



2027 Themed Special Sections

24 All-Inclusive, Turnkey Sections

Ready to sell, ready to publish, and designed to strategically optimize engagement and ad revenue all year

- Twelve 20-page sections prepared with built-in sales opportunities
- Twelve concentrated Focus On> sections perfect for niche sponsorships



Run everything in print or online as a section or page series – all images included!



Covers shown are 2026 content, available now!

“

“The thoughtful content, design and layout always ensure the professional appeal we strive for, without the substantial investment in time.”

— Wesner Publications, Oklahoma

”

METRO[®]

Themed Special Sections

Strategically designed and released to align with peak advertiser interest and seasonal consumer demand, helping you maximize engagement and revenue.

Ready to publish in print or online, all images included!



Sample layout shows 2026 content, available now!

Specs

- 10.5" x 11.25" tab or 8.25" x 10.75" magazine
- InDesign[®] and Quark[®] formats
- High-resolution PDF
- Free Google font links
- 20-page layout designs with built-in ad spots
- 12 to 15 professionally written articles

What's Included

- Cover design
- Copyright-free editorial features (no byline required)
- ALL photos and art
- Content-based advertiser suggestions
- Rate card and promotional materials



Buy Unlimited or Single Sections

- Purchase by subscription for unlimited access to all new and archived sections, or buy per section at the lowest price in the industry.



How to Use Sections

• Make It Yours!

Rename sections to match your legacy titles, and edit the unbranded, copyright-free editorial features any way you like. Feature local people, places and events to give sections the unique local flavor readers and advertisers love. Add community polls, local stories and photos, interviews, contests, reader submissions and more, or create native advertising opportunities for area businesses!

- Easily customize for alternate page counts and printing requirements.
- Run any section as a print insert, or easily post online as a PDF.
- Use individual pages or two-page spreads from any section to run a recurring series of themed features and ad campaigns within your daily or weekly print and online publications.

+ Grow Digital!

- Interactive Themed Websites & Digital Ad Directories coordinate with Themed Special Section titles to quickly and easily build SEO and expand online revenue.

Only \$117
per section

Become a subscriber and save even more!

2027 SCHEDULE

Brides Today

Download: November 5, 2026
Sell: November 2026 – January
Publish: January 2027

Spring Home

Download: December 4, 2026
Sell: December 2026 – February
Publish: February 2027

Health & Wellness

Download: January 5, 2027
Sell: January – March
Publish: March 2027

Lawn & Garden

Download: February 5, 2027
Sell: February – April
Publish: April 2027

Senior Living

Download: March 5, 2027
Sell: March – May
Publish: May 2027

Weddings

Download: April 5, 2027
Sell: April – June
Publish: June 2027

Living Longer

Download: May 5, 2027
Sell: May – July
Publish: July 2027

Fall Home

Download: June 4, 2027
Sell: June – August
Publish: August 2027

Holiday Gift Guide

Download: July 2, 2027
Sell: July – September
Publish: September 2027

Breast Cancer Awareness

Download: August 5, 2027
Sell: August – October
Publish: October 2027

Holiday Lifestyle

Download: September 3, 2027
Sell: September – November
Publish: November 2027

Winter Fun & Games

Download: October 5, 2027
Sell: October – December
Publish: December 2027

+ 3 Holiday Sections

Included exclusively with Metro's Holiday Advertising Service.

Homemade for the Holidays
HoliYAY Puzzles & Activities
Holiday Carols & Songbook

Download: August 15, 2026

Read section content descriptions for each title on pages 6 and 7 of this PDF >>>>>

New This Year: FOCUS ON > Sections

These niche products are strategically designed for smaller newspapers and communities. Perfect for individual sponsorships or native advertising, each one can be published as a section or recurring page series.

Ready to run in print or online, all images included!

FOCUS ON >

CHILDREN'S Health

What parents should know about **ultraprocessed foods**

Parents of young children know that a day doesn't go by when they don't spend some portion of the day thinking about their youngster's health. Whether it's getting kids to eat on time so they can nap the correct number of hours or making sure to provide children with healthy snacks, parents are constantly making decisions about their child's diet and overall health.

Parents whose young kids don't eat as regularly as recommended and who make poor food choices are more likely to have children who are overweight and have other health problems.

Unprocessed foods have been shown to have a positive impact on a child's health, but many parents are not aware of the benefits of these foods. Unprocessed foods are those that are not highly processed and contain no added sugars, salts, or fats.

Examples of unprocessed foods include:

- Fruits and vegetables
- Grains
- Protein sources (meat, fish, eggs, etc.)
- Healthy fats (olive oil, avocado, etc.)

Unprocessed foods are not only healthy but also delicious. Encouraging your child to eat unprocessed foods can help them develop a healthy relationship with food and prevent obesity and other health problems.

FOCUS ON >

CHILDREN'S Health

Nutritious snacks KIDS WILL LOVE

Medical professionals note the importance of parents in helping their children build healthy relationships with food. That assistance can begin at an early age so kids get the nutrients they need and learn to enjoy healthy, whole foods. Offering children two or three items at snack time helps them feel in charge of their food decisions, and could set them on a path to lifelong health.

