



Creative Professional's Toolkit



**Metro's Images,
Designs & Resources
at a Glance**



FIND INSPIRATION. SAVE TIME. BE CREATIVE.

Every month, Metro delivers a fresh timely collection of eye-catching images and dynamic layouts for print and digital ads, covers and promotions. These ready-to-go solutions are developed to assist creative professionals in preparing all of the ads and other design work needed to attract, impress and retain advertisers within a short time frame. Use these valuable tools and resources for inspiration, efficiency and creative support, so you can do your best work and help your company thrive.



CREATE. SELL. PROFIT.

Inspiring Image Selections

Having the right image for each of the ads and layouts you are creating is critical, and each day brings different advertiser categories and design needs. With no time to waste, and the pressure on, Metro not only arms you with timely imagery, but provides the art styles and quality photos, vectors and illustrations you need to meet your creative challenges and execute your best designs.



- Illustrations and vectors from today's best traditional and digital artists
- Stock-quality photos and images for every conceivable subject and advertiser category
- Develop campaigns with complementary images
- Find inspiration for all of your design efforts
- User-friendly online library makes finding images a breeze

Print, Web & Mobile Coordinated Ad Layouts

With the current growth of digital advertising, you now have even more design requests for combination ad packages that include print, Web and mobile. When you have ad combos for the top ad categories of the month at hand, you are already one step ahead in designing for your multimedia advertisers. The outcome will be time saved for you, more revenue for your company, and better results for your advertisers.



- Optimal advertiser categories each month
- Five top ad sizes to choose from: leaderboard, rectangle, skyscraper or banners
- Ready to print and present, or make PDFs, for sales to e-mail spec designs
- Layered Photoshop® files (.psd) provided for easy customization
- Huge time-saver for multimedia work

Time-Saving Spec Ad Designs

Nothing will save you more time than having a wealth of ready-to-go spec ads and layouts on hand. Whatever the advertiser, ad size, theme or event, you will find a wide variety of options to jump-start your design work. Add to this a user-friendly interface that lets you search with a combination of keywords and specialty filters and you will find what you need quickly and easily, including the option for a QuarkXPress® or InDesign® file.



- Ad size options from business card to full page
- Cover designs for every key theme and promotional event
- Attention-compelling headlines and copy
- Ad files include Quark and InDesign versions, text and images — download all at once
- Multiple-listing ads, fully templated, save even more valuable time
- Growing library of print, Web and mobile combo designs

Auto & Logo Image Libraries

Brand name logos are an ongoing need when creating ads, so having a library of all key brand logos right alongside your image and spec ad libraries is a great time-saver to say the least. The same holds true if you have regular new or used auto dealers in your market where a fifteen-year cumulative auto photo library can mean everything when it comes to saving time and satisfying your advertisers. Select your spec ad and immediately begin placing your logos, autos or both.



- Official company logos and trademarks for all types of corporations and popular name brands
- Color and black-and-white options
- Automotive photos for every make and model from 2001 to present
- Auto photos for every manufacturer model color
- Multiple views, including interior shots
- Combined with ready-made auto spec ads, you have everything you need to easily create specs and ads for every auto dealer

NOTE: The Auto and Logos Libraries are available by separate subscription

Themed Packages, Pages, Directories & Covers

Help jump-start monthly ad sales with directory and page layouts that your sales team can present to attract related advertisers. With a variety of directory positions already in place, your major spec work is done. If a theme is really hot in your area, efforts may be expanded to a full section, in which case the corresponding cover design will come in handy to help you begin design and layout of the section.



- Multiple-advertiser full-page, tab-sized and double truck directory-style layouts
- Drop in a logo or prospect info, and the page is ready for sales to present
- Use alternate headlines to expand concepts into campaigns
- Editorial-anchored *Themed Event* pages, another great layout option for attracting advertisers and readers
- Cover designs help you expand sales themes to full sections

Full-Page Multiple-Advertiser Layouts

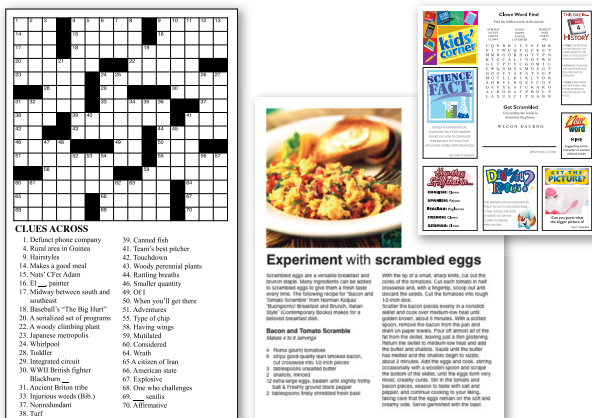
Your sales team is looking to capture advertisers with even the smallest budgets, but having the time to create spec layouts for every advertiser level is often not possible. With attention-compelling full-page layouts, which include a variety of ad sizes, you can supply the options needed for closing sales. Broadsheet and tabloid full-page files are available for each themed layout and are completely customizable using either the Quark or InDesign document, both available for download.



