

## Choose Your Search Parameters to Increase Productivity in MCC

Today more than ever, every minute you spend online counts. That's why *MetroCreativeConnection* is designed with tools to make your job easier and faster. Explore the various ways to narrow your search in *MCC* for faster results and increased productivity here:

**SEARCH**

keywords

not these keywords

Exact match

[Reset Search](#)

### Search Field

When adding multiple keywords, click the **Exact Match** box to tell the search engine to include all words. If **Exact Match** is not checked, *MCC* delivers searches for all the words that have been entered.

**Not These Keywords** can help in instances when words have multiple meanings or uses. For example, a **+hot +dog** that is food is different than a **+hot +dog** that is an animal heated by the sun. In this case, typing **food** in the **Not These Keywords** box will eliminate irrelevant images from the search.

**Search**

Search Source

- Images (0)
- Spec Ads & Covers (0)
- Autos Photos
- Logos & Trademarks
- Food & Dining
- Metro/Getty Freedom Images
- Metro/Getty Freedom Videos

[View quota details](#)

**FILTERS**

Include archive material

**Color Filters**

- Color + Black & White
- Color
- Black & White

**Shape Filters**

- Horizontal + Vertical
- Horizontal
- Vertical

**Spec Ads & Covers Filters**

- Print
- Print with Web/Mobile
- Web/Mobile

Print Ad Size: **2 Column**

Print Ad Type: **All**

- All
- Adscape/Shaped
- Bonus Ideas/Covers
- Calendar
- Campaign
- Coloring Pages
- Contest
- Coupon Page
- Directory
- Grocery/Market
- Infographics
- Marketplace
- MetroBiz
- Multiple Advertiser
- Multiple Listing
- Quick Sell Page
- Religious/Spiritual
- Self-promotion
- Single Sheet
- Themed Event Package

### Spec Ads & Covers Filters

Use **Spec Ads & Covers** filters to narrow searches for specific types, sizes and display orientation of ads.

Choose to search only for **Spec Ads and Covers**, only for **Images**, or both. Or, click the appropriate box to search content in exclusive services to which you subscribe.

*MCC* now includes over 20 years of content. Click **Include archive material** to deepen your *MCC* database search.

Make a choice for **Color, Black & White**, or both.

Search for **Horizontal or Vertical** oriented ads or images, or both, as a way to narrow your results.

Further narrow a search by selecting **Print Ads, Web/Mobile**, or both.

A **PASS-sized column width** can also be selected, and/or a **Print Ad Type**. For example, with **All** as the ad size, a selection of **Marketplace** returns full-page or tab-sized multiple-advertiser layouts with both directory and display options to sell. Likewise, choosing the **2column** ad size and **Campaign** as the **Print Ad Type** will return ads that can start a campaign buy. Narrow the search further with **keywords** such as the advertiser category. You can also search only for ads that have a **MiAD® Wizard** or **InDesign®** version. (Note: All ads since 2012 are provided in both Quark® and InDesign formats)

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**FILTERS**

Include archive material

**Color Filters**

- Color + Black & White
- Color
- Black & White

**Shape Filters**

- Horizontal + Vertical
- Horizontal
- Vertical

**Image Filters**

Image Type: **All**

Image Format: **All**

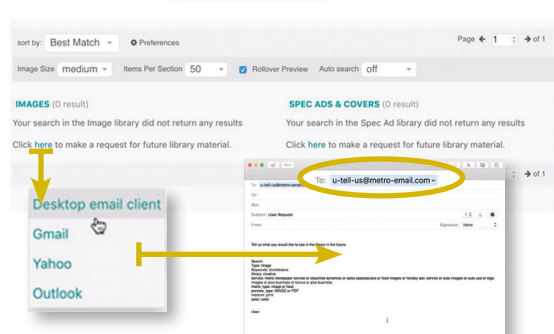
Language: **All**

- With Hi-res only
- Ad Starter
- Background
- Border
- Burst
- Cartoon
- Coloring Panels
- Frame
- Heading
- Icon Set
- Line Art
- Object
- Photo
- Retro
- Swirl
- Tone Art

### Image Filters

Combining **Image** filters can target specific searches in a number of ways. Check and uncheck menu items to suit your needs for broader or narrower searches.

Look only for photos, get only line art images, see just backgrounds or a number of other specific selections under the **Image Type** pulldown menu. You can also choose the format for vector or TIFF images, or check the box to see only photos with a high resolution option. (Please note that almost every photo since 2003 has a hi res version available.)



### No Results?

If you perform a search and get no results, think about altering your parameters to broaden the search. Using a different keyword may also change the results. Metro attempts to cover all the bases, but regions and individuals don't always know things by the same name. In the case of specific images or ads that have no results, there are links in the no results window to send Metro a **U-Tell-Us** email that lets us know what you were looking for. You can also click **Contact Us** under the **Support** menu at the top of the screen to send comments and make requests for art and ads.

Try the *MCC* filters to save time and be your creative best. **M**

**Help**

**Voice:**  
You can reach Metro's Client Services Team by calling:  
800.223.1600 (8:45am - 5:45pm EST)  
(Outside U.S. and Canada 212.247.1100, ext. 202)

**E-mail:**  
IMPORTANT: If you prefer to communicate with us by e-mail, please make sure to indicate your name, publication, city, state and the method you prefer we use to respond (e-mail address, cell phone number and best time/day to call). E-mail will be replied to within 24 hours.  
Customer Service: [service@metro-email.com](mailto:service@metro-email.com)  
For general questions about Metro's family of services, billing, shipments, your service subscriptions, image and editorial requests, or password and user information for MetroCreativeConnection. Reviewed within 24 hours.  
Technical Support: [tech@metro-email.com](mailto:tech@metro-email.com)  
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