Snack time can be particularly tough for parents, as children may resist anything that isn't potato chips or other foods that do not have a strong nutritional profile. But many snack foods are both healthy and nutritious, and parents can offer such items when kids get between-meal hunger pangs.

Fun snacks

Pairing creative presentation with healthy foods often encourages children to try new things. Consider these options for snacks that elevate the fun factor.

- **"Ants on a log":** Parents may have come across these tasty snacks as requests from teachers or at preschool snack time. They're essentially celery sticks filled with cream cheese, peanut butter or seed butter, and topped with raisins.
- **Fruit kabobs:** Foods on sticks are easy for young hands to grasp. Using blunt wooden skewers, adults can thread grapes, melon chunks, strawberries, grapes, kiwi pieces, and maybe marshmallows. The kabobs can be served with a yogurt dip.
- **Smoothies:** Smoothies are a great option that blend fruits and vegetables into something that may be more palatable to youngsters. Parents can take this snack one step further by freezing the smoothie batter into popsicle molds to create a refreshing dessert.

Quick snacks

Having quick snacks at the ready is essential when hungry kids are around. Children may be more inclined to eat a few smaller meals and snacks than three big meals as they go about their day.

- **Cheese sticks:** Prepackaged, low-fat cheese sticks or cheese slices are a protein-rich snack that kids can help themselves to when they get hungry between meals. Cheese also can be paired with apple slices or whole wheat crackers.
- **Parfaits:** Let children create their own yogurt "sandwich" with their favorite ingredients. Have plenty of toppings on hand that can be added to plain or vanilla flavored yogurt, such as berries, bananas, chia seeds, nuts, and granola.
- **Hummus:** Blended chickpeas can be seasoned with an array of flavors to create hummus varieties kids love. Mixing cocoa powder and honey into hummus also can create a "brownie" hummus that goes well with graham cracker dippers.

▶ How to Use Focus On > Sections

- Run as themed pages or a recurring page series sponsored by a local business, with no competing advertisers on the page.
- Publish single pages or page spreads, or expand into a full section with the included cover.
- Easily customize for alternate page counts and printing requirements.
- **"Localize" It!** Edit the unbranded, copyright-free editorial features any way you like to incorporate a sponsor or native advertising. Feature local experts, places and events that tie into page themes, or add community polls or local statistics and opinions.
- Print pages, or easily post online as a PDF.

FOCUS ON >

CHILDREN'S Health

Healthy KIDS GUIDE

Parents of young children know that a day doesn't go by when they don't spend some portion of the day thinking about their youngster's health. Whether it's getting kids to eat on time so they can nap the correct number of hours or making sure to provide children with healthy snacks, parents are constantly making decisions about their child's diet and overall health.

Parents whose young kids don't eat as regularly as recommended and who make poor food choices are more likely to have children who are overweight and have other health problems.

Unprocessed foods have been shown to have a positive impact on a child's health, but many parents are not aware of the benefits of these foods. Unprocessed foods are those that are not highly processed and contain no added sugars, salts, or fats.

Examples of unprocessed foods include:

- Fruits and vegetables
- Grains
- Protein sources (meat, fish, eggs, etc.)
- Healthy fats (olive oil, avocado, etc.)

Unprocessed foods are not only healthy but also delicious. Encouraging your child to eat unprocessed foods can help them develop a healthy relationship with food and prevent obesity and other health problems.

FOCUS ON >

CHILDREN'S Health

Connect With More Parents in Our Community

Contact Us to Advertise

Your personalized message here!

Sales Representative
Media Company Name
(555) 555-5555
email@focuson.com
www.focuson.com

FOCUS ON >

CHILDREN'S Health

Connect With More Parents in Our Community

Contact Us to Advertise

Your personalized message here!

Sales Representative
Media Company Name
(555) 555-5555
email@focuson.com
www.focuson.com

Buy Unlimited or Single Sections

- Purchase by subscription for unlimited access to all new and archived sections, or buy per section at the lowest price in the industry.

What's Included

- Cover design
- Page masthead
- Copyright-free editorial features (no byline required)
- Themed multi-advertiser page layout
- All photos and art
- Marketing support: customizable e-card and social media promotions

Specs

- 10.5" x 11.25" tab or 8.25" x 10.75" magazine
- InDesign® and Quark® formats
- High-resolution PDF
- Free Google font links
- 6 to 8 theme-focused articles

+ Grow Digital!

- Interactive Themed Websites & Digital Ad Directories coordinate with Themed Special Section titles to quickly and easily build SEO and expand online revenue.

Only \$35 per section

Become a subscriber and save even more!

