

21 Holiday Ideas

to Get Teams & Advertisers in the Spirit



- * Create a Holiday Greetings Edition, Special Section or Daily Pages With All-New Ad Templates.
- * Present Returning Advertisers With Fresh Ad Design Options to Ensure They Get Noticed. Pro Tip: MiAD Wizard (included with your Holiday Advertising Service) makes it easy to personalize your favorite Holiday ads with a business's logo and email them as a presentation for maximum impact.
- * Browse the "Specific Advertisers" Section of Your SearchBook to Kick Off Your Prospects List (page 39).
- * Create a "Letters to Santa" Program Using the Package Provided (page 10).
- * Present and Sell Your Ready-to-Publish "Christmas Coloring Book" to Sponsor Businesses (page 60).
- * Present and Sell Your Ready-to-Publish "Holiday Fun & Games" Special Section to Sponsor Businesses (page 60).
- * Present and Sell Your Ready-to-Publish "Holiday Recipes" Guide to Local Food and Beverage Advertisers (page 60).
- * Present and Sell Your Ready-to-Publish "Home for the Holidays" Special Section to Holiday Advertisers (page 60).
- * Use the Cover Designs Provided to Inspire Additional Special Section Ideas (page 27).
- * Upsell Any Print Ad as a Package Deal Using the Coordinated Web Ads Provided. Pro tip: Click the W beneath any print ad thumbnail, then scroll down to access companion web ads.
- * Combine New Shaped Ad Designs With Articles for Advertiser-Specific Pages (page 31). Remember, copyright-free editorial content is included in your Holiday Advertising Service.
- * Offer Social Media Tie-Ins for Advertisers Using the Ready-to-Post Designs Provided (page 44).
- * Recruit Sponsor-Advertisers Around a "Homes of the Holidays Christmas Lights Tour" Program (page 09).
- * Quick-Sell Multiple Sponsors With a "Shop Local" Group Page Layout (page 06).
- * Sell Sponsorship Spots to Help Promote Your Community's Tree Lighting Event (page 08).
- * Run a Worship Guide Featuring Christmas Schedules From Local Churches (page 11).
- * Sell Individual Game and Puzzle Sponsorships (page 11).
- * Sell Sponsorship for an Image-Find Contest in Your Newspaper (page 11).
- * Upsell Christmas Package Deals With Greeting Ad Templates for Thanksgiving, Hanukkah, Kwanzaa and the New Year.
- * Use Bonus Images Provided to Create Your Own Designs or Customize Existing Ad Templates.
- * Customize Your Email Marketing by Personalizing Your Metro e-Card Designs for Prospective Clients (page 62).

