING SPIRITS BRIGHT!

HOLIDAY TREE LIGHTING
Friday, November 08
5:30-8:30 p.m.

Let's get together and kick off the holiday season with a delightful evening of music, family, and festive fun!

Free Parking • Free Admission
Free Drinks With Games • Live Musical Entertainment
Food & Drink Vendors • Raffle, Snow or Snow Machine

Christmas Village at Town Center
1224 Providence Street, Columbusville Heights
330-330-3333 | www.spartanville.com

Wishing you a sparkling and luminous season!	Name Sponsor www.metroadvertising.com	Hope your holiday is joyful, merry and bright!	Name Sponsor www.metroadvertising.com
Merriest wishes to you and yours!	Name Sponsor www.metroadvertising.com	Wishing you a season filled with joy, love and laughter!	Name Sponsor www.metroadvertising.com
Merry Christmas and jolly wishes!	Name Sponsor www.metroadvertising.com	May your holidays be magical, merry and meaningful!	Name Sponsor www.metroadvertising.com

Dear Santa...

Write your letter to Santa here. Add your letter to the address below before December 24, or stop by the store (if in person) with this card. All the letters are read aloud and the names are read out loud to the children. Write your letter to Santa here.

NAME SPONSOR
www.metroadvertising.com

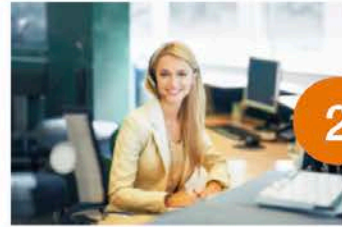
Dear Santa,

Lined writing area for a letter to Santa.

Holiday Webinar – How to Find on Metro

1. From our Homepage
Select Support
2. Then Choose Live
Training Webinars
3. Click to Register

Contact Us



2

Need assistance updating logins or adding users?
Call 800.223.1600 or email

service@metro-email.com

Getting Started

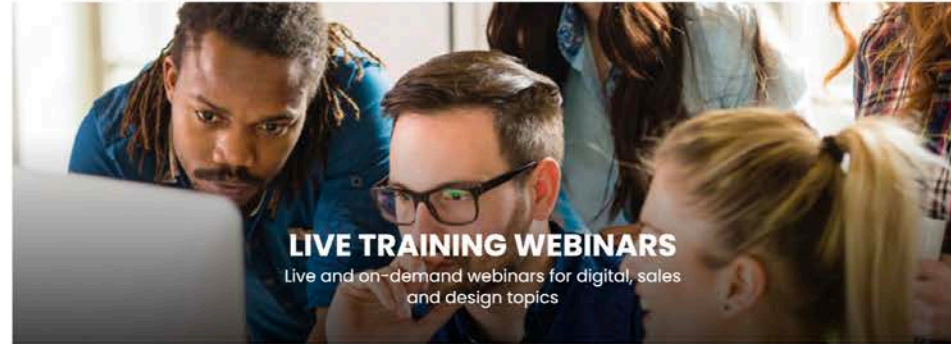
- Video Tutorials
- Browser/Software Requirements
- Schedule Free Training
- Live Training Webinars – register & view archive

Requests

- Info/Pricing
- Free Trial
- Add/Update User Info
- Art
- Spec Ad
- Editorial

More

- Subscriber Benefits
- Email Ideas – view archive & sign up
- Sales Resources & Tips
- Community Forum
- My Account
- Feedback
- Font Guide



Webinar Topic: Reinventing Special Sections

📅 Thursday, August 15, 2024 1:00 pm, Eastern Standard Time

Creating a fresh, relevant and profitable special sections program year after year is an important part of every newspaper's revenue strategy, and a challenge for many. As you prep to strategize for 2025, join us for a free webinar focused on developing a program and products that will maximize reader and advertiser engagement. This workshop will give you fresh perspectives on creating successful print and online sections from every angle, including best practices for designing covers, mastheads and page layouts; combining stock editorial content with personalized local features; opportunities for native advertising; section ad selling tips; monetizing wraps and covers; and much more. We'll also present Metro's new 2025 Themed Special Section titles and schedule. Don't miss this opportunity to get inspired and optimize planning for a prosperous new year!

[Click here to register →](#)

3

Webinar Topic: 15 Minutes to a Successful Holiday Advertising Program

📅 Thursday, September 12, 2024 1:00 pm, Eastern Standard Time

Make your game plan ahead of the pivotal fourth quarter with best practices for utilizing every sales and creative asset included with the 2024 Holiday Advertising Service from Metro. This webinar will outline all-new features focused on local holiday shopping and events, as well as fresh holiday greeting ads, to help you engage new and returning advertisers and your community. We'll also take a peek at the four ready-made special sections that come with this year's Holiday Advertising Service, including a new Holiday Recipes guide. Don't miss this opportunity to get inspired and organized to "sleigh" Christmas season sales!

[Click here to register →](#)

For additional questions or information call 800-223-1600 or email us at service@metro-email.com

**Do you have any special
section ideas to share?**

Thank You!

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Laura Koch - lkoch@metro-email.com

Jackie Ulloa-Thines - julloa@metro-email.com

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