2027 SCHEDULE

FOCUS ON > Aging In Place

Download: November 20, 2026
Sell: November 2026 – January
Publish: January 2027

FOCUS ON > Heart Health

Download: December 18, 2026
Sell: December 2026 – February
Publish: February 2027

FOCUS ON > Local Living

Download: January 20, 2027
Sell: January – March
Publish: March 2027

FOCUS ON > All Things Automotive

Download: February 19, 2027
Sell: February – April
Publish: April 2027

FOCUS ON > Vocational School

Download: March 19, 2027
Sell: March – May
Publish: May 2027

FOCUS ON > Real Estate

Download: April 20, 2027
Sell: April – June
Publish: June 2027

FOCUS ON > Your Best Life

Download: May 20, 2027
Sell: May – July
Publish: July 2027

FOCUS ON > Pets

Download: June 18, 2027
Sell: June – August
Publish: August 2027

FOCUS ON > Local Professionals

Download: July 20, 2027
Sell: July – September
Publish: September 2027

FOCUS ON > Cost Cutting

Download: August 20, 2027
Sell: August – October
Publish: October 2027

FOCUS ON > Foodies

Download: September 20, 2027
Sell: September – November
Publish: November 2027

FOCUS ON > Senior Mental Health

Download: October 20, 2027
Sell: October – December
Publish: December 2027

Marketing Support Included for Every Title!

Free lead generation and prospecting support is available to everyone, so you can test the market for any title before you even buy!
Get rate cards, social media posts, print ads, web ads and email marketing to promote every section to readers and advertisers.

Sample materials show 2026 content, available now!

SPECIAL SECTION ADVERTISING OPPORTUNITY



SENIOR Living

What Caregiving Gives Back

Managing Needs

What is polypharmacy?

Connect Your Business With *More Local Seniors*

Gear your message toward a focused audience of older adults throughout the area with specialized advertising in our latest themed section. Senior Living gives your business strategic exposure alongside features focused everything from medication management, fitness and finance to dating, volunteering and variables to consider before downsizing a home. Let our ad consultants help you optimize your message with the best design, copy and placement to showcase your products and services. To learn more about the marketing opportunities for your business or to get started, talk to one of our helpful consultants today!

Ad Sizes & Rates

Full Page 0000" x 0000" ... \$000
1/2 Page 0000" x 0000" ... \$000
1/4 Page 0000" x 0000" ... \$000
1/8 Page 0000" x 0000" ... \$000

Add color to any ad for \$00 - \$00

Local Readership

0,000 Households
0,000 Print Readers
0,000 Digital Readers

Advertise Online

Maximize your audience reach with a print and digital advertising package. Ask your ad consultant for details!

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

Name Newspaper

Call 000.000.0000 or email name@namenewspaper.com for ad rates and reservations.

000-000-0000 | www.namenewspaper.com | email@newspaperadvertising.com

Reach More Seniors in Our Community



SENIOR Living

What Caregiving Gives Back

Managing Needs

What is polypharmacy?

Our Senior Living special section offers your business niche advertising exposure alongside features focused on everything from medication management, fitness and finance to dating, volunteering and variables to consider before downsizing a home. Let our ad consultants help you optimize your message with the best design, copy and placement to showcase your products and services!

Advertising Deadline: May 00
Publication Date: May 00
For rates or to learn more, call 000.000.0000 or email name@namenewspaper.com today.

SENIOR Living

Name Newspaper

www.namenewspaper.com/specialsection

A Special Section for Our Community's Seniors



SENIOR Living

What Caregiving Gives Back

Managing Needs

What is polypharmacy?

Looking for reliable information, advice and ideas for staying active, engaged, healthy and happy as you age? From fitness and finance to dating, volunteering and variables to consider before downsizing a home, our Senior Living special section is filled with valuable features and local resources geared toward your best interest!

Look for your copy Sunday, May 00 in print and online at namenewspaper.com.

To subscribe or renew, call 000.000.0000

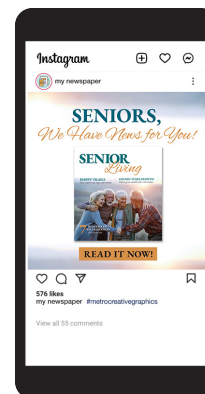
SENIOR Living

Name Newspaper

www.namenewspaper.com/specialsection

• Print Ads to Target Advertisers & Readers*

Generate early interest in upcoming sections to maximize audience and revenue engagement



• Social Media Tiles for Audience & Advertisers

Drive traffic to your site and ad sales department with ready-to-post JPG designs for your Instagram and Facebook accounts

• Rate Sheet*

Customize with your pricing for a professional pitch you can print or email



Reach More Seniors in Our Community

Contact Us to Advertise!

Your personalized message here!

Sales Representative
Media Company Name
000-000-0000
emailaddress@email.com
www.website.com



A Special Section for Our Community's Seniors

Advice, ideas and local resources for staying active, engaged, healthy and happy as you age!