- Themed *Marketplace* multiple-advertiser layouts for varying ad budgets
- Coupon group pages highlighting advertiser special offers
- Ready-made contest layouts, complete with concept and rules
- All images, copy and type treatment provided; just fill in your specific advertiser info

Games, Puzzles, Kids' Features, Recipes & More

Quickly create engaging novelty pages incorporating sponsors and advertisers with these valuable ready-made features. Ready-to-run word finds, crosswords, Sudoku, horoscopes, puzzles, coloring pages, kids' features and recipes save you hours of design work, letting your sales team present a wide variety of advertisers with a unique way to attract focused attention from readers.



- A fresh and inviting way to design ad and sponsor pages
- A unique complement to ads with a targeted audience reach
- Flexible sizes to fit a range of placement and budget parameters
- Access the entire archive from the MCC Editorial Library

Templated Print & e-Sections

Sections are a great way to expand ad sales revenue, but having to create a complete, ready-made section for reps to present to prospects to launch sales is not always feasible. And what about online? With a ready-to-go print and online templated package, including ad positions of varying sizes, Metro's templated sections make it possible for you to deliver what is needed for growing print and online themed section sales.



NOTE: Templated print and online sections are available by separate subscription

- Two or more fully templated *Print Special Sections* each month
- Three online *e-Sections* per month (no programming knowledge necessary) with two corresponding directly to print templated sections
- Complementary print and Web designs help facilitate combination sales
- Saves days, even weeks, of design and production time
- Multimedia solution that is ready to present and fill with the ads you create

Expanded Collateral Design Options

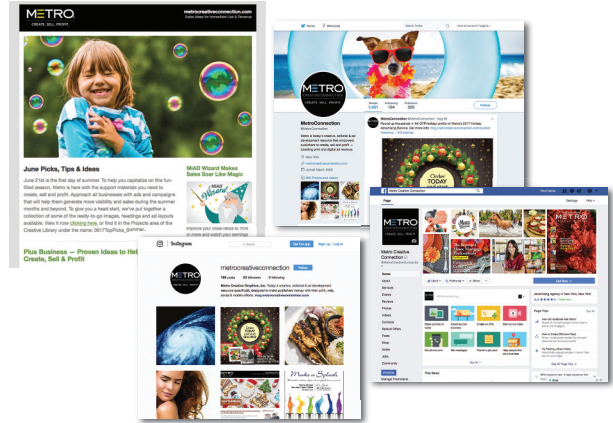
Freestanding inserts (*Single Sheets*) are popular with both new and existing advertisers. **Select from numerous layouts to give your sales team multiple options to help close sales.** Take creative efforts further as an "agency" for your advertisers, with ready-made design layouts from *MetroBiz* to inspire your business cards, menus, flyers, postcards and brochures.



- Eye-catching *Single Sheets* popular for print insertion
- Available for a wide variety of key advertiser categories
- Single- and double-sided layouts
- Expand design work beyond ads with *MetroBiz* layouts for business cards, menus, flyers, postcards and brochures

E-mail & Social Media Networks

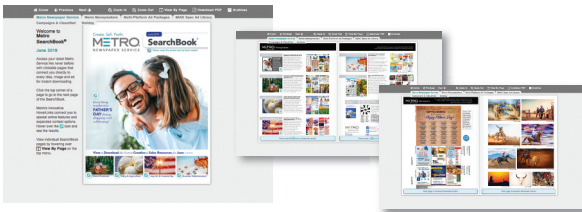
Communication is everything when it comes to getting the most out of your resources. Since we want you to be your most successful, we want to ensure that you know about everything you have available from Metro, searchable in the sales area of MCC: *Sales Tips; Quick-Sells; Picks, Tips & Ideas; News Tips & Ideas.* Make sure you are set up to receive these valuable e-mail communications, and follow us on social media.



- Ideas and tips delivered to your inbox
- E-mail notification when monthly material becomes available
- Valuable program tips and ideas via Facebook, Twitter and Instagram
- Links to monthly *SearchBooks*

Interactive SearchBooks®

View and instantly download every featured image and ad using this online tool. Clickable pages showcase the latest creative content, putting dozens of fresh ideas and spec ads for advertisers at your fingertips every month. Simply click on any page to be connected to that content in the *Creative Library*.



- Showcases all of the new images and designs for the Services within your subscription
- *Metro Newspaper Service, Metro Moneymakers, MiAD Spec Ad Library, Campaigns & Classified, Multi-Platform Ad Packages and Holiday Advertising Service* are all available in *SearchBook* format
- Clickable pages let you directly access content within the MCC Creative Library

Client Services Support



Metro's Client Services Team has the reputation of being the best in the business for good reason. Real people answer the phone and are ready to answer your questions about Metro services, point you in the right direction in locating exactly what you need, schedule training for Metro products, or offer suggestions to help you maximize your creative efforts.

- Schedule Webinar training on Metro products for groups or individuals
- Get info and samples for all Metro services
- Submit your image, spec ad and topic special requests
- Ask for assistance in locating specific ads, images and ideas
- Get the peace of mind that comes with knowing you have a great backup team

Create, Sell & Profit With Metro!



Metro Creative Graphics, Inc.
 519 Eighth Avenue, New York, NY 10018
 Voice 212.947.5100 Toll-free 800.223.1600 Fax 212.967.4602
www.metrocreativeconnection.com



Like Us on Facebook
facebook.com/MetroCreativeConnection



Follow Us on Twitter
 @MetroConnection



Follow Us on Instagram
 @metrocreativeconnection