SENIOR Living

Newspaper Logo

READ NOW

• Web Ads to Link to Section PDFs Online*

Digital ads geared toward readers and advertisers, both available in three sizes



• Email Marketing

Instantly format and send an e-card to advertiser prospects, personalized with your contact info and offers



"Metro's Themed Special Sections offer a professional layout with examples of the types of businesses who may want to be included in the section. **As a bonus you also get pre-designed rate sheets and suggested content for promoting your special section. This allows us to easily add new revenue to our calendar.**"

– Carolyn Skaggs, *Courier Express*

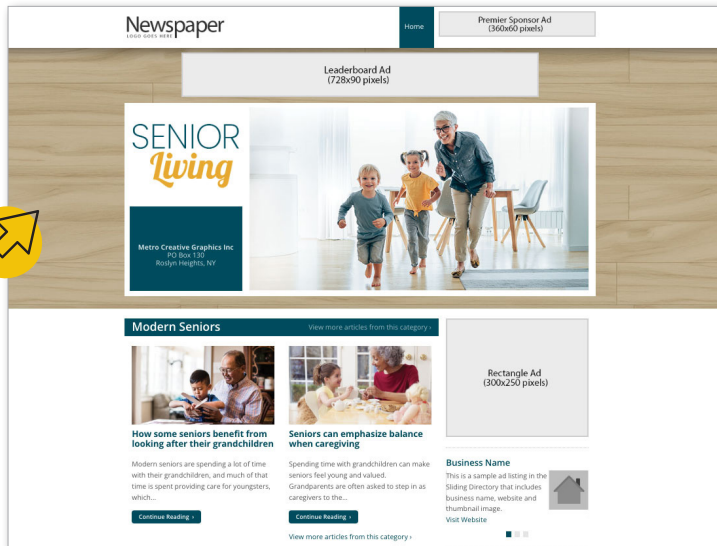


* Not available for Focus On > Sections

+ Grow Digital!

Themed Websites & Digital Ad Directories

Expand digital advertising and audiences with Metro's timely and highly marketable themed websites and directories that are ready to sell and present live on your site.



Themed Website

Features & Benefits

- Intuitive Content Management System (CMS)
- Two new website and directory themes available each month
- Co-branded with your logo and contact info
- Market and sell before going live
- Multiple ad sizes and positions available
- Add local content, photo and video galleries
- Track pages using Google analytics
- Easily customize any themed site or directory

ONLINE ADVERTISING OPPORTUNITY

Market Your Business to More *Local Seniors*

Let our latest online feature connect you with a local audience of active and engaged older adults. This interactive website gives your business flexible and affordable placement alongside focused content geared toward today's seniors. From medication management, fitness and finance to dating, volunteering and variables to consider before downsizing a home, these themed editorial features can help you reach and resonate with your target customers. For details about the unique opportunities for your business, talk to a helpful ad consultant today.

Web Ad Sizes & Rates

Rectangle 300 x 250px	 \$900
Leaderboard 728 x 90px	 \$900
Skyscraper 160 x 600px	 \$900
Mobile Banner 320 x 50px	 \$900
Directory Ad 300 x 250 px	 \$900

Ask about digital coupons, photo galleries and video features!

000-000-0000 | www.namepaper.com | email@namepaperadvertising.com

Name Newspaper

Call 000.000.0000 or email name@namepaper.com to learn more or get started.

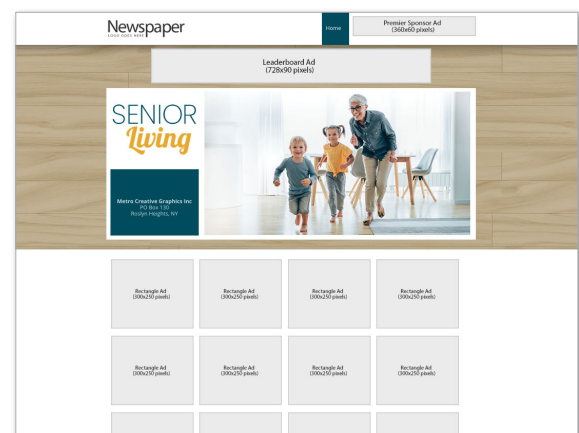
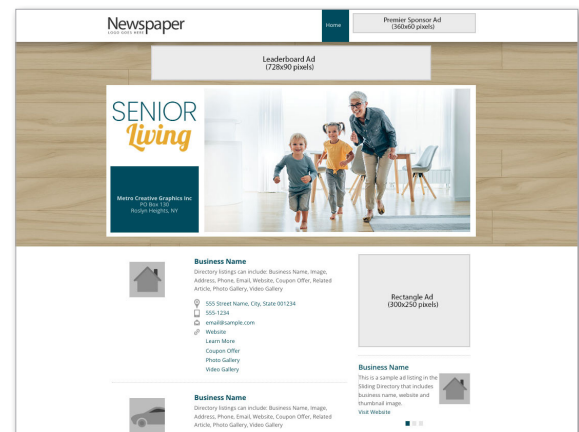
00,0000 Digital Readers!

Space & Copy Deadline: May 00
Live: May 00



Package options for two or more live websites or directories

Use ready-made themed sites and directories to target strategic audiences, build SEO, increase traffic to your website and expand online revenue.



Themed Ad Directories

Marketing Materials Included!

- Themed Website rate card
- Web ads

“One themed site paid for my year, and I have some dollars left over. Anything from here on out is profit. Helluva deal.”

– Bruce Behymer, Harvey County Now

2027 Themed Sections, Websites & Directories

Titles to Publish

Q1: January – March

Brides Today

Download 11/5/2026

Wedding planning is a fun and challenging undertaking. Brides Today has all engaged couples need to connect with the many talented local vendors who specialize in making weddings happy and memorable affairs.

FOCUS ON > Aging In Place

Download 11/20/2026

Human beings are living longer, and many hope to spend as much of their golden years as possible in the comfort of their own homes. Focus On Aging In Place is a useful resource to help seniors interested in learning what they can do to stay happy and healthy at home well into retirement.

Spring Home

Download 12/4/2026

As winter winds down, homeowners turn their attention to home renovations. Spring Home can inspire homeowners and serve as an ideal showcase for local contractors who can help them turn inspiration into a finished product they can be proud of.

FOCUS ON > Heart Health

Download 12/18/2026

Cardiovascular disease remains the leading cause of death across the globe. Focus On Heart Health highlights the disease and prevention strategies for readers hoping to safeguard their cardiovascular health for years to come.

Health & Wellness

Download 1/5/2027

Living life to the fullest demands readers do everything they can to be healthy and happy. Health & Wellness targets health-conscious readers who want to connect with the many local businesses that can help them live healthier and happier.

FOCUS ON > Local Living

Download 1/20/2027

Residents are hungry for reliable and informative local news. Focus On Local Living emphasizes the value of local news and what can be done to support the invaluable resources that ensure residents always have somewhere to turn as they seek to learn more about the communities they call home.

Titles to Publish

Q2: April – June

Lawn & Garden

Download 2/5/2027

Real estate professionals know it's impossible to overstate the curb appeal of a well-manicured landscape. Lawn & Garden is a go-to resource for homeowners who take pride in their properties and a tailor-made opportunity for local contractors to advertise their services.

FOCUS ON > All Things Automotive

Download 2/19/2027

In an increasingly expensive world, drivers are looking to get more out of their vehicles. Focus On All Things Automotive covers a wide-range of auto-related topics that appeals to an equally diverse group of readers and local automotive industry advertisers.

Senior Living

Download 3/5/2027

Modern seniors know that life after 60 is active and exciting. Senior Living highlights the many ways seniors can live life to the fullest and serves as an ideal way for local advertisers to connect with this powerful demographic.

FOCUS ON > Vocational School

Download 3/19/2027

A career in the trades is lucrative and fulfilling. Focus On Vocational School highlights this rewarding career path and what students need to do to get started on the path toward a wide range of in-demand careers.

Weddings

Download 4/5/2027

Late spring marks the unofficial beginning of wedding season. As brides- and grooms-to-be get ready to walk down the aisle, vendors can use Weddings to highlight all they have to offer couples, families and guests.

FOCUS ON > Real Estate

Download 4/20/2027

Spring is a popular time to sell and buy a home. Focus On Real Estate capitalizes on those trends and serves as a unique showcase for local real estate professionals and an invaluable resource to readers looking to buy or sell a home.

2027 Themed Sections, Websites & Directories

Titles to Publish

Q3: July – Septemeber

Living Longer

Download 5/5/2027

Life expectancies are on the rise. A wide range of local businesses can highlight their services in Living Longer, which features everything from self-care strategies to long-term financial planning pointers and more to readers who recognize the importance of planning for a long, happy and healthy older adulthood.

FOCUS ON > Your Best Life

Download 5/20/2027

The relaxed vibe of summer encourages people to live life to the fullest. Focus On Your Best Life offers the ideal vehicle for local publishers to showcase all their communities have to offer so readers can make this summer one they will never forget!

Fall Home

Download 6/4/2027

Homeowners know fall offers a final opportunity to renovate before the arrival of winter weather. Fall Home is an ideal advertising vehicle for local contractors who can help homeowners get one more project off the docket before the end of the year.

FOCUS ON > Pets

Download 6/18/2027

Pets are beloved members of the family. Focus On Pets showcases editorial content and contest ideas to encourage local residents and advertisers to celebrate the furry friends who help to make their households and communities more special.

Holiday Gift Guide

Download 7/2/2027

Savvy shoppers recognize it's never too early to start shopping for the holidays. Holiday Gift Guide is the perfect conduit for local business owners looking to establish their businesses as must-stop shops on holiday shopping excursions.

FOCUS ON > Local Professionals

Download 7/20/2027

Readers need a go-to resource when seeking the assistance of local lawyers, health care professionals, insurance agents, and other professionals. Focus On Local Professionals highlights the vital role these professionals play in their communities and serves as an ideal showcase for them to connect with readers.

Titles to Publish

Q4: October – December

Breast Cancer Awareness

Download 8/5/2027

Great strides have been made in treating breast cancer over the last several decades. Breast Cancer Awareness draws attention to the disease and what women and their families can do to join the millions who celebrate overcoming their diagnosis each year.

FOCUS ON > Cost Cutting

Download 8/20/2027

Life is as expensive as ever. Focus On Cost Cutting is a go-to resource for people from all walks of life who are concerned about the rising cost of consumer goods and interested in learning what they can do to save money every day.

Holiday Lifestyle

Download 9/3/2027

The holiday season is a joyous time of year. Holiday Lifestyle has all readers need to make this special season even better. Local advertisers can use this section to showcase their offerings and stand out during a lucrative but competitive time of year.

FOCUS ON > Foodies

Download 9/20/2027

Come the end of the calendar year, social schedules fill up as the joyous vibe of the holiday season starts to take over. Focus On Foodies helps readers and publishers make the most of that celebratory air by shining a light on food and the many local establishments that work so hard to provide residents with unique and mouthwatering fare.

Winter Fun & Games

Download 10/5/2027

Games are as popular as ever. Winter Fun & Games features a variety of puzzles that serve as an ideal winter pastime when the weather outside is frightful.

FOCUS ON > Senior Mental Health

Download 10/20/2027

Winter can adversely affect mental health, and social isolation affects millions of seniors every year. Focus On Senior Mental Health highlights isolation and the many other navigable mental health hurdles adults may encounter as winter begins.

2026 Holiday Themed Special Sections

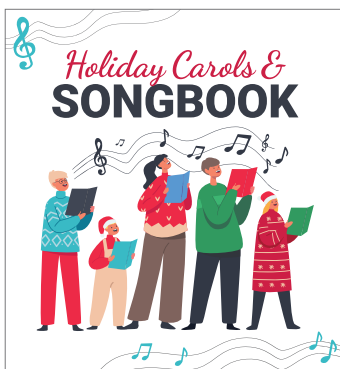
Three New Sections Are Included Each Year With Metro's Holiday Advertising Service!



Homemade for the Holidays

Download 8/15/2026

The holiday season and family go hand in hand. Homemade for the Holidays appeals to families intent on making this special time of year even more memorable, making this an ideal vehicle for local advertisers to connect with readers filled with the holiday spirit.



Holiday Carols & Songbook

Download 8/15/2026

Music is a big part of the holiday season. Holiday Carols & Songbook highlights holiday hits new and old and provides a great opportunity for local businesses to showcase all they have to offer to celebrants looking for a soundtrack to this special season.



HoliYAY Puzzles & Activities

Download 8/15/2026

The popularity of puzzles continues to rise. HoliYAY is loaded with fun puzzles and activities for a wide range of age groups, making this an ideal advertising opportunity for local business owners looking to make the most of this lucrative time of year.

Full Special Sections Archive Also Accessible to Holiday Advertising Service Subscribers!



Itsy the Elf – Localize this four-part kids' storybook series by featuring your community's businesses in the storyline.

My Merry Christmas Coloring Book Holiday Recipes

Plus, bonus cover designs and editorial features to expand sections or run pages!

Metro's Holiday Advertising Service Has It All!

- Hundreds of beautiful, sponsor-ready print and web greeting templates for Christmas, Thanksgiving, Hanukkah, Kwanzaa, the new year and the holiday season
- Event and retail promotions to drive sponsorship revenue and community ties
- Thousands of high-quality holiday photos and images
- Seasonal social media tiles and heading designs
- Games, puzzles, coloring panels and page layouts
- Marketing tools to target advertisers and readers

...and It's Guaranteed to Pay for Itself!

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, e-cards and social media tiles 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 with no byline required, 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 2027 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 or spreads within your paper for a targeted group of small advertisers, or sell pages as a series for a single large-scale sponsor.

“The special section has worked out wonderfully! We have basically doubled our sales revenue from this time last year by using and promoting it to our customers. — Sylacauga Today Newspaper, Alabama

”

Success Stories

Learn how publications are producing thousands in revenue using Themed Special Sections!

Home Improvement Section Upgrade Produces a 247 Percent Increase in Sales

An expanded “Spring Home” special section drives an impressive spike in local advertising revenue for a New York newspaper.



Tompkins Weekly
Lansing, NY

> Check Out the Tompkins Weekly “Spring Home” Section

CREATE:

Tompkins Weekly has historically produced four-page “Spring Home” and “Fall Home” sections. For their 2026 “Spring Home” edition, they expanded the scope of their usual program using a Themed Special Section from Metro. They selected twelve pages from Metro’s fully templated “Spring Home” section to expand their traditional product. The resulting section successfully attracted a variety of local advertisers and exceeded sales projections.

SELL:

The Tompkins Weekly team used the Metro section template as a selling tool. Publisher and President Todd Mallinson says they are a “feet on the street business,” selling in person as well as through email marketing. The publication created a promotion for “Spring Home” advertisers, offering businesses a 50 percent discount on future advertising within the next month.

PROFIT:

The publication’s 2026 “Spring Home” section sales were 247 percent ahead of the previous year. The 12-page section featured ads of all sizes from 24 different businesses. Based on the section’s success, the Tompkins Weekly team plans to expand the page count of their next home improvement section even further.

Todd Mallinson

ToddM@VizellaMedia.com
Publisher & President
Vizella Media
Lansing, NY

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Success Stories

Learn how publications are producing thousands in revenue using Themed Special Sections!

Just Add Local Advertising!

A Quick-Selling Metro Template Produces Fast Special Section Revenue

Local newspapers in Ohio and Pennsylvania utilized the ready-to-run layout and features of a Metro Themed Special Section template to quickly and effectively connect community advertisers and readers around a local theme.



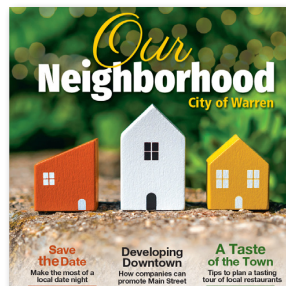
Courier Express Dubois, PA

The Courier Express produces several "shop local" projects each year. Advertising Director Carolyn Skaggs says, "I thought 'Our Neighborhood' was a great way to remind our readers of the importance of supporting community businesses outside of the holiday season. We ran this in August and added \$4000 to the month quickly using the content Metro provided."

[Check out the Courier Express section here](#)

Carolyn Skaggs
Advertising Director
Courier Express
Tri-County Weekend
Jeffersonian Democrat
Leader Vindicator
The Progress
cskaggs@thecourierexpress.com

\$4,000
added
quickly to
the month!



Tribune Chronicle Warren, OH

Advertising Director Angela Kellar says Metro's Themed Special Section templates help the Tribune Chronicle team sell more and save production time. They generated \$3,100 in revenue using Metro's "Our Neighborhood" section template to target local business advertising!



Angela M Kellar
Advertising Director
Tribune Chronicle
The Vindicator
akellar@tribtoday.com

\$3,100
in revenue
generated!

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Success Stories

Learn how publications are producing thousands in revenue using Themed Special Sections!

Lifestyle Magazine for Older Adults Offers Local Businesses High-Impact Advertising

A bimonthly magazine insert incorporates a variety of unique features to engage readers and connect advertisers with a niche audience.



The Decatur Daily
Decatur, AL

➔ Check out an issue of Living 50 Plus Decatur Morgan

CREATE:

The Decatur Daily produces a bimonthly lifestyle magazine titled Living 50 Plus Decatur Morgan. The magazine provides targeted lifestyle content for readers ages 50 and over, who make up about 45 percent of The Decatur Daily's readership. In addition to their own local stories, the publisher utilizes a number of Metro features to tie in local advertising. These include a "Good to Know" page providing healthy lifestyle tips, and a "100 Years Ago This Month" page that looks back on historical events. Advertising Assistant Jessica Powell says features like these engage readers by holding their attention and sparking conversation. They also allow an exclusive page sponsor to reap the benefits of that focused attention from readers. The magazine runs as a print insert and e-edition, and complimentary copies are also available at area business locations and The Decatur Daily office.

SELL:

Sponsored pages in the magazine give local businesses an opportunity to attract focused attention from their target consumers, with no competition on the page. Powell notes that it also connects advertisers to the Living 50 Plus brand. Sponsored pages are sold as a six-run contract, allowing an advertiser to essentially "present" the content included on that page for six issues. The publication also uses Metro editorial features to anchor a senior services directory, featuring advertising from several local businesses. Pages incorporating Metro recipes and puzzles offer advertisers additional opportunities for engagement.

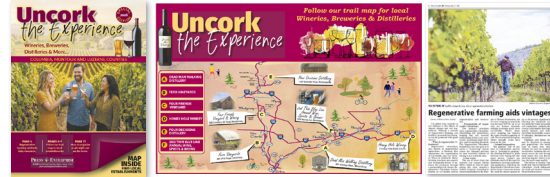
PROFIT:

The most recent issue of Living 50 Plus featured ads from more than 30 local businesses. Powell says, "Advertisers have enjoyed sponsoring pages for our magazine because it allows them a message to get behind and connect to their own branding. It expands their brand's message to more than just a company logo."

Jessica Powell
Advertising Assistant
The Decatur Daily
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www.decaturdaily.com

Special Section Puts Local Agritourism on the Map

Uncork the Experience gives local wineries, breweries and distilleries an engaging advertising platform that encourages readers to explore the region's craft beverage producers.



Press Enterprise
Bloomington, PA

➔ Check out an issue of Uncork the Experience

CREATE:

Press Enterprise recently published their third annual Uncork the Experience special section. The section serves as a guide to the region's craft beverage producers, combining a variety of Metro recipes and editorial features with local advertising and a "trail map" of local wineries, breweries and distilleries.

SELL:

Following their first edition of Uncork the Experience, the Press Enterprise team used the section as a sales tool by mailing copies to all participating and prospective advertisers, including those who declined advertising, to familiarize them with the finished product. The sales team contacts ad prospects for the upcoming edition by email, and they follow up with in-person visits to as many locations as possible. Advertising Director Janene Hachmeister says the section's map feature is popular with advertisers, and the Metro editorial features help them fill the section with information that's relevant to their advertisers and interesting to their readers.

PROFIT:

Uncork the Experience has produced positive feedback and returning advertisers for the publication. Advertisers appearing on the trail map run individual ads with detailed information about their businesses. The publication also uses the section to kick off promotion of their upcoming Best of the Best contest, recognizing exceptional food and beverage businesses around the area.

Janene Hachmeister
Advertising Director
Press Enterprise
janene.hachmeister@pressenterprise.net
pressenterpriseonline.com



Your Metro subscription includes a wealth of editorial features, recipes, images, spec ads and page templates to support wineries, breweries and agritourism advertisers in your region. Search MetroCreativeConnection.com by keyword to explore and download!

Pennsylvania Publisher Produces Over \$50K in Revenue

With a Fun-Filled Holiday Program That Sustains Community and Advertiser Engagement All Season

The Courier Express takes a multi-prong approach to developing a dynamic holiday program that successfully engages readers and advertisers throughout the holiday season.

Courier Express DuBois, PA



➔ See the Courier Express
"Home for the Holidays" section



➔ See the Courier Express
"Christmas Songbook" section



➔ See the Courier Express
"Shop Local This Christmas" section

CREATE: Components of the Courier Express's successful holiday program include tri-fold inserts featuring holiday events with advertisers; a "Who's Your Santa" contest that drives readers to visit participating advertiser locations to enter to win lottery tickets; and several locally focused sections inspired by Metro's fully templated Home for the Holidays, Holiday Songbook, Holiday Gift Guide, and Holiday Fun & Games Themed Special Sections.

SELL: Advertising Director Carolyn Skaggs says the team starts planning and selling holiday projects and special sections in September. Sales reps are able to selectively bundle advertising at a reduced rate for regular advertisers. Skaggs says advertisers are quick to reserve space in their full-color glossy holiday tri-folds, which include upcoming holiday events that give the product a longer shelf life. She says they also produce two Christmas Songbooks due to this section theme's popularity. They include recipes, coloring pages and holiday planning tips in these Songbook sections, so there's something for everyone. She adds, "Our 'Who's Your Santa' contest is a reader favorite because everyone loves the chance to win lottery tickets. Our advertisers like the contest because it drives new customers to visit their business to drop off the entry form." The contest runs as a collective full page with entry forms for each of the 10 participating businesses. Bonus ads run ROP during the contest as part of the package.



Full-color glossy holiday tri-folds run as inserts in two sizes: an 11x17 size that is folded in half then tri-folded, and a simple 8.5x11 tri-fold.



"Who's Your Santa?" runs for a two-week period in November, with four different contests in four publications, each with 10 contest participants. One random winner from each participating business wins a stocking stuffed with \$90 in PA Lottery tickets. Advertisers pay one price for the contest box to collect the entry forms and for inclusion on all promotional ads for the contest.

PROFIT: Skaggs reports great success with their holiday projects, generating combined revenue totaling about \$54,000. She says their holiday tri-folds bring in over \$12,000, while the publication's Shop Local, Holiday Activity Book and Home for the Holidays special sections produce around \$20,000 in revenue. The Songbook special sections bring in another \$12,000. Finally, the "Who's Your Santa" contest, which runs in four of their publications, produces revenue just over \$10,000.

Carolyn Skaggs
Advertising Director
Courier Express/Tri-County Weekend/
Jeffersonian Democrat/Leader
Vindicator/The Progress
caskaggs@thecourierexpress.com



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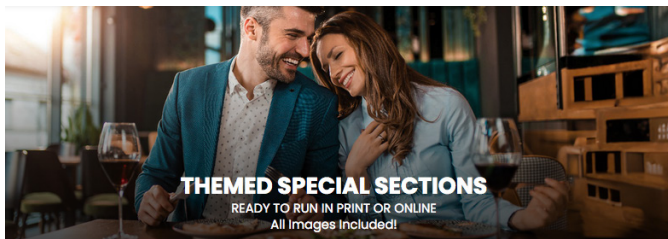
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- Purchase by subscription for unlimited section access, or buy per section at the lowest price in the industry
- All 2026 sections are available in TWO SIZES: 10.5" x 11.25" Tab and 8.25" x 10.75" Magazine
- E-edition and PDF links facilitate selling to prospective advertisers by printed presentation or email
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- Use individual pages or spreads from any section to run a series of themed features and ad campaigns within your print and online publications
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- Coordinated online Themed Websites & Directories available to pair with print sections



August
Preview Section

Succe\$\$ Stories



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Expand digital advertising and audiences with Metro's themed websites and directories.



"This little **'shop local'** deal paid for my year, and I have some dollars left over. Anything from here on out is profit. Helluva deal!"
— Bruce Behrmer, Harvey County Now
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